



# Enhancing Patient Engagement Through Plain Language and Technology

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## Background

Share Our Selves (SOS) historically had a poor (<1%) completion rate of patient experience surveys.

### Gaps Identified:

1. The 3<sup>rd</sup> party vendor was very expensive
2. Surveys were lengthy (32 questions), wordy and confusing
3. Few patients completed the surveys by mail or email
4. Minimal completion rate resulted in non-representative sample
5. Responses to surveys lagged up to one year, limiting clinic's responsiveness to feedback



## Aim

To improve the "plain language" patient survey completion rate from < 1% to >10% by March 31, 2019 and to maximize patient proficiency with healthcare technology tools



## Methods

1. Applied **health literacy** strategies to create new "**plain language**" survey of 9 questions
2. Addressed NCQA critical domains of care: **access, communication, coordination of care, and whole-person care**
3. Evaluated tools to encourage patient use of technology in their healthcare
4. Developed and installed survey onto existing **Patient Portal iPad** kiosk in clinic lobby
5. Trained staff and incorporated survey into workflow at clinic
6. Promoted "**plain language**" survey at different sites within the clinic to engage patients
7. Compiled survey results
8. **Shared results** of surveys with all levels of the organization, including staff, providers, executive leadership, and board of directors

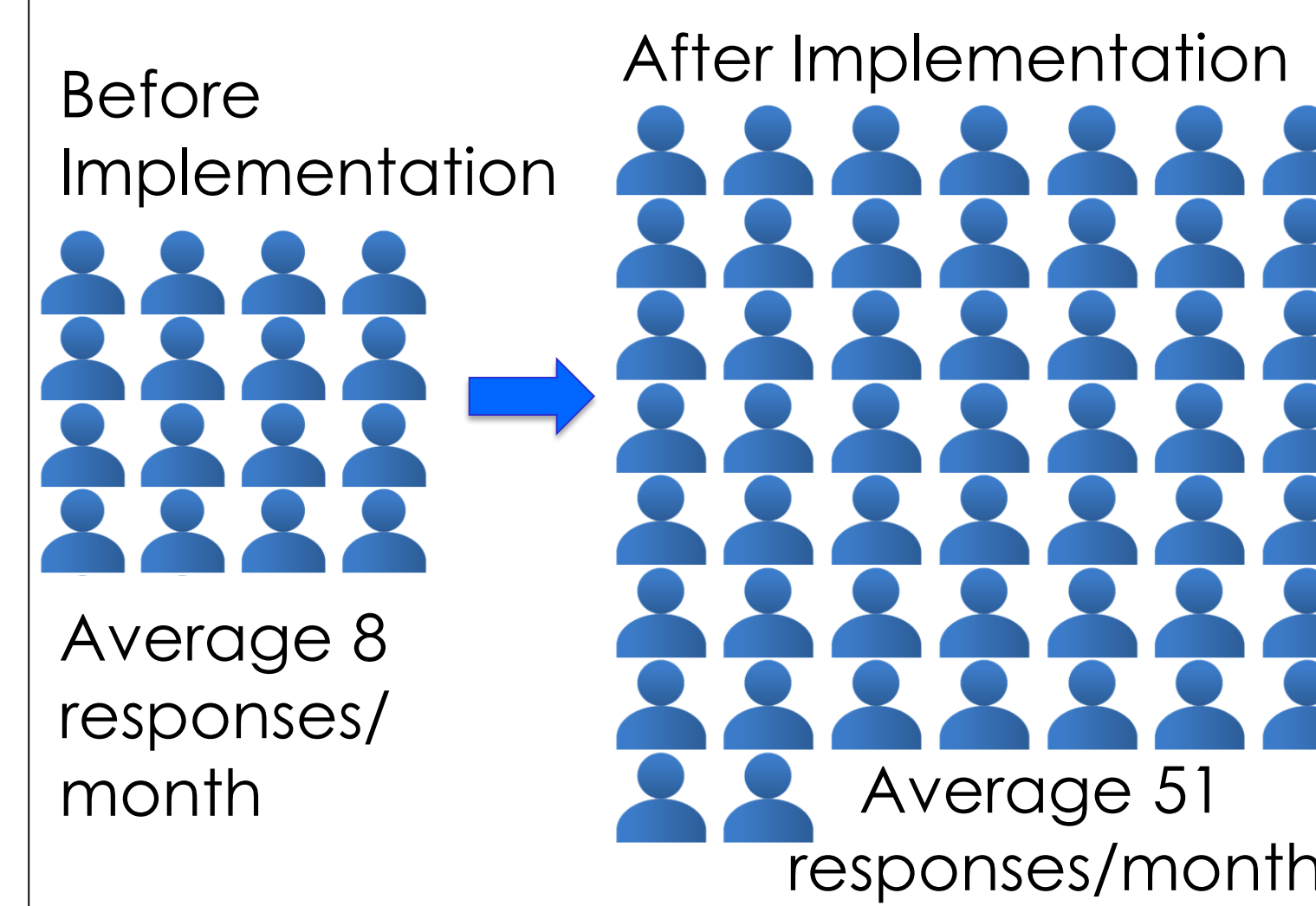


## Outcomes

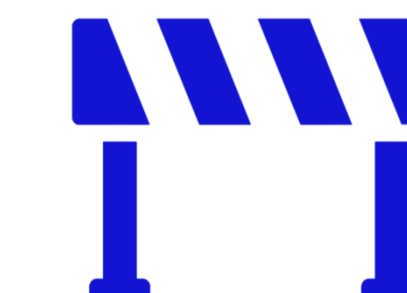
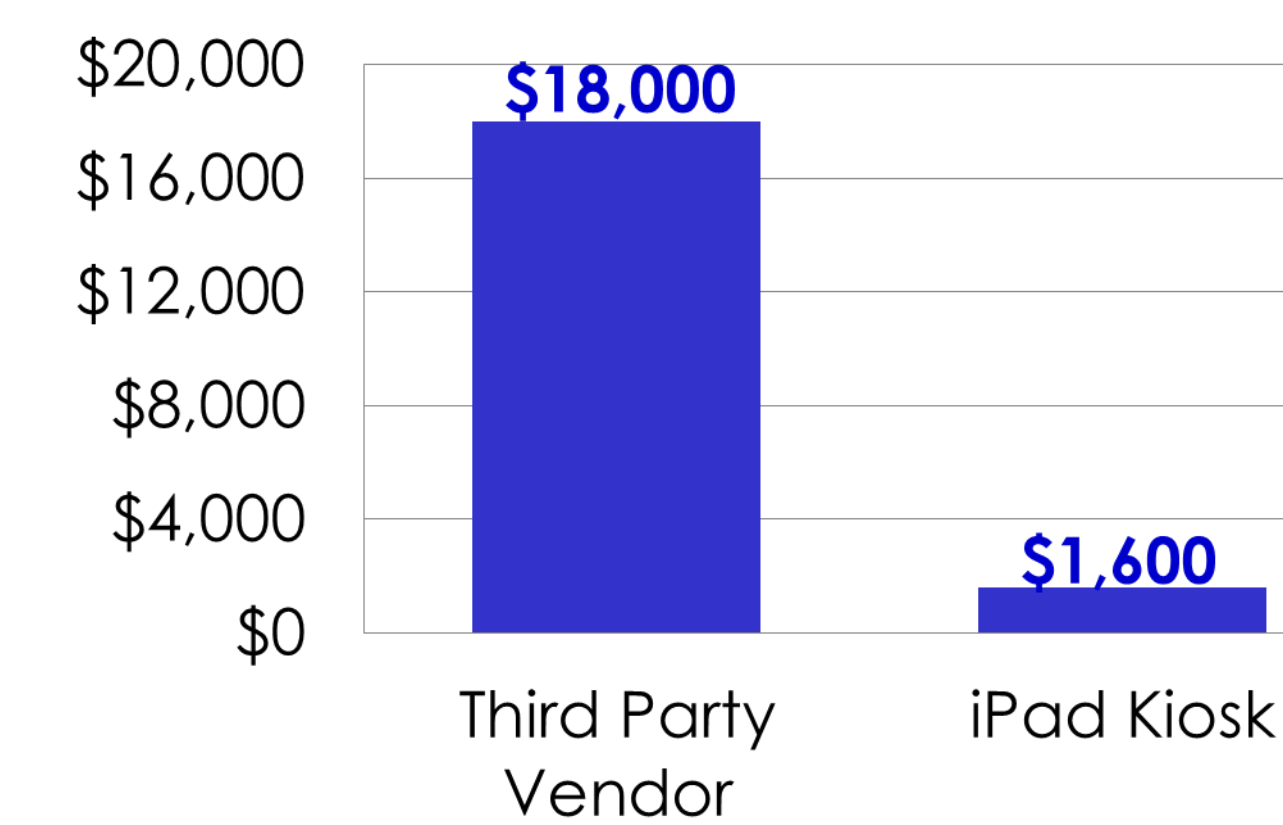
1. Completion rate increased from less than 1% to 10.2% within a month
2. Cost decreased from \$18,000/year to \$1,600/year
3. Survey results and stories are shared with patients, Board of Directors, Continuous Quality Improvement (CQI), and staff
4. Posted on the monthly Quality and Innovation Board at each clinic

Patient Satisfaction Survey	
Thank you for choosing Share Our Selves (SOS) as your medical home. Please take this quick 5-10 minute survey and let us know how your visit went. Your feedback is very important to us in order to better serve you.	
SOS Provider:	<input type="checkbox"/> Dr. Teresa Flores <input type="checkbox"/> Jasmine Le <input type="checkbox"/> Dr. John Le <input type="checkbox"/> Dr. Angel Yap <input type="checkbox"/> Dr. Sabrina Wilder <input type="checkbox"/> Dr. Riti Dayal <input type="checkbox"/> Benjamin Kaska, PA <input type="checkbox"/> Christina Nguyen, PA <input type="checkbox"/> Stephanie Tran <input type="checkbox"/> Marisa Wayt <input type="checkbox"/> Nina Reyes <input type="checkbox"/> Stacey Sanchez <input type="checkbox"/> Laura De La Rosa <input type="checkbox"/> Dr. Teresa Angelino-Prieto
SOS Location:	<input type="checkbox"/> SOS - Community Health Center <input type="checkbox"/> SOS - El Sol Wellness Center <input type="checkbox"/> SOS - Children and Family Health Center <input type="checkbox"/> SOS - PEACE Center
Access	1. Do you get appointments when you need them? <input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
Coordination	2. Does your SOS provider show respect for what you have to say? <input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
Communication	3. Does your SOS provider spend enough time with you? <input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
	4. Do SOS staff follow-up to give you test results? <input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
Whole-Person Care	5. Does someone at SOS discuss your prescription medicines at your visits? <input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
	6. Do you receive reminders from SOS about tests, treatments, or appointments? <input type="checkbox"/> Yes <input type="checkbox"/> No
Overall Experience	7. Does anyone at SOS talk to you about your habits or lifestyle? (things like losing weight, not smoking, getting enough exercise) <input type="checkbox"/> Yes, definitely <input type="checkbox"/> Yes, Somewhat <input type="checkbox"/> No
	8. Does anyone at SOS talk about what is available in your community to help you change your habits or lifestyle? <input type="checkbox"/> Yes <input type="checkbox"/> No
	9. Would you recommend SOS to your family and friends? <input type="checkbox"/> Yes, definitely <input type="checkbox"/> Yes, Somewhat <input type="checkbox"/> No

### Survey Completion Rate:



### Annual Cost Estimate



## Lessons Learned

1. Engage all stakeholders involved to customize workflow process for each clinic
2. Expanding patient exposure to technology increases their confidence in using technology as a healthcare tool
3. "Plain language" has to be implemented thoughtfully and skillfully



## Implications

This program can powerfully advance the work of other organizations:

- Simple implementation process
- Minimal staff training
- Provides actionable patient feedback in a timely manner

**This quality improvement initiative aligns with the triple aim by addressing patient experience, improving outcomes, and decreasing the cost of care.**



## Patient Feedback

"...competent, compassionate staff"

"...takes time to listen and is going to help me feel better"

"Courteous and professional"



### Quality and Innovation Board Costa Mesa: April 2019

Quality Aim: To promote the culture of quality improvement by driving systemic change towards excellence.

Quote: "Employee ideas are key to building a culture of high performance." - Robinson and Broadner

#### Patient Experience

"...competent, compassionate staff"

"...takes time to listen and is going to help me feel better"

Survey completion rate increased by 13%

#### Outcomes

Quality Measure: Cervical Cancer Screening

Women 23 to 64 with ≥1 screening

All Women 23 to 64 years old

- > Excludes women who had hysterectomy
- > PAP smear every 3 years OR HPV test every 5 years

% Screened for Cervical Cancer: All Sites

#### Utilization

Patients going through eligibility screening at Costa Mesa and El Sol:

January: 60%

Now: 100%

Thank you to all our staff!

Steven and Rita showcasing eligibility screening for our patients at SOS

#### Staff Experience

Caloptima "You Make The Difference" Workshop



## About Us

SOS is a Federally-Qualified Health Center dedicated to whole-person care and serves the low-income and underserved population in Orange County. Contact us at <http://www.shareourselves.org> or (949) 270-2100