

# sentara nurse

## Improving Patient Safety Through a Customer Service Team Initiative

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### Background

HCAHPS is a standardized patient satisfaction survey required by Centers for Medicare and Medicaid Services (CMS) for all hospitals in the United States. Its primary focus is to measure perspectives of hospital care for all adult inpatients. In February 2015, HCAHPS scores for this 24-bed medical/surgical unit within a 224-bed community hospital revealed at least four key drivers to improve along with the overall unit YTD score. The key drivers, which impact the overall unit YTD score, focused on pain management, pain intervention, patient preferences, and response time.

Questions specific to these key drivers were as follows:

1. During this hospital stay, how often was your pain well-controlled?
2. During this hospital stay, how often did the hospital staff do everything they could to help you with your pain?
3. During this hospital stay, staff took my preferences and those of my family and caregivers into account in deciding what my healthcare needs would be when I left?
4. During the hospital stay, after you press the call button, how often did you get help as soon as you wanted it?

The 2015 YTD overall score was 67% with a 79% goal in 2015. The score for the key drivers at this time were Pain Management 59.7%, Pain Intervention 77.8%, Patient Preference 35.7%, and Response Time 54.3%.

### Purpose

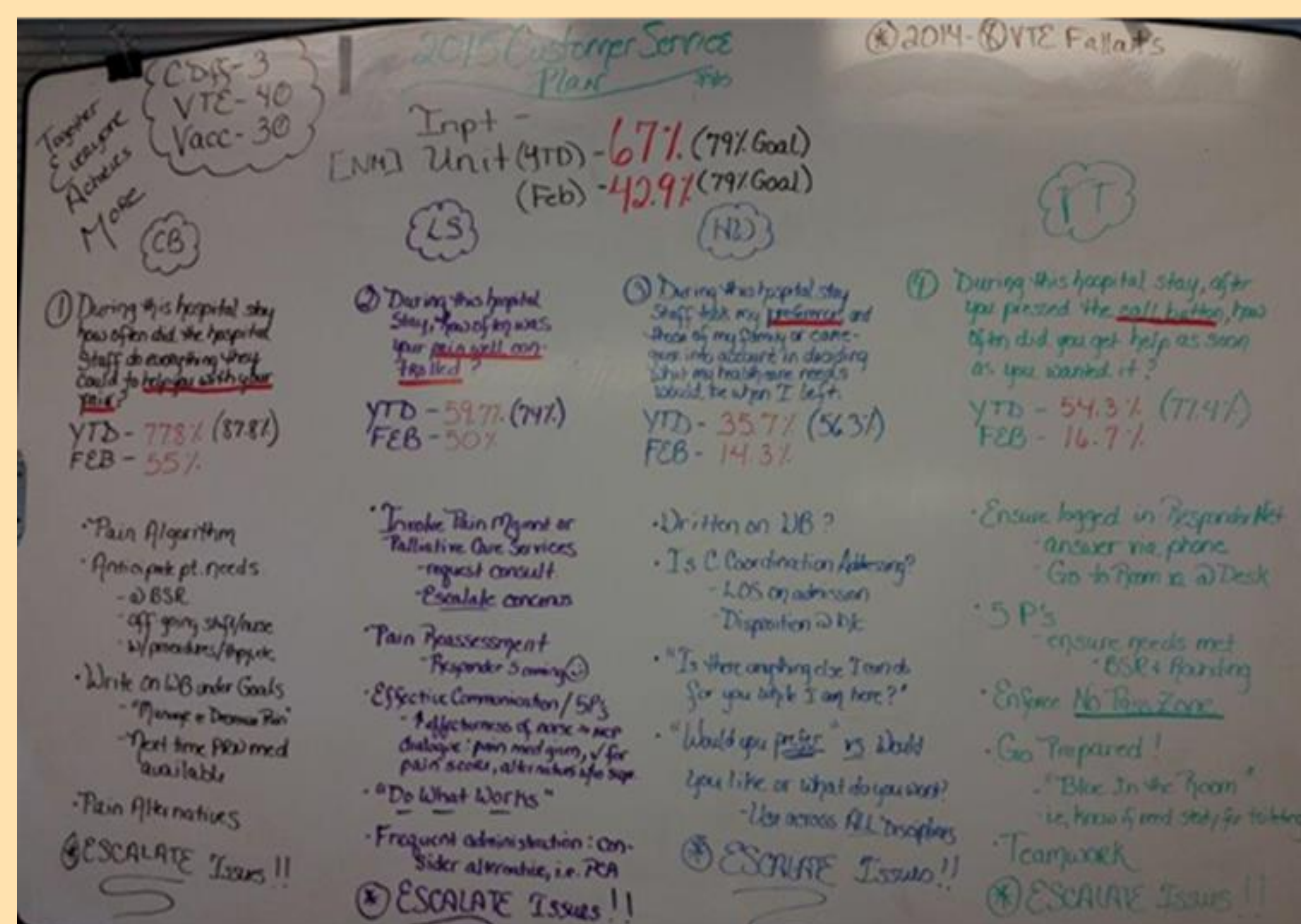
Achievement of acceptable standardized customer service scores that correlate to and impact patient care and safety as reflected by HCAHPS.



### Methodology

The Clinical Manager developed a Customer Service Plan for the Medicine Unit on 4 James River that included the nursing leadership team of RN Unit Coordinators (RNUC). Each RNUC selected one lowest scoring key driver, developed an action plan according to Catalyst tips and unit-specific recommendations, presented the action/education plan, and announced an implementation date of March 5, 2015. The unit's action plan was displayed on a large Customer Service white board in the unit's conference room with weekly updates. Details were discussed at change of shift huddle and at monthly staff meetings. In June 2016, Administrative Associate (AA) rounding 2-3 times per shift per patient was implemented. The AA rounded on days, evenings, and weekends. Leadership and Clinical Nurse Manager Orchid rounding also continued.

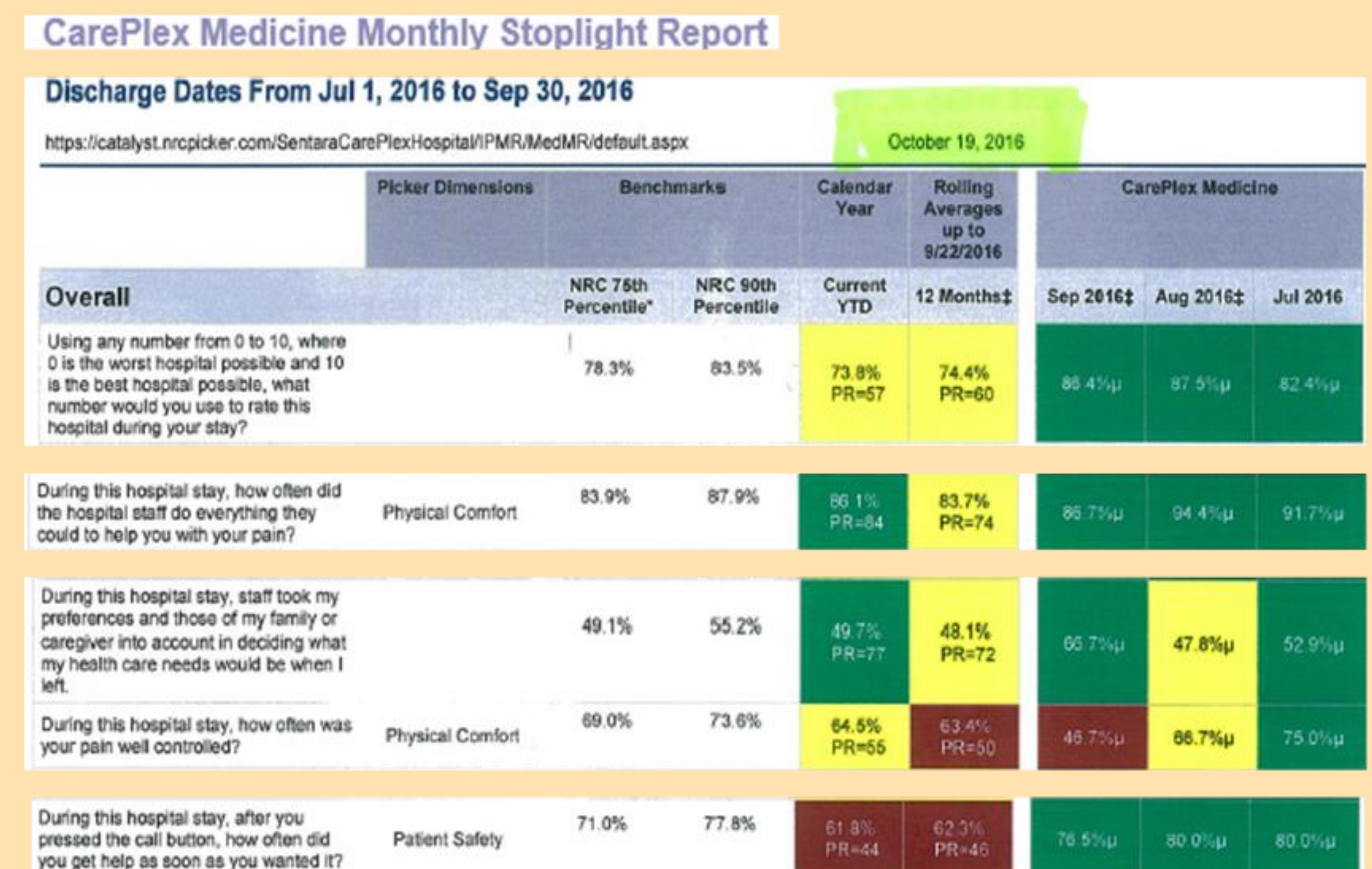
Figure 1: Customer Service White Board



### Results

As of the October 19, 2016 report, the overall unit score and key drivers increased to 73.8%, Pain Management 64.5%, Pain Intervention 86.1%, Patient Preference 49.7%, and Response Time 61.8% (See Figure 2).

Figure 2: Medicine Customer Service Report 10/19/2016



The Medicine Unit team continued to validate effectiveness of the Customer Service Initiative despite various challenges faced. The December 2016 score was 76.9%, March 2017 score was 88.9% and the 2017 March YTD score was 76.0% (See Figure 3 and 4).

Figure 3: Medicine Customer Service Report 1/18/2017

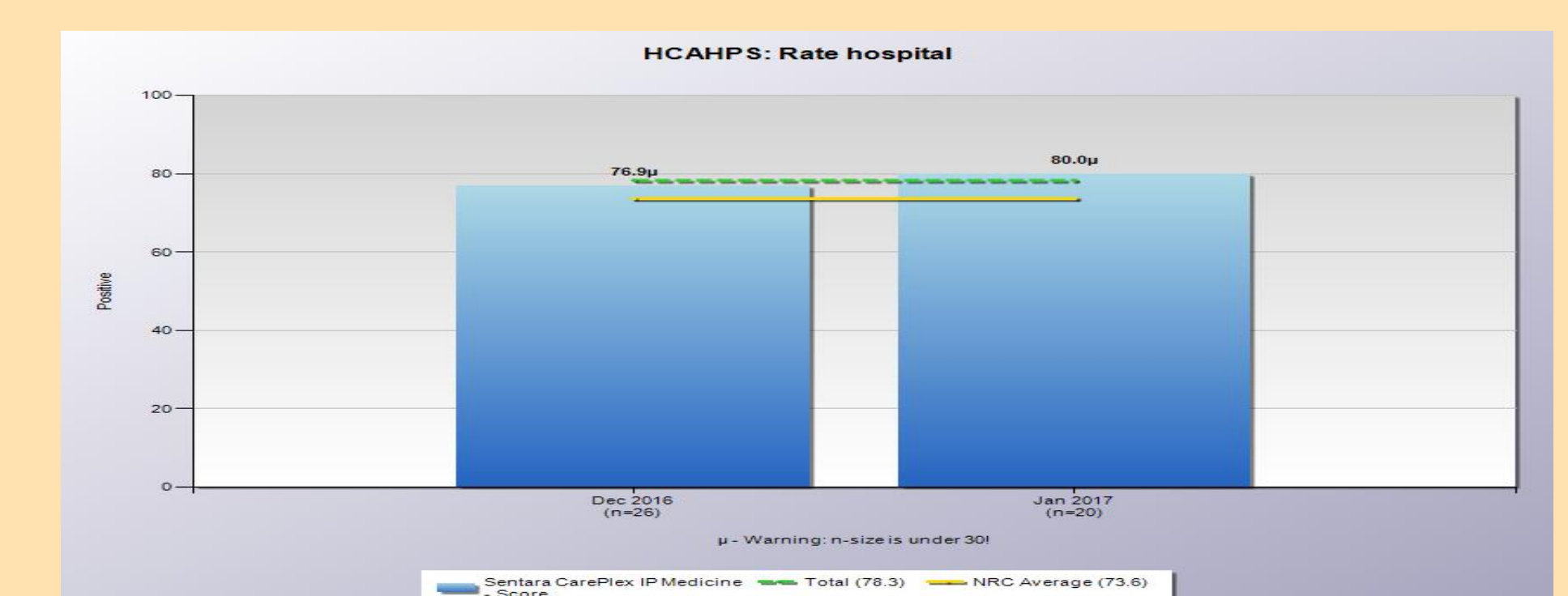
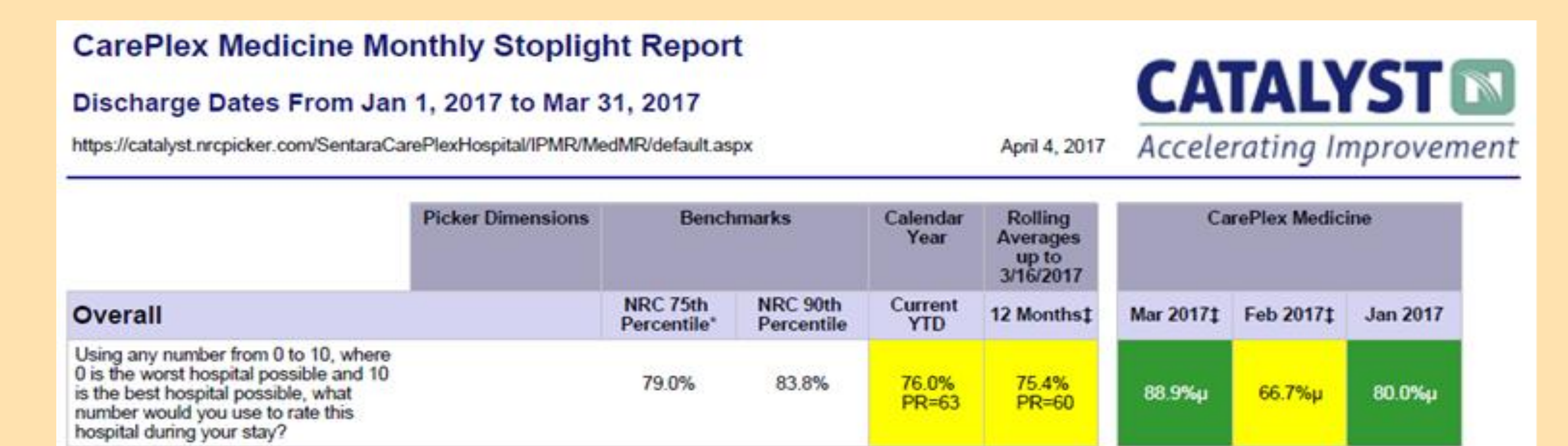


Figure 4: Medicine Customer Service Report 4/4/2017



### Conclusions

Reinforced and consistent focus on the customer service action plan and interventions resulted in positive increases in patient satisfaction scores and safety. The addition of the AA to the rounding team in June 2016 did positively impact customer service scores and patient safety.

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