VOICE OF THE PATIENT:
Enhance Patient Access, Care, Quality and Value through Patient Experience

Lori Diduch
Executive Vice President, People, Service & Performance
William Osler Health System
Our Past
A tipping point for change

NRlpress.com, Photos by Jagdish Grewal [jagdish@punjabiopost.ca]Canada
What drives patient satisfaction?

Positively impact patient experiences

Positively impact patients’ health

1

2

3
More than...

530 ED patients
20 babies born
195 dialysis clinic visits
156 surgeries
BEST PRACTICE GUIDES US

- A seat at the decision making table
- Real time data
- Beyond conventional ‘training’
- Formal structure
- Story telling based on patient verbatims
SERVICE EXCELLENCE FRAMEWORK

Measure

Strategize

Act

PATIENT VOICE

Patient Experience Advisors

Community Advisory Councils

Paper Surveys

Patient Call Centre

Face-to-face Surveys
SERVICE EXCELLENCE FRAMEWORK

Measure

PATIENT VOICE

Strategize

Patient Call Centre

Community Advisory Councils

Patient Experience Advisors

Paper Surveys

Face-to-face Surveys

Act

William Osler Health System
Low cost + High value
August 2011 – April 2014
• 89,871 calls to patients
• 37,542 surveys completed
**CALL CENTRE PROCESS & FEEDBACK**

**LOOP COLLECT DATA**

1. Identify all discharged in-patients
2. Apply criteria to develop Call List
3. Agents call patients (3 attempts)
4. Patient responses inputted into system

**SHARE/ACTION DATA**

1. Managers pull data from Performance Portal
2. Performance Huddles within units
3. Departmental goal setting
4. Recognition Fridays & Frontline Heroes
SERVICE RECOVERY OPPORTUNITY
How well did doctors and nurses explain things to you?

Very poor  Poor  Fair  Good  Excellent

How well did staff keep you updated about the wait times?

Very poor  Poor  Fair  Good  Excellent
RESULTS

Summary:
• ED complaints has dropped from 2.13 to 1.04 per 1,000 ED visits
• ED volumes have grown 4.2% over the same time period
TRANSLATING FEEDBACK INTO ACTION

- Performance Portal
- Huddles
- Recognition Fridays / Frontline Heroes
- Lunch ‘n Learn: Walk in My Shoes
- Project True North
Would you recommend this hospital to friends and family? “Yes, definitely”

Percentage of Patients

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

2012/13 2013/14

Project True North
OUR RESULTS

Corporate

Would you recommend this hospital to friends and family? (Percent answered “Yes, definitely”)

- Service Excellence
- Team Hired
- Structure & accountability

- Action plans
- Dashboards
- Goal setting with units

% of patients
WHERE DO WE GO FROM HERE?

What strategies are having the greatest impact on patient satisfaction?

Can we **anticipate** patient preferences and adapt our services accordingly?

**RESEARCH:** How does patient experience impact health outcomes?
VIDEO
THE PATIENT VOICE AT OSLER
OUR VISION
PATIENT-INSPIRED HEALTH CARE WITHOUT BOUNDARIES

THANK YOU
QUESTIONS?