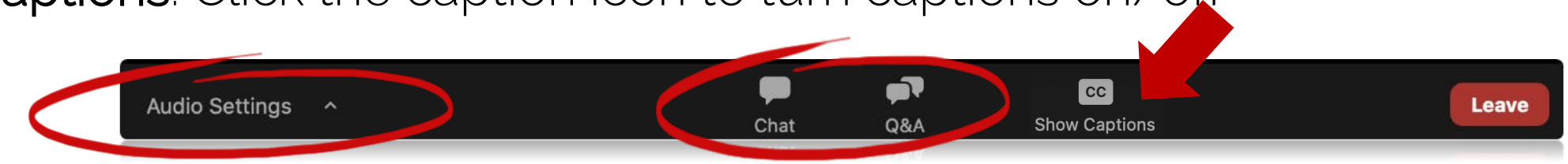
Interconnectedness of the Human Experience: Building a Unified Vision for Healthcare Leadership

July 27, 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.

PX Continuing Education Credits

- This program is approved for 1 PXE.
- In order to obtain patient experience continuing education credit, participants must attend the program in its entirety and complete the evaluation within 30 days.
- The speakers do not have a relevant financial, professional, or personal relationship with a commercial interest producing health care goods/services related to this educational activity.
- No off-label use of products will be addressed during this educational activity.
- No products are available during this educational activity, which would indicate endorsement.

This webinar is eligible for 1 patient experience continuing education (PXE) credit. Participants interested in receiving PXEs must complete the program survey within 30 days of attending the webinar. Participants can claim PXEs and print out PXE certificates through Patient Experience Institute. As recorded webinar, it offers PXE for two (2) years from the live broadcast date.

This PX Marketplace Webinar is brought to you by:

PressGaney

For more information, visit:
pressganey.com

Our Speaker

Richard Corder, MHA, FACHE, CPXP
Vice President of Consulting Services
Press Ganey

PressGaney

Interconnectedness of the Human Experience: Building a Unified Vision for Healthcare Leadership.

PREPARED BY:

Richard Corder
Press Ganey Associates LLC

a PG Forsta company

DATA IN BLACK & WHITE

Our opportunity to reshape the industry together is stronger than ever

We power

87%

of healthcare providers

The voices of

6.3M

caregivers

Leading to

1B+

patient voices and counting

With health plans that cover

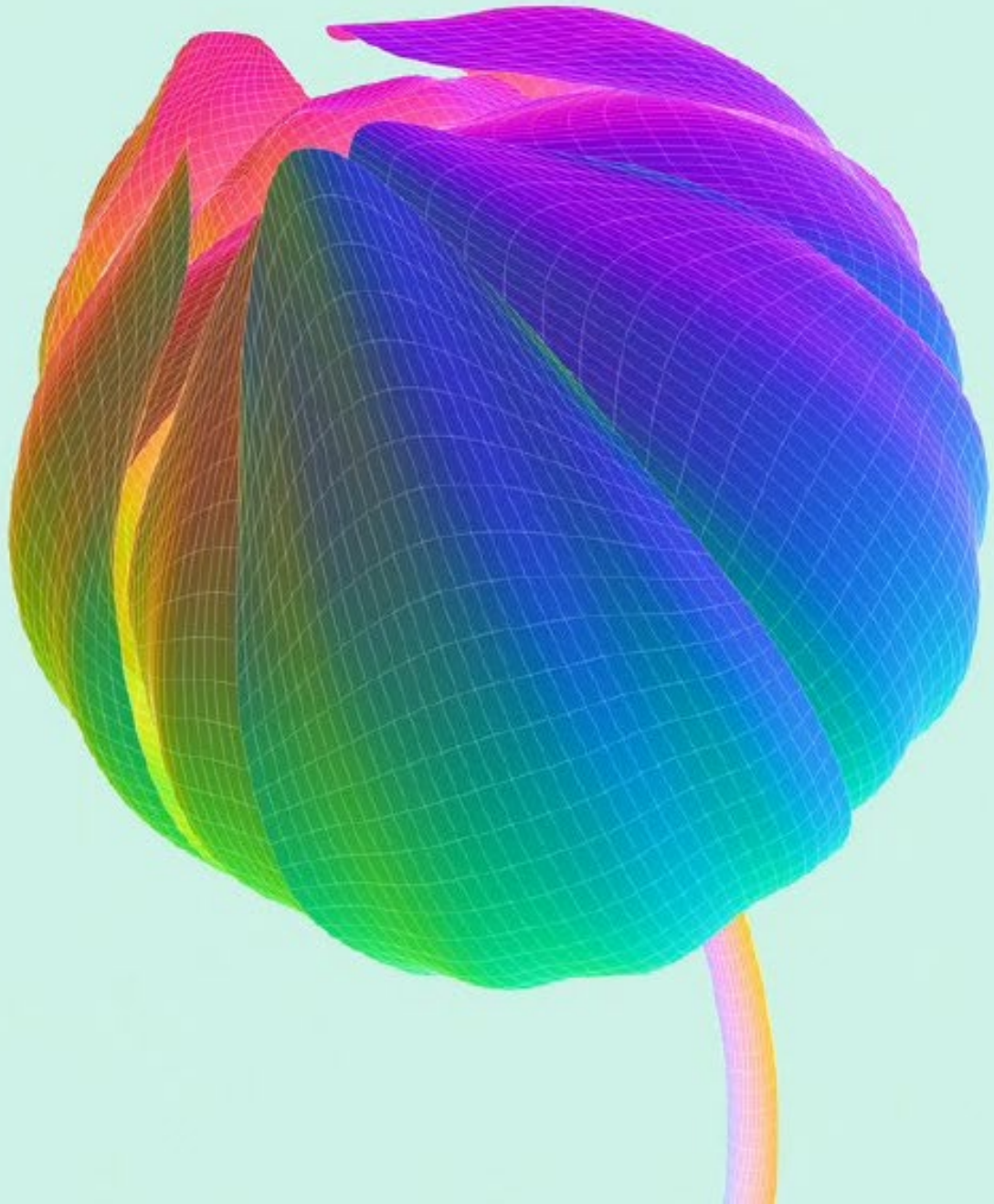
98%

of enrollees across the U.S.

PressGaney

© 2023 Press Ganey Associates LLC

Data in black and white, stories in color.



PressGaney

Our time today…

Some broad themes...

1. The Power of Stories

Forget about PowerPoint and statistics. To involve people at the deepest level, you need craft and share stories

2. Human Experience

What does it mean to connect people, processes and technology to understand and improve the human experience.

3. Leading with Empathy

Empathetic work cultures encourage positive feedback, recognition, and consistent appreciation. When people feel regularly valued, they feel part of a community.

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

The Power of Stories

©2022 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

The Power of Vivid Story

- If we want to positively influence how someone feels about a product or a service, in healthcare or elsewhere, we need to create an experience that creates this desired emotion.

- One of the best ways for a human to experience a complex service or potential experience is by sharing a vivid story.

- Research has shown that stories activate the region of the brain that processes sights, sounds, tastes, and movement…

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Stories in “color”

- Stories have been used to hand down learning and knowledge for thousands of years. A good story engages our curiosity, emotions and imagination. It can help us make sense of the world.

- Stories can be used to communicate a problem, provide context, and even present a solution.

- Storytelling is a science into itself and includes an arc of emotions, setting the stage of where the story takes place, who it affects, and how.

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

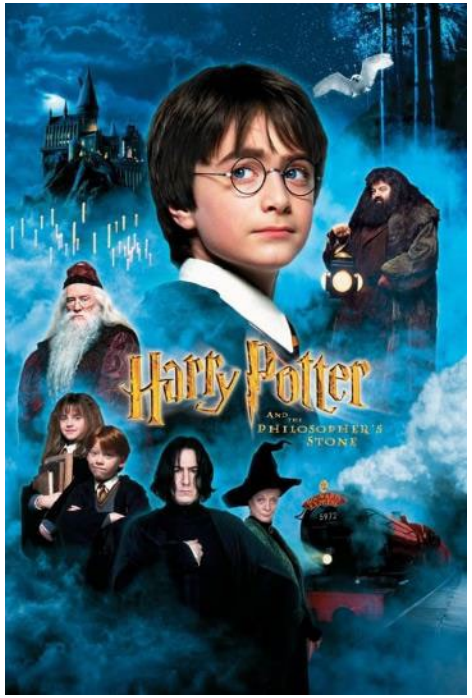
Forget about PowerPoint and statistics…

To involve people at the deepest level, you need craft, tell and share stories…

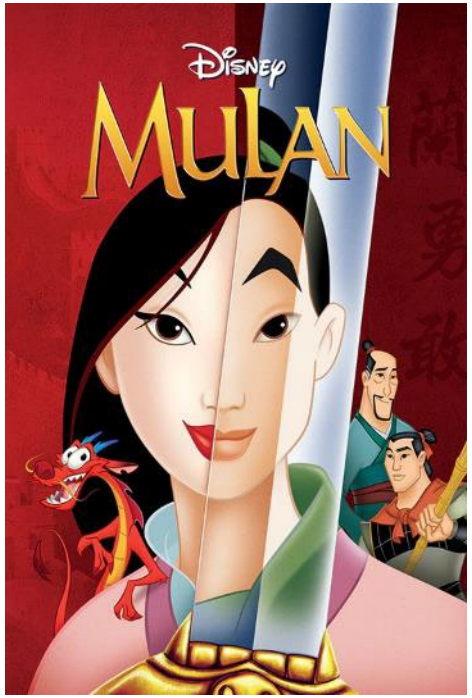
©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Without characters, especially our hero's, we have no story…



Harry



Mulan

Shrek

Luke

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

And… there is no hero without a guide…

Hagrid with Harry

Mushu with Mulan

Donkey with Shrek

Yoda with Luke

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

At Press Ganey - we want to serve as your guide…

As guides, we serve as:

- ✓ Confidant
- ✓ Perspective provider
- ✓ Supporter
- ✓ A secure base for you to step into the unknown
- ✓ Expertise that has walked some of the “paths” that you are on…
- ✓ A “Mirror” to point out what you might not otherwise see

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

The Guide helps navigate the journey by embracing the “Tension of the AND…”

- Empathetic AND Authoritative
- Candid AND Kind
- Funny AND Competent
- Expert AND A good listener…

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Human Experience

What does it mean to connect people, processes and technology to understand and improve the experience for all.

©2022 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

The Human Experience…

- Showing up with empathy to create **powerful experiences** so that **people** feel **seen, valued, and heard.**

- Rooted in the recognition that everyone—whether they find themselves acting as patients, consumers, caregivers, insurance plan members - is a **human…**

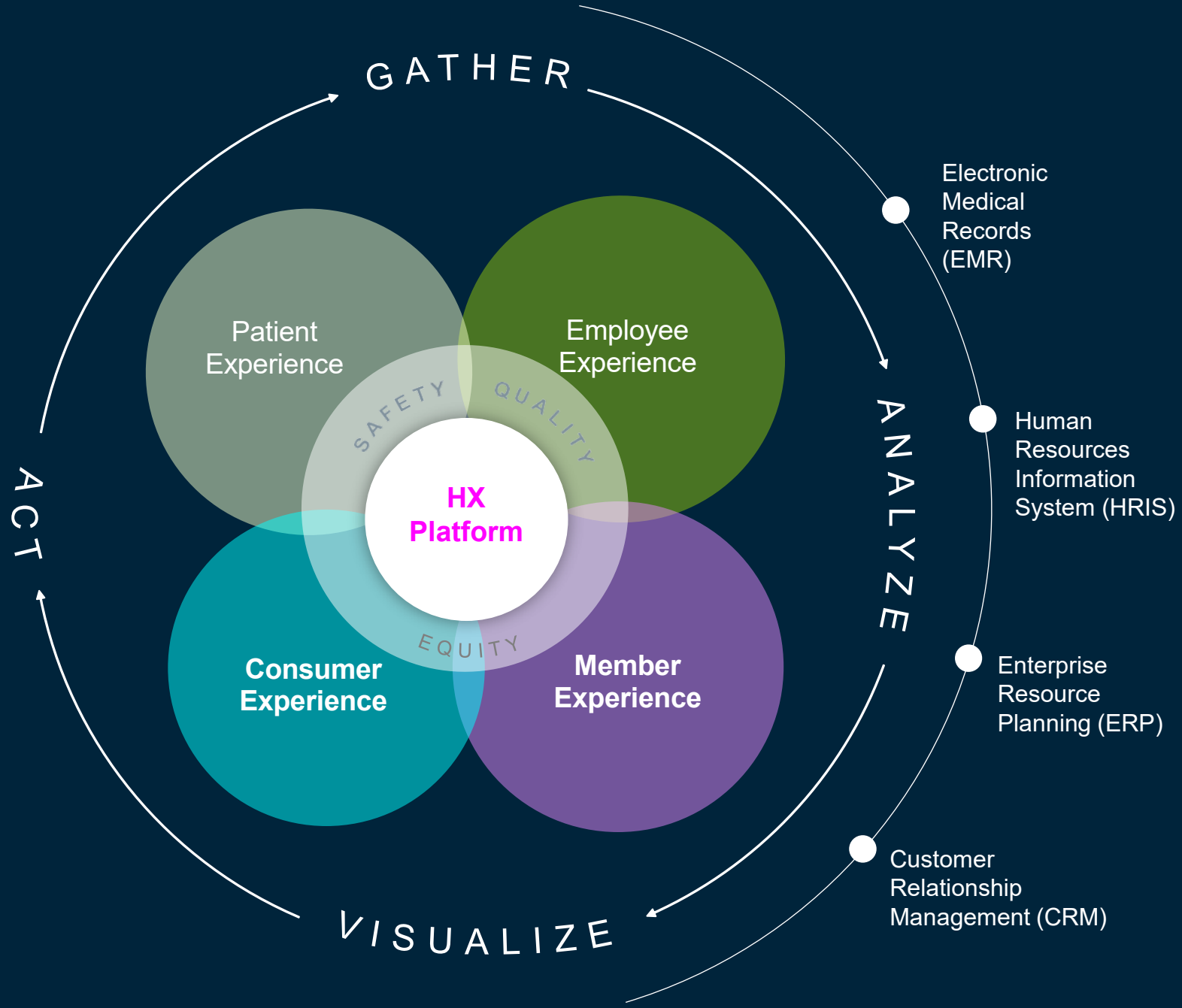
- Understanding something specific about someone's lived experience and being able to “see” this in one place allows us to **tell impactful stories** and **support change**…

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

The Press Ganey Human Experience Platform

Our integrated HX platform brings all the pieces together in a single engine that connects people, process, and technology in one place.

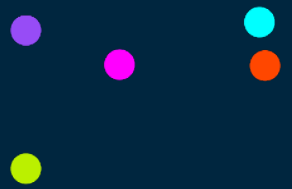
The platform also extends your other technology platforms by connecting all voices and using machine learning to surface unique insights.

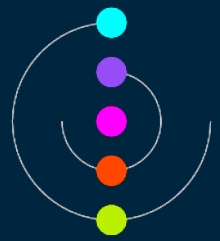


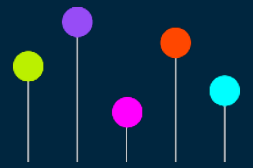
PressGaney

A way of thinking, working, and putting human experience into action

Gather › Analyze › Visualize › Act







© 2022 Press Ganey Associates LLC

GATHER – FLEXIBILITY IN COLLECTION

Connect Across Transactions, Interactions, & The Full Continuum of Care

Omni-channel listening

Gathering from multiple channels and data sources, the **HX platform provides a comprehensive view of experiences**.

Website

Social

In App

QR Codes

Phone/IVR

Text / Email

Mail

Patient Portal

Voice

Video

Focus groups

Provider Interaction Transcripts

< Qualitative, Quantitative, Passive and Active >

PressGaney

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

ANALYZE – ARTIFICAL INTELLIGENCE AND MACHINE LEARNING

Best-in-class insights engine

The Most Advanced AI Engine in Healthcare

Expansive Digital Knowledge Base:

Integrated Experience Data
(Structured & Unstructured)
EHR Integration
Omni-Channel Collection
(SMS, QR Code, Website Feedback, etc.)
Online Presence & Reputation

Deep Learning Analyses to identify themes, trends, and connections:

Best-in-Class NLP
Network Journey Analyses
Crowdsourcing

Adaptive action engine to drive key outcomes

Intuitive Action to drive key outcomes such as resource optimization:

Pinpointed Cohorts
Behavioral Nudges
Action Pathways
Closed-Loop Service Recovery

Decision Support to surface insights and detect key gaps *(e.g., access, equity):*

Pinpointed Cohorts
Predictive Signals
Patient-Provider Matching

VISUALIZE – JOURNEY GRAPHICS IN THE PLATFORM

Loyalty Score

61

PROMOTERS	72	
NEUTRALS	11	
DETRACTORS	17	
LIKELIHOOD TO RECOMMEND	8.5	

Human Effort Score

8.2 ▲

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Human Experience

Employee experience

- Leadership
- Engagement
- Safety Culture
- Belonging
- Recognition
- eNPS **18**

Member experience

- Enrollment process
- Customer service
- Medication formulary
- Overall plan rating
- Care coordination – Referral
- NPS **18**

Safety & Quality

- My team discusses error prevention
- Mistakes lead to positive changes
- Org provides high-quality care
- Teamwork within unit
- Safety Culture – Overall
- NPS **43**

Patient experience

- Check-in process
- Wait times
- Nurse communication
- Overall provider rating
- Care coordination
- NPS **84**

Consumer experience

- Brand awareness
- Provider listings accuracy
- Website/app
- Contact center
- Access
- NPS **43**

*Illustrative data

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

PressGaney

Health system visualization

Act, in real-time

When the insights are in, get the right information to the right people so they can *take immediate action*.

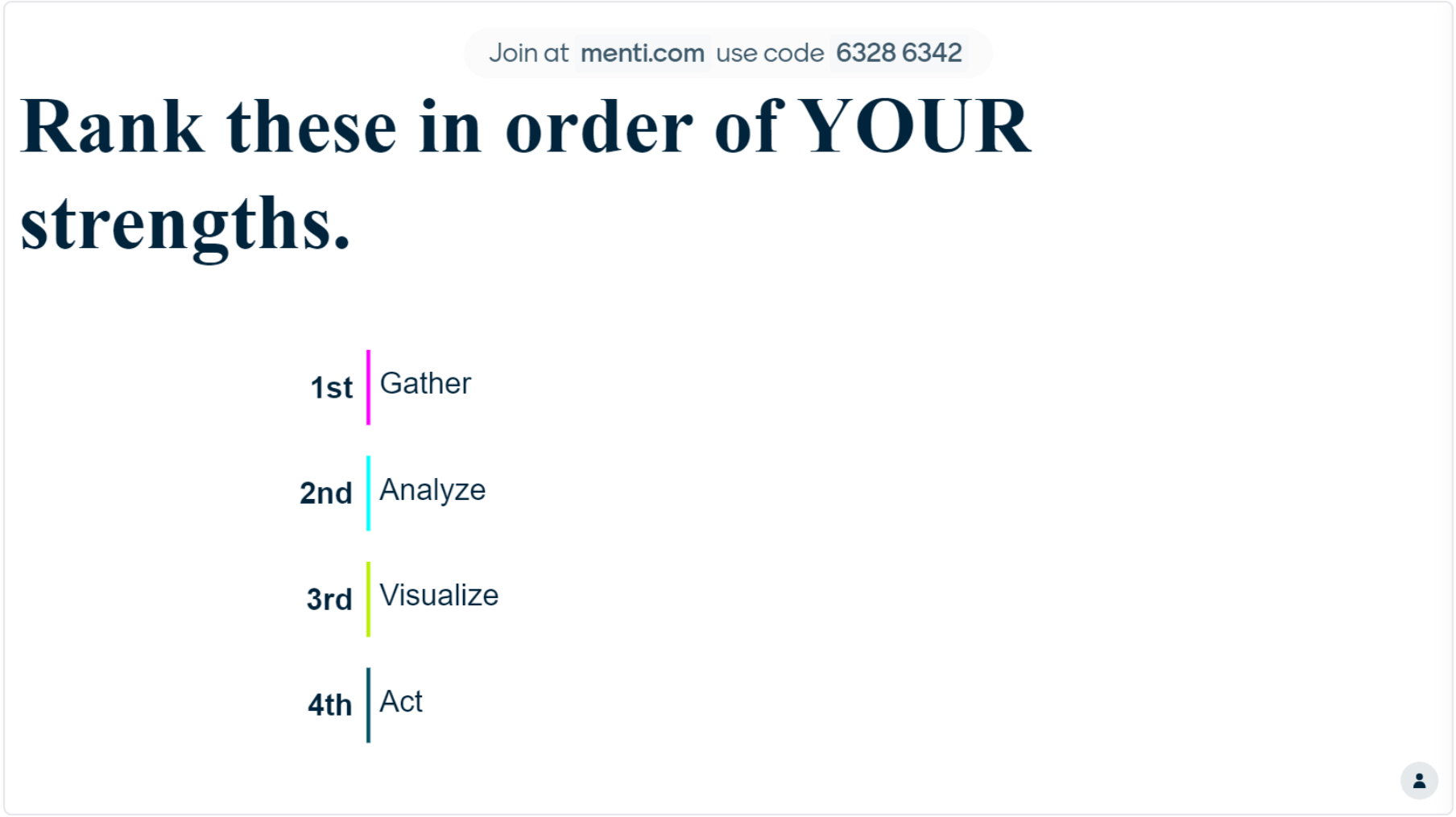
- Real-time data collection so you can make improvements in the moment
- Informs and prioritizes critical decisions
- Ability to close the loop

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

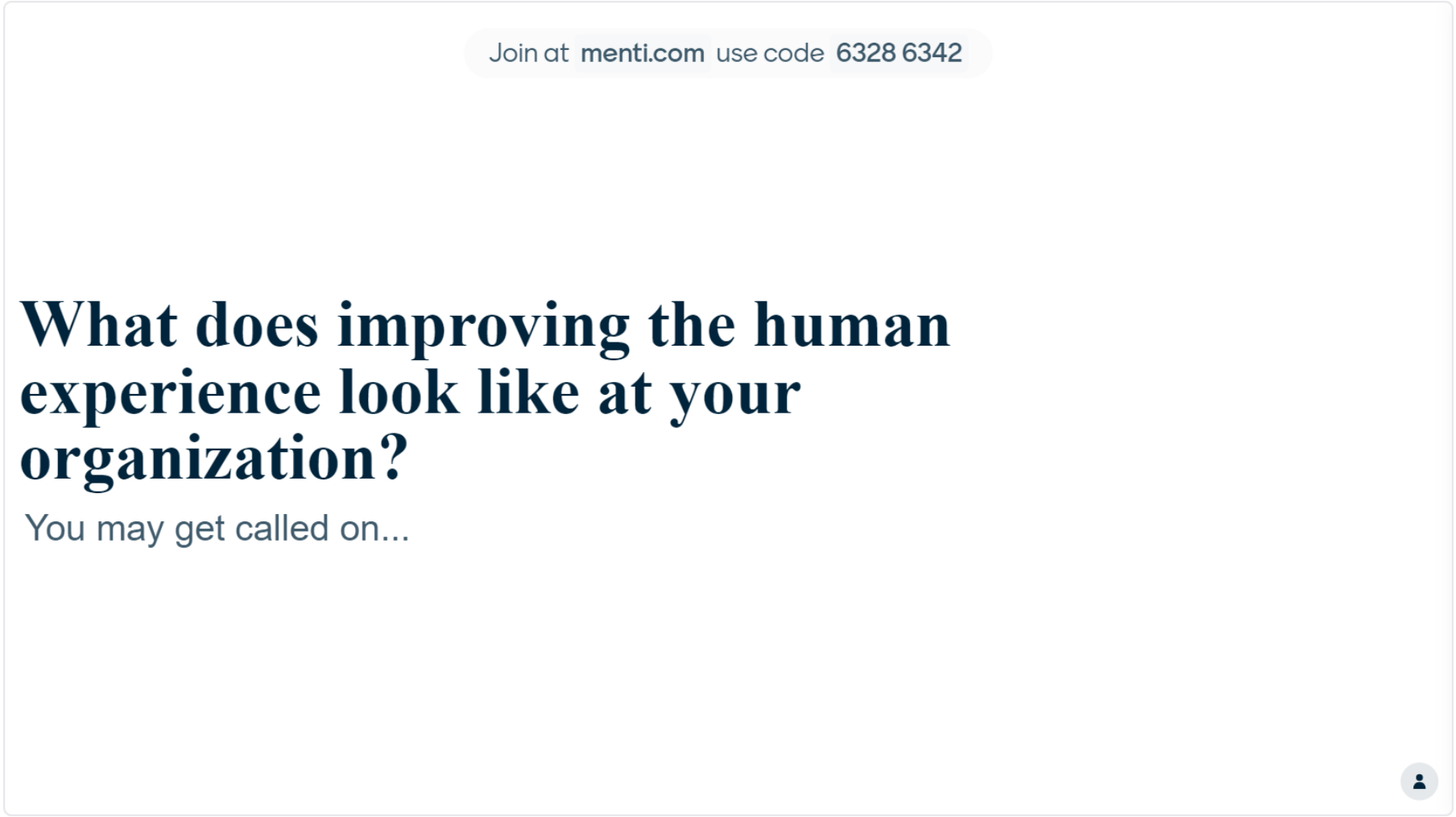
Join at menti.com use code 6328 6342

Rank these in order of your organization's strengths.

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.



©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.



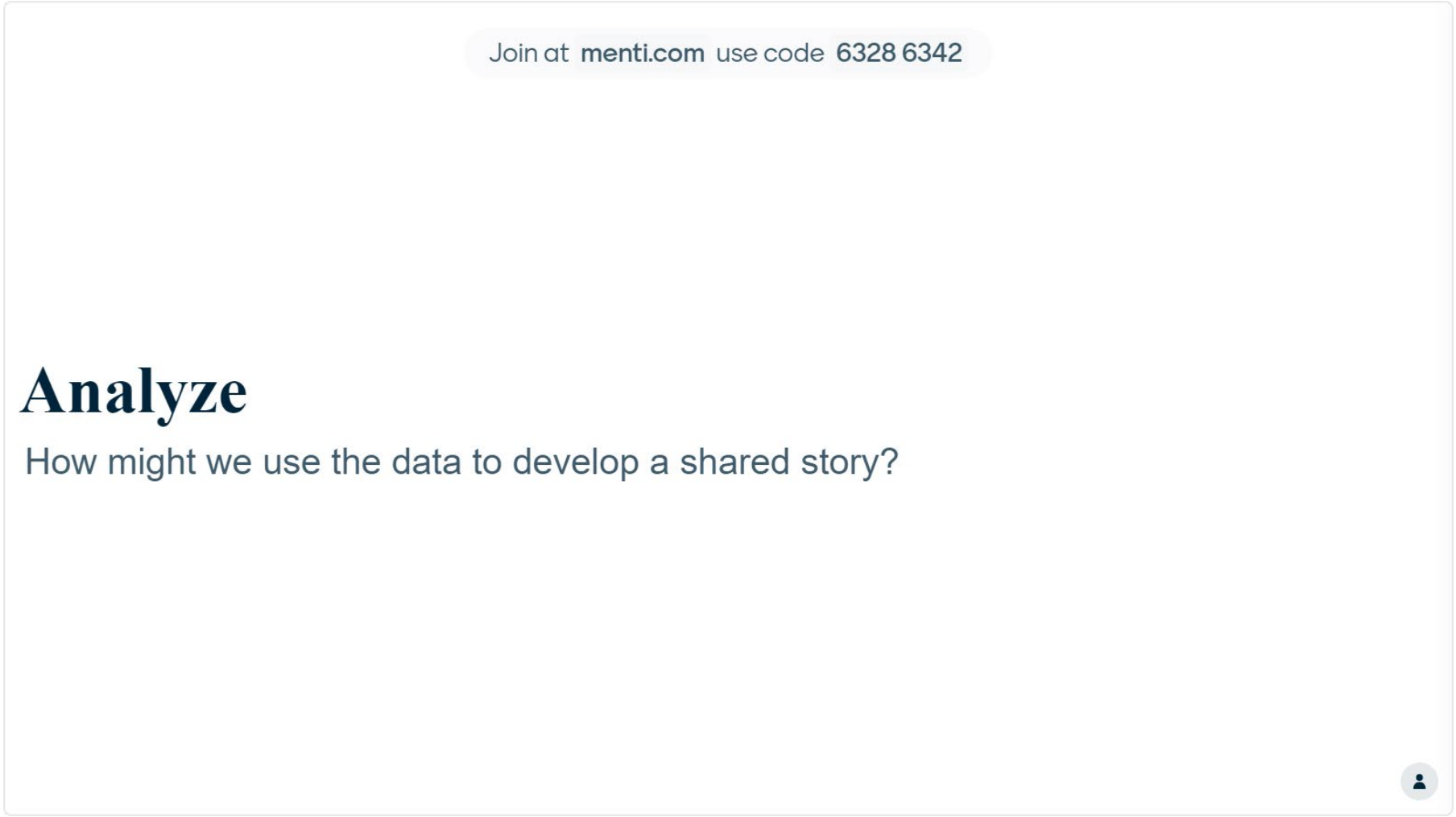
©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Join at menti.com use code 6328 6342

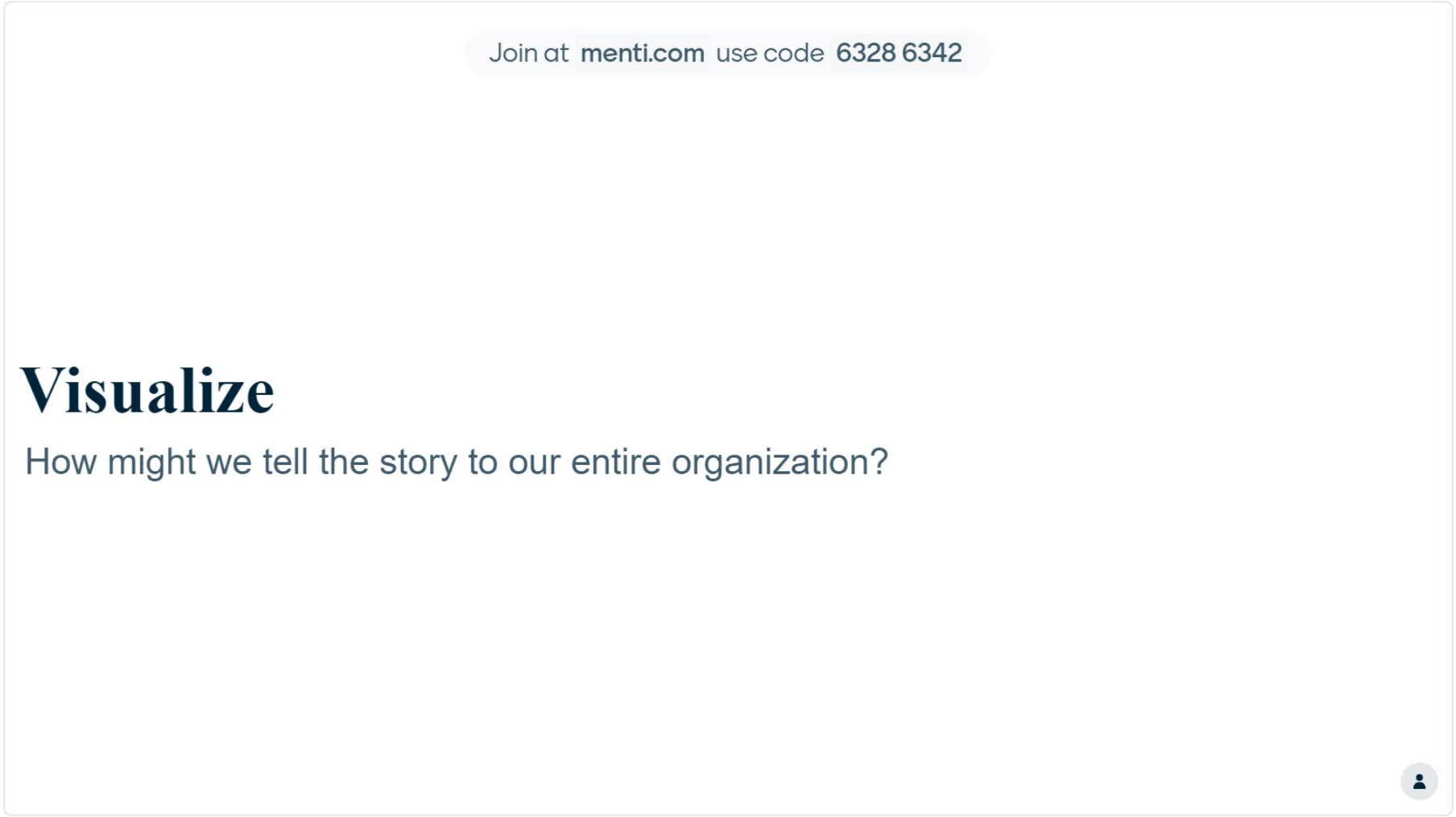
Gather

How might we gather data or insights?

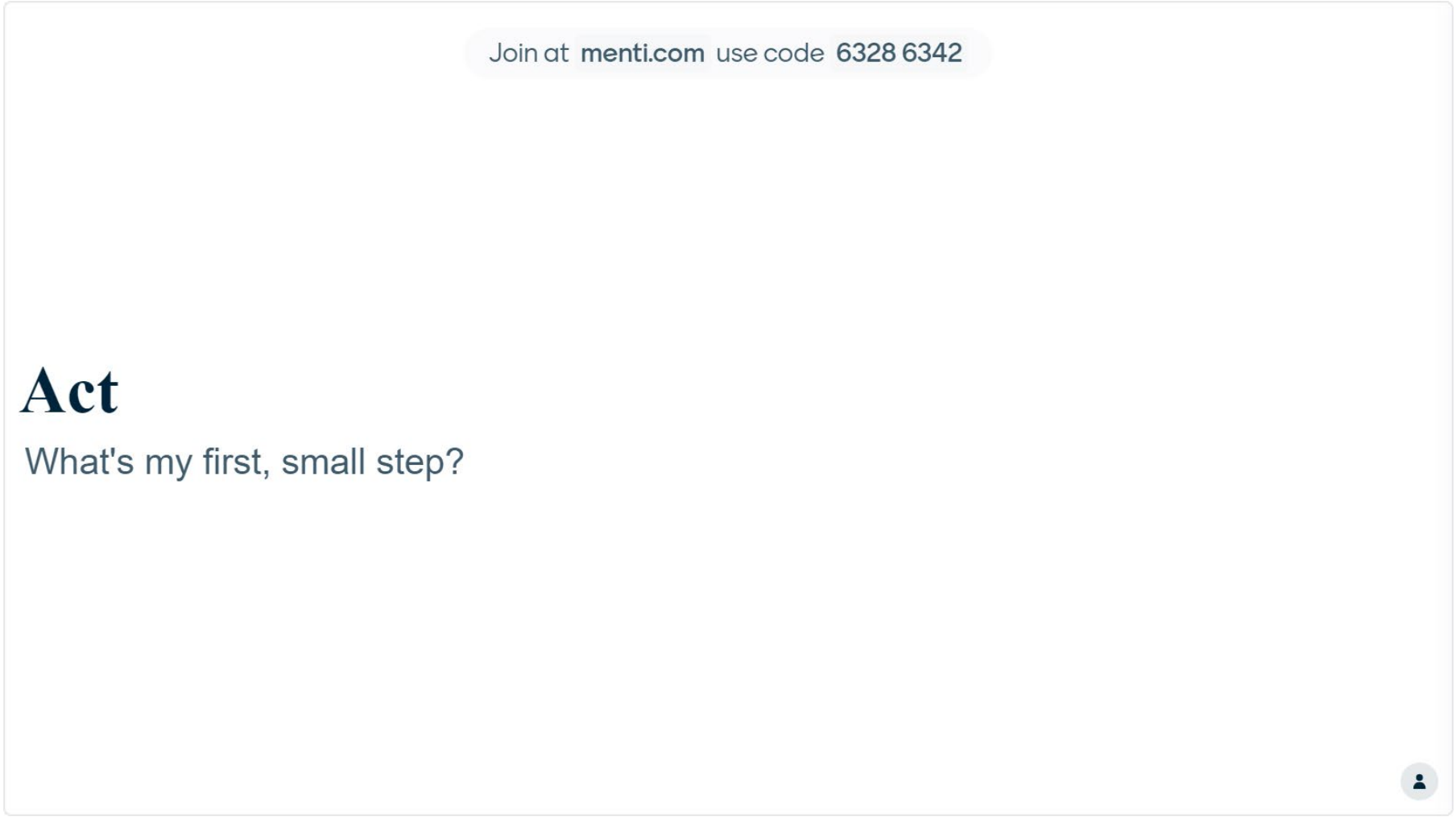
©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.



©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.



©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.



©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Leading with Empathy…

Let’s dig in some and explore what it means to lead in this ever-changing space.

©2022 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Leadership

- Leadership is a **personal commitment** to change the world (however you define the world – yourself, your church, your home, your class, your company, your job) through **influence and example** that maximizes the efforts of yourself and others around you and that achieves the change ***as you've articulated it.***

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

To lead is…

The **act** of a person or thing that leads.

"Leadership is not about title, positions or flowcharts. It is about one life influencing another."

John Maxwell

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Perhaps a better question is…

Are you really leading?

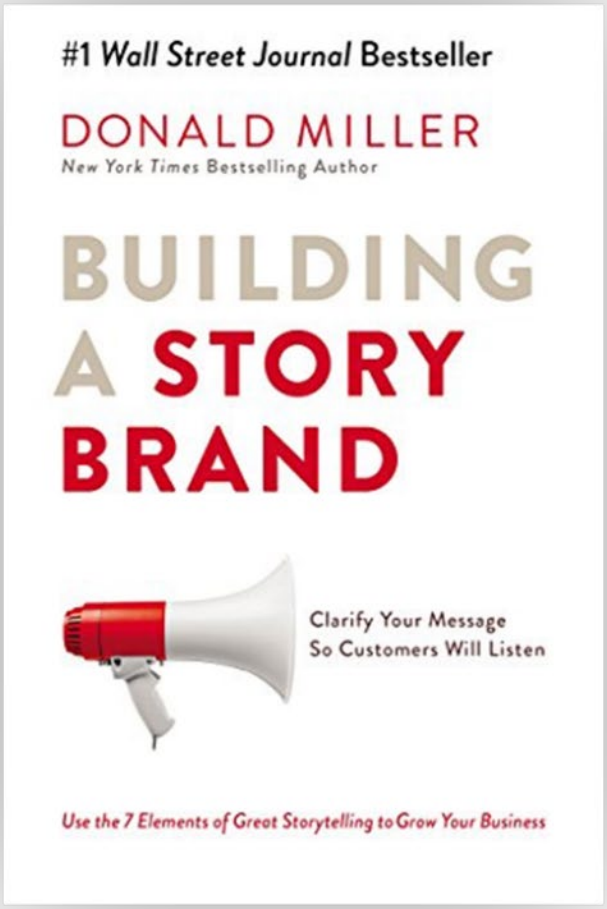
We have diluted the meaning of leadership to such a profound degree that it's become just another label.

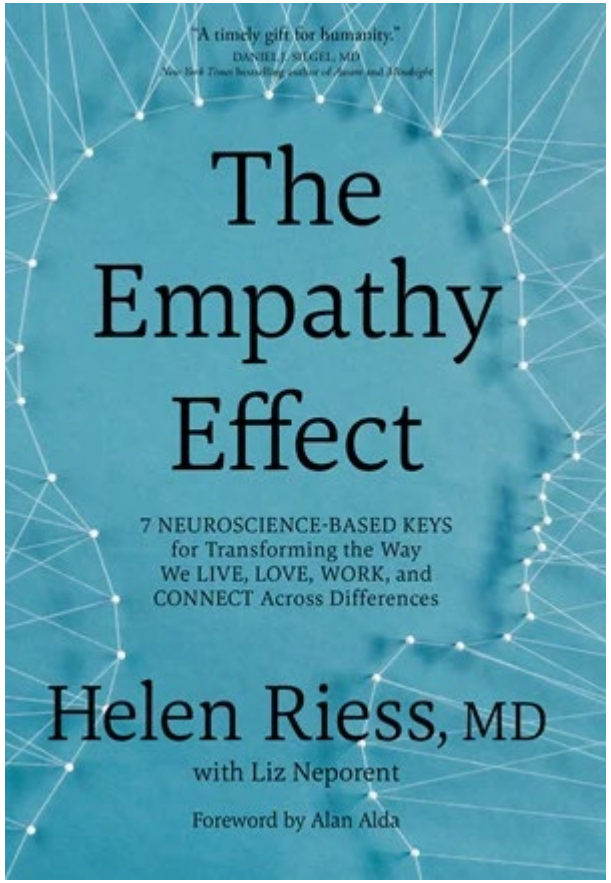
But LEADERSHIP is not that easy, so we con ourselves into believing that the WORD is the same as the ACTION…

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

“There are many people who think they want to be matadors, only to find themselves in the ring…
…with two thousand pounds of bull bearing down on them, and then discover that what they really wanted was to wear tight pants and hear the crowd roar.”

Developing and Nurturing Empathy





©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Traits of an Empathetic Leader

- **Active Listening**: Rather than just listening to what is said, leaders process the meaning of words and the needs behind them. They are fully present and engaged in the conversation. They try to understand, not just respond.

- **Authenticity**: Outward expressions align with internal values. Empathetic leaders are true to themselves in their interactions with others. They don't say whatever it takes to improve the situation. They are honest when problems don't have immediate solutions.

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Traits of an Empathetic Leader

- **Perspective Awareness**: Empathetic leaders look at situations from multiple perspectives or angles. They try to consider the circumstances objectively, getting to the heart of the matter to create a more genuine picture.

- **Emotional Flexibility**: Leaders can face the emotions of others without succumbing to the pressure. They value their team's emotional needs. An empathetic leader might personally feel frustrated but will never make employees feel devalued. Likewise, compassionate leaders understand that their work is **not** more important than the personal lives of their employees.

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Leading from a place of Empathy

- Empathy means letting people know we see them as we see ourselves…
- That we're wounded, and that we all carry something
- That we make mistakes...
- That we're not defined by the worst thing we've ever done or said
- That we're learning
- We are social animals that ***crave strong meaningful connections***…

©2023 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

AND FINALLY…

Thank you for taking the time to make some strong connections today…

Richard Corder

Richard.corder@pressganey.com

978-473-2872

PressGaney

©2022 Press Ganey Associates LLC. All Rights Reserved. a PG Forsta company.

Data in black & white, stories in color.

a PG Forsta company

Q
A

PX Continuing Education Credits

- This program is approved for 1 PXE
- In order to obtain PXE, participants must attend the program in its entirety and complete evaluation within 30 days.
- Use the PXE link at the end of the evaluation to claim PXE credit at the Patient Experience Institute's PXE Portal.

Upcoming Events & Programs

WEBINARS

August 1 | Effectively Leveraging Patient Comments for Strategic Improvement

August 3 | 5 Things to Know About the Future of AI in Experience

August 8 | Using Unsolicited Patient Complaints to Improve Patient Outcomes and Organizational Culture

August 17 | Elevating Experience

August 22 | Don't Get Lost in Translation: Advancing Health Equity and Inclusion

CONNECTION CALLS/PX CHATS

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

August 11 | PX Chat: Lost Belongings

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