



Patient Satisfaction Scores: Measuring Customer Perceptions and Values to Promote Patient Centered Care

Maureen Stresinshe, BSN, RN Linda Vainer, BSN, RN, CGRN, CFER Julie Forsberg BSN, RN, CGRN

Advocate Good Samaritan Hospital
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Background

Patient satisfaction is a key component in measuring quality of healthcare. This relates directly to the patient's perception and expectations of how their care was met.

In our hospital endoscopy center, the catalyst for change was a decrease in patient satisfaction scores. The significance of patient dissatisfaction ultimately affects the reputation and economic future of our department.

Additionally, we realize that patient compliance with screening procedures is better if they are satisfied with the care they receive.

Why Does Patient Satisfaction Matter?

- It is important that the community sees the hospital as a place that provides quality care.
- As consumers, patients have the opportunity to shop for a hospital that will provide the best experience.
- Quality care and patient satisfaction is directly related to reimbursement. Organizations may be penalized for not meeting expectations.
- The patient experience is directly linked with the hospital's reputation. A positive experience can promote loyalty with existing patients and develop a relationship with future patients.

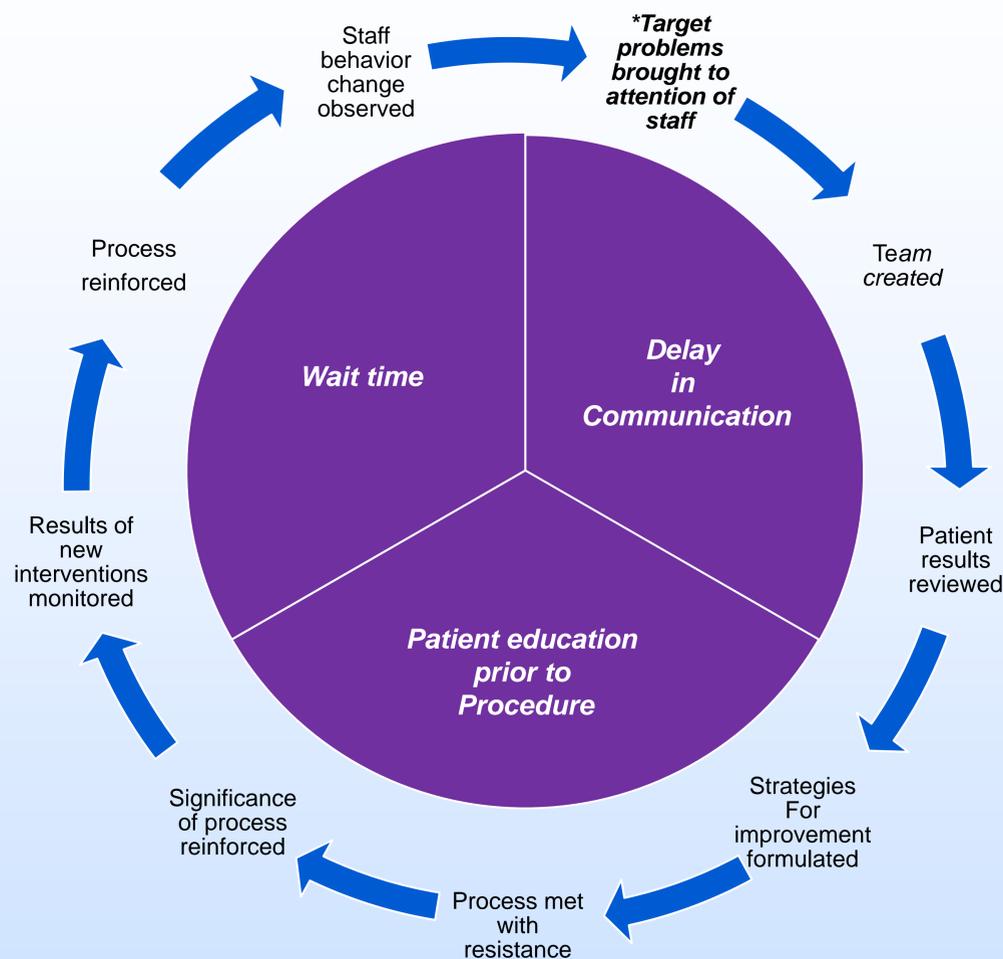
Target Problem Areas

Review of our Press Ganey® survey results indicated the following areas as opportunities for improvement:

- Communication of procedure delays
- Patient education prior to procedure
- Wait time for procedure

Maureen Stresinshe, BSN, RN
Linda Vainer, BSN, RN, CGRN, CFER
Julie Forsberg, BSN, RN, CGRN
Advocate Good Samaritan Hospital
Endoscopy Center
Downers Grove, Illinois 60515 630-275-7923

Patient Satisfaction Improvement Process



Process Interventions

- Explanation of endoscopy experience tailored to individual patient.
- Nurse manages up endoscopy team skills through praise.
- Patients given time frame for availability of biopsy results.
- Nurse role developed to keep patients informed about delays. Primary role includes rounding every 15 minutes. Secondary role is to assist with admitting process.
- Revised call back process to gain insight in patient perception of care.
- Developed standardized call back process to a scripted format to target problem areas in patient satisfaction (Figure 1).

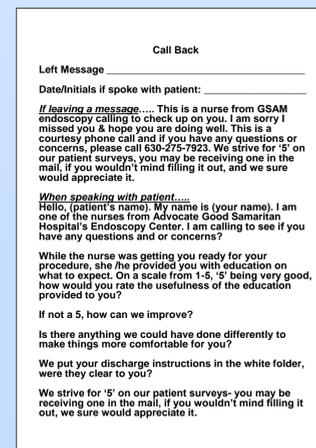


Figure 1

Outcomes

Process interventions were disseminated through emails and staff meetings. Staff were resistant to change and had difficulty with scripting of callbacks. The patient satisfaction team is realistic and will continue to reinforce the process. Just as in Aesop's fable, "slow and steady wins the race."

Staff evaluations are now linked to department performance. Emphasis on improving patient satisfaction has become the personal responsibility of each staff member.

Patient satisfaction scores have improved and other hospitals in our system are reaching out to us for guidance in improving their scores.



We initially saw an upward trend in scores July-December 2016. Scores levelled off in January 2017.

What does the future hold?

Improving patient satisfaction is by no means an easy endeavor. We do not move cohesively through the stages of change.

As we try to improve patient satisfaction scores we have to continually reassess, reinforce, and monitor our process so we can adapt to how patients perceive the quality of their care. Patient centered care is the core of improved patient satisfaction.

"A customer is the most important visitor on our premises, he is not dependent on us.

We are dependent on him.

He is not an interruption in our work.

He is the purpose of it.

He is not an outsider in our business.

He is a part of it.

We are not doing him a favor by serving him.

He is doing us a favor by giving us an opportunity to do so."

Mahatma Gandhi

References

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2. Qureshi, M., Shafqat, F., Ahmed, S., Niazi, T., & Khokhar, N. (2013). Factors affecting patient satisfaction during endoscopic procedures. *Journal of the College of Physicians and Surgeons Pakistan*, 23(11), 775-779.