



# PATIENT-CENTERED MEASURES CO-DEVELOPED WITH HCH CONSUMERS



*National HCH Conference & Policy Symposium*

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# What's your survey experience?

May 19



# Why we decided to address patient experience at HCH

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May 19



# WHAT IS PATIENT EXPERIENCE/SATISFACTION AND WHY MEASURE IT?

Agency for Healthcare Research and Quality (AHRQ) definitions:

- Patient experience - whether something that should happen actually happened
- Patient satisfaction - whether a patient's *expectations* about a health encounter were met

# A PERSON-CENTERED APPROACH TO MEASURING EXPERIENCE



- What do HCH consumers think should happen during an encounter?
- What do HCH consumers expect out of an encounter?

# WHAT WE WANTED TO ACCOMPLISH



- Reflected direct input from individuals who have lived experience with homelessness and HCH services.
- Assessed satisfaction and experience based on how the patient defines wellbeing.
- Reveal actionable insights to guide patient-centered improvement efforts.

# WHERE WE STARTED

Patient Satisfaction/Experience Surveys Deployed by Healthcare for the Homeless Contracted Clinics								
HCH Clinic	Rating scale type (number of options to pick from)	No. questions on survey	Question type			Ease of use		Recall burden
			Open response (qualitative)	Closed response (quantitative)	Both	Approx. readability (grade level)	Graphics to support rating scale?	Specifies lookback period?
#1	Likert (4); Rating (10)	9	1	8	0	9	Limited	Yes - 3 mos.
#2	Likert (4 & 5)	21	1	20	2	11	No	No
#3	Likert (5)	14	0	14	0	7	Yes	No
#4	Likert (5)	4	0	4	0	10	No	No
#5	Likert (5); multiple choice	20	0	20	0	8	Yes	Yes - 12 mos.
#6	Likert (3)	22	4	18	0	7	No	No
#7	Likert (6 & 8); multiple choice	81	1	80	0	7	No	Yes - 6 mos.
#8	Likert (3, 4 & 5); multiple choice	50+	0	50+	0	N/A	No	N/A

# HIGH LEVEL PROJECT GOALS



Adopt and administer consistent set of patient-centered measures

Build and apply patient advisor skills on priority projects

Support county-wide Whole Person Care Pilot



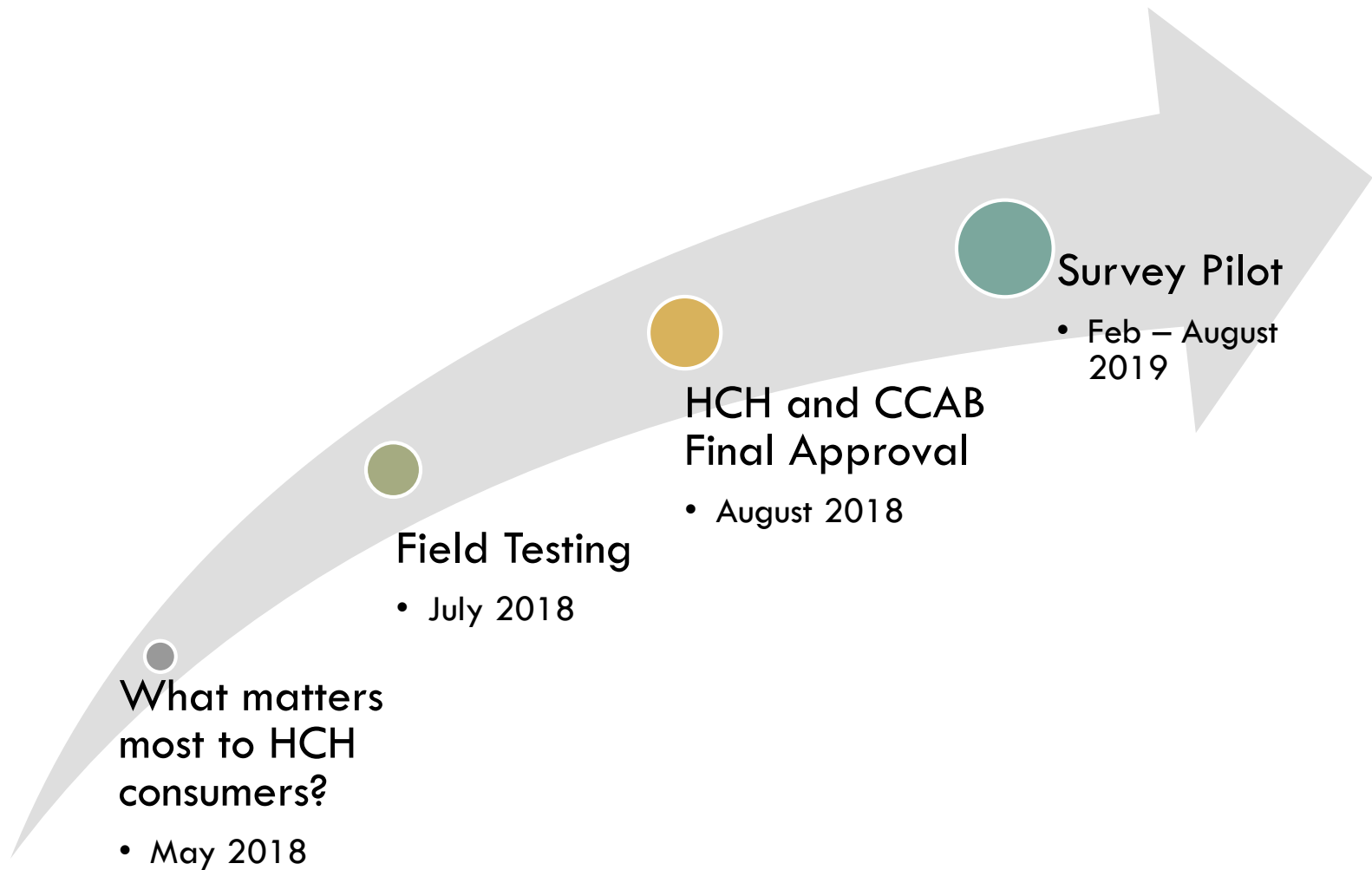
# DEEPENED PARTNERSHIP WITH HCH CONSUMER ADVISORS

- Invested in skill building
  - Interview training
  - Health literacy training
- Engaged consumers from HCH contracted clinic – Trust Partners
- Convened HCH consumer sub-committee to develop, field test and refine survey questions

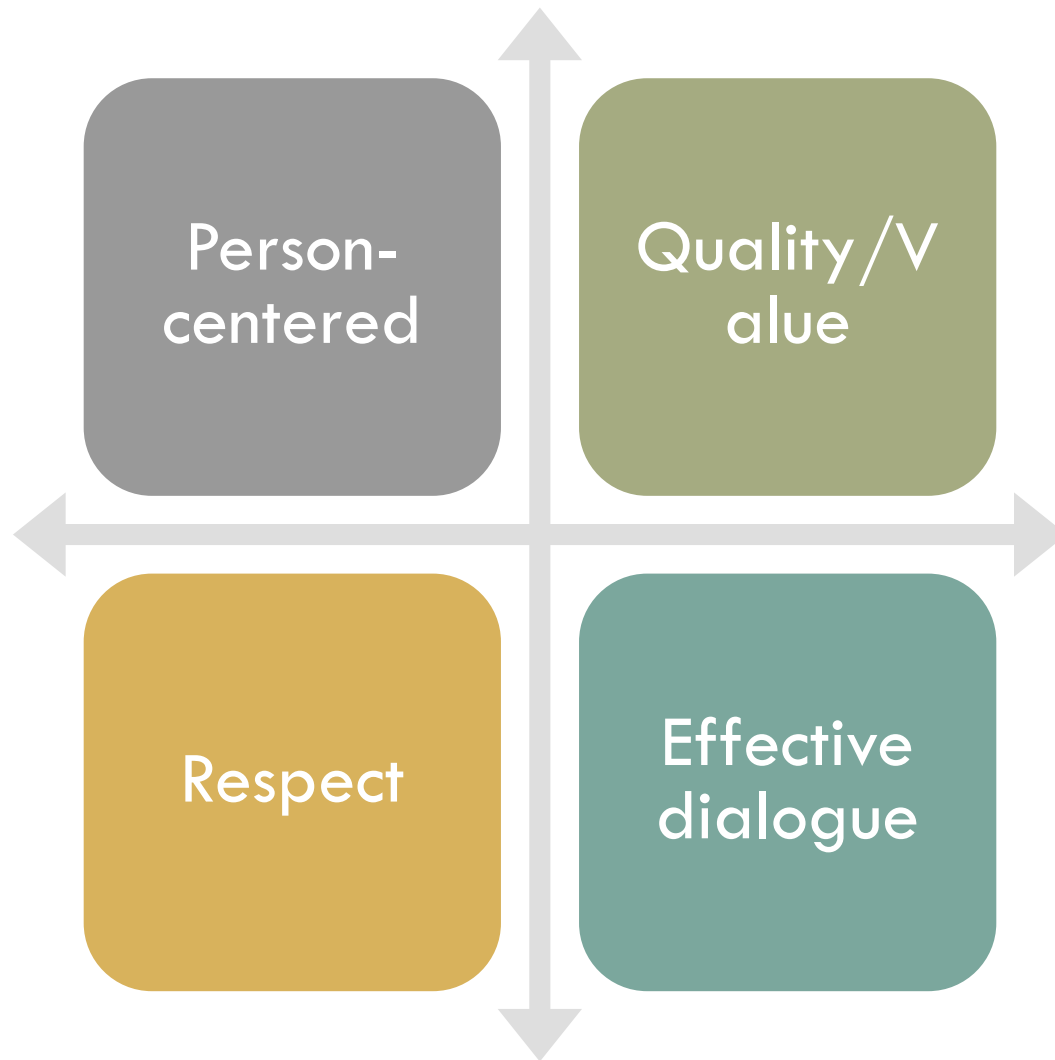
# Co-developing the survey with HCH clients

Jeannette Johnigan  
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Alameda County, California

# CO-DEVELOPMENT PROCESS



# WHEN IT COMES TO GETTING CARE, WHAT MATTERS MOST?



# CO-DEVELOPED SURVEY QUESTIONS

## HCH Consumer Priorities

- ❑ Knowledgeable about what I need
- ❑ Make it easy to speak up (if one side is lacking, other must compensate); provider sets the tone
- ❑ I feel vulnerable sharing certain details
- ❑ Care experience starts at the front door
- ❑ Important to feel welcome

## Survey Questions

How comfortable did you feel with the doctor or nurse you saw?

How comfortable did you feel with the clinic staff?

# CO-DEVELOPED SURVEY QUESTIONS

## HCH Consumer Priorities

Hurtful when people make assumptions based on situation, appearance, insurance status

What does respect feel like to you?

- Eye contact
- Clean environment
- Courteous treatment no matter what my circumstance

## Survey Questions

Did you feel judged in any way?

Did you feel respected?

# CO-DEVELOPED SURVEY QUESTIONS

## HCH Consumer Priorities

- ❑ Want a chance to talk; want doctor to listen and ask me questions
- ❑ Constructive problem solving vs. “oversplaining”
- ❑ Don’t give patients enough credit - underestimate us
- ❑ Getting Whole Person Care and needs met without extra burden

## Survey Questions

Was it easy to explain what you need?

Does this clinic connect you to the care and services you need?

# CO-DEVELOPED SURVEY QUESTIONS

## HCH Consumer Priorities

- Ask me how things are going (big-picture)
- Make suggestions to improve my overall health
- Keep my feedback confidential unless I want follow up

## Survey Questions

Do you feel like the care you get at this clinic is helping you head in a positive direction?

Would you like us to follow up with you?



# CO-DEVELOPED SURVEY QUESTIONS

## HCH Consumer Priorities

### Net Promoter Score

- Measures word-of-mouth
- Means of comparison across HCH clinics

## Survey Questions

How likely are you to recommend this clinic to a friend or family member?

1 – 10 Rating scale

# WHAT MAKES FOR A POSITIVE SURVEY EXPERIENCE?

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## **Convenience**

- Shame free access to easiest format: paper, email, phone
- Easy to answer with room to elaborate, if desire
- Ability to complete at my convenience

## **Confidentiality**

- Feel confident offering honest feedback
- Ability to submit without revealing identity

## **Sincerity**

- Conveys sense that my feedback is important
- Well written, respectful tone

# WHAT MAKES FOR A POSITIVE SURVEY EXPERIENCE?

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## Respect

- Language matters: prefer “support” vs. “help”

## Value

- Important to ask people for their opinions
- Surveys represent access and connection (call us, email us – we want to hear from you!)

## Feedback

- I want to see what you’re doing with my feedback
- If nothing comes from what I shared, why should I share?
- Way to increase trust between consumer and provider/clinic

# Pilot testing the new survey in HCH clinics

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Principal & CEO  
Bright Research Group

June 19



# PILOT OVERVIEW



## Pilot Planning and Training

- January 2019
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## Clinics Survey HCH Clients

- February–August 2019
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## Clinics Enter Responses

- Goal: 1,000 surveys
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## Monthly Results Reporting

- Clinics, HCH, Quality Committee & CCAB
- 

## End of Pilot Training

- Closing the Feedback Loop

# PILOT PLANNING AND TRAINING

## Understanding Clinic Needs

- **Key staff:** Personnel involved in leading the pilot, administering surveys and entering results
- **Clients served:** Languages spoken, literacy considerations
- **Workflows:** How surveys will be distributed and collected

## Training Clinic Staff

- **Custom pilot plan**
- **Workflow considerations**
- **Data details:** link for entry and monthly reporting
- **FAQs:** Background, purpose, best practices, key dates, and coach contact info
- **Supplies:** Surveys, collection box/pouch, pens and clipboards

# SURVEY FORMATS AND OPTIONS

	<b>Clinic #1 Goal: 185</b>	<b>Clinic #2 Goal: 100</b>	<b>Clinic #3 Goal: 250</b>	<b>Clinic #4 Goal: 100</b>	<b>Clinic #5 Goal: 100</b>	<b>Clinic #6 Goal: 200</b>
Survey Tool – <b>8Q (English)</b> <b>regular paper, double sided</b>	X	X	X			
Survey Tool – <b>8Q (English)</b> <b>card stock, double sided</b>						X
Survey Tool – <b>3Q (English)</b> <b>card stock, single sided ½ sheets</b>					X	
Survey Tool - <b>8Q (Spanish)</b> <b>regular paper, double sided</b>	X	X				
Survey Tool – <b>8Q (English)</b> <b>Electronic</b>				X		

# 8-QUESTION SURVEY (FRONT SIDE)

- Encounter level measure of consumer experience
- Health literate design with 14 point font
- Graphic rating scale



Please share how you feel about your experience with us. We value your feedback and use it to improve.

## 1. How comfortable did you feel with the provider?

Please circle your choice:



Prefer not to answer

## 2. How comfortable did you feel with the staff?

Please circle your choice:



Prefer not to answer

## 3. Did you feel judged in any way?

Please check one:

- Yes
- No
- Not sure
- I prefer not to answer

## 4. Did you feel respected?

Please check one:

- Yes
- No
- Not sure
- Prefer not to answer

We welcome your comments



# 8-QUESTION SURVEY (BACK SIDE)

- Room for comments
- Name and contact info optional

## 5. Was it easy to explain what you needed?

Please check one:

- Yes
- No
- Not sure
- Prefer not to answer

## 6. Does this clinic connect you to the care and services you need?

Please check one:

- Yes
- No
- Not sure
- Prefer not to answer

## 7. Do you feel like the care you get from this clinic is helping you head in a positive direction?

Please check one:

- Yes
- No
- Not sure
- Prefer not to answer

## 8. How likely are you to recommend this clinic to a friend or family member?

Please circle your choice:

1 2 3 4 5 6 7 8 9 10  
Not at all Very

- Prefer not to answer.

## Thank you sharing your feedback.

If you would like us to follow up with you, please provide:

- Your name (optional):
- The best way to contact you:

We welcome your comments



# 3-QUESTION SURVEY



ACHCH Patient Experience Survey

Please share how you feel about your experience with us. We value your feedback and use it to improve.

## 1. Did you feel respected?

Please check one:

- Yes
- No
- Not sure
- Prefer not to answer

## 2. Do you feel like the care you get from us is helping you head in a positive direction?

Please check one:

- Yes
- No
- Not sure
- Prefer not to answer

## 3. How likely are you to recommend us to a friend or family member?

Please circle a number on the scale below:

1 2 3 4 5 6 7 8 9 10  
Not at all Very

- Prefer not to answer.

**We welcome your comments**

**Thank you for the feedback.** Do you want us to follow up with you?  
Name (optional)

\_\_\_\_\_

Contact info

\_\_\_\_\_

# DATA ENTRY AND RESULTS REPORTING

- Each clinic enters survey results in Surveygizmo using a unique link
- Monthly reports are sent to:
  - ▣ Clinic champion
  - ▣ HCH Leadership
  - ▣ Bright Research Group coach
  - ▣ CCAB (starting May/June)
- Reports include:
  - ▣ Progress towards pilot goal
  - ▣ Results for each question
  - ▣ Consumer comments

# END OF PILOT TRAINING: CLOSING THE FEEDBACK LOOP

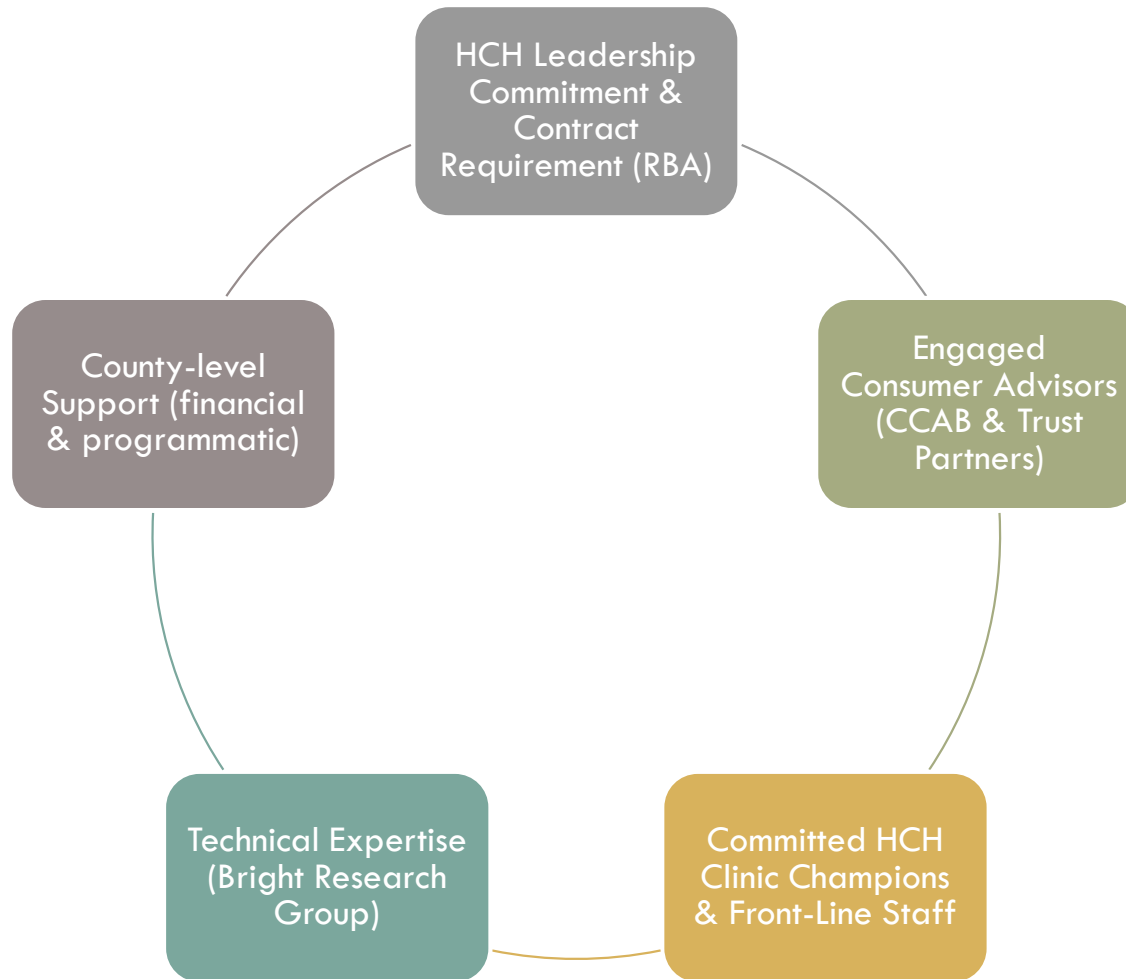
Bright Research Group will convene HCH clinic managers and front line staff/providers to:

- Share pilot results
- Conduct training on:
  - ▣ Using consumer feedback for improvement
  - ▣ Communicating feedback results to consumers

# EARLY LEARNINGS

- Feedback is largely positive
  - ▣ Does administration method (clinic vs. street) influence consumer feedback?
  - ▣ Do consumers feel comfortable being candid?
- Clinics are enthusiastic about receiving consumer feedback at the encounter level
- “Name (optional)” may not be effectively conveying choice

# WHAT IT TAKES TO BE SUCCESSFUL



# WHAT QUESTIONS DO YOU HAVE?



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