

# How to build a modern patient experience program



## Table of contents

3	<a href="#"><i>Introduction</i></a>
6	<a href="#"><i>Get a holistic view of the patient</i></a>
9	<a href="#"><i>Act on insights, in real time</i></a>
12	<a href="#"><i>Meet regulatory and designation requirements</i></a>
15	<a href="#"><i>Implement modern approaches to patient experience</i></a>
18	<a href="#"><i>Modernize your patient experience program</i></a>

# Introduction

## Introduction

Differentiating on experiences can substantially impact patient and business outcomes. However, regulatory patient experience programs are inflexible, retrospective, and measurement-focused. Valuable experience data is placed into silos within the organization and with their legacy vendors. And insights – which take months to generate – are not easily accessible or actionable. As a result, healthcare organizations have struggled to see the impact of their efforts and cannot act on the data they've collected. Simply put, these approaches have placed more emphasis on scores than on outcomes.



Improving experiences is key to gaining market share and ensuring patient loyalty. And to do that, you must transform your regulatory patient experience program into one that's more actionable and outcome-focused. To build this program, you need solutions that enable you to:

- + Get a holistic view of the patient
- + Quickly generate insights, leveraging data from multiple sources
- + Act on insights, in real time
- + Meet regulatory and designation requirements
- + Implement more modern approaches to experience design and continuous improvement

As you'll see in this ebook, your modern experience program will not only ensure you meet benchmarking and regulatory measurements, but it will also give you the power to design better experiences for your patients, their families, and the communities you serve.

## SECTION 1

# Get a holistic view of the patient

## **Get a holistic view of the patient**

Siloed experiences lead to inconsistent approaches to patient experience across settings of care. They also result in the inability to meet rising consumer expectations and a lack of care coordination, which will only be exacerbated as the continuum of care continues to expand to capitalize on digital and telehealth capabilities.

Furthermore, when experience data is siloed across specialties, departments, and sites of care, you cannot effectively resolve issues that impact the patient journey and result in larger downstream effects.

Your entire organization should have the ability to benefit from the data and insights you're generating.

With a modern patient experience program, experience and operational data is connected in a single system. That means you get a 360-degree view of all patient experiences – from interaction with your website, to scheduling and call centers, to integration with your Electronic Health Record (EHR) system, to communication with providers across sites of care and specialties.





*In addition to continuing our focus on patient experience, we will be able to expand our program to new areas and map end-to-end journeys to identify other areas where we can take action.”*

**Patrick McGill, MD, FAAFP, EVP**

Chief Analytics Officer,  
Community Health Network

Equally important is the ability to connect the employee experience to your patient experience program. You'll be able to clearly see and celebrate the impacts frontline staff and providers have on the patient experience. Caregivers will have the power to use patient signals to deliver personalized care across the patient journey. And by demonstrating that you value caregiver feedback, you'll be able to foster higher levels of employee engagement, which in turn leads to better patient outcomes and improved financial performance.

With Qualtrics, you can access all your data – operational, patient and employee experience, CAHPS results, and more – from a single platform. The Qualtrics Health Connect integration automatically and securely extracts data from any EHR system and streamlines survey administration across different sites of care at specific touchpoints from targeted patients. By breaking down the silos, Qualtrics gives you the holistic view you need to:

- + Deliver more personalized care
- + Empower your frontline with insights
- + Optimize resources and processes
- + Improve patient satisfaction and outcomes



## SECTION 2

# Act on insights, in real time

## Act on insights, in real time

Legacy feedback and reporting structures don't inspire change or organization-wide action. But a modern patient experience program provides immediate visibility into breakdowns, opportunities, and trends across your organization.

Having a single platform helps ensure the voice of your patients and their families is widely shared throughout your organization – from the executive leaders making strategic decisions alongside the board, to frontline workers providing care at the bedside. Automated workflows alert the right person in the organization, at the right time, so they can take the appropriate action to provide service recovery to address negative experiences and improve outcomes.

Powerful analytics built into the Qualtrics platform help you uncover meaningful insights, without requiring expert understanding of statistical analysis.



*Track emerging trends, identify issues, and trigger follow-up actions based on open-text comments*



*Automatically identify the actions that have the biggest impact on patient acquisition, engagement, loyalty, and satisfaction*



*Analyze phone conversations into topics and sentiment to identify trends and areas for improvement*



*We absolutely love the way that Qualtrics helps us report data across our organization – and not just report it, but create meaningful, thoughtful insights that lead to actionable projects and real improvements.”*

**Leslie Meyer**

Director of Experience,  
ProMedica

Then through role- and location-based dashboards, you can put the right data in front of the right person without assistance from IT. Stakeholders – from leadership to the frontline – can segment data, engage in deeper analysis, and take appropriate steps to improve patient experiences and outcomes.



## SECTION 3

# Meet regulatory and designation requirements

## Meet regulatory and designation requirements

While the HCAHPS was developed to promote transparency and improve quality of care, there are some challenges with using it as the foundation for your modern patient experience program:

- + Surveys are based on a single snapshot in time
- + Antiquated survey methods (phone and mail) are not the preferred channel feedback of today's patients, decreasing the likelihood of getting responses and timely information
- + Results are generally not available for at least nine months, so once you get the information, it's already outdated and difficult to act upon

Health systems can benefit greatly by supplementing regulatory programs with a real-time approach to patient experience. Input data from the CAHPS phone and email surveys into the Qualtrics platform and supplement it with real-time insights gathered by administering non-CAHPS patient experience surveys. Ask pointed questions in real time to better identify, understand, and take action on what needs to be improved – directly impacting your score and star ratings.

# 70%

**ProMedica drove their HCAHPS scores up as much as 70%. They are also able to link employee and patient feedback and are using these insights to prepare for their Baldrige journey.**

Qualtrics CAHPS solutions give you a holistic, real-time view of your organization's performance, rather than a siloed and fragmented understanding. You can capture more timely experience information, track how experience metrics compare to operational metrics, and address root causes – while maintaining what's needed to address organizational goals, Magnet accreditations, and regulatory requirements.

**HITRUST**

 **HIPAA**  
COMPLIANT

  
FedRAMP

### **A few words about compliance and accreditations**

Along with being an official HCAHPS vendor, Qualtrics delivers unrivalled protection of customer and employee data. We can also work with your organization's compliance team to incorporate your specific requirements.

#### SECTION 4

# Implement modern approaches to patient experience



## **Implement modern approaches to patient experience**

Benchmarks historically have been used for goal setting and performance recognition. But chasing metrics will not impact the business or patient outcomes. Instead, it's important to understand what those numbers mean and how they affect the patient experience.

Qualtrics Benchmarking gives you this additional layer of insight. Along with getting real-time access to benchmarking data, you'll have all your patient experience data in the same place. This means you'll not only know where you stand in the market, but you'll also be able to understand your ranking for each specialty, service line, and location. With the ability to segment and dive deeper into problem areas, you can quickly activate the right teams to make the improvements necessary to raise your rankings, avoid penalties, improve quality, and decrease costs.

To help accelerate the success of your patient experience program, Qualtrics has developed validated, short, and standardized templates for capturing real-time, post-care feedback across critical service areas, such as acute care, medical practice, ambulatory surgery, and outpatient care. These Site of Care Solutions are designed to increase response rates, decrease survey fatigue, and generate insights to help you improve patient satisfaction and outcomes.



*Some of our team members have spent their careers focused on metrics. But now that we are uncovering the stories behind the numbers, people are thanking us for being courageous and trying something different.”*

**Cristobal E. Kripper Mitrano**

MD, MPH, Chief Experience Officer,  
CHRISTUS Health

Change is constant – in patient and employee expectations, business goals, and the healthcare industry. Taking the same approach to patient experience means you cannot advance to address these changes. With a modern patient experience program made possible with Qualtrics, you can create a culture that fosters continuous learning, listening, and action.

- + Leverage XM Directory, a built-in patient experience profile, and its journey mapping capabilities to help caregivers see and understand the context of a patient's past experiences across multiple sites of care
- + Establish listening posts with appropriate action triggers to help the right people perform proactive service recovery
- + Move beyond mail-based feedback with omnichannel distribution to hear from your patients wherever they are in their journey
- + Surface insights based on patient expectations and priority needs to identify new services and personalized experiences

## SECTION 5

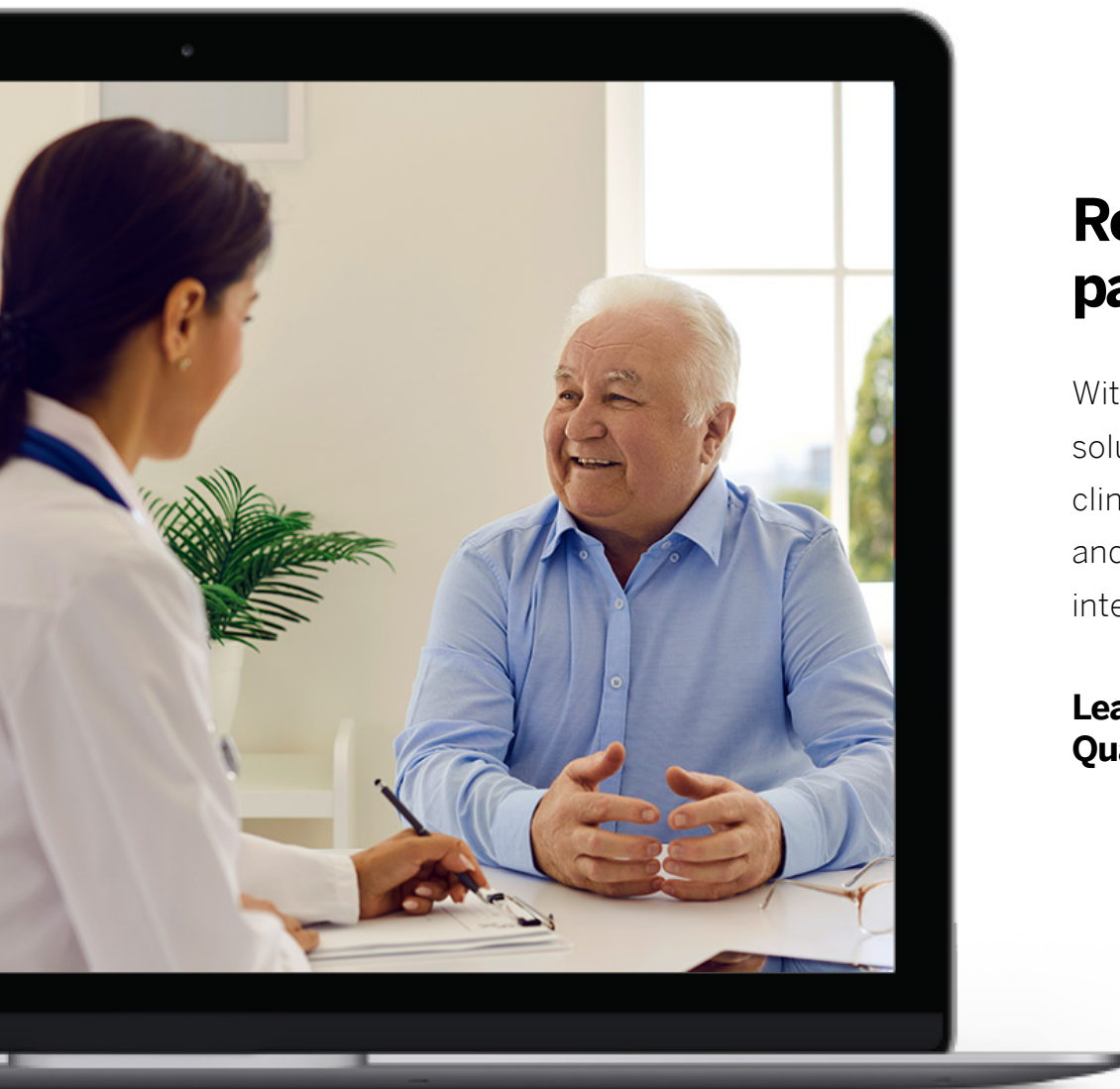
# Modernize your patient experience program

## **Modernize your patient experience program**

Legacy providers may have nudged the healthcare industry in the right direction. But if you truly want to drive a more patient-centric culture, achieve market differentiation, and improve engagement, it's time you embrace the new world of the modern, actionable patient experience.

Qualtrics is the only platform that provides a complete view of the healthcare experience for patients, families, communities, providers, and staff, as well as delivers the capability to address regulatory measurements and benchmark performance. By integrating the patient and caregiver experience, you can finally understand how the caregiver impacts the patient experience by listening to patients and caregivers on their terms, investigating moments that matter, and surfacing the predictive insights that drive action and improvement.

Migrating your patient experience program is an important decision, and we're here to help you with every step, from ensuring program continuity, to mitigating risk, to creating incremental value. Our XM healthcare team – comprising of former healthcare chief experience officers, chief medical officers, and healthcare XM scientists – are always developing resources, research studies, and new solutions that can help you innovate better experiences. And we'll share cross-industry learnings and best practices that can be applied from other industries, especially as the consumerization of healthcare continues.



## Ready to build a modern patient experience program?

With our comprehensive, modern XM platform, healthcare solutions, and expert support, you can put patients, clinicians, and staff at the center of your organization and empower everyone to improve every meaningful interaction across the patient journey.

**Learn more about how  
QualtricsXM can help**

**GET STARTED**

## WANT TO LEARN MORE?

Get connected with our healthcare  
experience team to get started.

**BOOK DEMO**