

Creating a Culture of Patient Satisfaction

Jami Momberger, Director of Service Excellence - OHSU



Patient Satisfaction

- ▣ What is it?
- ▣ How do we do it?
- ▣ Why do it?

What is it?

- ▣ Leadership
- ▣ Relationships
- ▣ Consistency



LEADERSHIP

What is it?

Leadership

- ▣ Engagement
- ▣ Can you talk the talk?
- ▣ Do you walk the walk?



RELATIONSHIPS

What is it?

Relationships

- ▣ With our patients
- ▣ With our colleagues
- ▣ With our employees
- ▣ With our physicians



consistency = awareness



CONSISTENCY

What is it?

Consistency

- ▣ Attitudes / Behaviors
- ▣ Systems / Processes
- ▣ Reporting
- ▣ Recognition

How do we do it?

- ▣ Build the team
- ▣ Set Goals
- ▣ Communicate
- ▣ Tactics, Metrics & Accountability



BUILD THE TEAM

How do we do it?

Build the team

- ▣ Value based questions
- ▣ Learn how to screen
- ▣ Trust your instincts, or...
 - Find someone you can trust



Set Goals

How do we do it?

Strategic Goal

- ▣ To be the best...
 - ▣ In your market
 - ▣ In your state
 - ▣ In the country

Immediate Goals

- Attainable
 - Reasonable
 - Within one's control
 - Recognize achievements



COMMUNICATE

How do we do it?

Communicate

- Purpose – keep it simple
 - Most important thing we do is...
 - If we do nothing else today we do...

What's most important for the patient experience:
Do the right thing for the patient.



**TOP
SECRET**



Tactics, Metrics & Accountability

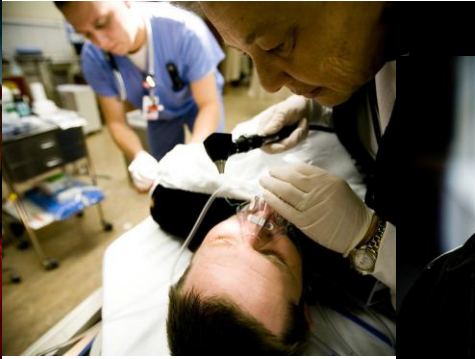
How do we do it?

Tactics & Metrics

- Leadership
- Book of customer service
- Scorecard/comments

Accountability

- ▣ Leadership
- ▣ Rounding
- ▣ Recognition



WHY do it?

Why do it?

- ▣ It's the right thing to do
- ▣ It's our business plan



Questions?