FLORIDA MEDICAL CLINIC, P.A.

Patient Satisfaction and Employee Engagement

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FLORIDA MEDICAL CLINIC OVERVIEW

• Florida Medical Clinic, P.A. founded in 1993 by 4 providers in Zephyrhills, FL

• Current:
  – Over 250 providers
  – 33 specialties
  – Ancillary services
  – Over 5,000 patients/day
36 LOCATIONS

• Pasco County
  – Dade City
  – Zephyrhills
  – Wesley Chapel
  – Land O’Lakes

• Hillsborough County
  – Tampa
  – Sun City
  – Riverview
  – Brandon
  – Carrollwood / Town n’ Country
  – Trinity
PATIENT SATISFACTION PROGRAM

• FMC Goal
  – Continuously improve customer service and patient satisfaction
  – 75th percentile for overall visit on AMGA survey
  – Increase employee engagement in patient satisfaction program efforts
PAST

• 2007

— AMGA OVERALL VISIT 33rd PERCENTILE

• Very surprised by the low results
• Created a Customer Service plan to help educate our employees
• Took a top down approach
  — CEO, Board of Directors and Key Management all engaged in Customer Service
PAST

• 2008
  – 6 themed Customer Service Videos for employees
  – "DOCS" video for FMC Providers
  – Weekly tips and huddles
  – “Curing Begins with Caring" Campaign
    • Posters, lanyards, screen savers, banner for Intranet
PAST

• 2008

— Focus on Five Principles:
  • Smile
  • Make Eye Contact
  • Listen and Care
  • Have a Positive Attitude
  • Go the Extra Mile

— AMGA OVERALL VISIT 44TH PERCENTILE
PAST

• 2009
  – People Mapping to determine personality types
  • Developed by E. Michael Lillibridge, Ph.D.
  • Classes for all employees
  • Badge pins representing each personality type (primary/secondary)
  – Patient survey results reviewed monthly

  – AMGA OVERALL VISIT 54TH PERCENTILE
PAST

• 2010
  – Customer Service Videos
  – People Mapping

  — AMGA OVERALL VISIT 58TH PERCENTILE
PAST

• 2011
  – Phone Etiquette Training
    • Mandatory attendance for all staff
    • Recorded calls to assist in training
  – Continued People Map
PAST

• 2011
  – Patient Satisfaction Incentive Program
    • Quarterly bonuses and lunches
    • Departments awarded $500
      – Highest overall for helpfulness and courteousness
      – Most improved

  — AMGA OVERALL VISIT 71ST PERCENTILE
PAST

• 2012
  – Phone Etiquette Training
  – Patient Satisfaction Incentive Program
  – People Map

— AMGA OVERALL VISIT 67TH PERCENTILE
PRESENT

• 2013
  – Formed a Customer Service Committee
  – Review patient survey results quarterly
  – Periodic gifts/items to reinforce theme
  – Monthly Customer Service Champion
  – Supported monthly themes thru videos, huddles, weekly emails, and tips card
PRESENT

• 2013

  – 20th anniversary campaign tied to Customer Service to increase employee engagement
  – Employee badge decals to reinforce FMC values
  – Obtain feedback and revise program as needed

  – AMGA OVERALL VISIT 66TH PERCENTILE
FUTURE

• 2014
  – Quarterly themes
  – Department customer service advocate
  – Quarterly customer service champion
  – Bi-weekly emails and tips to share with team
  – Monthly huddles and exercises

ACHIEVE.

Our vision is to be the best choice for healthcare in our community.

Embrace your potential.

Florida Medical Clinic
Your life. Our specialty.
FUTURE

• 2014
  – Incorporate Customer Service training in employee orientation
  – Employee evaluations to include customer service
  – Customer service intranet portal
TOOLS

- Internal surveys
- Incentives
- Theme related items
- Training
  - Staff, supervisors, providers
- Videos
- Continuous feedback
- Thank you cards
- Recognition
HOW THE SURVEY HAS HELPED

• Humbled us
• Helps FMC identify:
  – Performance baseline
  – Specific areas that need improvement (phones, location, provider, etc.)
  – Low performing departments to target
  – Measure improvement and efficacy of program efforts
• Makes us better overall
CHALLENGES

- Providers
- Growth
- Timing of surveys vs. corporate initiatives
- Staffing
- Survey fatigue
- Time to train employees
- Accountability
Questions?