Since the mid-1990s, Baird has helped healthcare organizations nationwide improve the patient experience and enhance organizational culture. Baird's culture assessment and diagnosis include experience mapping, medical mystery shopping, and focus groups to reveal the real customer experiences within your organization. Using your patients' experiences, Baird and her team prescribe critical next steps for improving patient satisfaction and HCAHPS scores.

**Good Read: “The Patient Experience and Health Outcomes” in The New England Journal of Medicine**

*by Matthew P. Manary, M.S.E., William Boulding, Ph.D., Richard Staelin, Ph.D., and Seth W. Glickman, M.D., M.B.A.*

In a recent article in *The New England Journal of Medicine*, "The Patient Experience and Health Outcomes" authors point to a number of reasons that patient-reported measures of satisfaction with their healthcare experiences are poor measures as indicators of quality assessment. In fact, they suggest they're just poor measures. Why? For reasons we've often discussed: Patients lack medical training and, therefore, can't accurately evaluate the quality of the care they receive; patient experience measures may be confounded by factors not directly associated with the quality of processes; and patient experiences may be impacted by their own misguided desires (e.g., a request for a certain drug or procedure regardless of its medical appropriateness).

The article offers five points to consider when developing, delivering, and evaluating results from these types of surveys. The big takeaway: It's important to focus on the multi-dimensional aspects of determining the patient experience. This is exactly what we do in our work with hospitals and other healthcare organizations: people, processes, and place. In your evaluation of these "big three" you're likely to find the direction you're looking for to boost the patient experience.

*Phone communication is an essential part of the patient experience and is often the first part of the patient experience. In just seconds, your patients are deciding if you are friendly, knowledgeable, concerned, and willing to help. In fact, research shows that after just a 2-minute phone encounter, patients are clear about whether or not they would return to your organization or recommend it. Patients rely on phone encounters to make appointments and seek clinical advice. Other callers rely on phone encounters to gain vital information about a loved one. In both situations, it's important that you create a positive, trust-building experience. To engage your staff in essential phone skills, look toward the tips and tools in You’ll Have Them at “Hello”: Phone skills that will WOW your callers every time. For only $199, you’ll receive the following: the video recording, presentation slides, a transcript of the recording, a participant guidebook, a moderator guidebook, a quality assurance tool, and additional handouts! This session is also available as a live training workshop.*

To learn more about the Baird Model for Service Excellence, employee engagement or leadership development workshops, or to sign up for her FREE newsletter, write to info@baird-group.com.