

TRANSFORMING YOUR PATIENT *experience*

Intentionally designing your patient experience through your people is key to reaching your goals—this guide will help you reflect, prioritize, empathize, and dream toward a different future.

How to use this guide:



Go Solo: Grab a coffee and reflect alone in a space that gives you energy.



Team Sport: Gather a group, grab some snacks, and enjoy a lively dialogue.

Only one rule:

Use this guide for good—good ideas, good dialogue, and good outcomes.

TAKE A STEP BACK

This reflection will help you see your reality more clearly. First, let's orient to how you're doing:

| Patient Experience Results | Staff Engagement Results |
|---|---|
| <p>What are your bright spots? What are you already doing well?</p> | <p>What are your bright spots? What are you already doing well?</p> |
| <p>Where are your potholes? Which areas need the most attention and intention?</p> | <p>Where are your potholes? Which areas need the most attention and intention?</p> |

NOW LET'S SEE THE SYSTEM AROUND YOUR PATIENT EXPERIENCE.

Reflect on your current state in each area. Mark on the line or map these with your team—where do you see yourself?

Alignment and Accountability

Communication about goals and performance is shared frequently. We know what the organization is trying to accomplish.



Patient Experience

Leaders and staff work together to problem-solve, surprise and delight, and meet the needs of our patients and their families. We have identified the moments that matter for those we serve.



Employee Experience

This organization is the best place to work and employer of choice.



Measurement and Feedback

We use data to align on how our patients experience their care and where we will prioritize our improvement efforts.



Reward and Recognition

Leaders at every level recognize and celebrate achievements and milestones reached.



Leadership Development and Training

Leaders feel valued by the organization and are invested in their development so they can be the best leaders for their teams.



Service Recovery

Teams and individuals have the tools available to provide service recovery when needed and are given the autonomy to use them.



Pre-Boarding, Orienting, and Onboarding Employees

Our new hire experience leaves employees feeling welcome, cared for, connected, and confident in their work.



Standards of Behaviors

Our organization has clear expectations of behaviors and leaders role model for their teams.



LEAN INTO YOUR PRIORITIES

Let's stay curious about your reflection. What's bubbling up for you? What's your reaction to the sliders to the left?

Are there two priorities that feel important to where your organization is? Try to name them and keep going! There's a good chance you already have priorities. Feel free to use those!

| Priority #1 | Priority #2 |
|--|--|
| What is it? | What is it? |
| Why? | Why? |
| How does it fit with what's already in motion? | How does it fit with what's already in motion? |

Here are a few thought-starters for you to reflect on based on how you're feeling about where you're at to help you move the needles:

Reward and Recognition

- How might we engage the staff to find out what motivates them to make a difference for our patients?
- How might we better equip leaders to recognize all staff—including each other and physicians?

Alignment and Accountability

- How might we communicate organizational goals more clearly?
- How might I hold myself accountable for our values and seek honest feedback from my peers?

Leadership Development and Training

- How might we learn what skills and training our leaders need?
- How do we make training and learning fun and relevant?

Patient Experience

- How might we include the patient in designing a better experience?
- What are the moments / interactions that matter most to our patients and their families?

Service Recovery

- How might we help leaders and teams see failure as our greatest opportunity to build trust with patients?
- How are other industries doing service recovery that we can learn from?

Employee Experience

- Do the people who work here find it a valuable addition to their lives?
- How might we help employees grow and thrive?

Pre-Boarding, Orienting, and Onboarding Employees

- How might we better understand our new hires' needs before their first day?
- How might technology empower the new person to own their onboarding journey?

Measurement and Feedback

- What measurement is most important to improving the patient experience?
- How frequently do we receive feedback from our patients?

Standards of Behaviors

- How might we share with our team examples of how to live our standards of behaviors?
- How might we engage our front-line staff to have fun in learning and role modeling standards of behaviors?

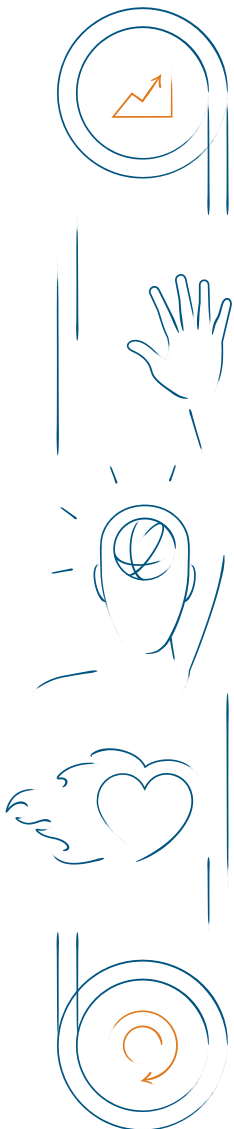
EMPATHIZE & DREAM

Spend some time digging into your priorities by empathizing with your key audiences and dreaming about a different future.

Priority: _____

Who are the key stakeholders and end-users to bring this priority to life?

Based on your key audiences, spend some time empathizing with how we got here from THEIR perspective, then DREAM about where you hope to be.




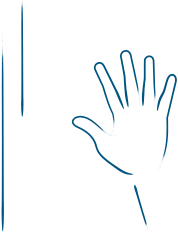


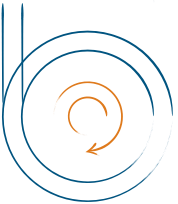
| | Empathize (Today) | Dream (Future State) |
|--|-------------------|----------------------|
| <p><i>From your organization's perspective, what are the measurable results or observable outcomes?</i></p> | | |
| <p>DO: <i>What are the behaviors that produce the results? (Written in "I statements")</i></p> | | |
| <p>THINK: <i>What knowledge, opinions, and beliefs shape the behavior? (Written in "I statements")</i></p> | | |
| <p>FEEL: <i>Can you name the emotional reactions and states that are influencing thinking and action? (Written in "I statements")</i></p> | | |
| <p>EXPERIENCES: <i>What are the experiences that can evoke the feelings, thoughts, and actions?</i></p> | | |

Priority: _____

Who are the key stakeholders and end-users to bring this priority to life?

Based on your key audiences, spend some time empathizing with how we got here from THEIR perspective, then DREAM about where you hope to be.

We find it helpful to start here.

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|  <p>EXPERIENCES: What are the experiences that can evoke the feelings, thoughts, and actions?</p> | | |

SOME INSPIRATION

This guide helped you align on your patient experience priorities, empathize with your current state, and dream about a new way forward—now it's time to get to work. But first...

BE KIND TO YOURSELF.

This is a marathon, not a sprint. It takes time, energy, and a belief that if you focus on serving your people, the outcomes for those you care for will follow. How you show up is highly contagious. Thank you for doing you!

BE KIND TO OTHERS.

Everyone is carrying something, and our colleagues show up every day wanting to do their best work. Making a conscious choice to be people-positive and empathetic is powerful!

GET SOME PERSPECTIVE.

We thought you might appreciate seeing a few examples of how we've helped other clients get different results through people-centered experiences.

Client Story: Improving the Outpatient Experience

The Challenge

A well-known academic health system wanted to improve the out-patient experience at all their multi-specialty and urgent care practices.

Desired Future State

- Measurable and sustainable improvements
- Aligned and engaged leaders
- Engaged and appreciated practice teams
- A Start, Stop, Continue Report to guide leaders

The Solution

To understand and appreciate the current experience for those delivering the care—including what was working well and what was creating tension—we developed a customized assessment of the sites using 1:1 interviews, site visits, and workshops. We created and facilitated a series of senior leadership workshops to share the findings, reach a common understanding of the current state, envision the future (desired) state, and identify the barriers to overcome.

Client Story: Starting Strong to Build Engagement

The Challenge

A retail giant wanted to improve engagement, productivity, and retention of new hires for the enterprise.

Desired Future State

- Stronger engagement and readiness
- Scalable onboarding strategy
- A people-centered approach
- Managers as coaches and owners

The Solution

We built a technology platform that empowers managers to create onboarding plans that are experiential, leverage centralized resources, and build stronger relationships. Using tools such as an interactive onboarding site, new hires could find answers to essential questions, own their onboarding plan, explore the company, and challenge themselves throughout orientation.

NOW WHAT?

There's no single right way to design your patient experience. What matters most is that it's a valuable experience that aligns to your employees' needs, your patient's expectations, and your organization's goals.

We meet our clients where they are to take them where they want to be. Please reach out if you're looking for a people-centered, agile partner.