

# Changing the Perceived Culture of Indifference in Care

# Background

- CAHPS and other surveys ask patients to tell us what that individual patient cares about when related to their medical experience.
- Many of the questions focus on the communications and interactions between providers, staff and the patient.
- If the “professionals” are seen to be disengaged, distracted or indifferent, the patient feels neglected, rushed, and under-informed.

Home Health CAHPS® Care of Patients Scoring	Response Options	Score
<i>How often the home health team gives care in a professional way</i>		
9. In the last 2 months of care, how often did home health providers from this agency seem informed and up-to-date about all the care or treatment you got at home?	<ul style="list-style-type: none"> <li>• Never</li> <li>• Sometimes</li> <li>• Usually</li> <li>• <b>Always</b></li> <li>• I only had one provider in the last 2 months of care</li> </ul>	# of respondents responding “Always”
16. In the last 2 months of care, how often did home health providers from this agency treat you as gently as possible?	<ul style="list-style-type: none"> <li>• Never</li> <li>• Sometimes</li> <li>• Usually</li> <li>• Always</li> </ul>	# of respondents responding “Always”
19. In the last 2 months of care, how often did home health providers from this agency treat you with courtesy and respect?	<ul style="list-style-type: none"> <li>• Never</li> <li>• Sometimes</li> <li>• Usually</li> <li>• <b>Always</b></li> </ul>	# of respondents responding “Always”
24. In the last 2 months of care, did you have any problems with the care you got through this agency?	<ul style="list-style-type: none"> <li>• Yes</li> <li>• <b>No</b></li> </ul>	# of respondents responding “No”

# The Goal is to Add More “Optics” that You Care to:

- Improve Patient Experience
- Increase Patient Satisfaction
- Motivate Employees
- Raise ROI Through Patient/Employee Engagement
- Focus on Patient Education



The Little Things Add Up for Changing Your Culture.

# First Impressions Are Everything...

- The best chance to create a lasting positive impression is their initial contact with you- whether it is the phone, social media, website or “rating” sites.
  - Be diligent on keeping your website current, your social media active, and your reviews high.
  - Not every patient is going to love you, but how you handle the poor review is key.
- Train front office staff on the correct way to answer calls- most negative reviews center around avoidable issues.

# Make Your First In Person Encounter Awesome

- There is a “Halo” effect on a visually inviting entrance area. Your patient immediately has a positive vibe and releases more positive energy.
- Changes do not need to be drastic.
  - Painting the office in bright cheer colors
  - Having “welcome” signs in the lobbies
  - Using flowers, plants and balloons
- Employees will work up to 1 hour longer in a nicer environment.



# Reduce Clutter

- Make the office seem breezier and more inviting.
- Technology can help.
  - Take your “announcements” that are posted around the reception area and add them to a HDTV based education station in your waiting room.
  - It neatens the appearance of the office and puts everything in a usable format that everyone can see without cluttering up the business area of the room.



# Reduce Wall Clutter

- Get rid of those outdated posters on the walls and pamphlets on the tables.
- Add instructional and engaging videos to your education station.
  - Drive home your “care for the patient” message.
  - People watch over 100 billion videos on YouTube, why would they read your posters and pamphlets?
  - Speak to the patients in their preferred language.



# Make Navigation Easier

- Include the locations and provider profiles of likely referrals on your education station.
  - For instance, orthopedic offices can tell the patients where the radiology office, physical therapist and DME providers are located and how to reach them to make an appointment.

Your Practice Logo

Welcome to Our Practice

H: 65° / L: 72°  
Philadelphia  
2:50 pm

88°

**Did You Know?**  
Our Radiologists  
are located  
conveniently  
across the hall.  
Walk-ins available  
for X-rays, MRIs  
and more

Don't forget to schedule your flu shot; The Doctor will be with you shortly

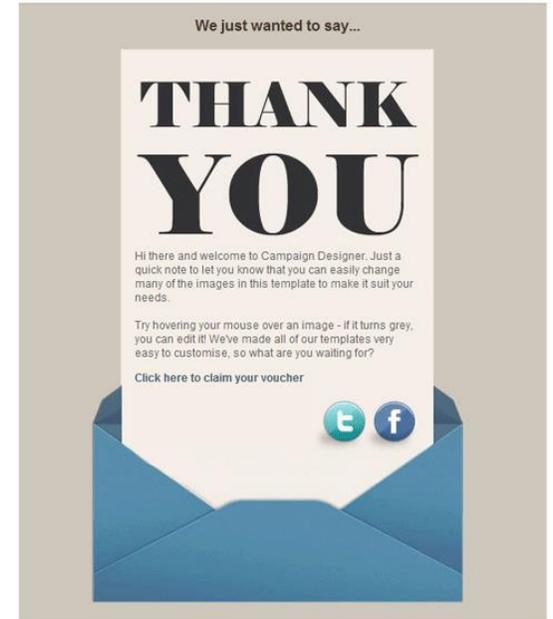
# Don't Forget the Exam Room

- Don't let your patient stare at the walls.
- Hand them a tablet with information about the reason for their visit.
  - This not only occupies their time, but prepares them to have a real conversation with the provider and team.
  - This increases engagement because the patient does not need to think of questions. You are guiding their behavior without them knowing it.



# Personal Communication is Key for Building Relationships

- After the appointment, send a thank you email with some homework.
  - Include a video or two that reinforces what the provider said and encourage your patients to live healthier.
  - Sneak in your survey. The patient will already feel like you care.



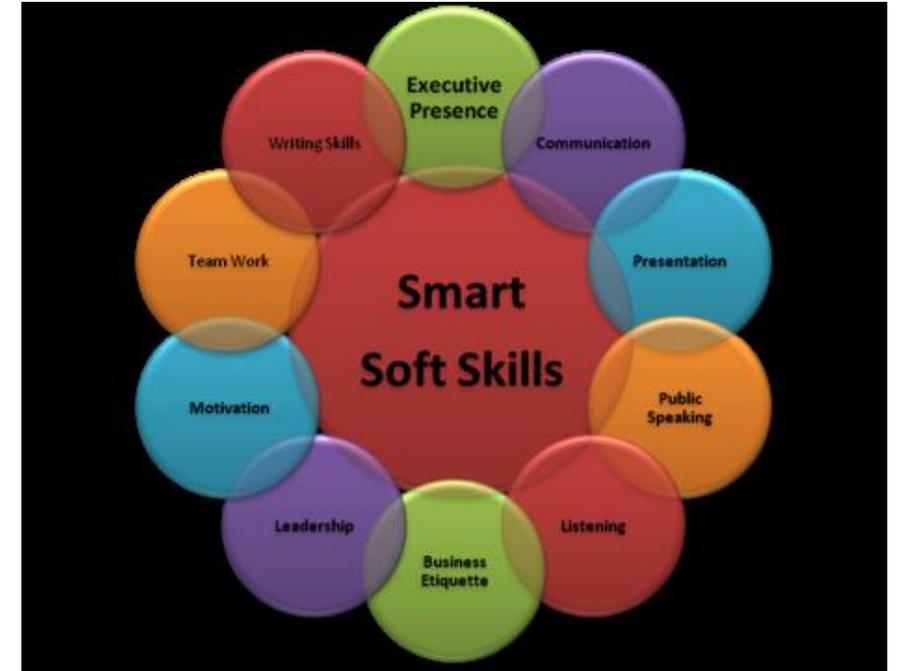
# Personal Communication is Key for Building Relationships

- A week after the appointment, follow up with your patient to see how they are following your prescribed treatment plan and if they have any questions.
- This simple customer service technique enables you to avoid issues due to a knowledge deficit and provides additional motivation to the patient to stay on track.



# Soft Skills Increase Profitability

- There are scores of business white papers and articles (a quick search on [www.TD.org](http://www.TD.org) yielded 531 results) that show the correlation between personalized service and “customer buy in” and increases in overall sales, per person sales, and overall bottom line growth.



# Watch Your Results Soar!

- Your Patient Satisfaction and Return on Investment Will Improve.
- According to Health Leaders Media, Health Systems that Invest in Themselves Typically See a 5-10% Increase in Patient Satisfaction
- Press Ganey Has a Legion of Studies that Show the Correlation of Improvements Patient Satisfaction Yield Higher ROI



Contact Us ([jim@haloheals.com](mailto:jim@haloheals.com)) or  
(856) 520-8655 to see how Halo Health can  
turn your practice into an interactive center.

Learn more at [www.haloheals.com](http://www.haloheals.com).

