Community Engagement:
Becoming Provider of Choice
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Objectives

- This session will help your organization determine your current gaps in care;
- How the framework of Patient Centered Medical Home can enhance your patient experience;
- Build your internal and external market; how to engage your market with community health needs assessment and sustain your new patient driven culture.
- This session will also take a look into CLS’s Leadership and Team-Building trainings to enhance the skills and communication essential to sustainability and growth.
But before we begin

- Think about a company (not healthcare) that you use frequently?
- Why do you go there?
- What are the attributes and experiences you enjoy?
Flip it…

- Now think of a company you do not use or try to avoid…
- What type of experience did you have?
- What are the negative attributes? Customer service?
What is Provider of Choice

- What do you ‘feel’ when you go to your provider?
- What is the ‘warm fuzzy’ that keeps you going back?
- What can be done better?
Let's Get Started

Engagement = Market * Customer * Communication
Engagement

- More than satisfaction or ‘happiness’ in the job
- Engagement is being fully connected/invested in creating ‘value’ for not just the patient but for the organization
- Engagement requires a strategy
  - Clinicians and leaders alike can influence patient behavior
  - Becomes a core competency within the organization
  - Starts with customer service
Employees

- Research shows nationwide only 13 percent of workers are engaged.
- In U.S. Americans are 30 percent engaged (Gallup, Inc. 2016)

Drivers
- Feeling valued and involved
- Purposeful, worthwhile work and work environment (Passion)
- Relationship with supervisor to leadership
- Recognizes opportunities for growth
- Respect and recognition of value
Clinicians

- AHRQ Physician burnout study
  - Time pressure (not enough to see the patients)
  - Lack of work control and provider did not have enough influence on workplace or schedule
  - Inefficiencies of the workplace, process and workflow, lack of equipment
  - Degree of provider values and purpose align to organization

- Drivers
  - Quality
  - Efficiency
  - Appreciation
  - Communication both input and responses
Getting Started

- Set clear and concise goals including accountability
- Keep all goals transparent
- Select only handful of goals with data...too much gets lost
- Keep data understandable
- Align all goals to leader goals with key drivers
- Communicate communicate communicate

- Most important: Train them...from leader development to all staff professional development
- Create the sense of engagement and inclusion “their opinion matters”
- Rounding!
Patient and Family Engagement

- Drivers
  - Informed about their health and healthcare needs
  - Generation gaps and meeting their needs
  - Involved in decisions...no longer passive
  - Actively involved in self-management/self-care behaviors
  - Are asked to provide feedback (both on the experience and their outcomes)
  - Committed to results that last

- Most importantly..."How do you make me feel"
Getting There

- Build trust with patient and family/caregiver (Passion)
- Demonstrate empathy (Trust)
- Keep all care individualized and specific (Unique)
- Celebrate successes and small wins (Caring)

- It’s the small gestures that become meaningful

- Patient engagement is the new core competency for value
Market: Your Professional Image

- Who are your referral sources?
- What is reflected in payer source?
- Communicate with payers and employers
- Understand your population
- Community Health Needs Assessment
- Public Health -- iPlan
- Community Resources
Community Engagement

- Provider presence
- Lunch n Learns
- Get to know me…’Dine with the doc’
- Topic/Disease specific education
  - CCM/TCM
  - Care Management
- Wellness programs
Identify the Gaps

- Observation
- Workflow identification
- Secret shoppers
- Survey results
  - Employee engagement
  - Clinician engagement
  - Patient engagement
- Action plans
  - Engage employees
  - Identify leaders (formal and informal)
- Evaluate and Communicate!
Culture of Engagement

- Create a sustainable culture of exceptional employee morale to become an Employer of Choice
  - “This initiative has helped me to grow and mature in a positive way both professionally and personally. It has now given me a voice and confidence level that I never had before.” – Kelly Coffelt, Front Line Staff, Unity Health Center, OK

The CLS Transformational Initiatives:

- Hospital of Choice Initiative™
- Culture of Engagement Initiative™
- Leadership Accountability Initiative™
- ED Success Blueprint Initiative™
- Rural / Critical Access Hospital of Choice Initiative™
- The Outpatient Center Service Excellence Process™
- The Medical Clinic of Choice Initiative™
How Can We Help?