Improving Patient Experience & Satisfaction Within the Radiology Department:

Review of a Success Story
Authors

- Nicholas Luibrand
- Shari Lecky
- Becky Allen
- Bruce Mahoney
- Mary Mahoney
- Seetharam Chadalavada

Disclosures: None
In 1985, Press Ganey developed a validated survey measuring patient perceptions of hospital care to help facilities better understand those perceptions and how to improve them.

Our passion for patient care was not being reflected in the feedback obtained through the Press Ganey Experience Surveys.

Scores in the 20th and 30th Percentile of all hospitals.
In August 2016, our institution engaged Press Ganey’s consulting team to implement a transformative program called “IMPACT Connections.”

The program would help ensure:
- our caregivers had the necessary resources for change.
- our leaders were committed to the program.
- our team was held accountable for its progress.
Key initiatives were identified in transitioning to IMPACT Connections.

1. Defining Expectations.
2. Providing Feedback.
3. Aligning rewards with an incentive program.
4. Simplifying IMPACT behaviors.

“IMPACT” served as an acronym for the 6 different behaviors targeted at the core of the program.
<table>
<thead>
<tr>
<th>IMPACT</th>
<th>Behaviors</th>
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<tbody>
<tr>
<td>I</td>
<td>Introduce</td>
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<tr>
<td>M</td>
<td>Make a Connection</td>
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<tr>
<td>P</td>
<td>Positive Intent</td>
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<tr>
<td>A</td>
<td>Anticipate</td>
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<tr>
<td>C</td>
<td>Communicate</td>
</tr>
<tr>
<td>T</td>
<td>Thank</td>
</tr>
</tbody>
</table>

*Self to Patient/Family*

*Patient Specific/Personalized Conversation*

*Narrate Care While Assessing Patient’s Needs*

*Use of Empathy & Listening*

*Using Powerful Words*

*Thank you*
Multiple Radiology **Champions** were selected in order to keep staff members accountable for performance changes.

Champions were responsible for IMPACT behavior education. Served as mentors within their respective imaging modalities and subspecialties.
Champions attended two training classes hosted by the Press Ganey consultant team early in the process.

All other participating staff attended an IMPACT meeting where the IMPACT behaviors and goals of the program were introduced.
Champions were assigned to monitor staff interactions with patients using a checklist (right).

Feedback was provided in a 5:1 ratio (5 positive comments for every 1 negative critique).
Rewards and Recognition

- IMPACT cards (right) allowed staff to recognize those who were providing exceptional patient experiences.

- Five staff members were selected every two weeks to receive small prizes for outstanding behaviors.

- Aligned the goals of IMPACT Connections with staff goals.
Results

- From August 2016 to June 2017, our Dashboard percentile ranks increased compared to competing hospitals in all categories.

- Categories included:
  - **Likelihood of Recommending**: 14th to 80th Percentile
  - **Test or Treatment Domain**: 29th to 93rd Percentile
  - **Staff Concern for Comfort**: 24th to 90th Percentile
  - **Staff Concern for Worries/Concerns**: 28th to 97th Percentile
Dashboard Results

UCMC Radiology FY16-17: Likelihood of Recommending

- IMPACT Training August 2016

Percentile Rank

- APR 16: 21
- MAY 16: 19
- JUN 16: 80
- JUL 16: 30
- AUG 16: 14
- SEP 16: 38
- OCT 16: 96
- NOV 16: 27
- DEC 16: 36
- JAN 17: 73
- FEB 17: 44
- MAR 17: 84
- APR 17: 63
- MAY 17: 91
- JUN 17: 80

Mean Score

- APR 16: 96
- MAY 16: 96
- JUN 16: 92
- JUL 16: 94
- AUG 16: 94
- SEP 16: 94
- OCT 16: 94
- NOV 16: 94
- DEC 16: 94
- JAN 17: 94
- FEB 17: 94
- MAR 17: 94
- APR 17: 94
- MAY 17: 94
- JUN 17: 94

Data represented as UHC Facilities Percentile and Mean Score.
Dashboard Results

UCMC Radiology FY16-17: Test or Treatment Domain

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentile Rank</th>
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<tbody>
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</tr>
<tr>
<td>MAY 16</td>
<td>58</td>
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<tr>
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<td>MAY 17</td>
<td>73</td>
</tr>
<tr>
<td>JUN 17</td>
<td>93</td>
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</tbody>
</table>

- **UHC Facilities Percentile**
- **Mean Score**
Dashboard Results

UCMC Radiology FY16-17: Staff Concern for Worries/Concerns

Impact Training August 2016
By implementing the IMPACT program, our department saw significant increases in Press Ganey Patient Experience Surveys within 10 months.

IMPACT training at the Physician level has yet to be implemented. By doing so we hope to further improve the patient experience at the patient-physician interaction.