

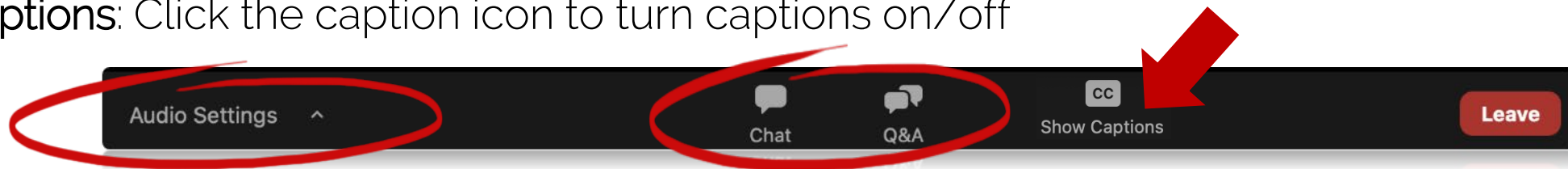
Human-Centered Leader Rounding: Using Generational Insights and Personalization

November 26, 2024



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Speakers from NRC Health



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Improvement Advisor



Katie Haifley, CPXP
Director of Product,
Rounding Platform

A large, light blue circular graphic on the left side of the slide, composed of several overlapping, semi-transparent segments of varying shades of blue and white, creating a layered, ring-like effect.

Human-Centered Leader Rounding: Using Generational Insights and Personalization

Today we will cover

- Reviewing current challenges in healthcare
- Identifying key characteristics of generational cohorts
- Using our generational knowledge for leadership rounding
- Leveraging technology to build connection across all generations



Healthcare is complex

- High expectations
- Deferred care
- Higher acuity
- Increased competition
- Staffing struggles
- Burnout

44%

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

46%

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



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



Silent Boomers GenX Millennials GenZ Gen Alpha

Generational Influences on Healthcare Expectations of Patients

Digital
Natives

Silent Generation
(79-96 years old)
16 Million



Rely on healthcare provider

Prefer traditional in person care

Doctor's orders are paramount

Boomers
(60-78 years old)
70 Million



Rely on navigating healthcare system

Frequently use patient portals to communicate with providers

Independent research to inform care

Gen X
(45-59 years old)
65 Million



Prefers multiplatform care

Prioritizes convenience and access

Most comprehensive research from a multitude of sources

Millennials
(30-44 years old)
73 Million



Prioritize wellness

Value convenience

Seek connected healthcare experiences

Gen Z
(12-29 years old)
43 Million



Prioritize autonomy, holistic care, and prevention

Dissatisfied with the traditional model

Many don't have a primary care provider

Generational Influences on Expectations of the Healthcare Workforce

Boomers



Values Hierarchy

Focus on specialization

Preference for face-to-face communication

Loyal, strong work ethic

Gen X



Values teamwork and collaboration

Technology adaptable

Time is currency

Focus on work life balance

Millennials



Values holistic, collaborative patient care

Technology Innovation

Transparency

Focus on career opportunities and work life balance

Gen Z



Values social causes

Digitally attuned

Transparency

Focus on prompt and frequent feedback

Value human experiences – work life balance

Survey Response Rates Decline by Generation Patient Feedback



Silent 36.0%

Boomers 36.0%

Gen X 21.5%

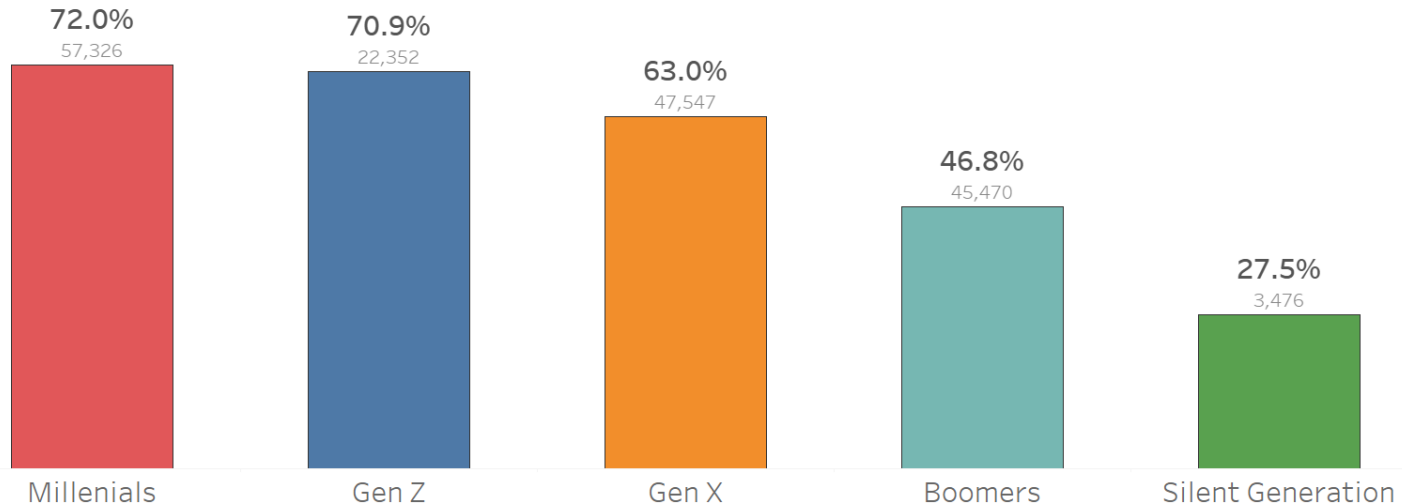
Millennials 12.5%

Gen Z 9.6%

Mobile Device Usage + Healthcare Data by Generation

Market Insights National Survey | 2023-Present Mobile Device to Access Health Care Information

("Have you used a mobile handheld device (cell phone, smart phone, tablet - not a desktop or laptop computer) to access healthcare information of any kind?.")



- 56% of employees say their company **rarely solicits** feedback on their employee experience
- 64% of employees say their company **rarely acts** on their feedback



What does this all mean?

Broadly,

- Culture changes over time
- Changes are largely driven by technology
- These changes influence how we think, feel, and behave
- The way we express our individualism is influenced by current culture
- Generational groups are not good or bad; they just are

Related to rounding,

- Do our rounding process enable curiosity?
- Are we adapting rounding processes to appeal to all generations - technology?
- Are we asking questions that will get us the most, actionable insights about what matters most?
- Are we using rounding data to drive systemic changes as well as addressing point-of-service concerns?

Using our generational knowledge for leadership rounding



Leadership Rounding

- Build strong relationships with staff and patients
- Engage and listen to feedback
- Demonstrate visible support and leadership
- Show appreciation and recognize contributions
- Address issues promptly
- Identify improvement opportunities through feedback



Leadership Rounding



“Gallup finds that a manager having one meaningful conversation per week with each team member develops high-performance relationships more than any other leadership activity.” ¹

1: Harter, B. J. (2024, June 6). In new workplace, U.S. employee engagement stagnates. *Gallup.com*. <https://www.gallup.com/workplace/608675/new-workplace-employee-engagement-stagnates.aspx>

Our ideas are...

- Meant to be used across all generations to build genuine human connection with our patients and employees
- To help you ask the right questions to make sure we are getting the most meaningful and actionable data given what we know about who we serve.



Adapting Rounding
Process:

Theme:
Compassionate,
Relationship-based
Care



Compassionate, Relationship-based Care

Patient Rounding:

"How are you feeling today, and is there anything specific we can do to make you more comfortable?"

Employee Rounding:

"How are you feeling about your role and responsibilities? Is there anything you need to feel more supported?"

Adapting Rounding
Process:

Theme:
Reassurance and
Empathetic
Communication



Reassurance and Empathetic Communication

Patient Rounding:

"Is there anything we can do to make you feel more at ease with the care you're receiving?"

Employee Rounding:

"Do you have any questions or concerns about recent changes, and how they might affect you or your work?"

Adapting Rounding
Process:

Theme:
Transparency,
Efficiency, and
Control



Transparency, Efficiency, and Control

Patient Rounding:

"Do you have all the information you need to make decisions about your care?"

Employee Rounding:

"Are there any ways we could improve communication or streamline processes to make your job easier?"

Adapting Rounding
Process:

Theme:
Technology-
Enabled
Convenience and
Lifestyle Alignment



Technology-Enabled Convenience and Lifestyle Alignment

Patient Rounding:

"Is there a way we could use technology to better support you during your stay?"

Employee Rounding:

"Is there anything we can do to help balance your workload with your lifestyle or work-life balance goals?"

Adapting Rounding
Process:

Directness, Digital
Interaction, and
Immediate Access



Directness, Digital Interaction, and Immediate Access

Patient Rounding:

“How can we make your care experience more efficient and convenient?”

Employee Rounding:

"Is there any way we could improve our use of technology to streamline your work?"

Using Technology to Bridge the Generational Gap



Information At Your Fingertips to Build Connection

During leader rounds, you can see:

- Patient demographics
- Past NRC Scores
 - Highlights facility and the score at that facility
 - Includes their comment
 - Turns red if majority of past experiences are negative

The screenshot displays the 'nobl Leader' interface for a patient named Boris Hermiston. The interface is divided into several sections:

- Patient Information:** Name: Boris Hermiston, MRN: 177846, Location: 244-01 @ PVH-SURG, Admission: Oct 4, 2024 6:09 PM.
- Patient Demographics:** Admitting MD: Clare Harris, Attending MD: Michel Heaney, Language: US, Gender: M, Birthdate: 1916-11-23, Age: 107.
- NRC Health Real-Time Feedback:** A table showing feedback from discharged patients at Hope Memorial.

Discharged	Facility	Would Recommend Score	Comment
Oct 30, 2022	Hope Memorial	9	Comment
Sep 20, 2024	Hope Memorial	9	Comment
Mar 29, 2023	Hope Memorial	10	Comment

Summary: Past 3 Visit(s), Top Box, 100%

- Patient or Family Available:** A text box with a message: "Hello, My name is ___. I am the nurse leader on this unit and I oversee the quality and safety of your care. My team and I visit with patients every day to seek feedback about the care we are providing. Do you have 3 to 5 minutes for me to ask you a few questions to see how we are doing?" and a checkbox for "I have a device because what you say is so important to us and I want to document our conversation."
- Additional Information:** Notes, Praises (Arnold Mayert, Jaida Durgan), Concerns (Comfort), Coaching Tasks.

Highlights your Promoters and Detractors

Easily identify past experiences to enhance current experience.

NRC Health Real-Time Feedback - Below 50th Percentile (50.1)

Discharged	Facility	Would Recommend Score	
Oct 1, 2023	University Medical Center	0	Comment >
Feb 1, 2024	Pleasant View Hospital	9	Comment >

Past 2 Visit(s) Top Box 50%

NRC Health Real-Time Feedback

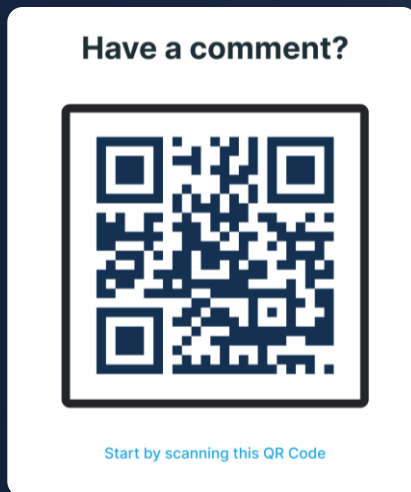
Discharged	Facility	Would Recommend Score	
Oct 30, 2022	Hope Memorial	9	Comment >
Comment: I had an exceptional experience at this hospital. Every member of the medical staff was attentive and demonstrated a high level of expertise. They were clear and thorough in their explanations and made sure I felt comfortable throughout my stay. The hospital was clean and had a calming atmosphere that aided in my healing. I am very grateful for the outstanding care and would definitely recommend this hospital.			
Sep 20, 2024	Hope Memorial	9	Comment >
Mar 29, 2023	Hope Memorial	10	Comment >

Past 3 Visit(s) Top Box 100%

Convenience and digital modes

Capture structured and unstructured feedback throughout the healthcare experience on their terms

- Online scheduling
- Online bill pay
- Patient portals
- Parking pillars
- Waiting room
- Food trays
- Vascular access teams
- Check out desks





Closing Remarks



Q&A



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Upcoming Events & Programs

WEBINARS

- December 12 | ED Processes & Improvements: Implementation Best Practices & Outcomes
- December 17 | Headliner - Health Equity: The Metronome for Human Centered Care *presented by Dwight W. McBee, MBA, BSN, RN | Senior Vice President, Chief Experience Officer | RWJ Barnabas Health*
- January 7 | The Power of First Impressions in the Ambulatory Care Setting
- January 21 | What Healthcare Providers Need to Know About Newcomer Health Equity
- January 28 | Nonviolent Communication to Improve the Human Experience

CONNECTION CALLS/CHATS

- December 4 | Connection Call: Membership Benefits Overview
- December 20 | PX Chat on PFA/PFACS: Sustaining/Growing



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