

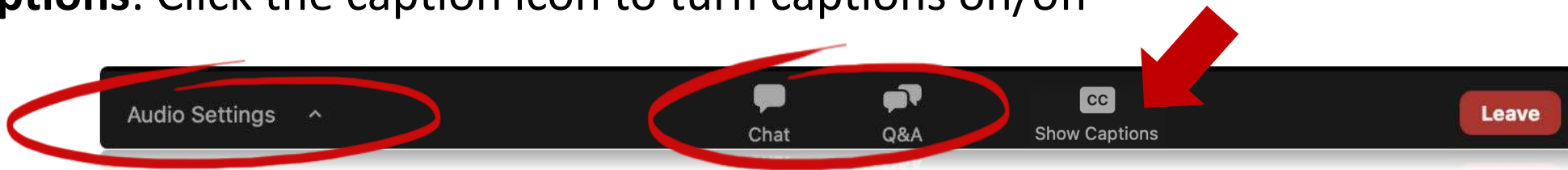


# Modern Strategies for Purposeful Rounding

July 18, 2023

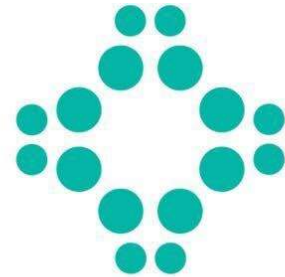
# Housekeeping

- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
- **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose '**Everyone**' in the dropdown in the chat box.
- **Q&A:** for submitting questions to review at the end of the webinar
- **Captions:** Click the caption icon to turn captions on/off



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

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The Patient Engagement Company

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# Our Speakers



**Donna Pritchard, DNP, FNP-BC, MSN, RN**  
*Vice President of Clinical Services*  
CipherHealth



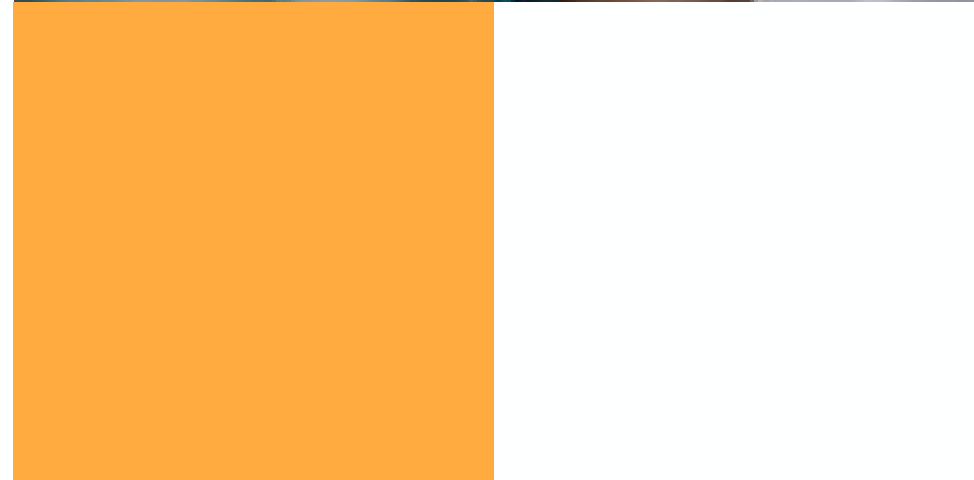
**Suzie Sfarra**  
*Senior Vice President of Product*  
CipherHealth



**Every patient is unique.  
Every staff member is unique.  
Know them all.**

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**Purposeful Leadership Rounding:  
Patients**





**Strengthening Your  
Rounding Culture:  
Purposeful Rounding for  
Patients, Family, & Staff  
Wellbeing**



# Powerful Outcomes Through Improved Rounding

## IMPROVED QUALITY

**37 %**  
Reduction

Total Harm Rate  
(CAUTI, CLABSI, VTE)



## LOWERED COSTS

**60 %**  
Decrease

Incidents, Complaint  
and Grievances



## ENHANCED EXPERIENCES

**389 %**  
Increase

In Staff Responsiveness  
in HCAHPS National  
Percentile Ranking



## STAFF WELLBEING

**307**  
Additional EAP  
Referrals

Made in Y1 of COVID  
Staff Wellness Rounds





# Our Mantra

Design With the End Game in Mind

Establish a **data - driven** program.



# Key Strategies



## Purposeful Rounding:

Allows the **“voice of the patient” to be heard** and considers patient preferences and social determinants as essential components in the patient’s plan of care. Critical next steps are determined by **what is most important to the patient and emphasizes issue resolution while incorporating DEI principles** (Diversity, Equity & Inclusion). Purposeful Rounding also **emphasizes staff wellbeing using patient feedback to recognize and reward frontline staff**.

# New Challenges to Rounding



## Staffing Shortages

*Not having time to round on all patients frequently enough*



## Staff Burnout

*Rounding being perceived as a “negative task”*



## Language Barriers

*Unable to connect with non - English speaking patients*



## Lack of Personalization

*Standard set of questions for all patients, every round*

“We don’t have a pulse on what’s happening at the bedside”



“We don’t have visibility into what is going well or poorly at key moments”



# Best Practice Scripting with Multidimensions in Rounding

## Patients

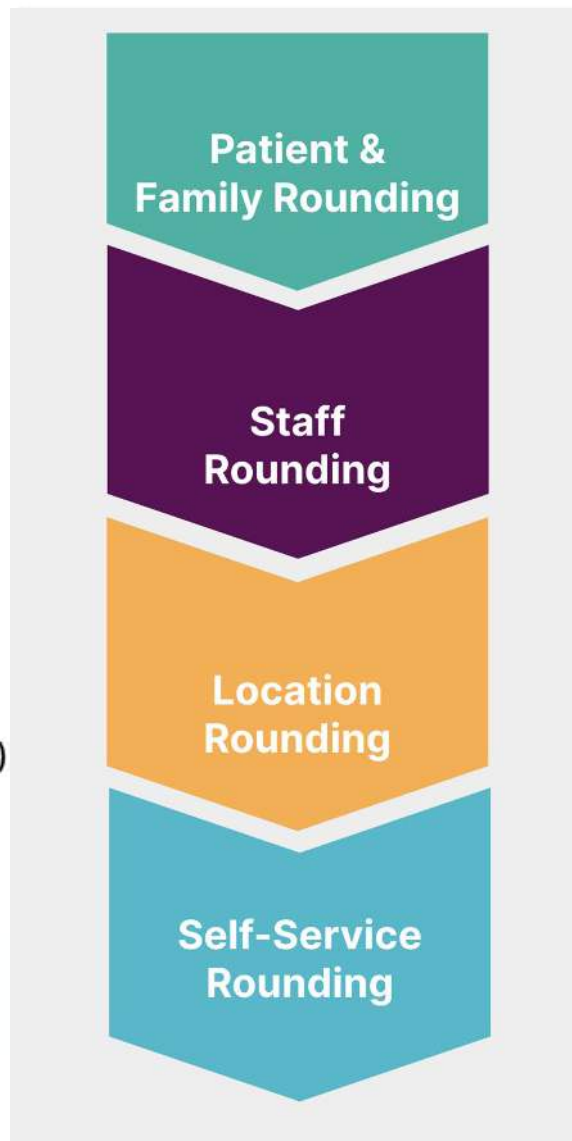
- Telephone Rounding
- Nurse Leader (Med-Surg & ICU)
- Hourly Rounding Audits
- ED Areas
- Ambulatory Areas
- Admission Rounds

## Safety/Quality

- Safety/Bed Huddles
- CAUTI/CLABSI
- FALLS
- HAPI

## Discharge Preparedness

- Discharge Readiness Rounds (Nursing)
- Transition of Care Rounds (Care Management)
- Home Rounding by EMT



## Families

- Telephone Rounding on Families
- Visitor Logs

## Staff Rounding

- Staff Wellness
- EVS/Ancillary Services Wellness
- PTSD
- Staff Preshift Screening
- Employee Engagement
- New Hire/Student

## Location/Site Rounding

- PPE Audits
- Critical Supply Inventory
- Hand Hygiene Audits
- IT/Equipment Checks
- O2 Tank Rounding
- Environment of Care
- Joint Commission Readiness
- Magnet Readiness
- Surge Capacity Areas



*The way we ask and group questions is important. "Best Practice Scripting" allows for standardization and a uniform approach to rounding. Rounding quickly becomes purposeful and when aligned with organizational priorities is a powerful driver to achieve positive outcomes.*

# Self - Serviceability in Healthcare

**Self - Service technologies are becoming increasingly popular** in the healthcare industry because patients want to do things at their own convenience, and take control of their health.

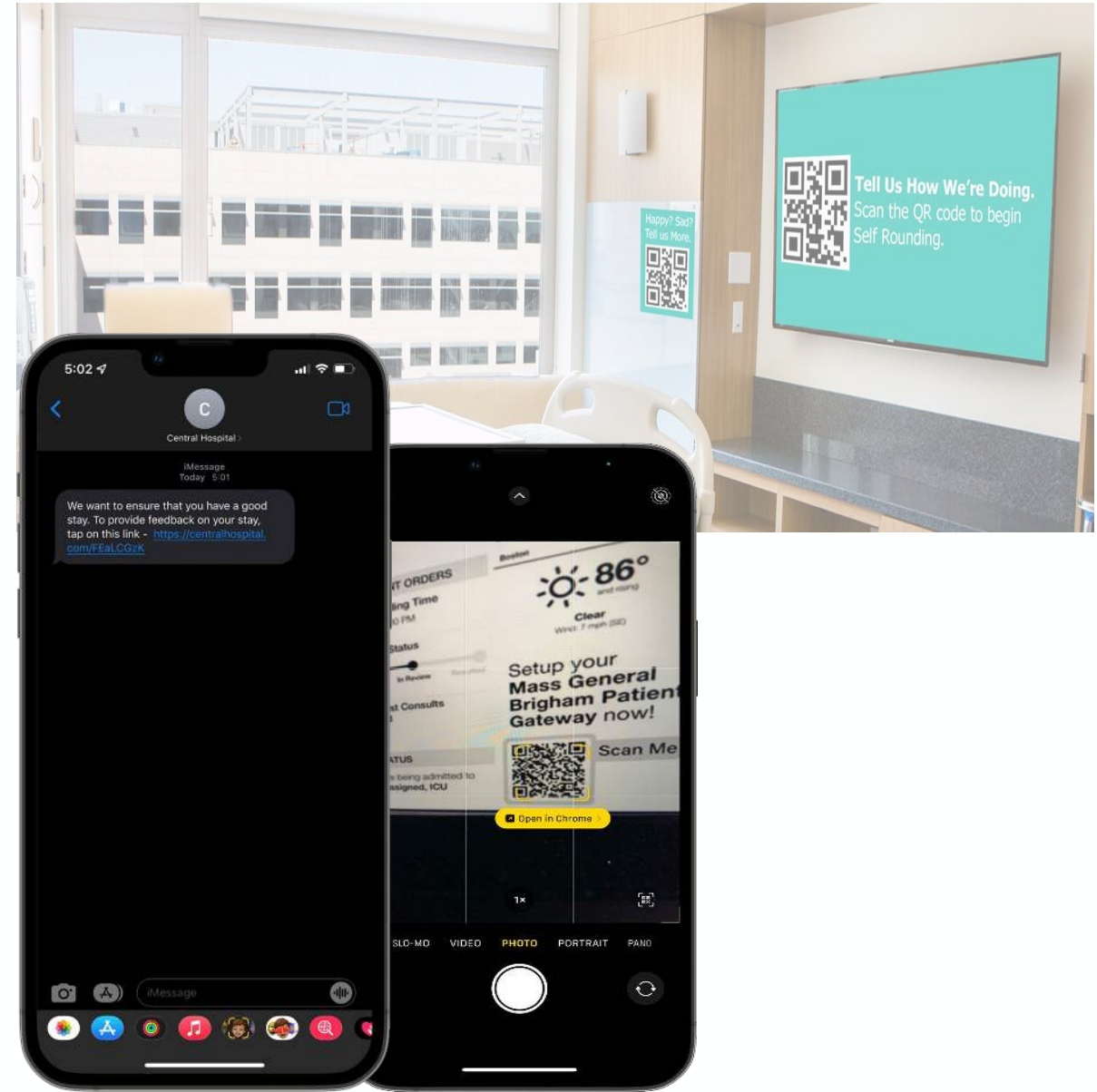
- **Compare** their healthcare experience with other experiences in their life, such as booking a hotel room or flight
- **Disruptors** in the market have experience offering user experience focused on convenience
- **Saves time** for everyone

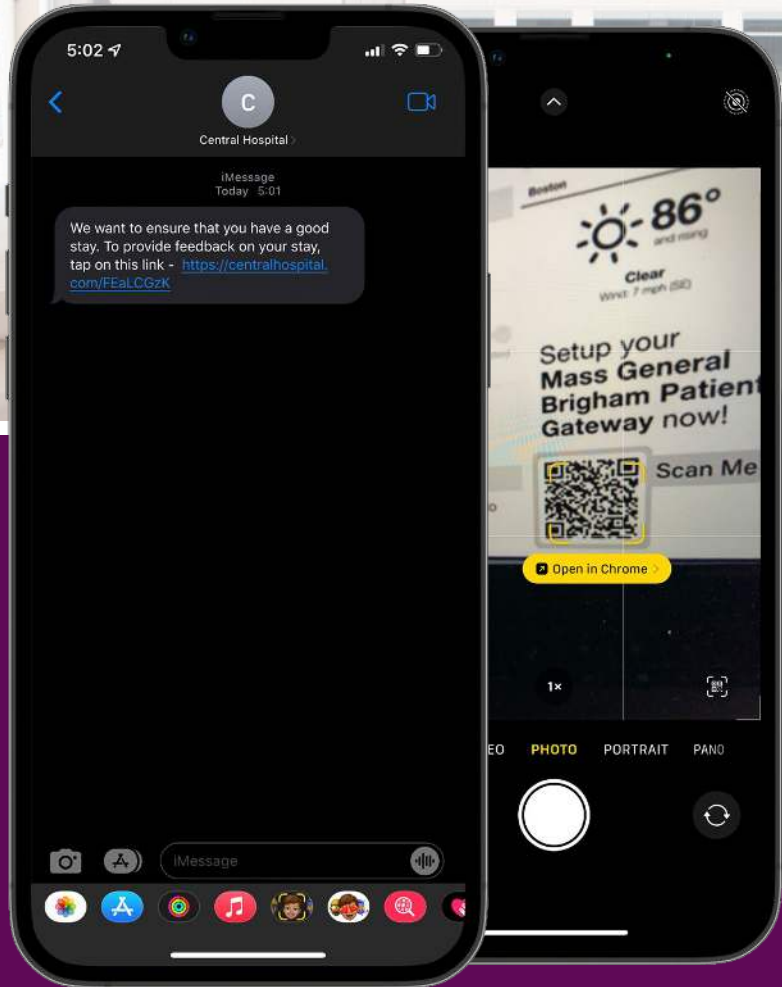


# Introducing Self -Service Rounding

Patients self-report feedback in real time, while still in care with the provider, so that issues can be addressed quicker, before it impacts satisfaction

- Provide flexible entry points with QR code or SMS accessed from patient's personal devices
- Engage patients with personalized questions in a conversational manner
- Alert the staff on issues & complaints for faster service recovery
- Motivate staff with kudos directly from the patient
- Prioritize rounding list based on self-rounding insights

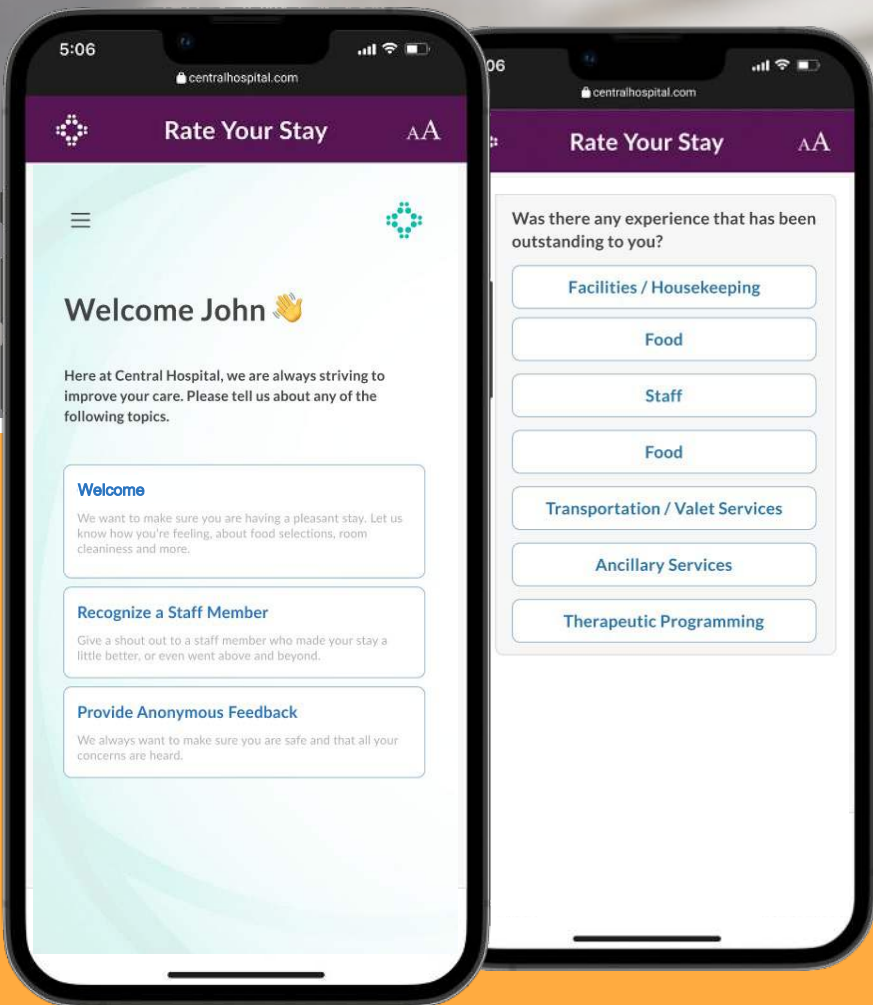




# Entry Points

Identifying the appropriate entry points for users to enter the self service rounding portal is key to not only using the application but making it easy and desirable at whatever moment the user/patient deems necessary.

Examples include: SMS, Patient Board Poster, TV Media



# Context and Conversation

Choosing the right context matters. Beyond the data being captured, how we engage the patient will set the tone for their desire to share their experience with us. We can gather feedback using a standard surveying approach or engage the patients with a conversational UI.



# Self - Service Rounding

[View the demo](#)



1:29

Hello 🙌

We want to ensure you are having a good stay. To provide feedback on your stay, let's get started

**First, let's verify your identity**

\* First Name

\* Last Name

\* Date of Birth

\* Phone Number

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# Who Would Benefit from Self -Service Rounding?

- Patients admitted to Inpatient units
  - General feedback
  - Discharge readiness
  - Patient Satisfaction
  - Key service lines
- Patients in Emergency Department
  - Waiting room
  - Treatment room
  - Boarder patients
- Ambulatory Care
  - Patient Satisfaction



# Benefits of Self - Service Rounding

## Personalized Engagement

- Provide patients the opportunity to give feedback **at their own time** , instead of waiting for a round or post-discharge
- Ask questions relevant to the **patient's unique background and touch points** in their journey

## Prioritize Staff Wellbeing

- Engage patients at key moments in their care journey with **less time spent by staff**
- Have more time to **connect with the individual patients** , instead of rushing through rounds
- **Motivate staff** with positive feedback and recognition directly from the patient

## Drive Operational Efficiency

- Reach a **broader patient population**
- Have **better visibility** into what's working and what to improve to retain patients
- As organizational goals change, **quickly modify questions** in a self-service manner

## Data Driven Decision Making

- Act on **real time data** instead of waiting for months old survey data
- **Prioritize leader rounding efforts** based on self-round responses
- **Pair insights** from in-person and self-rounding to have a holistic view of patient experience

# Purposeful Rounding: Key Principles

Allows the “voice of the patient” to be heard and considers patient preferences and social determinants as essential components in the patient’s plan of care. Critical next steps are determined by what is most important to the patient and emphasizes issue resolution while incorporating DEI principles (Diversity, Equity & Inclusion). Purposeful Rounding also emphasizes staff wellbeing using patient feedback to recognize and reward frontline staff.

ts in the patient’s plan of care. Critical principles (Diversity, Equity & Inclusion).



**Quality Over  
Quantity**



**Performance of  
a Visual Sweep**

SITUATIONAL  
AWARENESS



**Issue  
Identification  
and Resolution**



**Personalization  
of the Round  
to the Patient**



**Staff Well - Being  
Focus and Staff  
Recognition**



# Closing

“When we gain the confidence of those we serve, every patient experience metric goes in the right direction.”

Thank you for your leadership- it does not go unnoticed!





# Upcoming Events & Programs

## WEBINARS

July 25 | Storytelling and its Practical Influence

July 26 | Supporting Your Professional Patient Experience Journey

July 27 | Interconnectedness of the Human Experience: Building a Unified Vision for Healthcare Leadership

## CONNECTION CALLS/PX CHATS

July 19 | Ambulatory Care Community Connection Call – Effective Patient Experience Training in an Ambulatory Setting

July 31 | Patient Advocacy Community Connection Call: Protecting Mental Health

## PROGRAMS

August 8-29 | CPXP Prep Course



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*Webinars are included in membership with the Institute.*





Thank you!