



Using the 12-Month CG-CAHPS Survey for Service Improvement

October 8, 2013

Dean Clinic

A member of SSM Healthcare

Dean is one of the largest integrated healthcare delivery systems in the country.

Established in 1904 and headquartered in Madison, Wisconsin.



MISSION
Dean Clinic is committed to improving the health of our community.



VALUES

- Initiative
- Integrity
- Teamwork
- Service
- Excellence

VISION
We, Dean Clinic, will provide unsurpassed quality and compassionate care to every patient, every time.



Dean Clinic

A member of SSM Healthcare

- Multi-specialty physician group practice
- Medical and health services through a network of clinics throughout southern Wisconsin.
- Health insurance services through Dean Health Plan.
- Ancillary health services within Dean Clinic locations.
- 800 medical staff providing over 1.5 million ambulatory visits per year
- Network of more than 60 locations

Patient Experience Data



2006

- CG-CAHPS 12-Month Survey to measure patient experience
- Organization seeking ways to improve patient experience
- Physicians expressing interest in ways to increase individual scores



Patient Satisfaction Survey

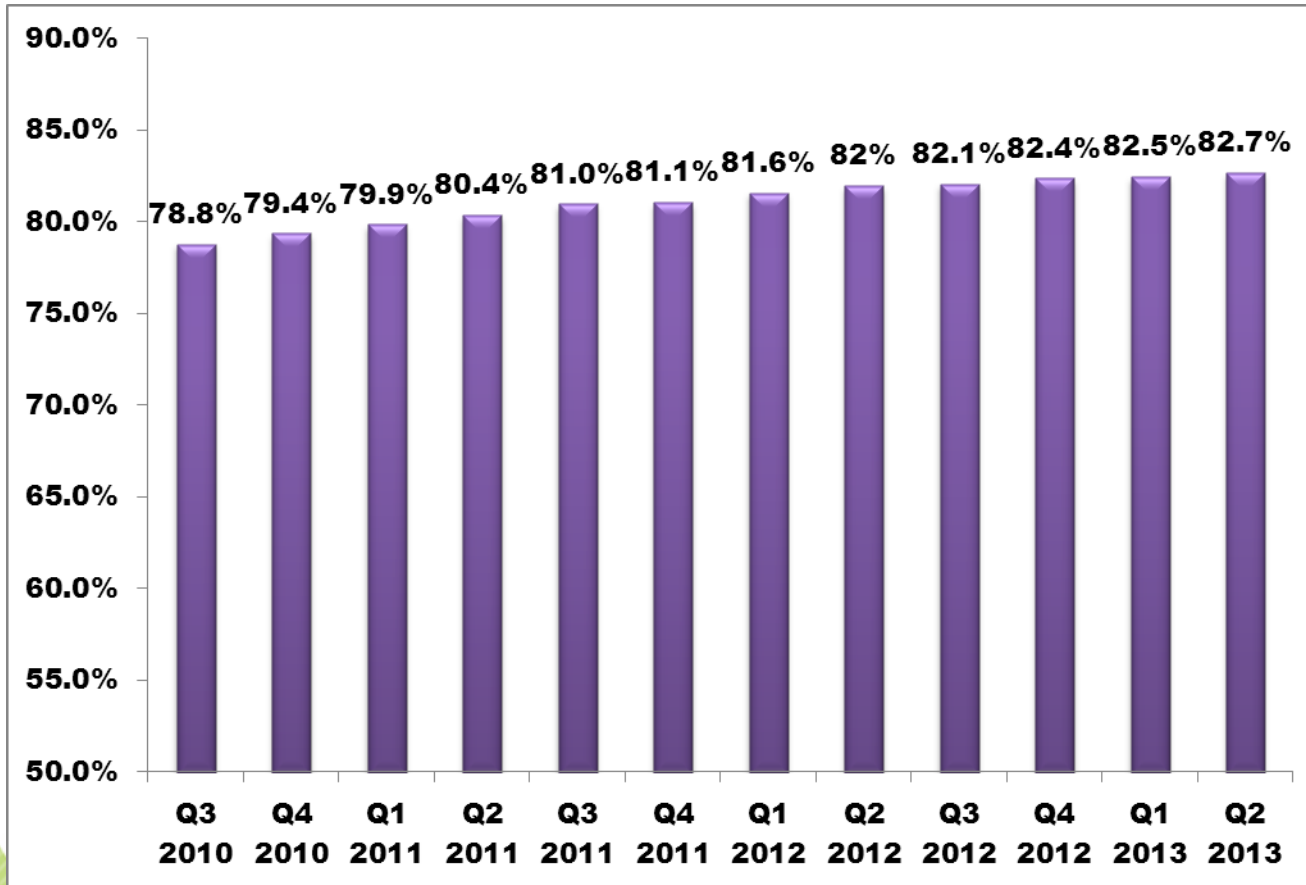
Dean Health System is conducting a survey of patients who receive care from our physicians and other providers. We would like your feedback regarding the care and services you or your family received from <<Doctor Name>> <<Provider Degree>> at <<Clinic Location>>.

Please answer the following questions by filling in the circle to the left of your answer. Do not consider care when you stayed overnight in a hospital. The questions in this survey refer to the provider named above as "this doctor." All of your answers will be kept confidential and reported **anonymously**, unless you indicate otherwise.

- In the last 12 months, did you phone this doctor's office to get an appointment for an illness, injury or condition that **needed care right away**?
 Yes
 No → If No, go to Question 3
- In the last 12 months, when you phoned this doctor's office to get an appointment for **care you needed right away**, how often did you get an appointment as soon as you thought you needed?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, did you make any appointments for a **check-up or routine care** with this doctor?
 Yes
 No → If No, go to Question 5
- In the last 12 months, when you made an appointment for a **check-up or routine care** with this doctor, how often did you get an appointment as soon as you thought you needed?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, did you phone this doctor's office with a medical question during regular office hours?
 Yes
 No → If No, go to Question 7
- In the last 12 months when you phoned this doctor's office during regular office hours, how often did you get an answer to your medical question that same day?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, did you phone this doctor's office with a medical question **after** regular office hours?
 Yes
 No → If No, go to Question 9
- In the last 12 months when you phoned this doctor's office **after** regular office hours, how often did you get an answer to your medical question as soon as you needed?
 Never
 Sometimes
 Usually
 Always
- Wait time includes time spent in the waiting room and exam room. In the last 12 months, how often did you see this doctor **within 15 minutes** of your appointment time?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, how often did this doctor explain things in a way that was easy to understand?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, how often did this doctor listen carefully to you?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, did you talk with this doctor about **any** health problems or concerns?
 Yes
 No → If No, go to Question 14
- In the last 12 months, how often did this doctor give you easy to understand instructions about taking care of these health problems or concerns?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, how often did this doctor seem to know the important information about your medical history?
 Never
 Sometimes
 Usually
 Always
- In the last 12 months, how often did this doctor show respect for what you had to say?
 Never
 Sometimes
 Usually
 Always

SURVEY CONTINUED ON BACK

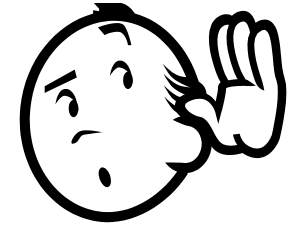
CG-CAHPS Results – Clerks and Receptionists – helpful, courteous and respectful



CG-CAHPS Results – Clerks and Receptionists

- Question #25 “In the last 12 months, how often were clerks and receptionists at this provider’s office as helpful as you thought they should be?”
- Question #26 “In the last 12 months, how often did clerks and receptionists at this provider’s office treat you with courtesy and respect?”
- Results of question #26 - 9.77% higher than results of question #25

Dean Listens



- Dean Listens is an online opinion panel. Links to short surveys (five minutes or less) are emailed to panel members.
- Dean Listens is open to everyone.
- When it's time for a survey, contact is through email -- never by phone.
- Panel members are never obligated to answer.
- Dean Listens is based on two things that matter: What panel members think and how Dean Clinic can improve.

Dean Listens Survey on Helpfulness

- Dean Listens Survey to learn more about our patients level of satisfaction with reception staff and to find out ways we can be more helpful.
 - 1,917 patients surveyed
 - 1,033 patients responded



Survey Results

Main Themes

- Consistent experience at every Dean Clinic
- Smile
- Welcome, acknowledge
- Eye Contact
- Friendly, upbeat, personal, empathetic
- Expressive tone
- Communicate wait time
- Appreciate (made to feel like an inconvenience when staff are having side conversations or are on non-work related phone calls)

Actions

- Behaviors emphasized during customer service orientation for new employees
- Behaviors emphasized during customer service workshops and webinars
- Presentation to managers who supervise clerks and receptionists on importance of behaviors that support helpfulness
- Targeted interventions with lowest performing departments
- Video on helpfulness created by Marketing Department

CG-CAHPS Results - Providers

- Shadow coaching program started in 2008
- All new providers shadowed at 3 months and again at 12 to 15 months of employment
- Based on service best practice behaviors
- At request of providers and Medical Directors
- Part of performance evaluations
- Track top opportunities



CG-CAHPS Results - Providers

CG-CAHPS Data

Returned Surveys	0	1	2	3	4	5	6	7	8	9	10	Overall Rating (9 + 10)
55	0.0%	0.0%	0.0%	0.0%	1.8%	5.5%	3.6%	9.1%	10.9%	20.0%	49.1%	69.1%

Returned Surveys	0	1	2	3	4	5	6	7	8	9	10	Overall Rating (9 + 10)
63	0.0%	0.0%	0.0%	1.6%	0.0%	1.6%	0.0%	4.8%	12.7%	19.0%	60.3%	79.4%

Returned Surveys	0	1	2	3	4	5	6	7	8	9	10	Overall Rating (9 + 10)
67	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	4.5%	19.4%	73.1%	92.5%

Questions

