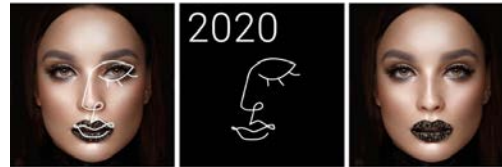


COSMEDICON



Common 'Patient Experience' Concerns

Crowd Sourcing Practical Solutions

Interactive Workshop

Workshop Agenda

- Define 'Patient Experience'
- Stages of the 'Patient Journey'
- Example Patient Issue Comments
- Volunteer Common Issues from your Clinic
- Crowd Source Practical Ideas & Solutions

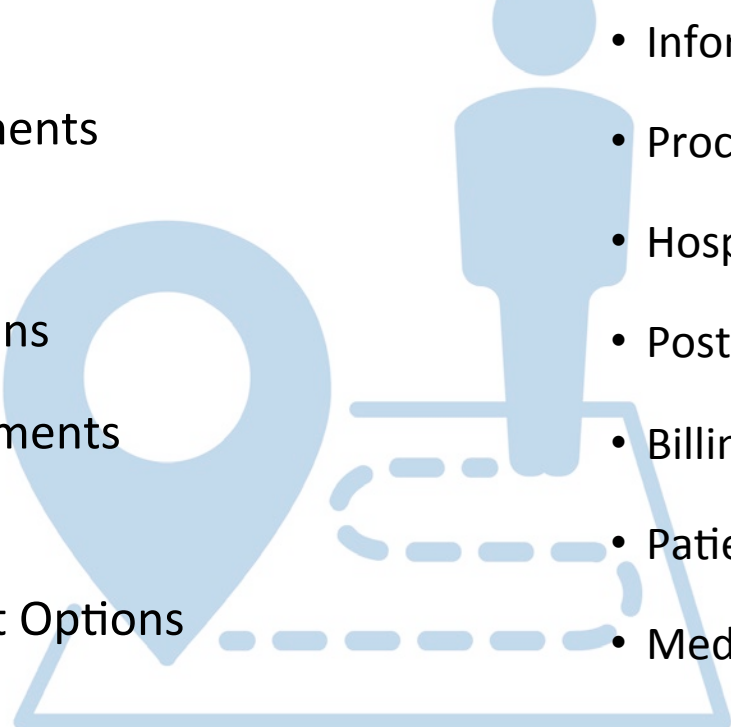


Definition

*“Patient experience is the sum of all interactions, **shaped by an organisation’s culture**, that influence patient perceptions across the continuum of care”*

(The Beryl Institute)

Stages of the Patient Journey

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- Initial Enquiry
 - Scheduling Appointments
 - Arrival Greeting
 - Waiting Room Environs
 - On Time for Appointments
 - Consult Empathy
 - Explaining Treatment Options & Expectations
 - Cost Explanation
 - Informed Consent
 - Procedure Comfort
 - Hospital Stay
 - Post-Procedure Care Instructions
 - Billing Process
 - Patient Check-Out
 - Medical Outcome
 - Follow Up Process

Actual Patient Comments



I've been kept waiting for at least 45 minutes for every appointment. I wish somebody would call me when you're running late.

The light haired receptionist was very abrupt and unhelpful to me and the people who called in on the phone

It didn't feel like Dr N really listened to my concerns. She seemed rather dismissive.

After waking up, I waited for over 4 hours for Dr G to come and let me know how my surgery went. Hospital staff were clueless.

The appointment totaled approximately \$900 more than my last appointment for the same treatment. I was not given an estimate prior to treatment, so this came as an unwelcome surprise.

What are the most common 'Patient Experience' issues
at your practice?



Top 6
Forum Discussion
Practical Solutions & Ideas

Issues Brought Up For Discussion

- Patient's access to information and records.
- The Waiting Room environment – noise and intrusion.
- Mixed messages – consistency in communication.
- Delivering on promises.
- Patient feels consultation time was inadequate.
- Patient “form fatigue”.

1/ Patient's access to information and records

- More education of patients about how to obtain info.
- Provide printed brochures.
- Clear information about “Complaints Procedure”.
- Have standardised email replies.

2/ The Waiting Room environment – noise and intrusion

- Have multiple or separate spaces available.
- Consider “No Child” policy.
- Advise regarding silencing mobile phones and devices.
- Consistency of announcing policies adherence.

3/ Mixed messages – consistency in communication

- Strict guidelines regarding Consulting.
- Separate standardised training modules.
- Establish “Treatment Pathways” to encompass multiple conditions over time.
- “Ownership” of patient’s journey by the person who conducts the original consult.
- Everyone in the organisation has a role in building trust with the patient.

4/ Delivering on promises

- Communicate outcomes clearly from the outset.
- Set realistic expectations.
- Explain potential variabilities of outcomes.
- Comprehensive info on original consent document.
- Detailed proforma tailored to each patient.
- Have information for patients to take away, avoids them forgetting what was discussed.

5/ Patient feels consultation time was inadequate

- Prior to consult, send information/forms about what to expect.
- Before: Enquire what they expect from the consult.
- After: Ask if they feel the need for another consult.

6/ Patient “form fatigue”

- New requirements regarding updates of records.
- History of medical changes – updating.
- Enquire whether client needs more info regarding changes to achieve their best possible outcome.