

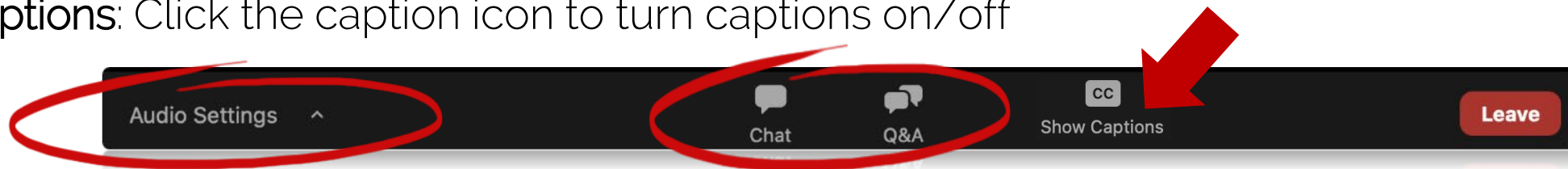


# A More Human Way to Listen, Understand, and Improve

September 12, 2024

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- 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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# Our Speakers



**Elizabeth Paskas,**  
**DNP, MBA, RN, NE-BC, CPXP**  
SVP, Chief Patient Experience &  
Performance Improvement Officer  
**Hackensack Meridian Health**



**Vinitha Ramnathan**  
Chief Product Officer  
**NRC Health**



# A **More Human** way to Listen, Understand and Improve

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**Elizabeth Paskas, DNP, MBA, RN, NE-BC, CPXP**  
SVP, Chief Patient Experience & Performance  
Improvement Officer, Hackensack Meridian Health

**Vinitha Ramnathan,**  
Chief Product Officer, NRC Health

# Goals today



How are we listening today in healthcare?



What are we understanding from what we hear?



Now What? How do we improve and impact positive results?

56 responses submitted

When you think healthcare consumerism, what word comes to mind?



Scan the QR or use link to join



<https://forms.office.com/r/GtNFNbhity>

Copy link



Wordcloud All responses



1 of 1



57 responses submitted

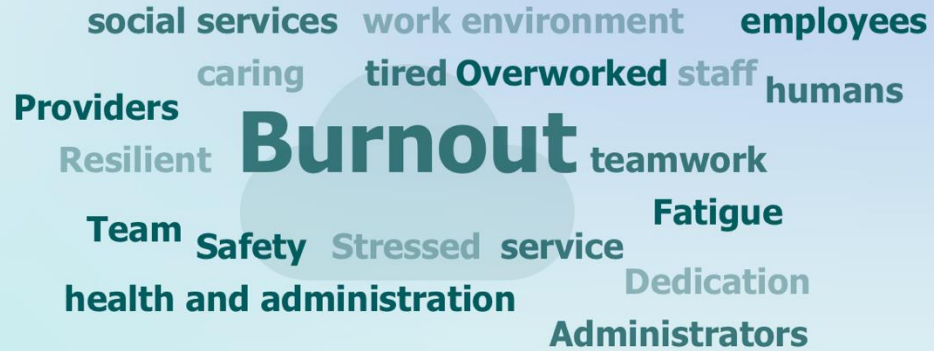
When you think healthcare workforce, what word comes to mind?

Scan the QR or use link to join



<https://forms.office.com/r/G9iAk2ZDBU>

 Copy link



Wordcloud All responses

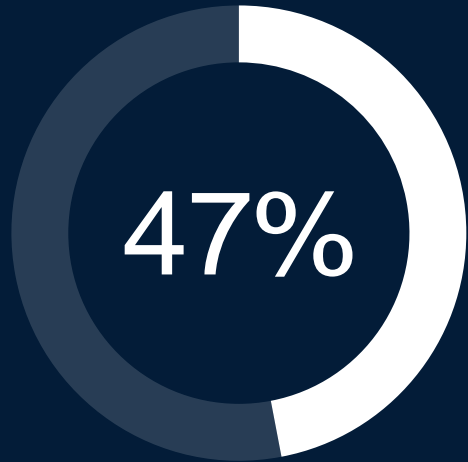


1 of 1





# Consumers and Patients



of healthcare consumers find  
healthcare extremely confusing



# Workforce



46%

Nearly half of health workers reported often feeling burned out in 2022, up from 32% in 2018.

44%

Nearly half of health workers intended to look for a new job in 2022, up from 33% in 2018.

Healthcare is at a tipping point as our workforce and patient populations age and assume shifting expectations formed by generational influences.

**Connected touchpoints and holistic management of Consumer, Patient, Employee, and Community experience is expected and vital.**



THE RESULTS PYRAMID®



The experiences people have ultimately drive results



Many organizations work at the top of the pyramid; focused only on actions and results

©Partners In Leadership

A close-up photograph of a person's hands holding a camera lens up to their eye. The lens is the central focus, with the person's face and hands visible in the background, slightly out of focus. The lighting is soft and natural, suggesting an outdoor setting. The overall mood is one of concentration and observation.

**Experience  
Management**

Seeing existing work through  
an experience focused lens



Healthcare experiences  
are Human experiences.

*Listening with **empathy** and  
using **technology** and **AI** to  
better *Understand* needs is key in  
creating **positive** and impactful  
**experiences** that *Improve* **outcomes**.*



# Hackensack Meridian *Health*

Who We Are

## 18 Hospitals



**3** Academic Medical Centers

**1** University Teaching Hospital

**8** Community Hospitals

**2** Rehabilitation Hospitals

**AND**

**1** Center for Discovery & Innovation

**2** Children's Hospitals

**1** Behavioral Health Hospital

**1** Long Term Acute Care Hospital

**1** School of Medicine

WIN MORE PATIENTS + SHRINK PATIENT OUTMIGRATION + REDUCE EMPLOYEE TURNOVER





# Hackensack Meridian Health: Listening, Understanding, & Improving

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We aim to listen to our patients and workforce, to understand their needs and what matters most, and to continuously improve and Keep Getting *Better!*

Patient



Know me!

Workforce



Make it easy for me!

PX Leader



Give me the tools!

## LISTEN, UNDERSTAND, IMPROVE

Patient



Know me!

- In 2014, the US Consumer Reports shared the following statement

*The surprising way to stay safe in a hospital:  
Increase your odds by getting staff to listen and  
treat you with respect*

- Today, there are multiple ways we obtain patient information
- Challenges remain!



## LISTEN, UNDERSTAND, IMPROVE

Workforce



Make it easy for me!

- Clinicians want to do the right thing
- Spending more time on the computer collecting information but little time to pull it all together
- Clinicians care about what matters most to their patients but get caught up in tasks instead of time at the bedside or on consultation



## LISTEN, UNDERSTAND, IMPROVE

PX Leader



Give me the tools!

- Patient experience is an important part of the patient quality of care
- More insights than we have had historically yet we can't seem to narrow down the key areas of focus to support continuous improvement
- Moving away from focusing on the numbers to focusing on understanding our patients on an individual basis and as a population





Hackensack  
Meridian *Health*



nrc  
HEALTH

## LISTEN

- Capturing the feedback the patient wants to give in a way that makes sense to them
  - IVR, SMS, eMail
- Using methods to facilitate the feedback and amplify the patient's voice
  - Patient portals, apps, QR codes
- In their own words
  - Video, voice, pictures

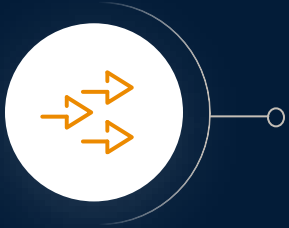
## UNDERSTAND

- AI powered natural language Q&A
- Transitional Care Insights
- Frontline Summaries & Digest
- Band Tracking
- Benchmarking

## IMPROVE

- Point of Care Coaching Tips
- Compliment Sharing / Recognition
- Service & Transition Alerts
- Transparency

# Aligning the partnership with NRC Health & HMH's Strategic Goals



Optimizing **AI** and other digital technologies to promote **workflow efficiencies**



Improving the overall **patient journey and experience** - through various points of services within the HMH network



**Reducing readmissions** and other care pathway failures



Continuously **improving** the **brand** experience

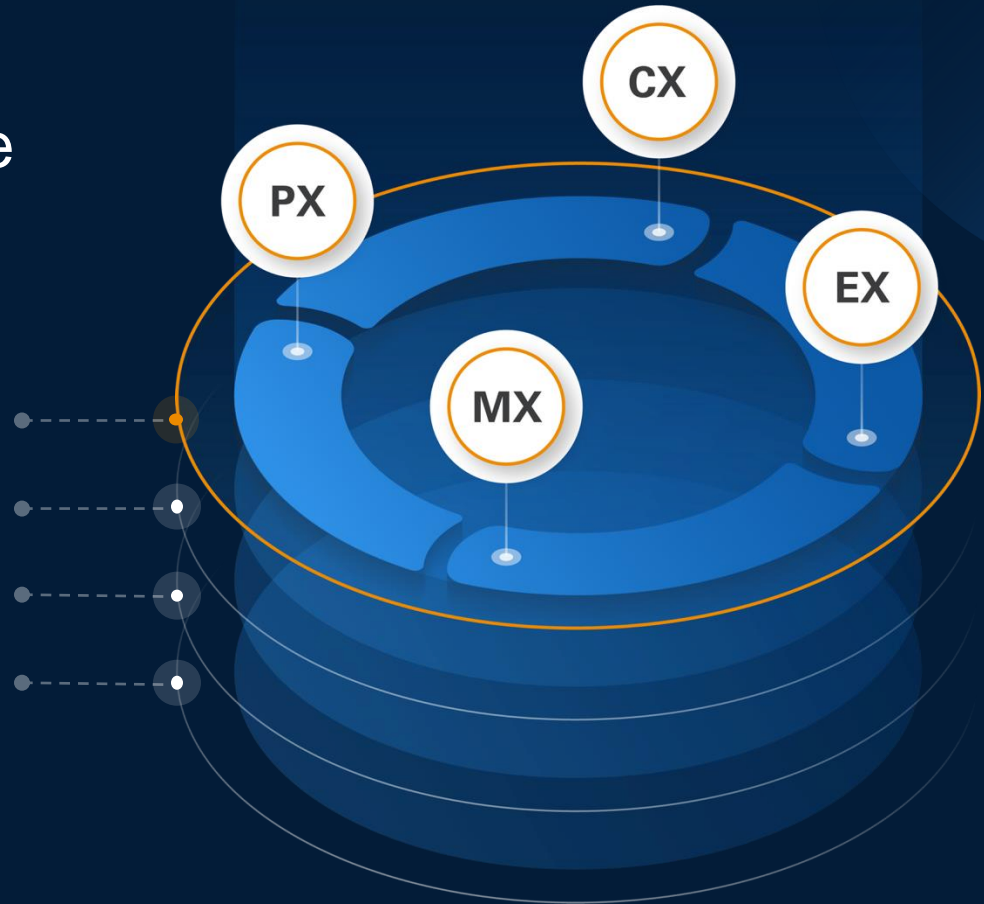
# The most complete experience stack built exclusively for healthcare

HUMAN UNDERSTANDING

LISTEN

UNDERSTAND

IMPROVE






# Technology innovation for a more human way to...

## LISTEN

• nGage

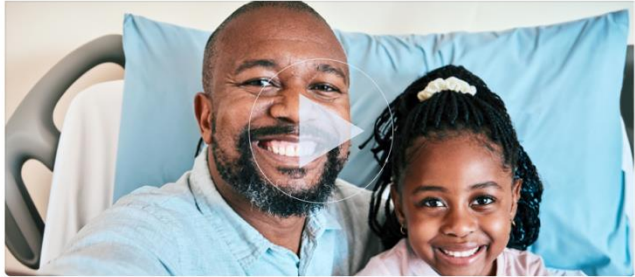
Have a comment?




Start by scanning this QR Code

Patient feedback ✕

Feedback from Christophe



 Feedback summary

A cheerful child in a hospital room excitedly shares how Nurse Sarah is super nice and made them feel comfortable. They highlight the fun art activities they enjoyed with the cool art supplies, thanking the hospital for making their stay enjoyable



# Technology innovation for a more human way to...

## LISTEN



## UNDERSTAND



A screenshot of a user interface for an AI-powered search tool. The interface is clean and modern, with a light beige background. At the top, there is a search bar with the query "Who are the top 4 nurses of the county hospital?". Below the search bar, the AI provides a summary: "Based on the provided sources, here are some of the top nurses mentioned and how they went beyond their calling, along with their corresponding source numbers". This is followed by a numbered list of four nurses: 1. Jenny Schreier (Sources 7), 2. Jacqueline (Sources 8), 3. Kelsey (Sources 8), and 4. John Fantadialo (Sources 9). To the right of the list, there is a feedback prompt "Did we got it right?" with thumbs up and thumbs down icons. Below the list, there are three expandable source cards. The first card, "Source 7", is expanded and shows a paragraph of text: "The patient expressed gratitude and had anxiety about her leaving due to the difficulty of finding good nurses in their experience. They also mentioned that some departments are not very responsive or quick, but had the highest respect for Jenny and her nurse." The other two source cards, "Source 8" and "Source 9", are collapsed. At the bottom of the interface, there is a search bar with the placeholder text "Ask me anything" and a blue speech bubble icon on the left and an orange arrow icon on the right.

# Technology innovation for a more human way to...

## LISTEN

• nGage

## UNDERSTAND

• nQuire

• nPower

The screenshot shows a patient dashboard for 'Aly Doe' at a 'Health clinic'. The dashboard includes a sidebar with navigation options: Overview, Diagnosis, Patients, Medical profil, Patient history, Billing & Invoice, Prescriptions, Documents, Components, and Support. The main content area displays patient information (DOB: 5 July 1985, MNR: 17236+006, Facility: Joy heart emergency, Provider: Bradley Heilmeyer (1083873), Most recent activity: 12 July 2024) and several expandable sections: Flowsheets (Vitals, Insulin injection), Social history (Former smoker (20 years)), Chronic diagnoses (Hyperlipidemia, Diabetes, Asthma, Hypertension), Drug allergies (Penicillins), Food allergies (Onion), and Environmental allergies (Bee venom).

The image shows a 'Patient experience tips for Aly' panel. It features a blue header with a logo and a close button. The main content is divided into three sections: 'Communicate clearly and compassionately', 'Acknowledge the complexity of her condition', and 'Aly might benefit from integrative medicine'. Each section provides specific advice based on Aly's history. At the bottom, there are two buttons: 'Show patient feedback summary' and 'Show patient risk', followed by an 'Ask me anything' search bar with a blue arrow button.

**Patient experience tips for Aly**

**Communicate clearly and compassionately**  
Aly has expressed concerns with communication, particularly regarding the articulation of her symptoms and the reason for her visit. Ensure all her symptoms are clearly documented and that the care plan is explained transparently

**Acknowledge the complexity of her condition**  
Aly's negative experience in the past made her feel like no one believed her. Start by acknowledging the complexity of her condition to ensure she knows you are considering all options

**Aly might benefit from integrative medicine**  
Notably, 33% of patients in her zip code prefer JoyHealth for these services. Consider recommending JoyHealth for integrative medicine to Aly.

[Show patient feedback summary](#)

[Show patient risk](#)

# Technology innovation for a more human way to...

## LISTEN

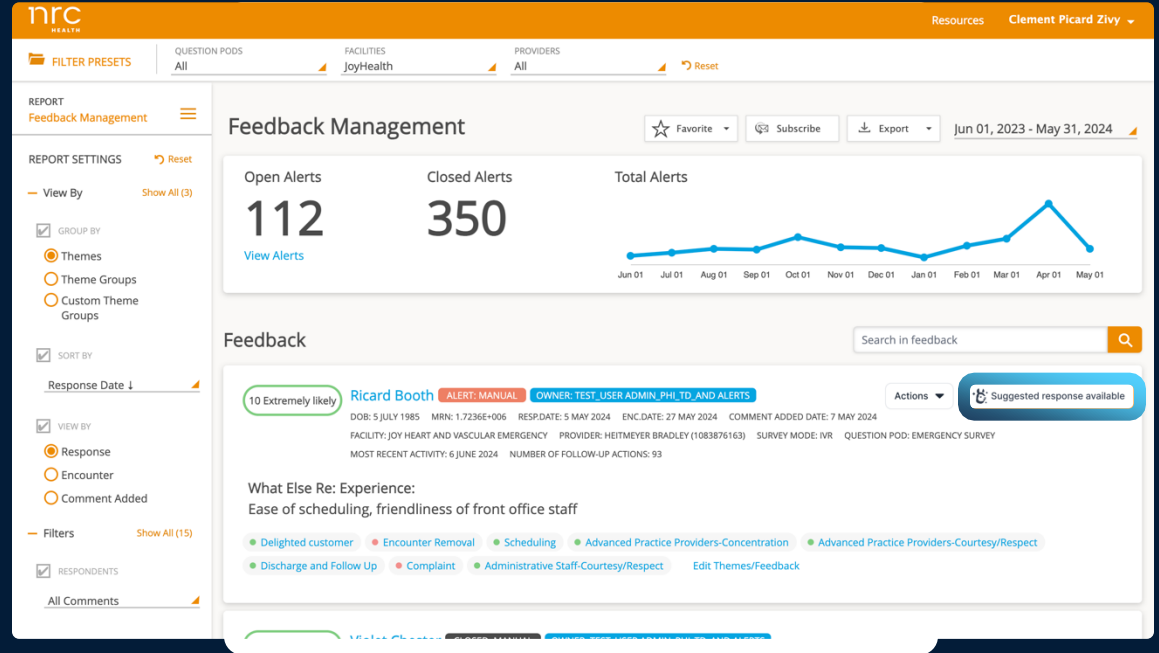
- nGage

## UNDERSTAND

- nQuire
- nPower

## IMPROVE

- nAct



# Technology innovation for a more human way to...

## LISTEN

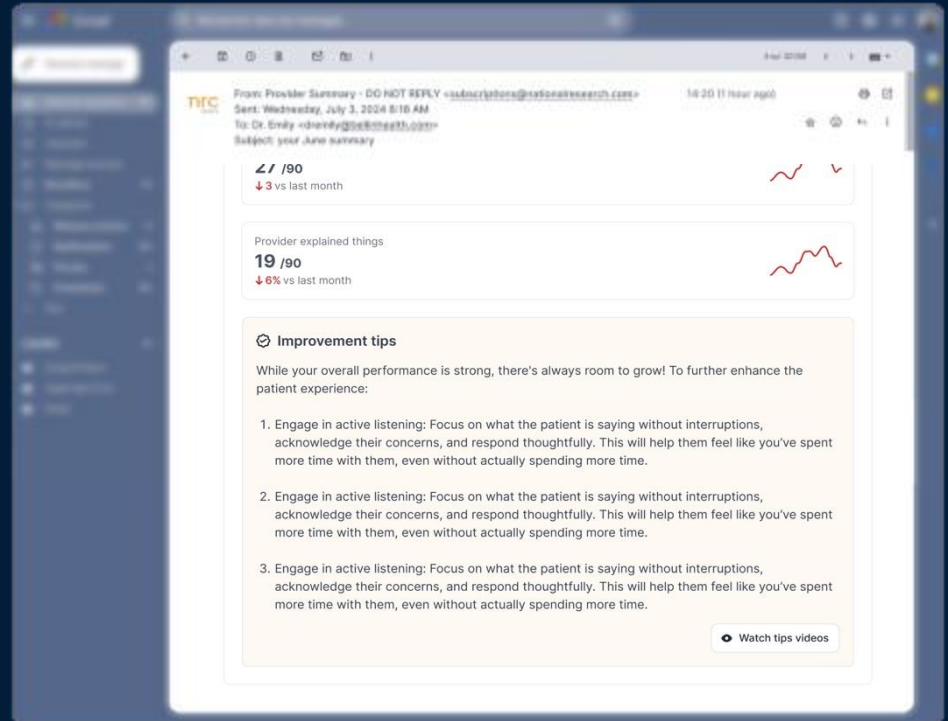
- nGage

## UNDERSTAND

- nQuire
- nPower

## IMPROVE

- nAct
- nLighten



# Summary



Listening with intent and empathy is key to better healthcare experience



Understanding the care needs and being proactive in our actions make these healthcare experiences meaningful



Achieving a positive experience and striving to continuously improve creates lasting values.



Hackensack Meridian Health and NRC Health are truly aligned in partnering to achieve this

# Elizabeth Paskas

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*SVP, Chief Patient Experience &  
Performance Improvement Officer,  
Hackensack Meridian Health*

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# Vinitha Ramnathan

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*Chief Product Officer,  
NRC Health,*

[vramnathan@nrchealth.com](mailto:vramnathan@nrchealth.com)

# Upcoming Events & Programs

## WEBINARS

September 17 | Headliner - *New Ways to Care presented by Maureen Bisognano*

September 24 | *Applying Equity, Diversity, and Inclusion in Co-design with Patient Experience Partners*

October 1 | *Ownership at the Frontline: Innovating an Experience Champions Program*

## CONNECTION CALLS/CHATS

September 20 | *PX Chat on PFA/PFACS: Sustaining/Growing*

September 27 | *PX Connect Live – Wayfinding*

October 9 | *Connection Call: Membership Benefits Overview*



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of on demand patient  
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Thank You

