The initial Patient Satisfaction Workshop was presented during the first quarter of 2015. We noted a very modest improvement in our scores but the improvement was not sustained throughout the entire year. In response to stagnant patient satisfaction scores, it was decided that further education was needed.

Late in 2015, we developed the 90 minute “Patient Experience Refresher Workshop” that would be rolled out first quarter of 2016. When we developed the refresher workshop, we made the decision to expand the number of educational methodologies used to better engage our audience and help move learning into a more sustained change in behavior. Some of the educational methodologies we used included: Prezi presentation, Powtoon, teambuilding activities, active role playing, music videos and Kahoot.

Again, all staff members from Nursing, Respiratory Therapy, Physical Therapy, Lab, and Radiology attended the Patient Experience Refresher Workshop. The feedback from participants was highly favorable. Many participants commented upon how much more interactive the workshop was and enjoyed more time to work with other participants.

As of April 2016, our patient satisfaction scores for overall hospital ranking has improved to an overall ranking of 78%, which is now above the national average of 71%.

We think we can, We know we can... Improving Patient Satisfaction Scores

Educational Methodologies Utilized for Refresher Workshop

- Prezi Presentation
  - Used because we found it to be more visually engaging than PowerPoint.
- Active Role Playing
  - Used this method to allow participants to immediately apply content as they are put in the role of a decision maker.
- Powtoon Presentation
  - Used as another eye-catching and entertaining way to get our message across.
- Teambuilding Activity
  - Used to help build trust, increases collaboration and improves communication between the professions.
- Music Videos
  - Used to drive home the message.
- Kahoot
  - Used as a fun way to review and reinforce information presented and even win a prize!

Results

- Overall Hospital Rating - Data From CMS
  - Prezi Initial Workshop
    - 57% National Average
    - 64% New York State Average
  - Post Initial Workshop
    - 78% Press Ganey CMH 2015

Looking Ahead

Unfortunately, with staff turnover and other staff changing roles within the organization, a slight decline in patient satisfaction scores has been noted.

Building and sustaining an organizational culture promoting patient satisfaction and the patient experience must be an ongoing process.

All new staff are still required to attend the two hour initial Patient Experience Workshop. It currently is presented in the traditional classroom format. An action we are going to take is to make the initial Patient Experience Workshop more interactive and engaging by incorporating various educational methodologies, in addition to the lectures.

One method we are looking at to help sustain what staff have learned regarding patient satisfaction measures is the 2 + 2 + 2 memory booster method advocated by Arthur Kohn, Ph.D. This method would include providing memory boosters regarding critical knowledge 2 days after workshop participation. Varying formats of memory boosters would then be distributed to participants 2 weeks later, and then 2 months after participating in the workshop.

References


