Improving the Patient Experience Through Emotional Connectivity

Presented to: 2014 Patient Experience: Empathy and Innovation Summit
Presented by: Gerard van Grinsven
Date: May 21, 2014
Key Takeaways

• Importance of the “patient experience”

• What patients expect from their care

• How hospitals and healthcare providers can exceed patient expectations
From Room Service to Bedside Service

THE RITZ-CARLTON

Henry Ford Health System

Cancer Treatment Centers of America

Winning the fight against cancer, every day.

3
Why Does Patient Experience Matter?

- ~33% of consumers believe businesses are paying less attention to customer service.

- ~67% would spend more with a company that gets it right.

- Emotionally connecting to our patients is just as important as the treatment options that improve clinical outcomes.
Cancer Experience Survey: Overview

What did we learn:

1 in 4 patients/caregivers are dissatisfied
Gender and Ethnicity Differences

Health Goals
- Fewer Resources
- Fewer Treatment Components

Family Goals
- Variety of Resources
- Values Nutritional, Psychological Counseling and Pain Management

CTCA patients from left to right: Heather Holliday, Sybil Redmon, Martin Martinez

Health Driven

Spiritually Driven

Family Driven
What does this mean for Healthcare Providers?

• We are not meeting the emotional and psychological needs of cancer patients and caregivers

• Translatable data that will enable us to improve the treatment experience for patients, their caregivers and their families.

• Although cancer specific, the findings are very relatable to the needs of all patients
Five Guidelines for Enhancing Patient Experience: What Hospitality can teach Healthcare
In Summary
Thank you

Questions?

https://www.linkedin.com/in/gerardvangrinsven