

SOLUTION: Patient Experience

Team

PURPOSE

This team works to develop the workforce and the organization systems to achieve high levels of service excellence with patients, families, and visitors.

TEAM LEADER/FACILITATOR

The Patient Experience Team is supported by a leader (usually a nursing leader – but any leader with a history of achieving high patient satisfaction would be a good choice). The Patient Experience Team leader/facilitator serves as a member of the organization’s Steering Team. It is advisable that the Patient Experience Team leader/facilitator makes a multi-year commitment to serve in this role as this consistency is helpful for team success. However, if a team leader/facilitator is not able to re-commit or is not effective in the role, the Steering Team should facilitate the replacement of the Chairperson. A co-leader/facilitator or Executive Sponsor could also be selected if the organization desires.

TEAM MEMBERS

The remaining team membership is made up of employees. Not every department will have an employee on the Team, but a cross section of departments should be represented. Ask team members at the start of each year to recommit to the team and its responsibilities. If unable to re-commit, the member should be replaced by the team. It is positive to have a level of stability/longevity on the Team as well as a level of membership change on the team over time. When choosing team members, it is important to have a cross section of different shifts and departments (inpatient and outpatient both). It is NICE to have a nursing staff member on the team, but remember we recommend a Nursing Team as well. What about other members of a nursing department, such as a CNA, or ward clerk/HUC? We also recommend that because of the vital support staff that make up the food/ nutrition services, housekeeping/environmental services, and patient access /registration departments work so closely to the patient experience, and their departments do have survey questions represented on major survey vendors that they will be represented on your team.



Info@capstoneleadership.net | 906.259.0542 | www.CapstoneLeadership.net



SOLUTION: Patient Experience Team 1

This document, in part or total, is intended for the internal use of the contracted partner organization. Sharing outside of the organization, without the written permission of a principal/co-founder of Capstone Leadership Solutions, Inc. is prohibited.

Qualities of Team Members:

- Believes in, and supports, that these changes/improvements are necessary and important to the success of the organization.
- Willing and able to follow through on action assignments.
- Committed to role modeling the service excellence and behavior standards that are expected of everyone in the organization.
- “High performers” who want to be part of a high performing team and organization.
- Able to work in a group.
- Passionate about service excellence, and likely demonstrate great service in their roles already.

TEAM NAME

The Team, as an early team action item, will likely want to rename the team (unless they prefer the name “Patient Experience Team”). We recommend that you develop a team name that is meaningful to you and will represent the work you are trying to do. Some teams wait for the Journey to be named, and then create a name for themselves in alignment with the Journey name. It’s up to you!

TEAM RESPONSIBILITIES

The Patient Experience Team is responsible for 3 BIG ROCKS:

- 1 An employee-owned and employee driven Service Recovery program that is common language among all employees.
- 2 Creating a Service Excellence Language from the Positive Communication Standards, and then training employees to all of them over a period of 2 years.
- 3 Assisting the organization to meet its goals and strategy in Service Excellence by having goals in alignment with the organization. Employees can ROCK service excellence when given an opportunity!

The Patient Experience Team carries out the mission (aka 3 BIG ROCKS) by:

- Analyzing and communicating the results of the patient satisfaction survey(s) and developing action plans for improving satisfaction based on survey findings.
- Developing Recognition Programs (employee-to-employee, Employee Awards, recognition bulletin boards, etc.) related to service excellence.
- Recommending new ways to improve patient satisfaction based on the feedback of patients, visitors, family members, physicians.



Info@capstoneleadership.net | 906.259.0542 | www.CapstoneLeadership.net



SOLUTION: Patient Experience Team 2

This document, in part or total, is intended for the internal use of the contracted partner organization. Sharing outside of the organization, without the written permission of a principal/co-founder of Capstone Leadership Solutions, Inc. is prohibited.

- Developing or revising the organization’s “Patient Communication Standards”.
- Developing and revising the organization’s Service Recovery Program to be employee driven.
- Conducting rounds in the organization to assess the environment and culture that patients receive care in. Uses this as a part of their ongoing assessment, planning and evaluation related to their team goals.
- Coordinating with the Employee Training Team as it relates to service excellence training for employees.
- Coordinating with the Steering Team as it relates to service excellence training for leaders.
- May need to establish further Sub-Teams, ad hoc groups or task forces to address specific service initiatives (e.g., ER, HCAHPS, etc.)
- Developing organization-wide awareness campaigns related to service excellence (e.g. HUSH, Hi in the Hallway, etc.).
- Keeping up-to-date on current literature and High-Performance Work Practices related to service excellence (e.g., article reviews, etc.).

A Word about the Positive Communication Standards

The Positive Communication standards are just that – standards for the way that we communicate with each other positively, and also with our patients and their families in new ways. There is a Solution dedicated to the positive communication standards overall, and the individual standards (See the **Solution for Positive Communication Standards**). Remember, even though you will work on these standards one at a time, they need to be communicated as one set of communication standards that eventually everyone will know and adopt into their own way of communicating at work with both patients and each other.



Info@capstoneleadership.net | 906.259.0542 | www.CapstoneLeadership.net



SOLUTION: Patient Experience Team 3

This document, in part or total, is intended for the internal use of the contracted partner organization. Sharing outside of the organization, without the written permission of a principal/co-founder of Capstone Leadership Solutions, Inc. is prohibited.