Patient Engagement: How You Can Improve Patient Perception of Nurse Communication

Amy Cotton RN, MSN, NEA-BC, CPXP, CPHQ, FAAN
Eastern Maine Healthcare Systems
Vice President, Patient Engagement & Chief Experience Officer

Disclosures

The speaker has no conflicts of interest to disclose

EMHS – Maine’s Only Statewide System

- 9 hospitals located across Maine
- 11,696 employees
- 724 employed physicians
- 39 primary care practice locations
- 5 retail pharmacies
- 5 air and ground emergency transport members
- 8 partnership and wholly-owned skilled, rehabilitative and long-term care locations with 609 beds
- 141,245 emergency room visits
- Over 500,000 covered lives
- 168,650 homecare visits
- Freestanding cancer center
- Over 1.4 million outpatient visits annually
Learner Objectives

✓ Identify 3 strategies to improve nurse communication results in Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) patient surveys

✓ Describe 2 evidence-based shared decision making methods for effective nurse communication

✓ Analyze nurse communication HCAHPS domain survey questions to prioritize strategies for performance improvement

Healthcare’s Game Changer – The Consumer

"Patient Engagement is the Blockbuster Drug of the Century"

"The insight of the year goes to Leonard Ekh, a health IT strategy consultant, for making that statement regarding patient engagement. The corollary to this statement is a game changer. What happens when effective patient..."

Source: Forbes

Where to Start?

• Connect Your Nursing Staff and Leaders to the EVIDENCE
  ✓ Safety Culture linked to Improved Patient Experience

• Top drivers of patient experience in hospitals are patient perceptions of nurse courtesy and teamwork*

• Purposeful hourly rounding benefits

* Source: Press Ganey, 2017
Why Engaged Patients?

MORE Involved Patient | LESS Involved Patient
---|---
Readmitted to the hospital within 30 days of discharge | 12.8% | 28%
Experienced a medical error | 18.7% | 35.0%
Have poor care coordination between health care providers | 12.8% | 11.8%
Suffer a health consequence because of poor communication among providers | 13.1% | 48.4%
Lose confidence in the health care system | 15.1% | 59.8%

Strategies to Improve Patient Perception of Nurse Communication

✓ Bedside Shift Report (both licensed and unlicensed nursing staff)
✓ Bedside Shift Report Including Assessment
✓ Nurse – Nurse Transition of Care Bedside Handoffs
✓ Plain Language (or Plain Speak)
✓ White Board Use for Communication
✓ Purposeful Hourly Rounding
✓ Nurse Manager and Senior Leader Rounding
✓ Use of Key Words

Key Words: Enhanced Perception of Communication

- “Is there anything else I can do for you? I have the time.” Use to end interactions with patients.
- “Good morning/afternoon/evening. I’m (insert your name). How may I help you?” Greet patient every time with these words.
- “Mr. Jones, my shift is ending. This is (insert name of incoming nurse). He/She is going to give you excellent care.” Always manage up other team members.
More Key Words: Enhanced Perception of Communication

• “I realize your time is valuable. I am so sorry for the delay.” Use whenever there is a delay.
• “Here at X Hospital, our goal is that you can rest when you need to. How did we do last night?”
• “For your privacy, do you mind if I close the door or curtain?” Use all the time unless the patient requests otherwise.
• “Here at X Hospital, our goal is to exceed your expectations for care. How could we improve things for the next patient in this room?”

More Key Words: Enhanced Perception of Communication

• “Here at X Hospital, our goal is to exceed your expectations for care. Is there someone I can recognize for going over and above for your care needs?”
• “Before we start, I am going to clean my hands for your safety.” Use before and after every patient contact (entering and exiting the room) and after every contact with the environment.
• “It is our goal to have our physicians and nurses provide excellent communication to our patients and families. How are we doing?”

More Key Words: Enhanced Perception of Communication

• “It is important to me that you have the information needed to care for yourself at home.” Always use this key message when reviewing discharge information.
• “It is important to me that you have the information you need to understand your medicines. Dr. X has started you on a new medicine to control your diabetes. You will receive it once a day. The most common side effect is an upset stomach.”
Evidence-Based Shared Decision Making to Enhance Communication

• Teach Back
  • A simple method used by clinicians when giving new instructions or information

"Mrs. Cotton, it is important to me that you have the information you need to know what to expect today (OR) you have the information you need to make this decision about your treatment today. Can you tell me your understanding of the plan (RO) options?"

Plain Language (Plain Speak)

• Avoid Medical Jargon

Ask Me 3

1. What is my main problem?
2. What do I need to do?
3. Why is it important for me to do this?

Communication With Nurse Domain
– Bring Attention to Your Results

- Three questions make up this domain:
  ✓ During this hospital stay, how often did nurses treat you with courtesy and respect?
  ✓ During this hospital stay, how often did nurses listen carefully to you?
  ✓ During this hospital stay, how often did nurses explain things in a way you could understand?

Options: Never – Sometimes – Usually – Always

Tactics: Leverage Monthly Staff Meetings; Visual Displays of Results; Nurse Manager Rounding

Case Study: Going From Good To Great in HCAHPS: Nurse Communication

- 100 bed acute care hospital
- History of Top Quartile HCAHPS - 2 Years Ago Trend was Declining
- Hospital CEO to Executive Team
  ✓ “Why Are We In Business If Our Patients Are Telling Us We Aren’t Serious About Their Care Experience?”

BEFORE:
HCAHPS Nurse Communication
9 Month Performance
AFTER:
HCAHPS Nurse Communication
9 Month Performance

References


Appendix

DISCHARGE FOLLOW UP PHONE CALL
Complete 48 Hours After Discharge
TO BE COMPLETED AT DISCHARGE

"In order to provide excellent care, we would like to follow up with a phone call in the next three days."

Addressed: [ ] Yes [ ] No

1. Have you seen your primary care provider since your discharge? [ ] Yes [ ] No [ ] Other

2. How has your health been since your discharge? [ ] Improved [ ] Same [ ] Deteriorated

3. Have you had any additional procedures or treatments since your discharge? [ ] Yes [ ] No

4. Are you aware of any additional instructions or follow-up care that you have not received? [ ] Yes [ ] No [ ] Other

5. Have you made any additional appointments or scheduled care since your discharge? [ ] Yes [ ] No

6. Please report any additional changes or concerns (e.g., new symptoms) since your discharge. [ ] Yes [ ] No

[ ] Other

Date of call: ____________________________
### Appendix

**Patient Experience Tracker Form**

<table>
<thead>
<tr>
<th>Date</th>
<th>Unit/Box</th>
<th>Trace Team member(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication with Nurse</th>
<th>White Board</th>
<th>Was the date correct?</th>
<th>Yes</th>
<th>No</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Did it fit the problem?</td>
<td></td>
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<tr>
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<td>Side for the patient?</td>
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<td>Side for the pharmacist</td>
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<td>Was the medication made right?</td>
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<tr>
<td></td>
<td></td>
<td>Was the problem explained?</td>
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<td></td>
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<td>Was the problem documented like the policy on the bottom of the board?</td>
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<td></td>
<td></td>
<td>Was board free of distractions?</td>
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</tbody>
</table>

**Purposeful Hourly Rounding**

- Are patient, "How is the patient doing today?"
- Is patient discharged?"
- Was patient seen by nurse or nurse's aide?
- Did staff prepare for discharge?
- Did staff do a discharge summary?
- Did staff do a specific discharge planner?

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**Please Call Me**

**Please Call Me**

**Questions for My Doctor**

**My Care Team**

**Contact Info**

**Family Communication**

**Today's Plan**

**My Unit and Activity Level**

**Managing My Pain**

**Discharge Goals**

**Target Discharge Date**

**EMHS**

**Eastern Maine Medical Center**