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## The Roadmap to Driving Healthcare Performance & Enhanced Reimbursement

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Objective Data Driving Healthcare Practice Performance

## What is the Customer Assessment of Healthcare Providers & Systems (CAHPS®)?

- The CAHPS® program is a multi-year initiative of the Agency for Healthcare Research and Quality (AHRQ) to support and promote the assessment of consumers' experiences with healthcare.
- The intent of the initiative is to provide a standardized survey instrument and data collection methodology for measuring patients' perspectives on care.
- The survey is a core set of questions that will be used to support improvements in internal customer services and quality related activities in
  - Hospitals (HCAHPS®)
  - Home Health (HH-CAHPS®)
  - Clinicians and Groups (CG-CAHPS®)
  - CAHPS for Ambulatory Services currently in process

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## Good for Health, Good for Business: Measuring Patient Experience of Care

- The patient care experience is broadly recognized as a core element of health care quality.
- Patient experience measures are rapidly being adopted for high-stakes uses including physician compensation structures, board certification and licensing, and physician/practice recognition programs.
- Beginning to collect data now provides a strategic advantage to participating organizations, allowing a window of opportunity to review and improve performance and gain experience prior to information being used for high-stakes endeavors, e.g., compensation and recognition.

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## Delivering on Patient-Centered Care

- Measuring what patients value.
- Patients care about the interpersonal aspects of health care. Without access to systematic data, patients may turn to online review sites that do not provide representative data about a provider's panel.
- Assessing patient experience rather than satisfaction provides actionable information for improvement. Using a standardized tool allows comparison to national benchmarks.

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## The Clinical Case

- Patient care experiences correlate to clinical quality processes and outcomes.
- Measuring patient experiences enables practices to assess and improve their effectiveness at promoting the patient adherence critical to achieving positive health outcomes.
- Patient experience surveys identify not only individual-level patient experiences, but system level quality issues with actionable results.

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## The Business Case

- Patient experience correlates to key financial indicators.
- More and more, private plans, Centers for Medicare and Medicaid (CMS) and state Medicaid programs are recognizing good patient experiences as good care and good business, basing compensation in part on patient experience survey results.
- Improving patient experience can have far-reaching benefits for practice culture and performance, including decreased malpractice risk and staff turnover.

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## A New Customer-Centric Paradigm

### Why Do Patients Leave a Healthcare Practice?

- 3 percent move.
- 5 percent develop new relationships.
  - 9 percent prefer a competitor.
- 14 percent are dissatisfied with products / services.
- 68 percent due to staff / organization attitude of indifference.

82 percent of patients choose another practice due to a negative experience.

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## Learning by Example

- Hospitals and health plans have paved the way.
- The vast majority of U.S. hospitals collect and publicly report on standardized core Customer Assessment of Healthcare Providers and Systems (CAHPS) survey questions. Medicare incentive payments will soon be tied to performance on patient experience.
- National trends among health plans, hospitals and other providers send a strong signal to clinicians of a continuing evolution toward increased transparency using standardized measures.

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## Implementation and Improvement

- Patient experience varies substantially at the practice and provider level, highlighting real opportunity for improvement.
- The cost of measuring patient experience is feasible, particularly given the relevant and actionable data that result.
- Tested improvement tools and strategies support practices in addressing survey findings.

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## Patient Perception is Reality

- **Bain & Company, March 2012**
  - 80% of organizations describe their customer experience as superior.
  - Only 8% of customers agree.

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# The Roadmap



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# Questions?

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**Thank You!**

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**Back Up**

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## What is on the HCAHPS® Survey?

- **Composite Topics**
  - Nurse Communication (Question 1, Q2, Q3)
  - Doctor Communication (Q5, Q6, Q7)
  - Responsiveness of Hospital Staff (Q4, Q11)
  - Pain Management (Q13, Q14)
  - Communication About Medicines (Q16, Q17)
  - Discharge Information (Q19, Q20)
- **Individual Items**
  - Cleanliness of Hospital Environment (Q8)
  - Quietness of Hospital Environment (Q9)
- **Global Items**
  - Overall Rating of Hospital (Q21)
  - Willingness to Recommend Hospital (Q22)

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## HH-CAHPS®: Maryland, January 2013

HH-CAHPS® / PATIENT SURVEY Data Collection: July 2011-June 2012	MD	NATIONAL AVERAGE	NATIONAL TOP 20%
Care of patients.	88%	88%	92%
Communications between providers and patients.	85%	85%	90%
Overall rating of care given by HHA's care providers.	83%	84%	90%
Patient willingness to recommend the HHA to family and friends.	77%	79%	87%

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