You will learn:

- Communication breakdowns are a leading cause of complaints, injuries, and malpractice claims
- How a person-centered approach to care enhances resident quality of life
- Strategies to enhance communication and satisfaction

Lessons learned
Breakdowns in communication

Ineffective communication impacts

- Quality of care
- Engagement
- Satisfaction
- Malpractice risk

Why people sue

- Attitude: 35%
- Communication: 35%
- Financial incentives: 7.5%
- Media play: 7.5%
- Jousting: 7.5%
- Unreal expectations: 10%
Customer experience in health care

Customer experience in healthcare: The moment of truth

Customer experience

This report is for services and product owners who understand the customer experience to healthcare. Healthcare consumers are increasingly taking the time to share their experiences, both positive and negative, with others online. As they do this, they expect a faster response to their feedback. The healthcare industry needs to understand how to engage with customers and improve their experience.

Build relationships that align with the customer's needs and expectations. Providing consistent, personalized experiences will help create loyal customers who will continue to use your services and recommend them to others.
What matters

Competent staff  Caring attitude  Personal experience

What matters

Staff friendliness and attitude dictate whether the experience was positive or negative
One third would switch health care providers
Nearly half of disgruntled consumers surveyed did not receive an apology for their frustration

What matters

Consumers view smiling as “best” indicator of nurse skill
Smiling and being cheerful is seen by consumers as an indicator of good nursing
Why being nice is the latest marketing tool

Residents and family are looking for:
- Responsiveness
- Authenticity
- Helpfulness
- Openness

So …

Hire staff members who are naturally helpful, warm and communicative!

Resident and family relations

Top drivers of resident and family satisfaction:
- Caring staff
- Competent staff
- Responsive management
- Resident choice and preference
Strategies to improve resident and family relations

Person-centered care

Effective communication

Person-centered care

- Needs
  - Evidence-based care

- Values
  - What’s important

- Preferences
  - Choice based on needs and values

Goals of person-centered care

- Stimulate joy of life

- Promote choice, purpose and meaning
1 Person-centered care
Know your baseline:
   a. How do residents communicate choice?
   b. How do we decide assignments?

2 Person-centered care
Examine your processes:
   a. What is our process for honoring choice?
   b. What person-centered care processes have we implemented that are successful?

3 Person-centered care
Identify gaps and causes:
   a. Are there gaps between resident preferences and reported experiences?
   b. Why aren’t preferences being met?
   c. Do residents have input on assignments?
4 Person-centered care
Implement performance improvement projects
Strategy: effective communication

More than just words… but words are important

Effective communication: more than words

- Caring attitude
- Friendliness
- Empathy

Effective communication: care conferences

- Encourage participation
- Find out about the resident’s story
- Identify ways to support care plan goals
- Take into consideration health literacy
Effective communication: health literacy

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What is health literacy?

Ability to:
- Read
- Understand
- Act

Health literacy of American adults

Percent below basic: 14M (14M)
Percent basic and above: 17M (22M) 114M (53M) 25M (12M)

Percentages:
- Below basic: 80%
- Basic: 20%
- Intermediate: 53%
- Proficient: 12%
1. What is my main problem?
2. What do I need to do?
3. Why is it important for me to do this?

Effective communication
- Use plain language
- No medical jargon
- Write at a 4th–5th grade reading level

- Organize info so important points first
- Organize concepts into categories
- Break complex info into chunks
- Slow down
- Use short statements
- Ask resident and family to “teach-back”

Effective communication: care conferences

Discuss risks, difficulties, and problems
Enlist support in problem-solving
Arrange to communicate regularly
Manage expectations

Effective communication: risk discussion

Risks
- Falls
- Skin breakdown
- Malnutrition
- Wandering
- Decline
Effective communication: advance care planning

- Persons with chronic illness need advance care planning
- Preferences often not known
- Conversations difficult
- Structured process helps
Advance care planning

Advancing Care Planning Communication Guide: Overview

The INTERACT Advance Care Planning Communication Guide is designed to assist health professionals who work in nursing homes to initiate and carry out conversations with residents and their families about goals of care and preferences at the time of admission, at regular intervals, and when there has been a change in health status.

The Guide can be useful for education, including role-playing exercises and simulation training.

Communicating about advance care planning and end-of-life care involves all facility staff

• Physicians must communicate with residents and families about advance directives,
  and all staff need to be able to communicate about goals of care, preferences, and end-of-life care.

MMIC webinar

Providing Patient-Centered Care in the Nursing Home: Beginning with the End (Goals) in Mind

Date: April 25, 2012, Noon-2pm, EST

Population: Long Term Care Providers

Objectives:

1. Describe the role of the nurse in the nursing home environment in providing patient-centered care
2. Identify the components of patient-centered care as described by the Medicare Hospice Guidelines
3. Explain how patient-centered care benefits the patient, their family, and the staff

Effective communication: family portal
Effective communication: resident and family feedback

- Structured formal process
- Resident and family education
- Staff education and training
- Culture where complaints are viewed as opportunities

Complaint and grievance process

- Complaint form
- Follow-up response
- Complaints tracked and analyzed
- Staff feedback
- Performance improvement based on results

Communicating adverse outcomes

- Who?
- Where?
- What
- When?
How to communicate

Attitude  Think  Practice

What do residents and families want?

- Sincere apology
- Acknowledgement of pain
- Explanation of what happened
- Understanding of plan of care
- Answers to questions

H-E-A-R-D protocol

- Hear
- Empathize
- Acknowledge
- Appreciate
- Apologize
- Respond
- Document
