

# Are You Ready For April, 2012?

This coming April, CMS will report Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) patient satisfaction results publicly and openly as never before. The ramifications of this public data release could be significant.

Is your hospital prepared to maximize the value of positive scores or mitigate the damage of negative scores?

- 1 As it currently stands, you will either be rewarded to “win back” or lose 1.2% of Medicare dollars over the next 5 years according to the current Value Based Purchasing guidelines.
- 2 What is your plan if your hospital earns lower-than-expected HCAHPS scores?
- 3 What if your hospital comes in lower on the list than your competitors?
- 4 How will you leverage mixed results so the news media — and your consumers — pay attention to your successes?
- 5 What are your plans for promoting extremely positive, market-leading scores, particularly in the first year?
- 6 How will you ensure that internal communications at your hospital are in-sync with external messages?
- 7 How will you explain HCAHPS in a simple manner to news media that cover your market area?
- 8 Can your hospital afford the possibility of losing 1-2% of your Medicare dollars?

Dr. Joe Pettigrew and his team are ready to assist your hospital in navigating the communications challenges and improving patient experiences from the looming HCAHPS data release. Our team has worked for years on only one thing—improving patient experiences in hospitals. Our team engaged leaders at CMS on the HCAHPS tool and has built a solid plan for assisting hospitals in achieving their HCAHPS goals and therefore position them for financial rewards. In short, we understand HCAHPS — what it is and what it isn't — and can help hospitals successfully improve their performance.

The Benchmark period has ended and hospitals are now in their performance stage of HCAHPS. The next several months (until March 30, 2012) are going to be extremely important to your hospital. Our Team is prepared to help your hospital, from understanding Benchmark data to creating an improvement strategy.

Our team will:

- 1 Work with hospital leaders to determine current Benchmark data;
- 2 Create an improvement plan to improve HCAHPS scores;
- 3 Assist leadership in explaining and educating the entire hospital staff to HCAHPS and provide coaching to managers for improvement;
- 4 Place your HCAHPS scores in the proper context, including showcasing positive marks earned on other surveys;
- 5 Assist hospitals with where they are currently during the Performance Period and determine a realistic plan for maximizing results prior to March 31, 2011;
- 6 Media train all hospital-designated spokespeople for interaction with reporters;
- 7 Create a lasting improvement plan, not “flavor of the month”;
- 8 Spend significant time with management and leadership teams to help them drive the process

## Improve Your HCAHPS Scores

LeaderPoint wasn't created to survey patients. We were built to help hospitals improve. Other consultants may talk of improvement, but that has actually been our business for more than seventeen years.

As a company that has worked with more than 150 hospitals in the United States, LeaderPoint is asked all the time by clients and non-clients alike, “What should we do to improve the patient experience?”

Here are our five recommendations:

- 1 Focus your attention on the one survey that matters. Don't complicate improving the patient experience by trying to make sense of two or more surveys. While more than two surveys may be valuable, it is often very confusing for the staff.
- 2 Switch to a system that provides staff with meaningful and helpful data. Ensure that all dashboards, focus sessions, and reports all point you towards meaningful action.
- 3 Create accountability and take action. Ensure accountability and action by generating improvement plans based your own survey data.

- 4 Consistently educate ALL of your employees on ways of improving. Drive improvement with live courses on HCAHPS: including 12 strategies designed to improve outcomes.
- 5 Partner with a company whose people, services, and expertise are aligned around patient and process improvement.

## Benefits

Hospitals that choose LeaderPoint over other options will be able to capitalize on five key benefits:

- 1 **Focus first on patient experience.** We've aligned all our patient satisfaction improvement around the CAHPS model mandated by CMS, adopting the focus on patient experience, the shorter survey length, and the frequency-based rating scales.
- 2 **Deliver actionable insights.** Our services make it easy for hospitals to get and share actionable insights—not just reams of data—from your survey results and our database of benchmarks.
- 3 **Educate staff to change behavior.** Dr. Pettigrew is a leader in learning solutions for healthcare with exclusive, evidence-based live presentations all proven to change behavior.
- 4 **Improve to “Always.”** Our set of services provides the support hospitals need to succeed when the new standards that top-performing organizations must achieve are “Always” and “Definitely Yes.”

## What do people say about Joe and his staff?

“Joe uses and educates our staff. He doesn't try to make a permanent position for himself like many consultants. He will analyze current trends, work with staff to identify potential solutions, monitor and coach to achieve results, and give all credit for the positive change in results to your team and not himself.”

*Dr. Delos M. Cosgrove, CEO - Cleveland Clinic, Cleveland, Ohio*

“This is not a process like any I have seen. Joe is a team player. He knows what he is doing”

*Jeff Johnston, CEO - Mercy - St. Louis, Missouri*

“We went from being at the bottom of our peer hospitals regarding customer service scores and within one year we had exceeding all my expectations (Mean scores of 38 to 93 in one year). Although that was amazing, the change in attitude of our employees has been even more rewarding.”

*Gary Shorb, CEO - Methodist University Hospital System, Memphis, Tennessee*

“I am sold on Joe and what he can do for a hospital. I have used him at three different hospitals with each time he has delivered. He has turned our hospital around both with Press Ganey and now with HCAHPS. I highly recommend him.”

*Scott Street, CEO - Mercy - Rogers, Arkansas*

## **Who we are**

LeaderPoint Healthcare Consulting has been around since 1995. During that time they have worked with over 150 hospitals both large and small. The company’s President is Dr. Joe Pettigrew. Joe has a Ph.D. in Leadership and started LeaderPoint after several years as a University professor and Dean. He has assembled a quality team that is composed of healthcare professionals and customer service experts. With offices in Memphis, Tennessee and Denver, Colorado, LeaderPoint has experience throughout America.

Dr. Pettigrew has extensive experience with both large systems and has a unique understanding of rural hospitals. He bases his work predominately in faith based hospitals.

LeaderPoint is among a very few consulting firms that specialize in not only improving patient satisfaction but also HCAHPS.