



SENTARA®  
HEALTHCARE



# Make Each Round Count: Achieving patient-centered care and staff satisfaction through digital rounding

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# Who are we?



**Founded:** 2009

**Based:** NYC

**Mission:**

To improve patient outcomes and experiences through enhanced communication and care team coordination.

**Founded:** 1888

**Based:** 100+ sites of care in Virginia and North Carolina, including 12 acute care hospitals.

**Mission:**

To improve health every day.

## SPEAKERS



**Doug McPherson,**  
Director of Accounts,  
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**Jenny M. Snodgrass, BSM, CNMT**  
IT System Team Coordinator,  
Clinical Innovation and Project Management,  
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Clinical Nurse Manager,  
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# What are we talking about?



Crafting a strong relationship between provider and patient through communication and understanding has proven to improve patient outcomes and experiences.

TODAY, WE ARE GOING TO DISCUSS

Patient-centered care

Why staff satisfaction is a critical component

How digital rounding can contribute to both

# Patient-centered care today

30 years ago, concept of patient-centered care (re)emerged; dismissed as a radical approach

Re-re-emerge:  
Value-Based Purchasing, HCAHPS,  
outcomes, all tied to patients'  
experience and perception of care

Clinicians become  
clinicians to help patients

Providers know best;  
experience is second  
to quality

# Tenets of patient-centered care

Patient-centered care is a method of care that relies upon effective *communication, empathy, and a feeling of partnership between clinician and patient* to improve patient care outcomes and satisfaction, to manage patient symptoms, and to reduce unnecessary costs.



## Patients Know Best

It is the patient's view of his or her health care delivery that correlates with outcome or satisfaction.

## Know Your Patients

The relationship between a patient and his or her clinician greatly determines outcomes and satisfaction.

# Clinical Studies



## Stewart, et al

Experts studied audio taped doctor-patient interactions while patients also rated these same interactions. Expert opinion could not be correlated with positive results, but patient-perceived patient-centered care correlated with “better recovery from their discomfort and concern, better emotional health 2 months later, and fewer diagnostic tests and referrals.”



## Kim, et al

By studying several hundred patients’ care, they concluded that patient-perceived physician empathy was correlated with a perception of physician expertise, trust, and information exchange, and that such empathy was associated with improved levels of patient satisfaction and compliance.



## Jackson and Kroenke

Tests and prescription medications were not the most common expectations; instead, patients were more interested in information on their diagnosis and prognosis. In fact, failure of physicians to address diagnosis and prognosis was the most common cause of unmet patient expectations, and patients who received adequate information on diagnosis and prognosis experienced better symptom relief and functional outcomes.



## Little, et al

Demonstrated that a personal relationship between patient and doctor and a feeling of partnership led to patients who were more satisfied, more enabled, and had a lower symptom burden.

# Patient-centered staff

What's the matter with our patients?



## What *matters* to our patients?

Personal Relationship, Communication, and Empathy

- ✓ Spend more time with patients and family
- ✓ Explain diagnosis and prognosis clearly
- ✓ Discuss treatment options and share decision-making
- ✓ Focus on experience and perception of care vs. test results

# Let's do this in a meaningful, happy way

In any industry, staff satisfaction is important. In healthcare, staff satisfaction is arguably *more important* because it directly affects the *quality of care* patients receive and directly impacts the *key tenets of patient-centered care*.

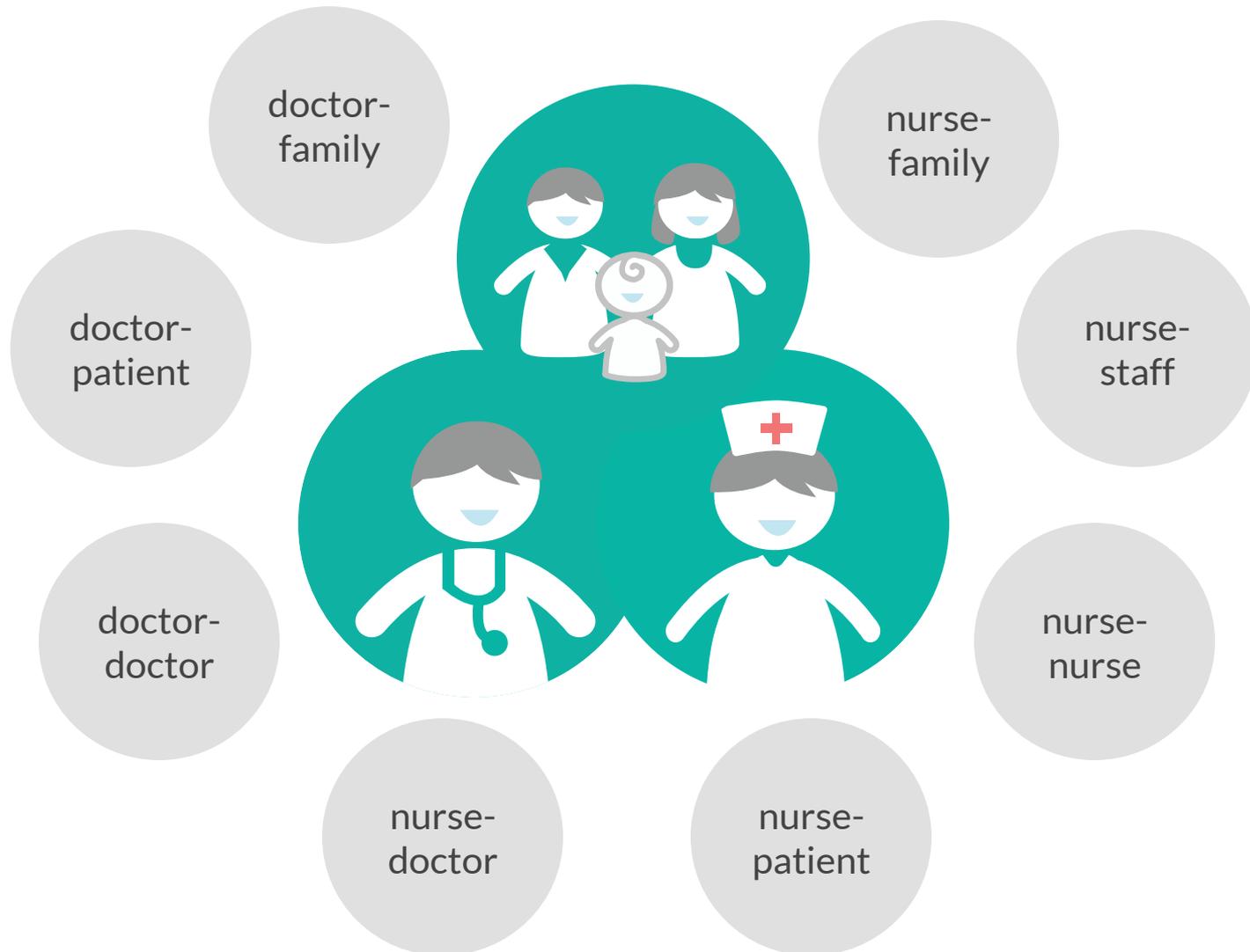
## Respect – Empowerment – Workflow

**Inspire** nurses to get on board with changes

**Empower** nurses to accomplish personal objectives

**Help** nurses achieve organizational goals efficiently

# Today: Focus on communication



# Today: Focus on nursing staff

- ✓ Spend most time with patients and families
- ✓ Large component of patient satisfaction
- ✓ Intermediaries between patients, doctors, ancillary staff

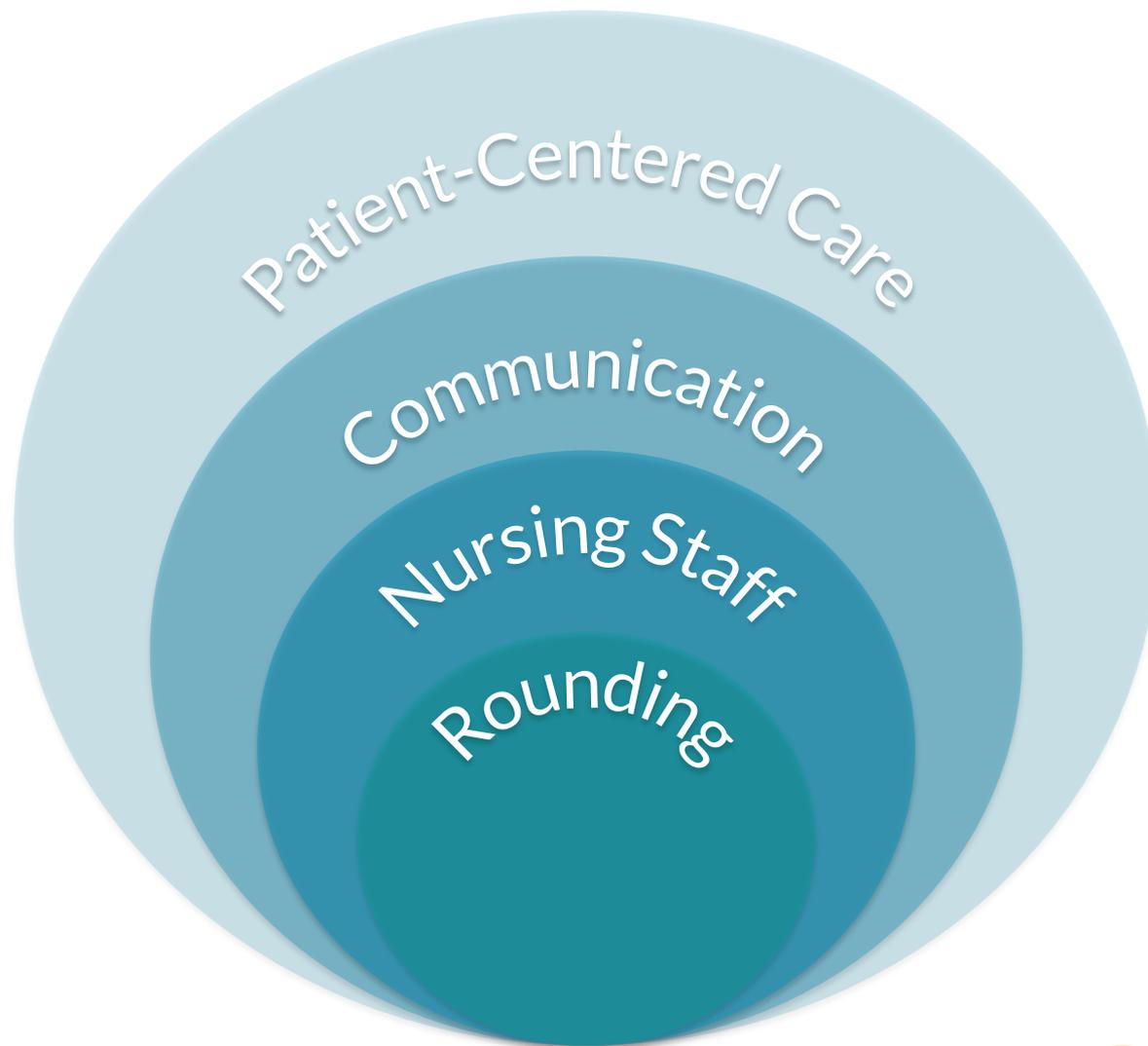


# Today: Focus on patient rounding

Rounding is a core aspect of *quality care*, but it's also a **critical point of communication** between nurses and patients and their families and between nurses and other hospital staff.



# Quick recap



# What do we need?

ROUNDING IS A PROCESS THAT HAS BEEN AROUND FOR DECADES

We need tools that achieve staff satisfaction to support patient-centered care.

93% say rounding is a high priority  
26% have an issue resolution system



# Management responsibility:

MAKE IT EASY

Healthcare

is going through a lot of change, all at once

Nursing Staff

knows a certain ethos, a certain method, a certain workflow, etc.

Management

must choose easy-to-use tools and introduce them carefully and purposefully

# What are the choices?



## Pen and Paper

- ✘ Ease of Use
- ✘ Communication
- ✘ Workflow
- ✘ Data Collection



## Technology

- ✓ Ease of Use
- ✓ Communication
- ✓ Workflow
- ✓ Data Collection

# Digital rounding is better rounding



By utilizing technology in the rounding process, everyone wins. Nursing staff can accomplish more, efficiently; service recovery and issue resolution happen faster; and the patient's health and experience are at the forefront.

# Technology is more than just workflow

## It's empowerment



Able to spend more time with patients



Can effectively and efficiently delegate responsibility to the appropriate staff



Know patients are receiving quality care

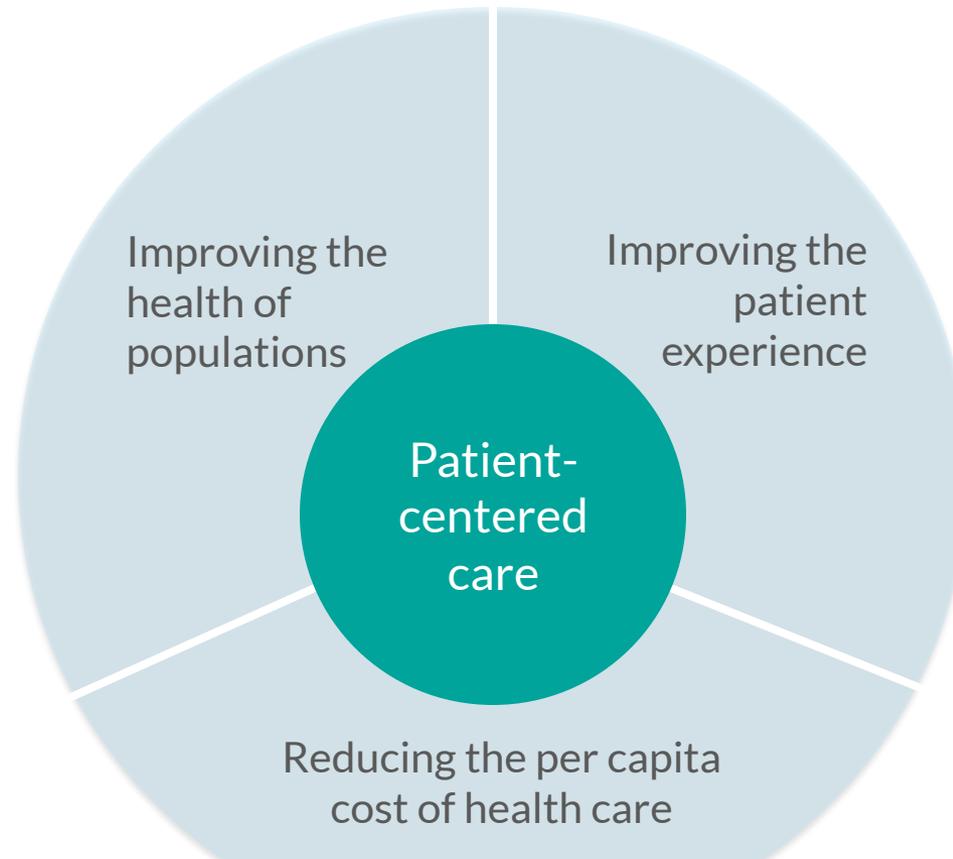
# Sentara Healthcare Speakers



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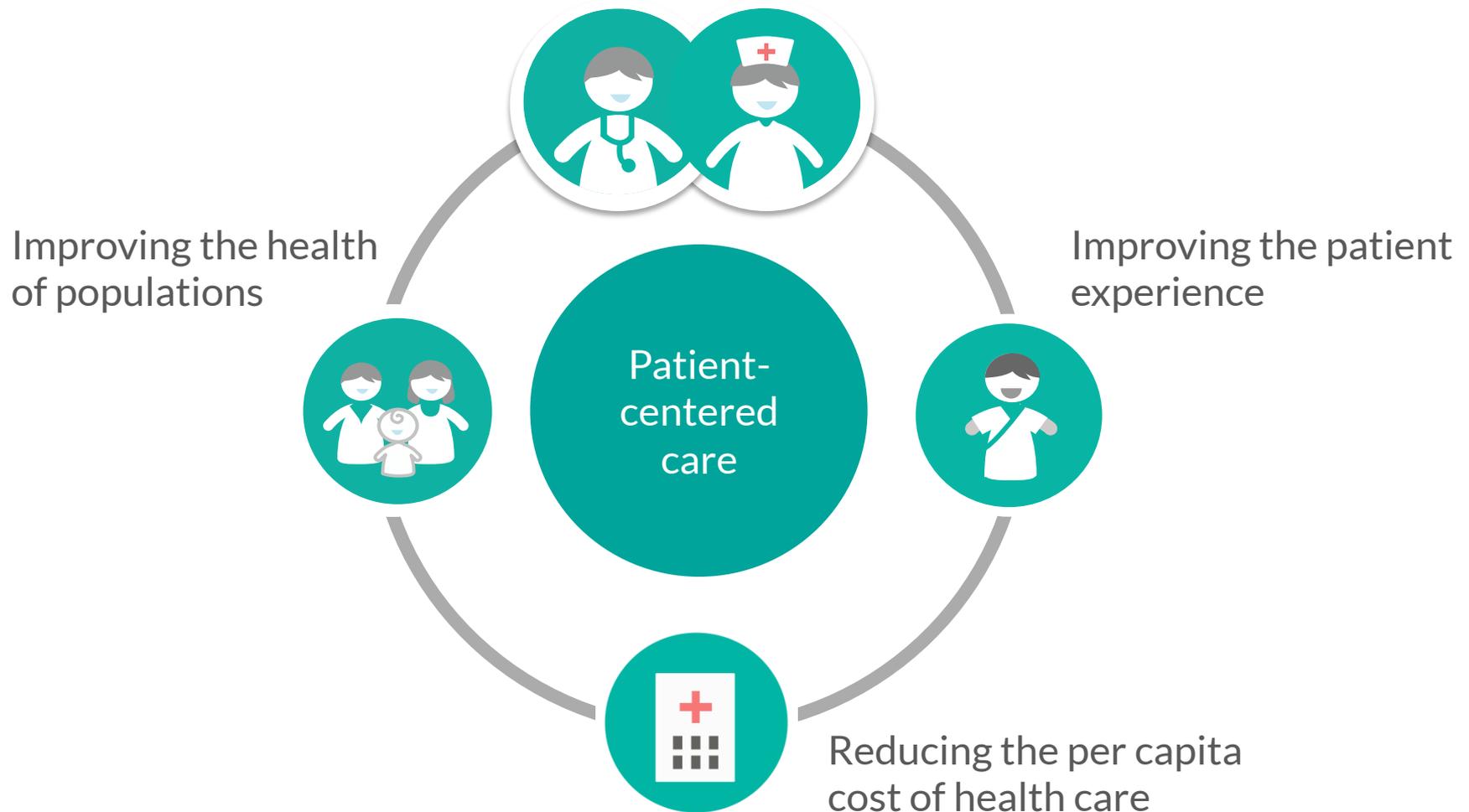
# Sentara: a patient-centered health system



Dedicated to achieving the triple aim

# But there is still a piece missing

## Staff Satisfaction



# How Sentara achieves the quadruple aim



## PATIENT-CENTERED CARE AND STAFF SATISFACTION

Technology needs to *add time*, not take it away

We need to know more to *achieve more*

New initiatives must *improve the patient experience*

# How digital rounding meets these goals

CONTINUITY

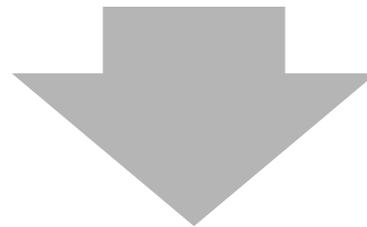
ACTIONABLE INFORMATION

TRANSPARENCY

EMPOWERMENT

ACCOUNTABILITY

VISIBILITY



Staff Satisfaction and a Better Patient Experience

# The implementation process

- ❖ Must make life easier
- ❖ Must ensure IT is up to speed
- ❖ Must be quick, but effective
- ❖ Must have proper training and support



# How digital rounding fits into Sentara's workflow

Patients are admitted to the ED or Inpatient Unit.

Data collected from the round drives further improvements across Sentara facilities.



Nurse managers round on patients at least once per patient stay.

Based upon the patient's needs, the nurse managers will automatically alert patient advocates, dietary, environmental services, facility staff, and physician liaisons for quick issue resolution.

# Workflow expansion

## Clinically Oriented Alerts

e. g. fall risk measures that weren't observed that should have been

## Beyond "bathroom is dirty"

e. g. issue resolution can go as far as caulking

## Pager System Integration

e. g. to pull in patient advocates, dietary, environmental services, and physician liaisons

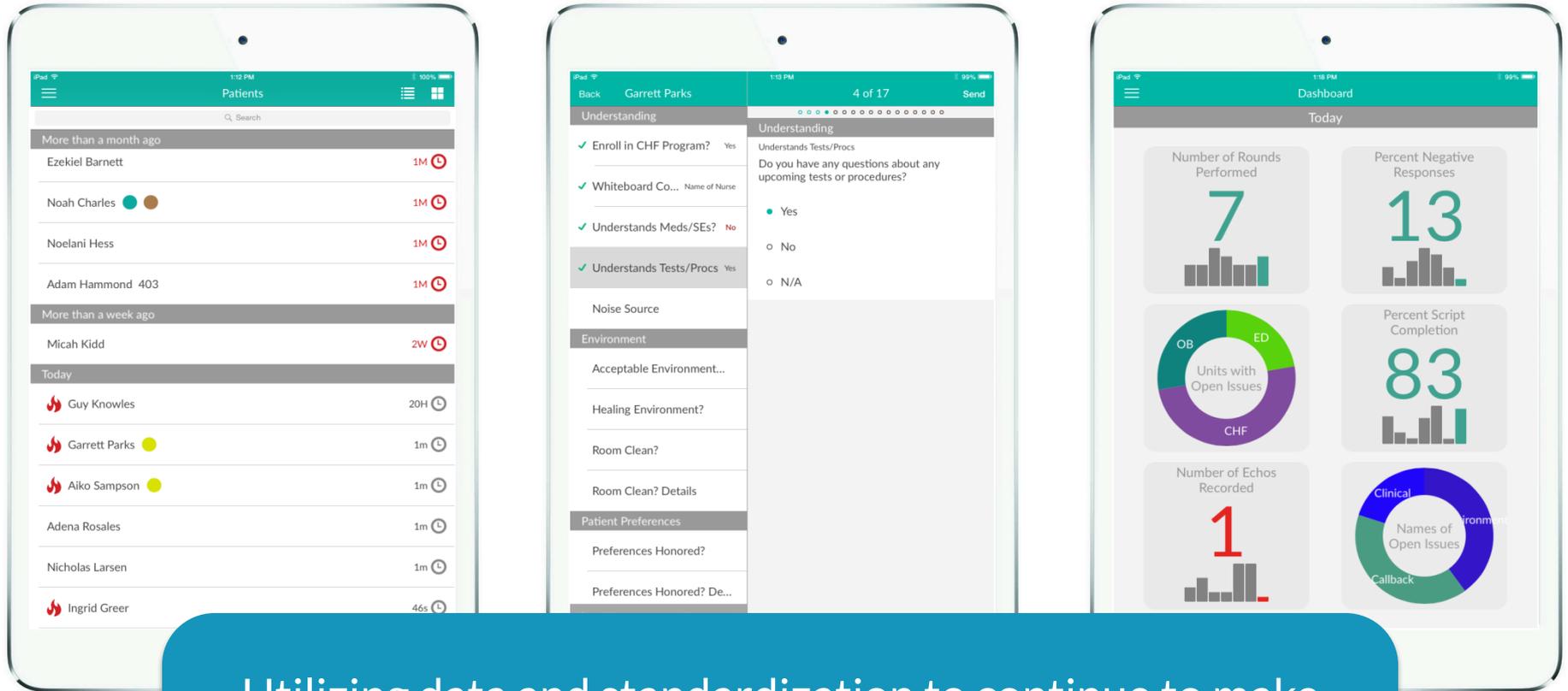
## Offline Capabilities

i. e. work in any corner of the hospital, even without Wi-Fi

## Mobile Issue Resolution

currently building to adjust to the workflow of the staff

# Driving improvements



Utilizing data and standardization to continue to make things easier for staff and better for patients

# The cultural shift

Makes the nurse manager the quarterback for clinical and satisfaction issue resolution.



Empowers nurse managers to make decisions, resolve issues, and ensure it is all done quickly and effectively

## Culture shift

Now at 10am bedside nurses will make sure everything is tip top – ‘round before the round’

# From the staff

“I've never been this excited to do nurse rounding before.”

- Nurse Manager

“Guys. I got a pager alert and then went to the patients room and got to talk to the patient about their meal plan options. How cool is that??”

- Director of Food Services

“So this is pretty amazing. Why isn't everyone doing it yet?”

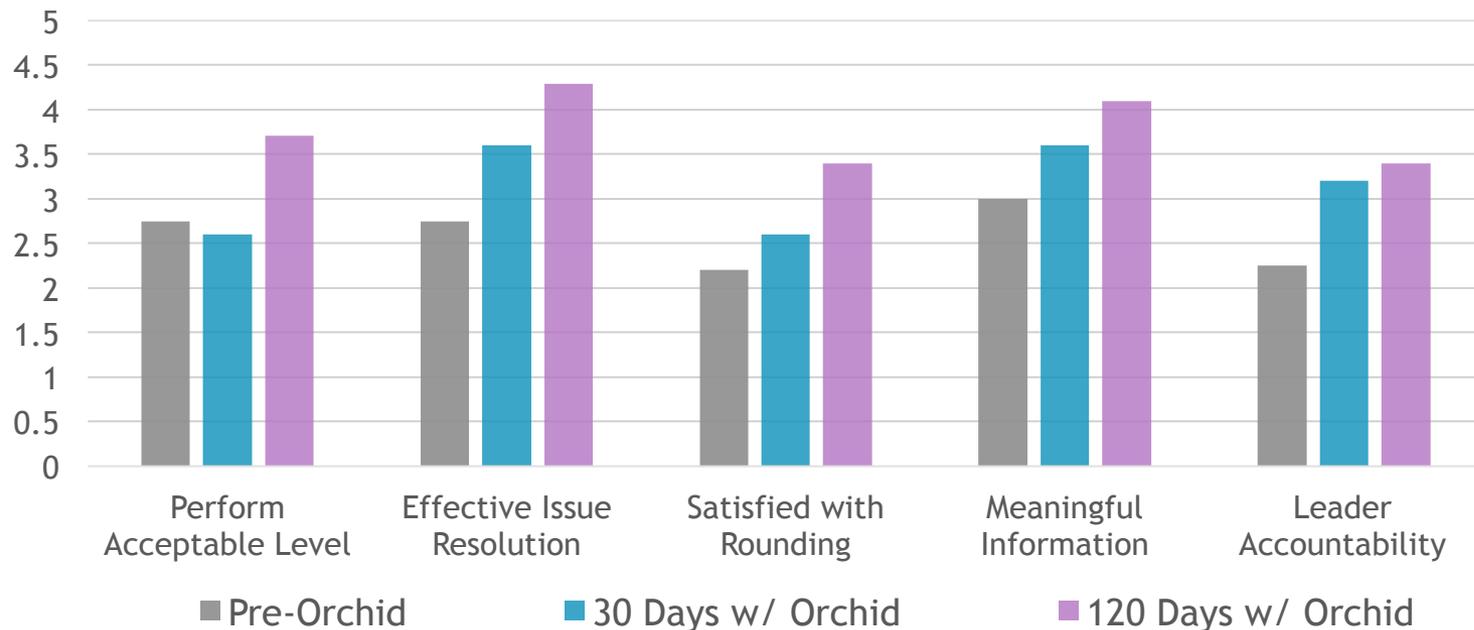
- Director of Environmental Service Department

“Rounding is now my favorite part of my day!”

- Nurse Manager

# Digital rounding improving nurse workflow

After implementing Orchid, nurses felt they were **56% more effective** in resolving issues and **55% more satisfied** with rounding.



## Rating Scale

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

# For the patients

Positive interactions that showcase the hospital's dedication to their care.



- ✓ effective and timely issue resolution
- ✓ someone is listening
- ✓ feeling of control over care
- ✓ safer stay

# HCAHPS improvement

After implementing Orchid, the hospital previously ranked #2 in system for patient experience is **now ranked #1**. Improvement was seen across each HCAHPS dimension within two months of implementation.

	Pre-Orchid	Post-Orchid	% Increase
Pain Management	77.4	83.9	8.4%
Hospital Cleanliness & Quietness	73.6	79.8	8.4%
Medicine Communication	63.0	67.9	7.8%
Nurse Communication	84.9	88.5	4.2%
Doctor Communication	83.0	85.5	3.0%
Overall Hospital Rating	81.8	83.5	2.0%
Hospital Staff Responsiveness	69.7	70.4	1.0%
Discharge Information	92.1	92.9	0.9%

Orchid Rounds Completed: **1,652**      Issues Resolved: **197**  
Total HCAHPS Respondents: **1,203**

# Moving forward



**Continue to implement in more facilities, units, and departments.**

- Continue rollout to other facilities including ED rounding
- Exploring other types of rounding.

**Utilize the wealth of data that can inform future decisions.**

# Thank you!



Cipher**Health**



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H E A L T H C A R E

# Citations

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