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.
This PX Marketplace Webinar is brought to you by:

CipherHealth
The Patient Engagement Company

For more information, visit:
cipherhealth.com
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.

Purposeful Leadership Rounding: Patients
Strengthening Your Rounding Culture: Purposeful Rounding for Patients, Family, & Staff Wellbeing
# Agenda

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rounding Outcomes</td>
</tr>
<tr>
<td>2</td>
<td>Design with Your Endgame in Mind…. Revitalize Your Rounding Culture</td>
</tr>
<tr>
<td>3</td>
<td>Key Principles of Purposeful Rounding</td>
</tr>
<tr>
<td>4</td>
<td>Best Practices and Goals</td>
</tr>
<tr>
<td>5</td>
<td>Staff Wellbeing: The Power of Staff Recognition and its Impact on Patient Satisfaction</td>
</tr>
<tr>
<td>6</td>
<td>Q&amp;A</td>
</tr>
</tbody>
</table>
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.

DEI type questions within scripting
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

CipherHealth
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.

### 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.

### 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.

### 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.

Quality Over Quantity

Performance of a Visual Sweep

Issue Identification and Resolution

Personalization of the Round to the Patient

Situational Awareness

Staff Well-being Focus and Staff Recognition
Diversity, Equity, & Inclusion (DEI) Questions
(Add to existing script and/or modify)

**Care & Safety:** It is important to our hospital that we ensure a safe environment and that our team addresses you with courtesy and respect. [Statement] Do you feel that we are delivering on these goals?

- Yes - Addressed Care & Safety Appropriately
- No - Safety Concern
- No - Inclusivity Concern
- No - Courtesy/Respect Concern
- No - Resource Availability Concern
- No - Other Concern
- Details: Please add additional details
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

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

Access our vast library of on demand patient experience webinars.

Webinars are included in membership with the Institute.
Thank you!