



Lessons and Opportunities for Engaging Patients in Health Care Ratings

Pat Mastors

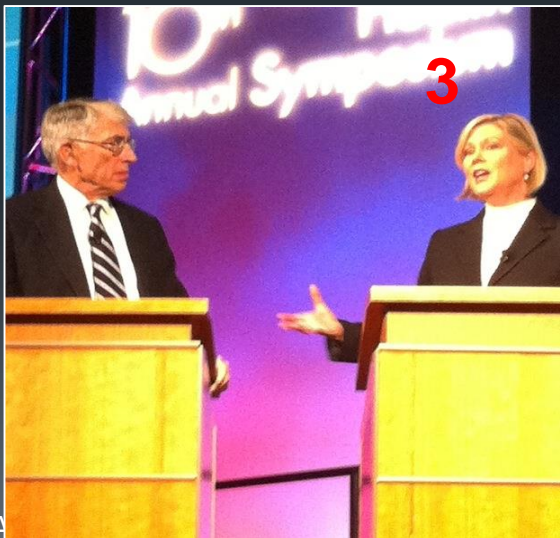
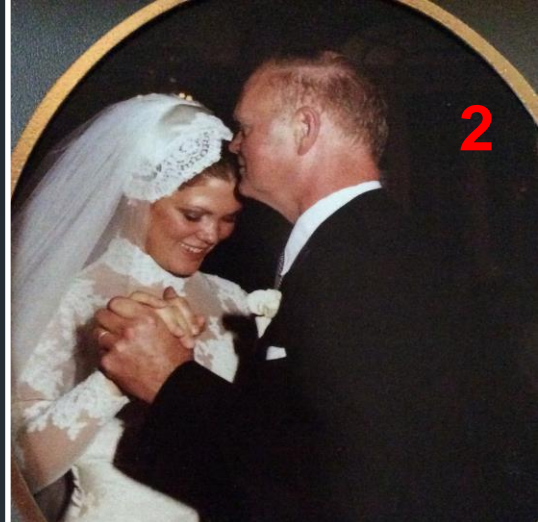
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My story...





How most people feel about medical care



To get patients involved:

- **Go to where patients are**
- **Intrigue them to participate (lots of competition!)**

(Appointment card, Delta)



A wealth of information available:

- My outcome?
- My total experience?
- The benefit of what I learned?
- My story?

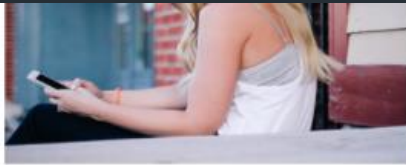


Data may move science, but it does not inspire change.



Patients' View Institute

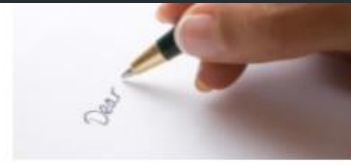
PVI approach: get the whole story



Text



Voice Mail



Snail Mail



SAFETY

My safety is the most important thing.

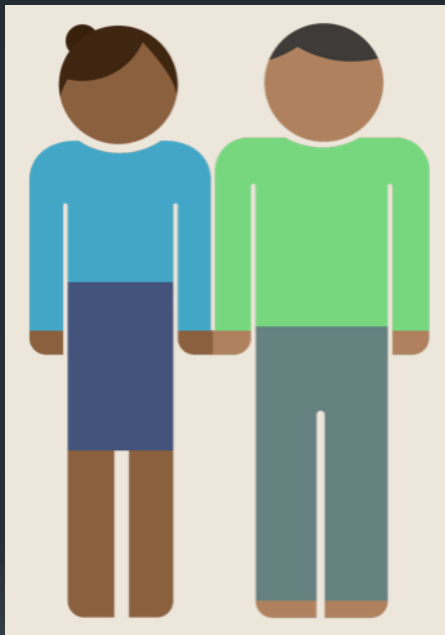
I expect:

- Treatment that is up-to-date and consistent with known "best practices", including those that prevent infection and medical mistakes.
- Risks, side effects, benefits, cost, and less-invasive alternatives will be discussed with me in advance of treatment.
- I can get access to care within a reasonable time frame, sparing me prolonged pain, worry, and/or the possible worsening of my condition.
- I'm invited to support my own safety, and shown ways in which I can help.
- That my questions are answered and (with some exceptions for emergencies) I'm given time to choose thoughtfully before signing off on a serious medical procedure

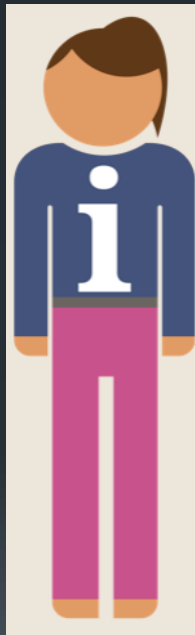




EMPOWERMENT



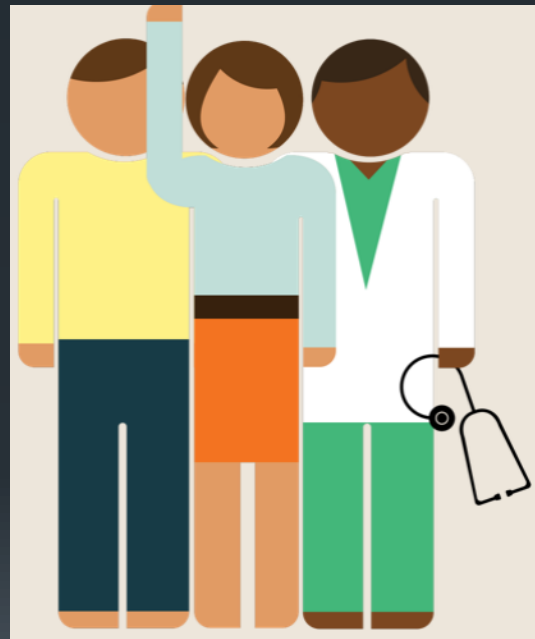
RESPECT




INFORMATION



AFFORDABILITY



ACCOUNTABILITY

Safety: Score	-50	-40	-30	-20	-10	0	10	20	30	40	50
Safety: Reason(s)	Add Safety: Reason(s)...										
Empowerment: Score	-50	-40	-30	-20	-10	0	10	20	30	40	50
Empowerment: Reason(s)	Patient's recovery attributed to self-realization and self-directed nutritional treatment										
Respect: Score	-50	-40	-30	-20	-10	0	10	20	30	40	50
Respect: Reason(s)	Patient discovered the relevance to her recovery through regarding herself with self-respect										
Information: Score	-50	-40	-30	-20	-10	0	10	20	30	40	50
Information: Reason(s)	Patient persistence in finding a solution through relentless pouring through at times contradictory information										
Affordability: Score	-50	-40	-30	-20	-10	0	10	20	30	40	50
Affordability: Reason(s)	patient able to get health insurance through ACA										
Accountability: Score	-50	-40	-30	-20	-10	0	10	20	30	40	50
Accountability: Reason(s)	Add Accountability: Reason(s)...										
Primary Tag(s)	 Label: Rheumatoid Arthritis >										

Each story
weighted & tagged



Insights from Patient Stories: Respect, Empowerment are key to the patient experience (4:1)

- understandable information
- timely appointments
- simplicity (*coordinate the coordinators*)
- follow up, responsiveness and accountability



Stories gathered to date

Codify stories to discover commonalities
to create more cohesive “patient voice”

Category	Count
All Stories	1244
Impact 2017 Entrees	57
new	39
needs more information	3
reviewed	14



Annual PV Impact Awards with the Leapfrog Group (Top Hospital Awards event)

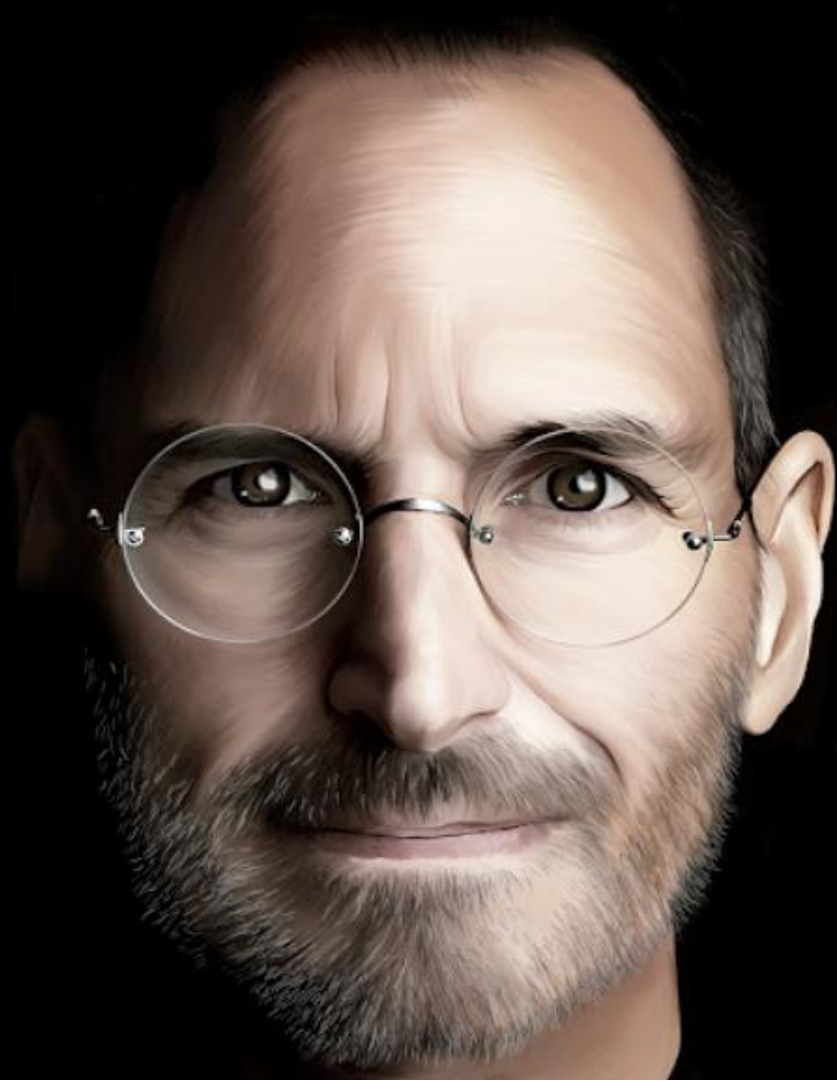


LEAH BINDER
PRESIDENT & CEO, THE LEAPFROG GROUP



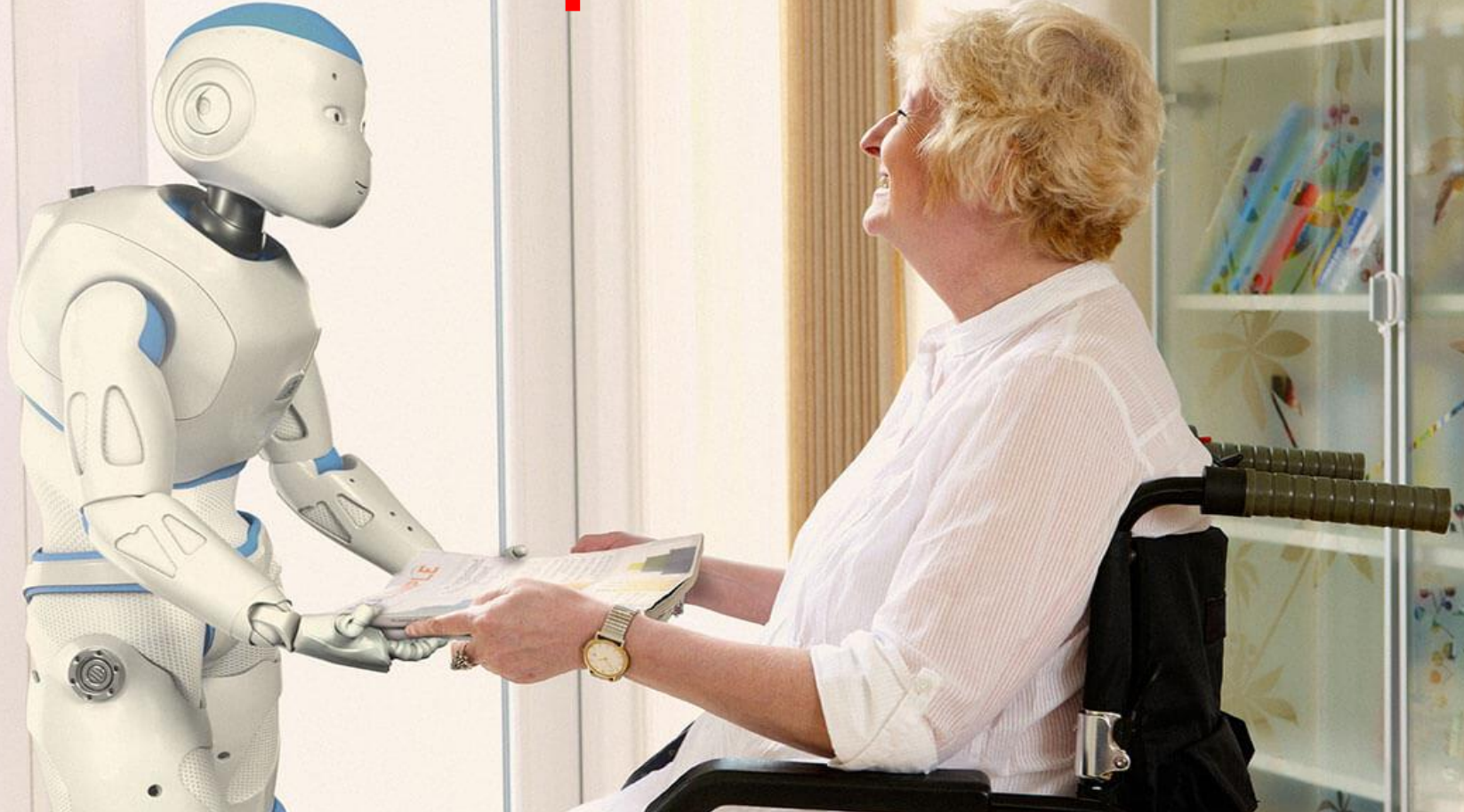


“Who will make what’s important to us, count?”



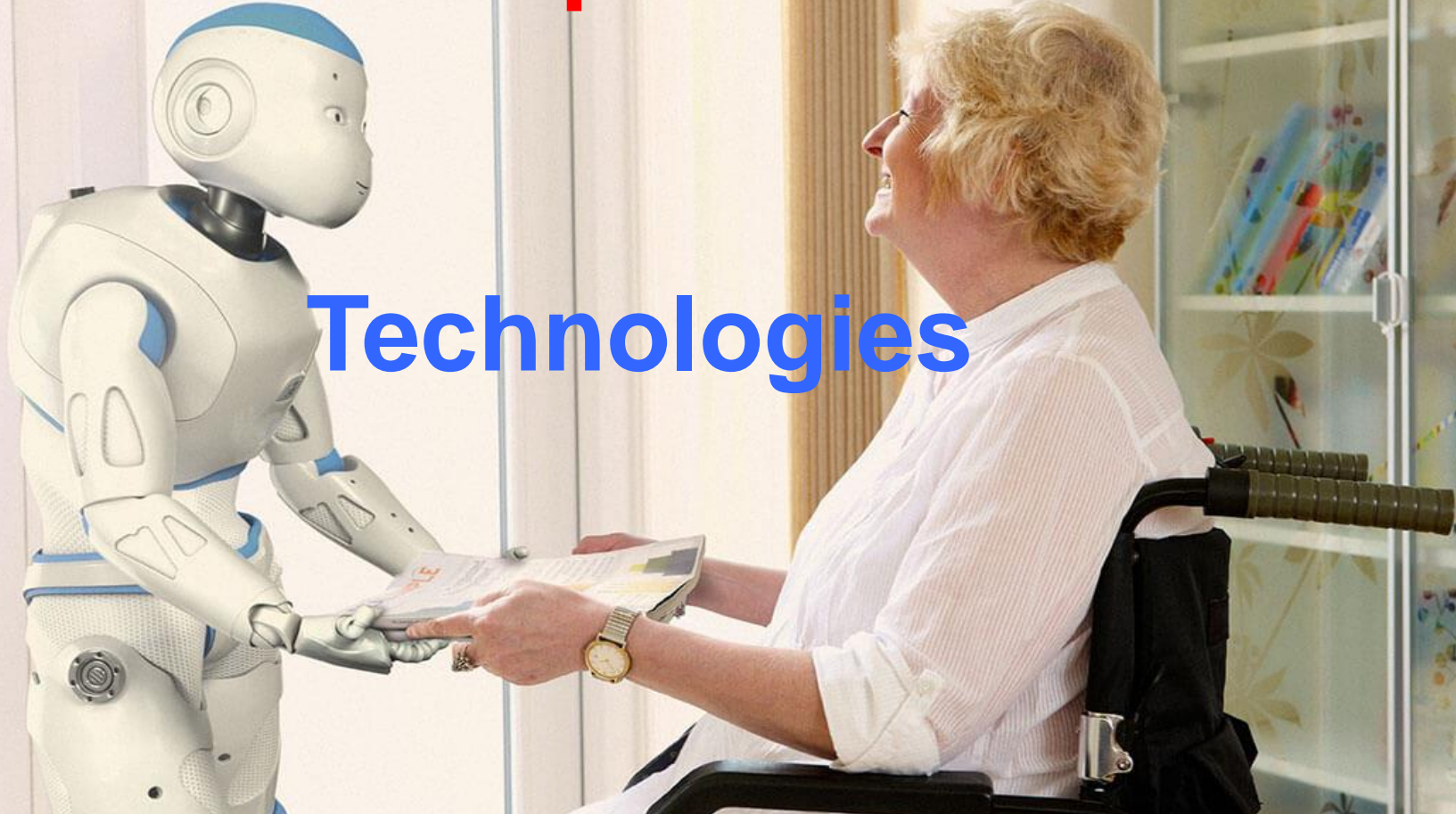
Empathy: “We will truly understand our customers’ needs better than any other company.”

The disrupters are here



The disrupters are here

Technologies





amazon



BERKSHIRE
HATHAWAY
HomeServices



aetna®

New Competition



- 1,100 Minute Clinics
- 20 million+ patients
- 95% customer satisfaction rating
- ✓ No appointments
- ✓ Accepts most insurance



Patients are Activated

People are **sharing knowledge** with each other



Facebook "...hospital ratings posted on Facebook **appear to correlate** with hospital readmission rates and overall quality of care."

Journal of General Internal Medicine, March 2015



Twitter "...is **a relevant data source** to obtain the patient perspective..."

83 % specified type of medical error

52 % expressed frustration

Journal of Patient Safety, January 11, 2016



Yelp "...**does a better job than the (HCAHPS)** survey in rating the quality of hospital stays...went deeper into the patient experience...include the aspects of care *most important to patients and caregivers.*"

Health Affairs, April 2016

Transparency

UUHC: The “Unvarnished Truth” from patients themselves

U of U Health Care MyChart U of U Health Sciences

UNIVERSITY OF UTAH HEALTHCARE

Find a Doctor Services Locations University Hospital Clinical Trials

Courtney L. Scaife, M.D.

Patient Rating:
★★★★★
4.8 out of 5
[95 Patient Ratings](#)
[100 Patient Comments](#)

Patient Comments

UofU Patient *September 17, 2016*
was thoroughly impressed with the physician.

UofU Patient *August 08, 2016*
Dr. Courtney Scaife is an excellent surgeon, she explains things very clearly, is very detailed and just amazing. I would recommend Dr. Scaife very highly.

UofU Patient *July 25, 2016*
It did feel like the provider is not as concerned for my condition as I am.

Patient Ratings

Likelihood of recommending care provider
4.9
★★★★★

My confidence in care provider
4.9
★★★★★

Time care provider spent with me
4.7
★★★★★

Care provider spoke using clear language
4.8
★★★★★

Care provider's effort to include me in decisions
4.8
★★★★★

Care provider's concern for questions & worries
4.8
★★★★★



Patients' View Institute


Convenience



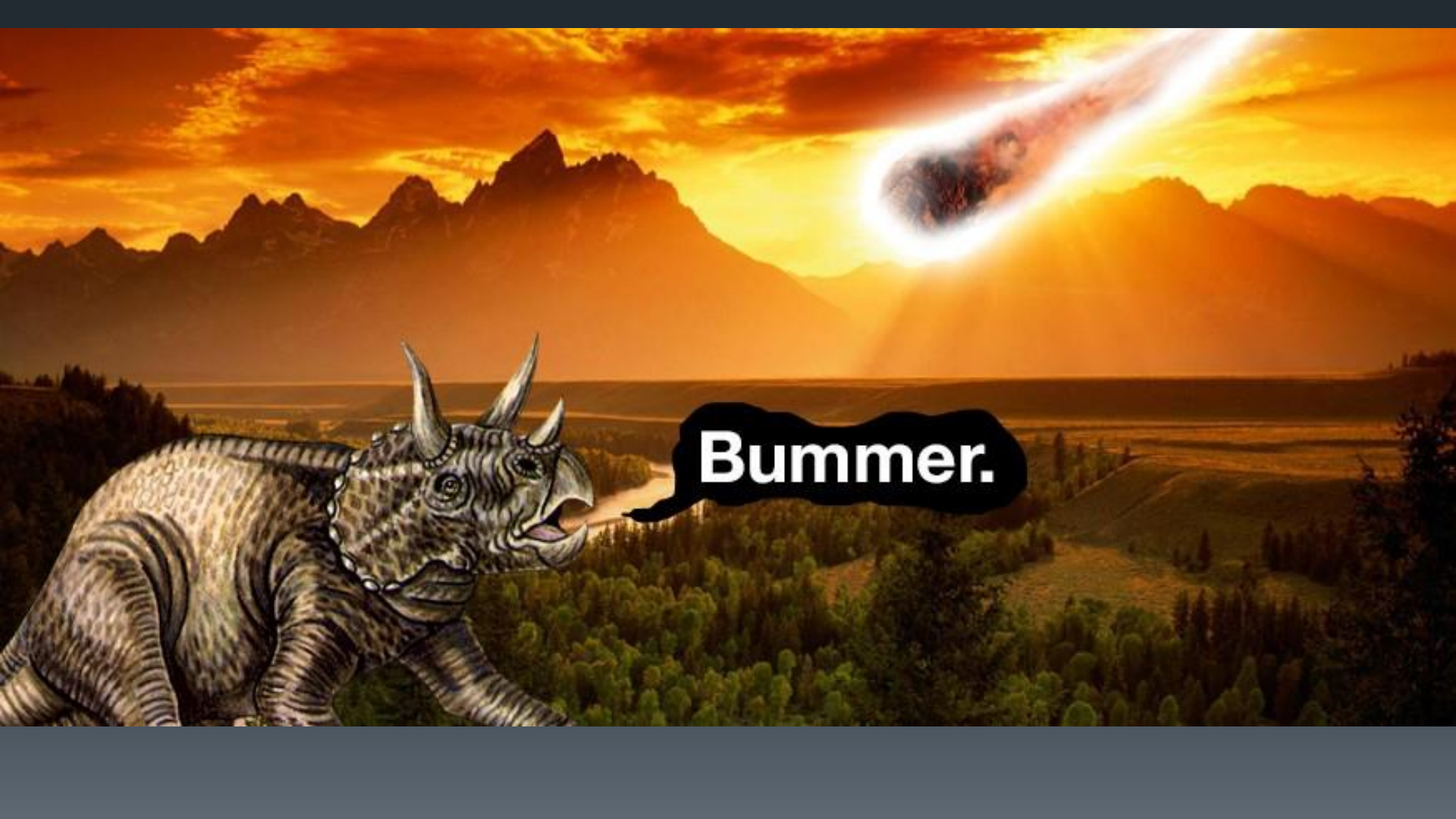


Millennials

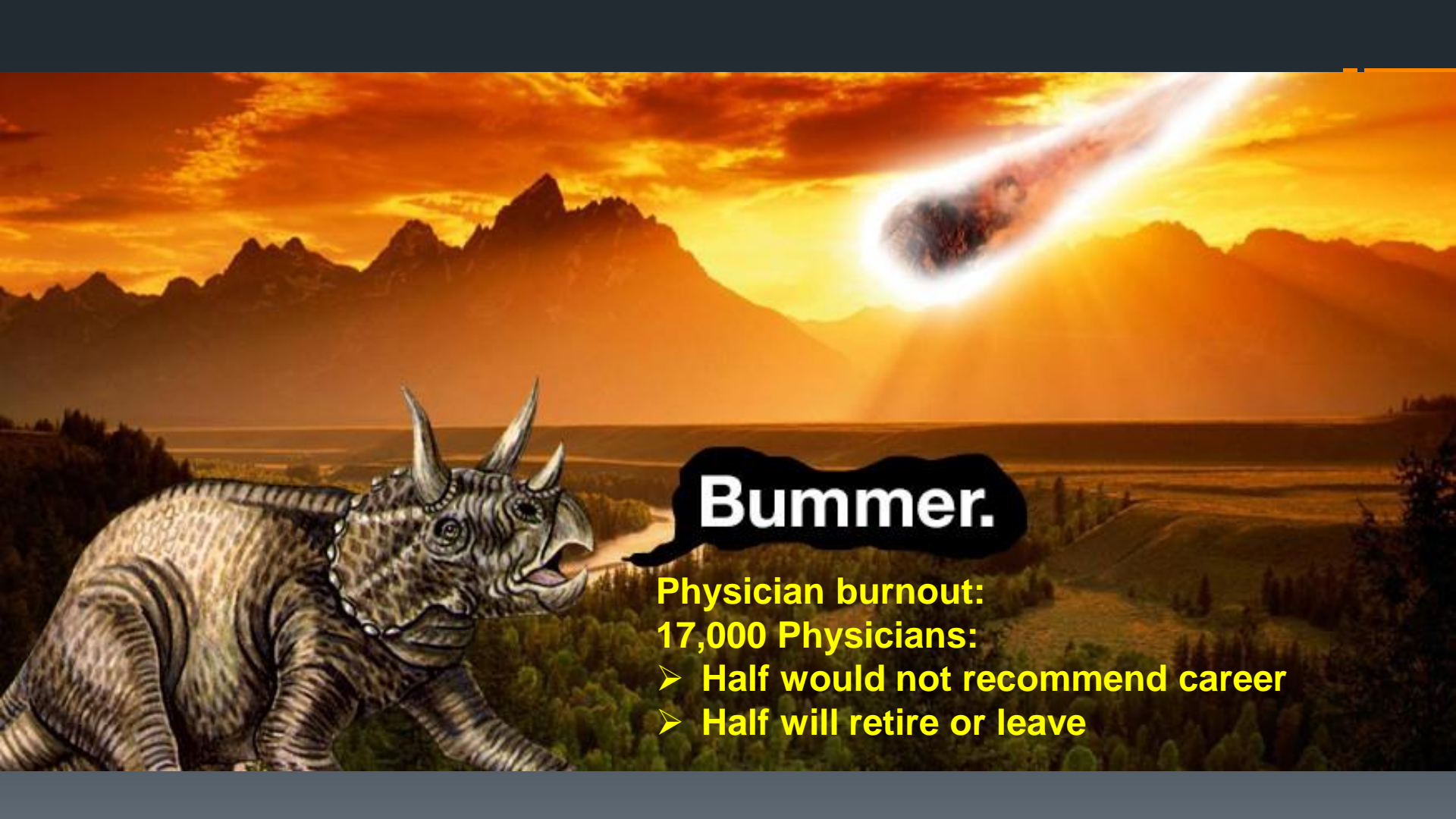
- 63%: provide health data from WiFi/ wearable devices to their doctor
- 74% want to book appointments and pay bills online
- 73% want doctors to use mobile devices



Technologies, competition, choice,
transparency, convenience
= a win for patients



Bummer.



Bummer.

Physician burnout:

17,000 Physicians:

- **Half would not recommend career**
- **Half will retire or leave**



~~Patient-Centered Care~~

“Human-Centric” Care



Jill Bolte Taylor, PhD
Stroke Survivor

PATIENTS'
VIEW
INSTITUTE



Thrive by embracing human aspects of care



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