

# 2011 Benchmarks in Patient Satisfaction Strategies

**Improving the Healthcare Consumer Experience**



Note: This is an authorized excerpt from *2011 Benchmarks in Patient Satisfaction Strategies: Improving the Healthcare Consumer Experience*. To download the entire report, go to <http://store.hin.com/product.asp?itemid=4250> or call 888-446-3530.

The Healthcare Intelligence Network, 800 State Highway 71, Suite 2, Sea Girt, NJ 08750

# 2011 Benchmarks in Patient Satisfaction and Experience

146 healthcare organizations share how they are working to improve patients' and members' experience and satisfaction with their care.



*"Staff training in effective communication [was the greatest change we made to improve patient satisfaction.] Seeing an increase in satisfaction overall [was the outcome from this change]."*

> **Multi-specialty organization**



*"Encouraging patient participation is our [greatest challenge in administering satisfaction surveys]."*

> **Hospital**



*"[The most critical satisfaction issue identified by our surveys so far] is communication about wait times in offices. [To address this,] we have trained all staff on service and have a protocol that includes communicating with patients when an office or doctor is running late."*

> **Physician practice**



*"[To improve patient satisfaction, we are planning to provide] a more detailed survey, accommodate the PCMH approach, and actively dedicate staff toward PCMH recognition."*

> **FQHC organization**

# Table of Contents

<b>About the Healthcare Intelligence Network</b> .....	7
<b>Executive Summary</b> .....	7
Survey Highlights .....	7
<b>Key Findings</b> .....	8
Patient Experience and Satisfaction Program Details.....	8
Program Results and ROI .....	8
<b>Methodology</b> .....	9
<b>Respondent Demographics</b> .....	9
<b>Analysis of Responses</b> .....	9
Overview of Survey Results .....	9
<b>Comparing Responses of Top 2 Sectors</b> .....	10
The Hospital Perspective .....	12
Other Healthcare Providers Perspectives .....	13
<b>Respondents in Their Own Words</b> .....	14
Greatest Change Made to Improve Patient Satisfaction .....	14
Programs Planned to Improve Patient Satisfaction .....	16
Most Critical Satisfaction Issue .....	16
Greatest Challenge of Administering Satisfaction Surveys .....	17
Required Staff Training Related to Patient Satisfaction .....	17
Future Improvements .....	18
Additional Comments .....	18
<b>Conclusion</b> .....	19
<b>Responses to Questions</b> .....	20
Part I: Overall Survey Responses .....	20
1:01: All - Program to Improve Patient Satisfaction .....	20
1:02: All - Most Important Care Delivery Aspects .....	24
1:03: All - Area Most in Need of Improvement .....	24
1:04: All - Changes Made to Improve Patient Satisfaction .....	25
1:05: All - Responsibility for Improving Patient Satisfaction.....	25
1:06: All - Surveying Patients on Satisfaction with Care Experience.....	26
1:07: All - Targets for Satisfaction Survey .....	26
1:08: All - Point in Care When Survey is Administered .....	27
1:09: All - Survey Formats.....	27
1:10: All - Model for Satisfaction Survey.....	28
1:11: All - Topics Covered in Satisfaction Survey.....	28
1:12: All - Using Results from Satisfaction Surveys .....	29
1:13: All - Impact of Efforts to Improve Satisfaction .....	29
1:14: All - Patient Satisfaction Program ROI .....	30

1:15: All - Organization Type.....	30
Part II: Responses from Hospitals .....	32
1:18: Hospitals - Program to Improve Patient Satisfaction .....	32
1:19: Hospitals - Most Important Care Delivery Aspects .....	32
1:20: Hospitals - Area Most in Need of Improvement.....	33
1:21: Hospitals - Changes Made to Improve Patient Satisfaction .....	33
1:22: Hospitals - Responsibility for Improving Patient Satisfaction .....	34
1:23: Hospitals - Surveying Patients on Satisfaction with Care Experience.....	34
1:24: Hospitals - Targets for Satisfaction Survey.....	35
1:25: Hospitals - Point in Care When Survey is Administered .....	35
1:26: Hospitals - Survey Formats .....	36
1:27: Hospitals - Model for Satisfaction Survey .....	36
1:28: Hospitals - Topics Covered in Satisfaction Survey.....	37
1:29: Hospitals - Using Results from Satisfaction Surveys .....	37
1:30: Hospitals - Impact of Efforts to Improve Satisfaction.....	38
1:31: Hospitals - Patient Satisfaction Program ROI.....	38
Part III: Responses from Other Healthcare Providers.....	32
1:34: Other Healthcare Providers - Program to Improve Patient Satisfaction.....	40
1:35: Other Healthcare Providers - Most Important Care Delivery Aspects .....	40
1:36: Other Healthcare Providers - Area Most in Need of Improvement.....	41
1:37: Other Healthcare Providers - Changes Made to Improve Patient Satisfaction.....	41
1:38: Other Healthcare Providers - Responsibility for Improving Patient Satisfaction.....	42
1:39: Other Healthcare Providers - Surveying Patients on Satisfaction with Care Experience .....	42
1:40: Other Healthcare Providers - Targets for Satisfaction Survey.....	43
1:41: Other Healthcare Providers - Point in Care When Survey is Administered.....	43
1:25: Other Healthcare Providers - Survey Formats .....	44
1:26: Other Healthcare Providers - Model for Satisfaction Survey.....	45
1:27: Other Healthcare Providers - Topics Covered in Satisfaction Survey .....	45
1:28: Other Healthcare Providers - Using Results from Satisfaction Surveys.....	46

1:29: Other Healthcare Providers - Impact of Efforts to Improve Satisfaction.....	46
1:30: Other Healthcare Providers - Patient Satisfaction Program ROI.....	47
<b>Glossary .....</b>	<b>48</b>
<b>Appendix A: Improving Patient Experience &amp; Satisfaction Survey Tool .....</b>	<b>49</b>
<b>About the Authors.....</b>	<b>50</b>

# About the Healthcare Intelligence Network

---

The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high-quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the-minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

## Executive Summary

---

In tandem with overall population health and cost of care, patient satisfaction with the healthcare experience is influencing quality ratings and value-based reimbursement levels.

***Most respondents say communication is the area of the patient/member experience that needs the most improvement.***

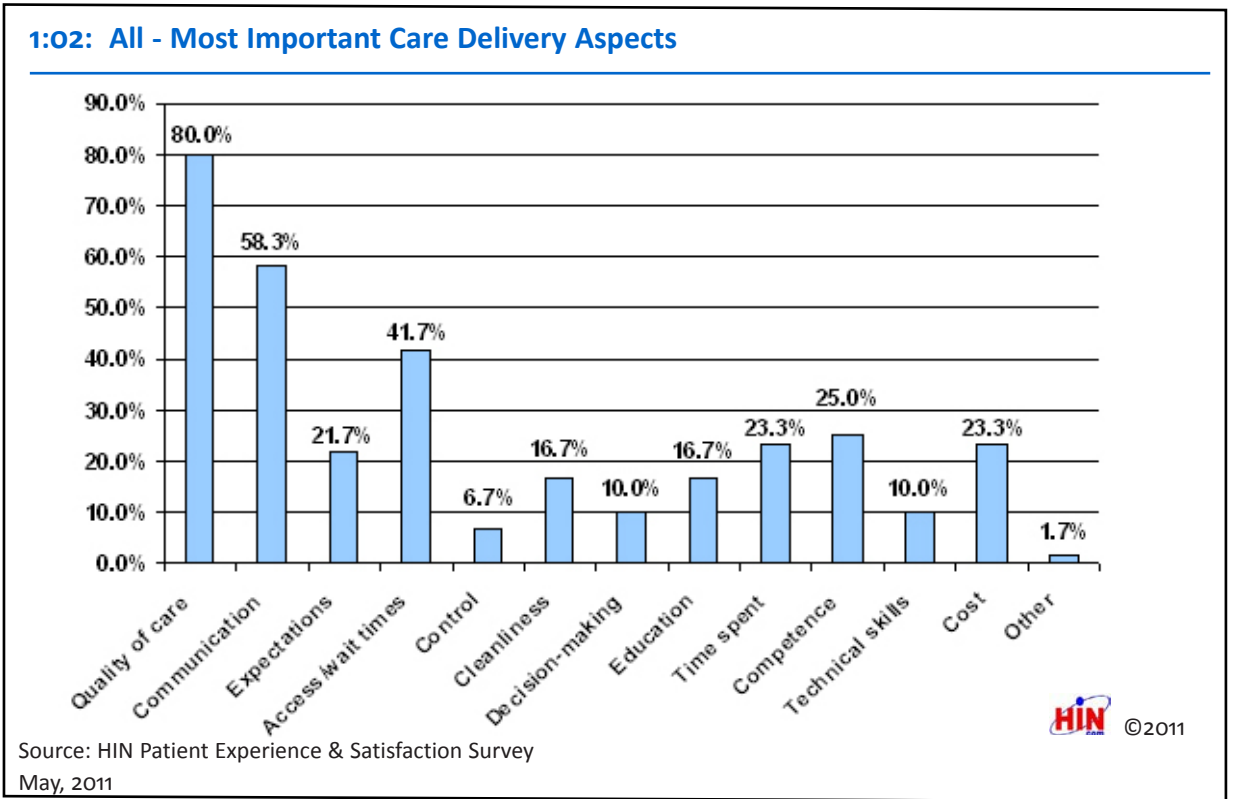
In the Improving Patient Experience & Satisfaction e-survey, conducted in May 2011, the Healthcare Intelligence Network captured the details of how organizations are working to improve patients' and members' experience and satisfaction with their care. Responses provided by 146 healthcare organizations to 30 multiple choice and open-ended questions indicate that quality of care is the most important aspect of the care delivery experience. In addition, almost all responding organizations cover the topic of quality of care in their patient satisfaction surveys. However, almost 85 percent of respondents are not satisfied with their organization's patient satisfaction scores on the CMS Hospital Compare site.

Additionally, the area of the patient/member experience that needs the most improvement is communication.

### Survey Highlights

- ▶ Eighty-one percent of responding organizations have a program to improve satisfaction levels of patients and members.
- ▶ According to 80 percent of respondents, quality of care is the most important aspect of the care delivery experience, followed by communication (58 percent) and access/wait times (42 percent).
- ▶ Nearly 36 percent of respondents said the physician has primary responsibility for efforts to improve patient/member satisfaction. Other respondents said the responsibility belonged to the director of patient relations, administrators or the

Which aspect of the care delivery experience is most important to your patients or members?



Who is asked to complete the satisfaction survey?

