

# The Power of Patient Experience

*Become a* **Best Practice to Work:**



Keith Wilson



We help people  
**WORK WELL  
TOGETHER**  
to achieve  
**OUTSTANDING**  
practice results

Becoming a  
**Best Practice to Work**  
*involves six critical elements*

What  
comes to  
mind



**6 Critical Elements of**  
Practice Health

*Give patients*  
**A GREAT EXPERIENCE,**

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*and they are* **MORE**  
**loyal,**  
**likely to heal,**  
*and*  
**willing to give a referral.**

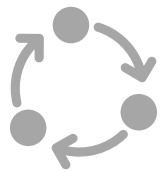


Stages of Typical Visit	Estimated Time
Scheduling	~5–10 minutes
Travel (round trip)	~40–50 minutes
Waiting (in clinic)	~22 minutes
Consultation	~18 minutes
Check-out & follow-up	~10–15 minutes
<b>Total</b>	<b>~121 minutes</b>



# Patient EXPERIENCE

the experience felt from **every interaction** a patient has with a healthcare organization, at **every touchpoint**, across the journey.



# **BBPTW** PROCESS:

## *PATIENT EXPERIENCE & ENGAGEMENT*

1

### Reflect

*on your desired patient experience*

2

### Inspect

*the current patient journey to identify improvements*

3

### Implement

*a plan to incorporate the new ideas*

4

### Review

*the success of your changes after a set period of time*

#### **SOLICITED DATA**

- Patient surveys
- NPS
- One-on-ones

#### **UNSOLICITED DATA**

- Online reviews
- Feedback to frontline staff

# REFLECT

*On your desired Patient Experience*



Describe the **IDEAL EXPERIENCE** your practice wants to create for patients.



What do you want them to **THINK** and **FEEL** at each touchpoint?



# INSPECT - THE PATIENT JOURNEY

Map the patient actions & feelings; then rate the touchpoints.



## Sample Persona

Demographic:  
Reason for visit:  
Hopes & Fears:

1 REFLECT	PATIENT DOES						
	WE DO						
	PATIENT THINKS & FEELS						
2 INSPECT	Rate the touchpoints below on scale of 1-5. 1 = not at all ; 5 = very much so						
	How well does this create our DESIRED EXPERIENCE?						
	HOW could we IMPROVE the JOURNEY?						

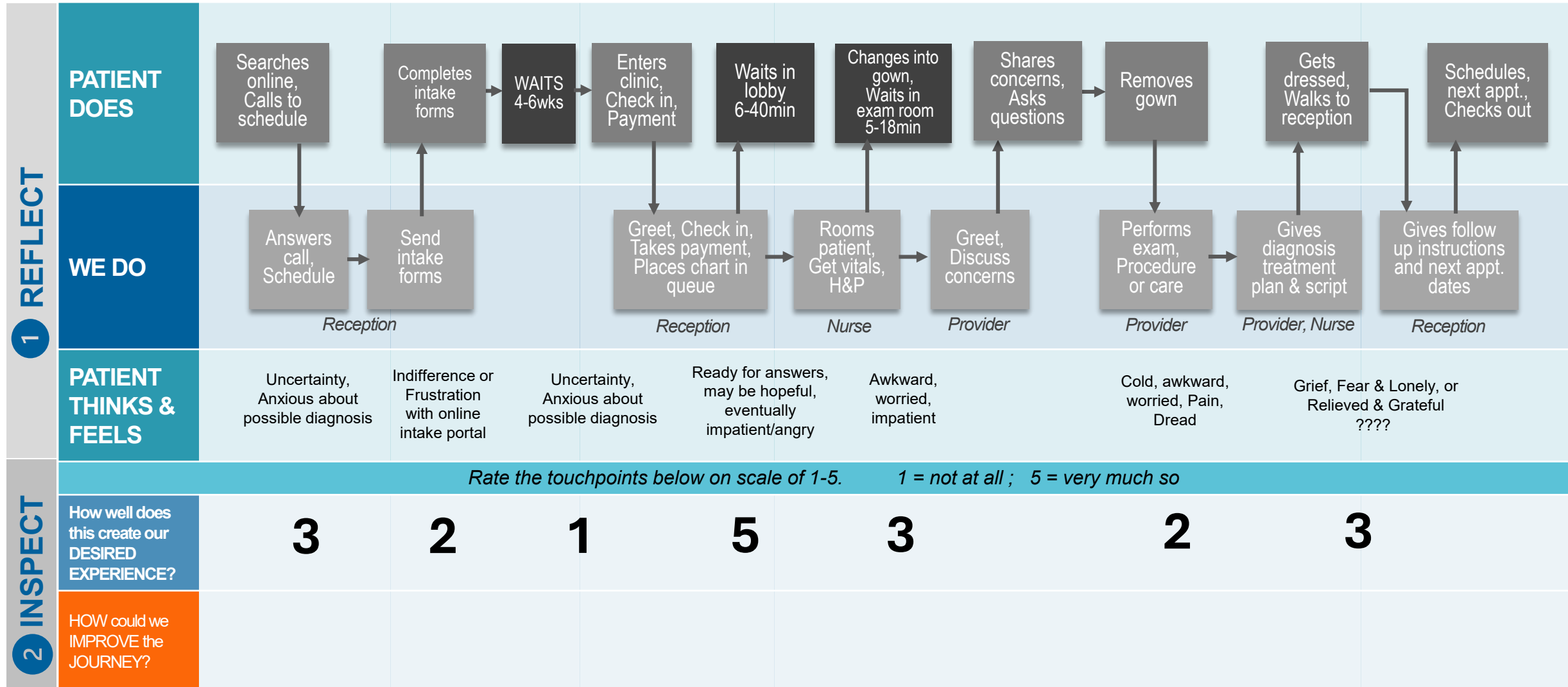
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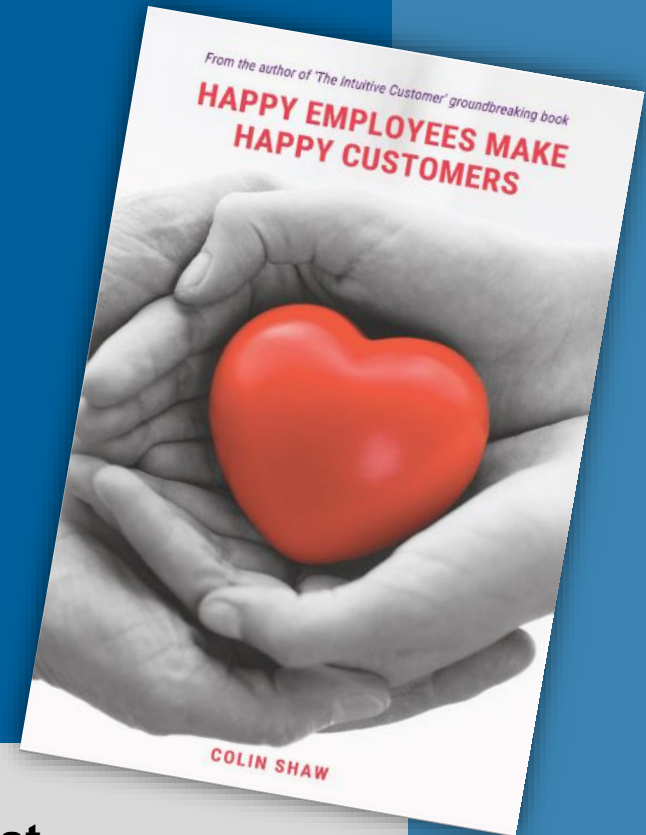
## Sample Persona

**Demographic:** 42yr old, female, mom, married  
**Reason for visit:** concern about skin lesion  
**Hopes & Fears:** fear of cancer, scarring, \$\$ cost





# EMPLOYEE experience *is the greatest driver of* PATIENT experience



If you want your **PATIENTS** to **trust you, feel valued**, and that their **experience was easy**, start with making your **EMPLOYEES** trust you, feel valued, and that their experience is easy.



## Practical ideas:

- Put your most smiley, lovely person at the front desk!
- Focus on waiting environment – well-lit area with music or TV noise to soften the awkwardness
- Provide staff with scripts and training for greeting patients, managing delays, and resolving complaints
- Let receptionists float in waiting area, provide drinks and snacks – Openly communicate delays, apologize, offer a distraction
- Train staff on empathy, warmth, emotional agility after dealing with negative patients
- Celebrate and recognize staff who go above and beyond in positive patient encounters – reward this

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