Sir William Osler became one of the first patient satisfaction advocates when he wrote, “The good physician treats the disease; the great physician treats the patient who has the disease.”

Today, patient care involves an entire team of health care professionals. Each doctor, nurse and staff member contributes to the assessment, care and recovery of each patient. Excellence and professionalism at every level and a team based approach to care delivery are the hallmarks of academic health centers like UTMB Health.

At first glance, patient care can seem a lot like customer service. After all, it is part of running a successful business—positive experiences of care lead patients to continue to use the same health care facilities and to recommend services to families and friends. Patients need to feel like they’ve made a good decision in choosing UTMB Health as their health care provider.

Patient satisfaction is, however, more than a measure of how well the patient’s expectations about their care were met. It’s also about the creation of a relationship of trust. Emotional needs matter. The more comfortable we make our patients, the more they will trust us, the more their anxiety lessens, the better they are able to understand what is going on, the better they’ll understand their treatment plan and the easier it will be to help them understand the importance of following through with their discharge instructions.

Why are Press Ganey Scores Important?

These scores will be critical in 2013, when the Centers for Medicaid and Medicare Services (CMS) will begin providing value-based incentive payments to hospitals based on 1) performance and 2) improvement on a set of clinical and patient experience-of-care quality measures. The most successful hospitals will have the highest patient satisfaction, but falling below the 90th percentile may put reimbursement payments in jeopardy. Collecting data, improving and sustaining performance are vital. That’s important to UTMB because there is more than $700,000 a year at risk in this first year alone—this climbs to $2 million in four years. Staying the same will not keep us where we need to be since every hospital in the country is working hard on these measures!
MyChart Rollout is Complete!

Patients who are more actively involved in their health care have been shown to be more satisfied with their health care experiences and are more compliant with care plans, leading to better health outcomes.

As of June 14, UTMB Health now offers a new electronic tool to help patients become more engaged in their care—the rollout of the new electronic patient portal, MyChart, is complete!

With MyChart, patients are able to:

• Access portions of their medical record online (ideal during hurricane season)
• View their lab results (the top feature patients access through MyChart)
• Request refills of current medications
• Send a non-urgent secure message to the clinic team and provider
• Request to schedule a clinic appointment
• Look at past appointment information, and the After Visit Summary (AVS)
• Print out health information when a paper copy is needed:
  – Immunization list
  – Medication list
  – Health History and Problem list
  – “Wallet Card” of health information

MyChart was first piloted at Stewart Road Family Health in late January 2011. In less than five months, it has been rolled out to all of the ambulatory clinics and physicians currently live on Epic, and as of the go-live of our specialty clinics June 6, MyChart is now available to our patients enterprise wide. More than 5,000 patients have already enrolled at UTMB Health!

Patients may easily request to activate a cost-free MyChart account from the MyChart website, www.utmb.edu/mychart, or they may be assisted with the activation process by clinic staff during their visit. A free MyChart application is also available to iPhone users from the Apple App Store.

Look for sign-up locations soon throughout the campus for employees who are patients.

Thoughts on patient-centered care

“It is not a question of how well each process works; the question is how well they all work together.”

—Lloyd Dobyns and Clare Crawford-Mason, Thinking About Quality

“When a value becomes ‘part of an employee’s DNA,’ it guides not only the way the day-to-day work is performed, but it also gives employees the power and moral authority to act in unique situations. Explicit permission is not needed when an employee sees a patient need that requires action.”

—Leonard L. Berry and Kent D. Seltman, Management Lessons from Mayo Clinic

Patient Satisfaction is…

• Communication
• Information
• Sensitivity
• Engagement
Attention Physicians/Providers in Outpatient Clinics: Help Fulfill UTMB’s Medicare E-Prescribing Requirement!

We are significantly behind on our goal of 2500 patients with Medicare coverage getting E-Prescriptions during a clinic appointment by June 30, 2011 (see graphic on the right). Remember, we must reach this goal to avoid a 1% decrease in our Medicare reimbursement across UTMB Health in 2012.

If you have access to the system, please begin E-Prescribing today and reinforce your house staff and fellows to do the same. Offer to refill medications on patients with Medicare coverage, even if the renewal is not yet required.

The advantages of E-Prescribing to our patients include: fewer errors, information about the lowest cost agent for the patient’s plan at your fingertips, the prescription can be ready when they go to the pharmacy to pick it up, warnings about potential drug interactions, allergy concerns, and inappropriate routes of administration. Flyers will be posted in all clinics to promote E-Prescribing to our patients.

If you need refresher training, see the following instructions:

Access to E-Prescribing-Payer E-Learning:
1. Login in to Blackboard: https://eclass.utmb.edu/
2. Select, UTMB EMR E-Learning from My Courses section
3. Select, E-Learning
4. Select, E-Prescribing-Payer

Thanks to all who are actively electronically prescribing now.

Access to E-Prescribing-Payer E-Learning:
5. Login in to Blackboard: https://eclass.utmb.edu/
6. Select, UTMB EMR E-Learning from My Courses section
7. Select, E-Learning
8. Select, E-Prescribing-Payer

Shout Outs! from Satisfied Patients...

Every single one of us has an impact on our patients’ experiences, and we want to extend a very special thank you for helping make our patients feel at home. The following are some excerpts from patient letters and Press Ganey comments. Thank you for all of your hard work and for making a difference at UTMB Health!

The Radiology Services Staff was, “courteous, helpful, prompt, efficient and friendly...they were able to address everything for the patient in a single visit, rather than having to return for a follow up.”

Jeffery Luckey in Hospital Transportation Services was recognized for providing “outstanding service” to a patient and their family.

Clinical Equipment Services: Kudos for going above and beyond to help out the TDCJ team.

Environmental Services received numerous patient comments about the “exceptional staff” during the month of June, with special mention of Gloria Decker.

Of Mostafa Borahay, MD in Gyn-Oncoglogy: “I would not trade him for the world…”

The Gyn-Oncoglogy Staff received numerous comments on the kindness and hospitality of the staff to patients and their families.

Susan Court, MICU was, “Especially kind and accommodating.”

Yvonne Quintero, Michael McGinty, Rosa Perry, Edith Ngamga, Bobbi Winquest in Hematology/Oncology are “outstanding and invaluable.”

Rachel Nginyi in Surgery was mentioned in several patients’ comments as being very helpful, kind and sweet—excellent, too!

From words of encouragement and comfort to the “excellent surgical skills” of Dr. Philip Thomas and Dr. Luca Cicaele, numerous comments were received for the transplant team, with special mention of Elarcosa Acosta and Cheryl Crawford.

Marie J. Feliciano in the CTCU: “Marie was my nurse on the seventh floor. To say she changed my life is an understatement—she calmed me when I was afraid, listened to me when I needed to talk, laughed when I needed to laugh…”

Aakash Gajjar, MD: “Skilled far beyond his physical age.”

Pam Havlen, MD from the Texas City Internal Medicine Clinic, “Kept my faith in UTMB.”
Emergency Department Patient Satisfaction Improves By Leaps and Bounds

The Emergency Department recently made a tremendous improvement in their Press Ganey scores through a series of patient satisfaction implementations.

How did they do it? The following implementations helped them reach their goal of a 99th percentile ranking.

1. Take a multidisciplinary approach to patient satisfaction. For example, everyone that “touches” the ED is accountable for the performance. A team approach to caring for each patient, with each doctor, nurse and support staff contributing to the assessment, care, and recovery of each patient is imperative.

2. Rounding at different levels (Director, Manager, Charge Nurse, Physician, etc.). Rounds focus on different aspects of last month’s scores. So if we scored low on “courtesy of person that took blood” we would ask that patient about this. Rounding focuses on the staff as well as the patients and their families.

3. Charge nurses handed out business cards to families and patients should they have any questions after discharge.

4. Discharge call backs are now completed by the staff. Questions focus on discharge teaching, medication, follow-up appointments and overall satisfaction with the service we provided.

5. Recognition of staff when positively mentioned in Press Ganey reports.

6. Engage and communicate with staff on the importance and value of satisfied patients, as well as expectations. Keep staff informed of day-to-day changes.

Meet one of our newest volunteers!

Daisy is one of our three pet therapy dogs. (You may already be familiar with her canine counterparts, Tilly from the ACE Unit and Gracie, who volunteers on holidays).

Daisy began volunteering Friday, June 3 in Pediatrics. Her owners are John Mark Johnson, a first-year surgery resident in the Oral and Maxillofacial Surgery Department, and his wife, Megan.

July Health Observances

Fireworks Safety Months (June and July)
Eye Injury Prevention Month
UV Safety Month
Cord Blood Awareness Month
Juvenile Arthritis Awareness Month
International Group B Strep Awareness Month
National Cleft & Craniofacial Awareness & Prevention Month
Clean Beaches Week (July 1 – 7)
National Therapeutic Recreation Week (July 10 – 16)
Everybody Deserves a Massage Week (July 17 – 23)