

Welcome to



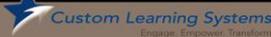
Hardwiring a Five Star Patient Experience™

Six Imperatives to Create a Culture of Healing Kindness

Presented by
Brian Lee CSP
Healthcare's Mr. Loyalty




October 24, 2019



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- 1-800-667-7325 Pat@customlearning.com



After waiting **75 mins** with a painful hip, my **mother Margo** walked out of the clinic **very angry!**



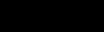

Margo has a few more questions;

- “How come they only want you to **ask one question?**”
- “Why **doesn't the nurse ask** before they leave, **‘is there anything else?’**”




Patient notice us...

What **else** have they got to do?



“Every **Breath You Take**”




*“And every **move** you make”*



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*“Every **bond** you **break**”*



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*“Every **Step** You Take”*



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*“They are **watching** you”*



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My Mission 

Six Imperatives to **Create**
a **Culture** of **Healing Kindness**

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The Point 

How you **educate**, **empower**,
and **engage** your **caregivers**
is how you become **5-Star**



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It all **starts** with **each of us**...

*"I'm looking forward to my **kindness shift** in the morning"*

– Colleen Smith, CNA





Recommendation 

Become known for the **patient experience** as...





Mission 

To **promote access to quality** health care for people in Idaho.

Supports its mission through a variety of programs, **services**, and activities.



But first,
a few questions!




How many of you? 

- **Like** what you do?
- Are **married**?
- Are **related**?
- Have been a **patient where you work**?



How many of you are from...? 





BOUNDARY Community Hospital November 2, 2017

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How many are curious why **so many Canadians** have **post office boxes** there?

BOUNDARY Community Hospital

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How many of you attended last Night's **"Idaho Rural Health Heroes"**?

IDAHO RURAL HEALTH ASSOCIATION
Annual Meeting & Awards Reception
October 23, 2019
5:30 - 8:00 PM
The Riverside Hotel
North Star Room
Boise Idaho

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IDAHO RURAL HEALTH ASSOCIATION
A Division of Rural Health & Primary Care

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IDAHO RURAL HEALTH ASSOCIATION
A Division of Rural Health & Primary Care

Truly **Inspiring stories**

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And **appreciation and recognition**

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A Division of Rural Health & Primary Care

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Panel on Opioids & Substance Abuse

With wonderful networking & hospitality!

Question:
Who do you need to outrun?

BTW Guess who I just met in Hallo Bay, Alaska!!!

Source: Chana Pomeroy

P.S. Bears will sit up nicely to pose if you ask them nicely!

P.S. Want to know what music keeps bears out of a campsite when you're away?

By the way....
How many of you **like** my **bow tie**?



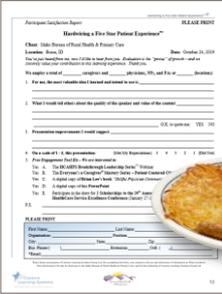


How many think I remind them
of someone **famous**?





**“Feedback is the breakfast
of champions”** – Ken Blanchard


PAGE 12

AGENDA What you will learn...

Six Imperatives to Create a Culture of Healing Kindness

- ★ A Culture of Engagement
- ★ Leadership Engagement
- ★ Frontline Ownership and Engagement
- ★ Skillful Provider Communication
- ★ Timely, Responsive Patient Access
- ★ A DNA of Kindness



PAGE 1

My Goal for You is to leave here as 





+5  **Take home tools**



PAGE 1

Free Engagement Tool – #5D 

Digital copy of this PowerPoint




PAGE 12

Imperative #1

 **A Culture of Engagement**

PAGE 2

Warning!... Beware of the “M.O.O.S.E” in the Room...



PAGE 12

Warning!... Beware of the “M.O.O.S.E” in the Room...

Major
Obstacle
of
Success
by
Substantially
Everyone

Culture!

PAGE 12

It takes 3 years to hardwire a culture

Culture!

“What *employees* do when *management isn't watching*”

PAGE 12

Frontline Focus Group Key Finding:



We asked:
 “What **words** would you use to describe **your culture today?**”



I ask the “**Culture**” question...

Is your culture	Their answer
▪ Financially driven?	*Financially driven
▪ Task driven?	
▪ Job driven?	The Reality
▪ Patient driven?	*Task driven



Observation 

Culture **eats strategy** for **lunch!**




Recommendation 

- **Change** Your **Culture...**
or be **doomed to repeat the past**
- Through frontline **ownership & patient advocacy**




Recommendation 

By educating...
 “**Everyone** as a **Caregiver**”




An antidote to **Task Driven**
 is to become **kindness Driven** 

“**Benefit of the Doubt**”
 “is to believe something **good** about someone,
 rather than **something bad**,
 when **you** have the **possibility of doing either**”

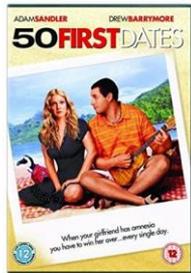
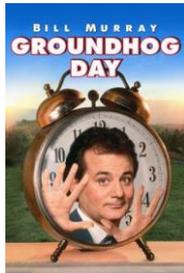


Kindness is all about giving the
"benefit of the doubt"

...he is now cancer free.

...she just lost her husband of 49 years.

Otherwise every day is...



"Flavor of the month
campaigns
leave a **bad taste** and are
such a waste!"

– Brian Lee, CSP



Recommendation

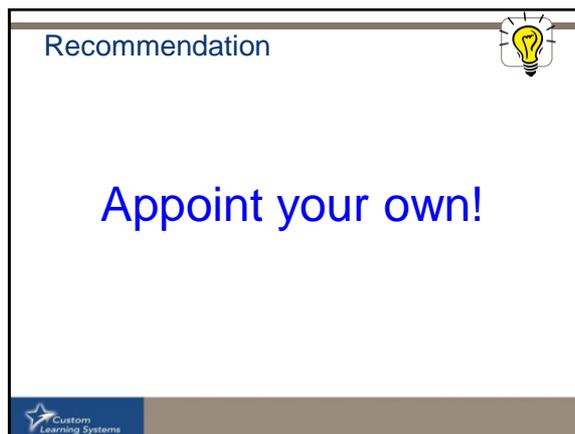
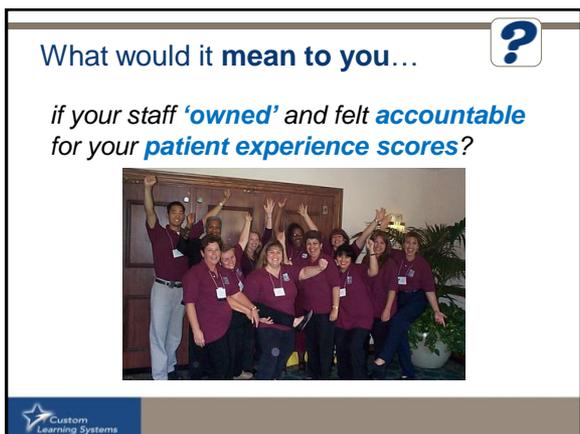
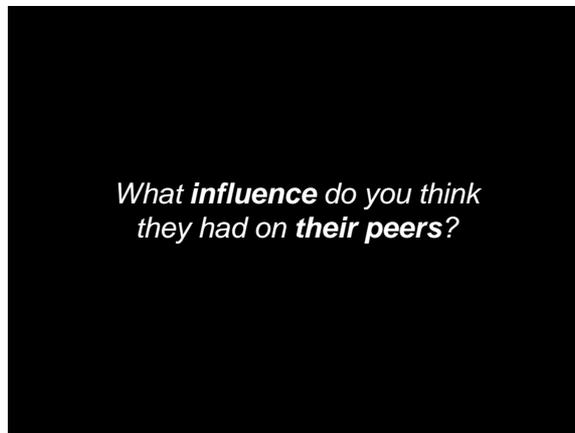
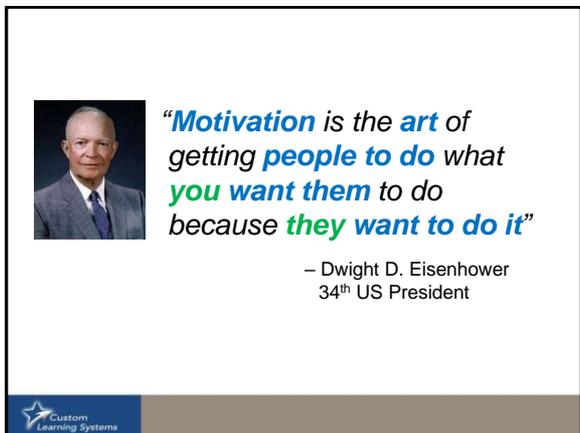


Set a goal of creating



To assist you in your focus
on changing your culture...

I will have an **exciting
announcement to make
a little later...**





“You *can’t* hold people accountable for what they *don’t* know”

– Kathy Slone
Director of Rehab



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The Patient **Star Struck** Factor



3 Stars patients **pack**,
4 Stars is somewhat **slack**,
5 Stars **keeps and wins** them **back**

– Brian Lee, CSP

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Recommendation 

Recruit and train the **“best of your best” frontline super-influencer stars** to teach an annual CAHPS based **3-hour Patient Experience Workshop** to their peers



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Imperative #2

 **Leadership Engagement**

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“I’ve learned that people will *forget* what you said, people will *forget* what you did, but people will *never* forget how you *made them feel*”

– Maya Angelou

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a 1% Change In Employee Morale = a 2% Change In the Patient Experience

Source: Press Ganey

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Of all the Leadership skills I could share,
THE **most invaluable engagement** skill I can share with you today...

Inspiring Meetings

At every meeting....



The CLS Team of **Trusted Advisors**





BOUNDARY
Community Hospital



Recommendation:

Practice the 8 attributes of an Inspiring Meeting



1. **Open** with “Good News/Inspiring Story”
2. **Report – Communicate** and share **everything you know**, about everything that you **can**
3. **Educate**
4. Share your **power**
5. **Appreciate and celebrate** “Cheers for peers”
6. **Play** and **have fun**
7. **Summarize Who** will do **What** by **When** and **How**
8. **Close** with “Good of the Patient”



“Everyone here in this room is a hero”




Bruce Huerta MPA
Lost River Medical Center




Recommendation

Implement a Daily Staff Kindness Huddle:



- ❑ **Good news**/personal check in
- ❑ Acknowledge successes/opportunities
- ❑ **Staffing issues/logistical information**
- ❑ Appointment/scheduling/capacity
- ❑ Appointment coordination i.e. charts and reports
- ❑ Patient care needs
- ❑ Remove associate barriers
- ❑ Streamline communication flow and workload
- ❑ **Integrate with hospital services**
- ❑ **Good of the patient**
- ❑ Team lets then use a “visit prep checklist”





“93% of what you learn in a classroom is forgotten within 14 days”

– Dr. Tony Buzan
Mind Maps



The Accountability **First Step**...

Who will do **What** by **When** & **How** in **14 days**?




Recommendation



Make improving your patient experience scores a **top priority** by educating, everyone as a





*"I get my HCAHPS scores and I have **no idea how to fix them**"*

-Hospital Manager, Utah



The HCAHPS Breakthrough Leadership Series™

Timetable & Key Best Practice



Source: HCAHPS Breakthrough Leadership Series Schedule



PAGE 4

Meet the Aspen Valley Hospital Service Excellence Team





Before & After HCAHPS Scores – Yearly Comparison



Measure	Starting Year May 2012 - 2013	Actual Year I Dec 2013 - 2014	% Change in %tile Rank
Communication with Nurses	64 %tile	96 %tile	50.0
Communication with Doctors	75	93	24.0
Responsiveness of Hospital Staff	91	98	7.7
Pain Management	67	94	40.3
Communication about Medicines	51	91	78.4
Cleanliness	75	91	21.3
Quiet at Night	91	97	6.6
Discharge Info	61	87	42.6
Transition of Care	47	99	110.6
Overall Rating	70	97	38.6
Recommend	73	94	28.8
Total Combined Average Score		11 of 11 Domains	40.8

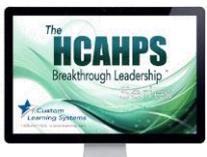
Source: Avatar



Aspen Valley Hospital
— Aspen, CO

The HCAHPS Breakthrough Leadership Series™

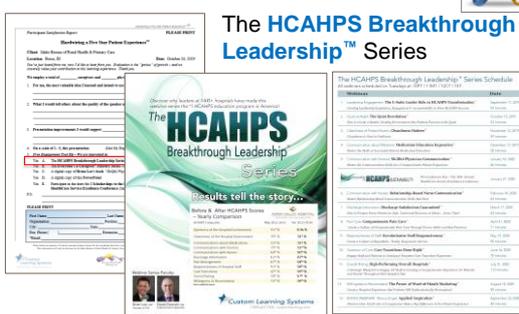
- 1 The C-Suite Role in HCAHPS Transformation
- 2 Quiet at Night
- 3 Cleanliness of Patient Rooms
- 4 Communication about Medicines
- 5 Communication with Doctors
- 6 Communication with Nurses
- 7 Discharge Information
- 8 Pain Control
- 9 Responsiveness of Staff
- 10 Transition of Care
- 11 Overall Rating
- 12 Willingness to Recommend
- 13 **Applied Inspiration**



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Free Engagement Tool – #5A

The HCAHPS Breakthrough Leadership™ Series



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To Register

Visit www.webinars.customlearning.com/join/IDRHA13

Registration Code: **IDRHA13**



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The Patient Centered Clinic™

Micro-Webinar System



5 Bundles

1. Getting Timely Access
2. Responsive, Helpful Office Staff
3. Physician/Provider Communication
4. Care Coordination/ Follow Up
5. Overall Rating Physician/Provider

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PAGE 5

Everyone's a Caregiver® Mastery Patient Centered Clinic Webinar Series



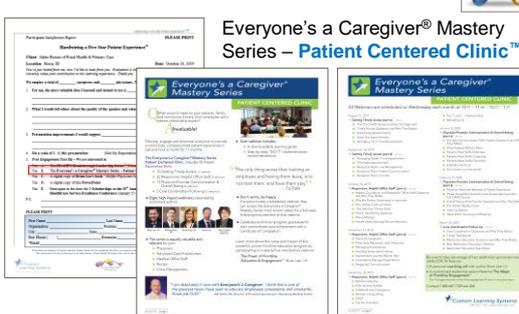
Thanks to Mary

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PAGE 5

Free Engagement Tool – #5B

Everyone's a Caregiver® Mastery Series – Patient Centered Clinic™



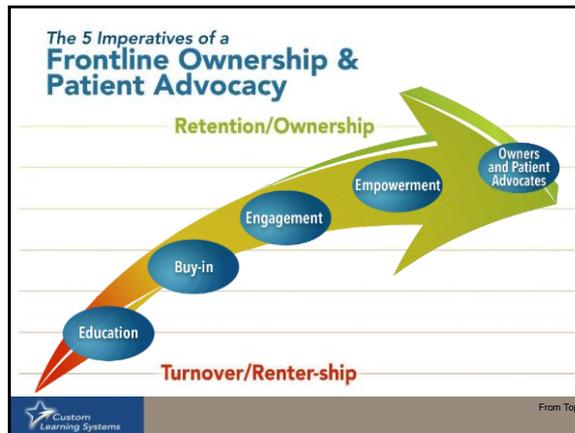
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PAGE 12

Imperative #3

★ Frontline Ownership and Engagement

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Recommendation 

Implement the **“Empowerment Bundle”**
– **License to Please**

LICENSE TO PLEASE™

Caregiver

This caregiver is empowered to use their own good judgement and our Empowerment Bundle jewels to meet and manage patient and family expectations, with kindness and compassion, every time everywhere.

BRIAN LEE
Founder & CEO

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 These **4** are for **FHCs, RHCs, and Clinics**

1. The **Six Foot Rule**
2. Service **Recovery**
3. The Platinum **“Live It” Rule**
4. **Managing Up**

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Originally presented in the **Everyone's a Caregiver** App ☑ **Look Up**

#1 The Six Foot Rule

- Create a welcoming culture

PRX Patient Relationship Expert

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Originally presented in the **Everyone's a Caregiver** App ☑ **Mess up? Fess up & Dress up**

#2 Service Recovery

“The Complaint Golden Rule”

“Mess Up?
Dress Up & Fess Up

I Am Empowered

– Brian Lee, CSP

Custom Learning Systems

Originally presented in the **Everyone's a Caregiver** App

Clean Up

#7 Freedom to Clean

- Housekeepers are **not invisible!**
- Housekeepers are **Lifesavers**
- We **are all** Housekeepers
- Everyone is empowered with the **Freedom to Clean**




Recommended gift for every CEO




Recommended gift for every CEO




From left to right: Steve, Donna, Sue, Preston & Dennis
Plant Operations/Housekeeping




Which one would you make your #1 priority?



- The **Six Foot Rule**
- Service **Recovery**
- Managing up**
- The Platinum **“Live It” Rule**
- No pass zone**
- License to Silence**
- Freedom to Clean**



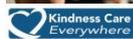
Lets Vote on your #1 priority?



- The **Six Foot Rule**
- Service **Recovery**
- Managing Up**
- The Platinum **“Live It” Rule**
- No pass Zone**
- License to Silence**
- Freedom to Clean**



The “License to Please” Empowerment Bundle



Skills	Memory Hook
1. The Six Foot Rule	▪ Look up
2. No Pass Zone	▪ Don't pass up
3. Managing up	▪ Managing up
4. Freedom to Clean	▪ Clean up
5. License to Silence	▪ Zip up
6. Service Recovery	▪ Mess up? Fess up & Dress up
7. The Platinum “Live It” Rule	▪ Follow up
*Now everyone can	▪ Train up!



Recommendation




“This is how you *empower caregivers* to work at the top of their license”

– Brian Lee, CSP



Do you know what’s **so cool** about the **empowerment bundle**?



“These *are all simple things* you *can do*, while you’re *doing*, what *you do*”.... & they *don’t cost a cent!*”

– Brian Lee, CSP



Just Imagine...

What an **impact** caregivers could make...



SKILL/BEST PRACTICE:

1. The Six Foot Rule
2. Service Recovery
3. The Platinum "Live It" Rule
4. Managing Up

Memory Hook:

- Look up
- Mess up? Fess up & Dress up
- Follow up
- Manage up

**Now everyone can Train up!*




This is how you create a **Five Star** Experience




“It’s *not* about the *scores*, it’s about *improving the patient experience*”

– Craig A. Johnson, CEO




Quick Reality Check... How many **would like your peers** to experience **this presentation?**

Thanks to



...yes, you can!




PAGE 12



Recommendation

Just print **"Keynote"** under **"PS"**



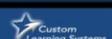

Your preference

- Audio or
- Video presentation




Imperative #4

★ Skillful Provider Communication

PAGE 7



*"The **good physician** treats the **disease**; the **great physician** treats the **patient** who **has the disease**"*

— William Osler, MD
1849 – 1919




CG CAHPS Domains

- Providers use of information to coordinate patient care
- Patients' rating of the provider

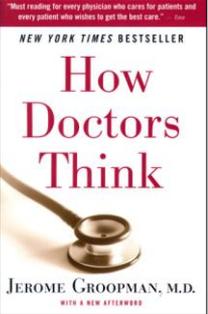




"How Doctors Think"

— Jerome Groopman

18 Seconds



NEW YORK TIMES BESTSELLER

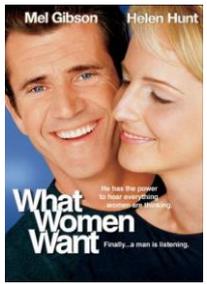
How Doctors Think

JEROME GROOPMAN, M.D.

WITH A NEW AFTERWORD




Do You Remember This Movie?

Mel Gibson Helen Hunt

What Women Want

Finally... a man is listening.



What patients want...

- **Skillful manners**
- **Skillful listening**
- **Skillful teaching**

 Recommendation:

- Consistently **master** the **three expectations** patients **really want**



Expectation #1 Skillful Manners



When a survey asks patients to rate the **“Skill of a Provider”**, **what** do they really **rate**?




Expectation #2 Skillful Listening





*“When you sit, you’re **heart-to-heart**”*

– Brian Lee, CSP

Recommendation:
Make **“Chat Time”** a part of your professional practice




*“Create a **relationship first**, then get down to **business**, in **reverse**”*

– Brian Lee, CSP



Recommendation To Gain **Provider Engagement**



Implement **Comparative Ranking** of Provider Patient Experience **Scores**




Expectation #3 Skillful Teaching



 Recommendation:
Use the **“Three Thoughtful Questions that Guarantee Improved Patient Experience Scores”**

Tying the Bow around your patients' visit




Patient Experience Time Management

3 Same Day/Walk-in Appointments

- Can be critical dissatisfier





Patient Experience Time Management

4 Reception Room Line Management

- The goal: **meet** the patients 15-minute time **expectation** or **manage** it

Question:

- Why do we call them a **Waiting Room?**





Jerry Seinfeld had a few thoughts about "Waiting Rooms"



"I hate when they **make you wait** in the **room**. 'cause it says **waiting room**"

"There's **no chance of not** waiting, 'cause they call it the **waiting room**, and they're going to use it"

"It's all **set up for you to wait**"



Jerry Seinfeld had a few thoughts about "Waiting Rooms"



"And then, they **finally call you** and it's a very **exciting moment**. You kinda **look around** at the other people in the room and think, "**Well, I guess I've been chosen**. I'll see you all later"

"You know, **you think** you're going to see the **doctor**, but you're not, are you? **No**"

"You're going into the **next waiting room**"

"The **littler waiting room...**"



Tools to do the Job (cont'd)

5 Systems for Timely Test Results



"If you have a **problem**, make it a **procedure**, and it **won't** be a problem **anymore**"

– Wayne Cotton





"It's the **little things** that **patients see** as the **big things**"

– Brian Lee, CSP



1 Degree Examples

- Cant get **through the phones**
- Registration/scheduling **disconnect**
- A **long wait** in the **wait room**
- Lack of respect for **privacy**
- Slow **test results**
- Provider **has not read the chart**
- Complaints **handled poorly**



 This is how you create a **Five Star** Experience





Imperative #6

 **A DNA of Kindness**

 **PAGE 9**

Creating a **Five Star** Culture of Engagement



3 Stars patients **pack** *Leadership Engagement*, and *Caregiver Empowerment* skills

4 Stars is somewhat **slack** *Frontline Engagement*, and the *“License to Please”* bundle

5 Stars **keeps and wins** them back *Patient Engagement* = **Word of Mouth...**



To instill a **DNA of Kindness...**



Empathy
Compassion





“Compassion” Defined



“Witnessing suffering, being moved by it, and having a desire to ease that suffering”

– Marcus Engel, M.S., CPXP, CSP



Word of Mouth comes from...

Empathy
Compassion
Mindful Presence

RIP Mom

Word of Mouth comes from...
the **DNA of Kindness**

Empathy
Active Listening
Authenticity
Compassion
Smile
Mindful Presence
Relationship Centered Experience
Love
Friendship
Laughter
Positive Attitude

The **DNA of Kindness**

Empathy
Active Listening
Authenticity
Compassion
Smile
Mindful Presence
Relationship Centered Experience
Love
Friendship
Laughter
Positive Attitude

= **Healing Kindness**

“The world is changed by your *example* not your *opinion*”

– Paulo Coelho
Novelist

“My favorite part of what I do is when you can be the best part of someone’s worst day”

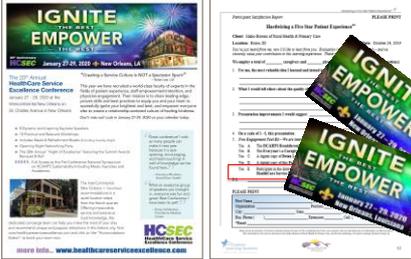
– Aaron Richardson, RN, BSN,
Director of Health & Rehab Services

To assist you in your focus on changing your culture

I have an announcement to make

Free Engagement Tool – #5E

You're Invited to **come as my guest!**



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“All change fails because of a lack of urgency”

– Professor John Kotter



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Please Clarify...



If you had **just one take-away?**

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Evaluation Request

- For me, the **most valuable idea** I learned and intend to use is...
- What I would **tell others** about the quality of the presenter and value of the content...
- Presentation **improvements** I would suggest...



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Evaluation

- On a **scale of 1 – 5**, this presentation: **(Met my expectations)** 5-4-3-2-1 **(Did Not)**



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Recommendation

Just print **"Keynote"** under **"PS"**





Your preference

- Audio or
- Video presentation




Take Home Engagement Tool Kit



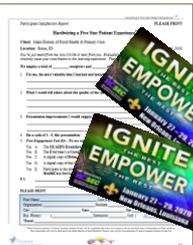
- Yes A. The HCAHPS Breakthrough Leadership™ Webinar Series
- Yes B. Everyone's a Caregiver® Mastery Series – Patient Centered Clinic™ (launching January 15, 2020)
- Yes C. A Digital Copy of Brian Lee's e-book "Skillful Physician Communication"
- Yes D. This PowerPoint
- Yes E. 2 Scholarships to the 20th Annual HealthCare Service Excellence Conference (January 27-29, 2020 in New Orleans, LA)



PAGE 12



Come and visit and
Bring your Evaluation & Pick Up


Please hand me all your Evaluation forms so I know who is coming



Thank You




Idaho Bureau of Rural Health & Primary Care

- Stephanie Sayegh
- Shelby-Lyn Besler
- Mary Sheridan
- Tonne McCoy
- Alex Prado
- Chris Cordova

Lamplighter Club




If there's **any doubt** in your mind about your ability to **create a 5 star experience...**



- For your **patients**, or
- For your **life**



Meet Alvin Law & the Superhumans!




Have a terrific conference &
a **safe journey home**
as you **return** to...



***Hardwire a Five Star
Patient Experience™***

 403-607-7444
 brian@customlearning.com

