

Physician Entrepreneurs: The Quality Patient Experience

Improve Outcomes, Boost Quality Scores and Increase Revenue

Book and Toolkit on CD by Wendy Leebov, Ed.D

Book Content

	Title	Highlights
	Intro: The Benefits of the Quality Patient Experience	<ul style="list-style-type: none"> • Two Invaluable Benefits • CAHPS and Accountability
Section 1	Access and Continuity of Care	<ul style="list-style-type: none"> • How Accessible Is Your Practice? 20 Questions
1	The Practice Environment	<ul style="list-style-type: none"> • The Juggling Act • Five Overarching Office Needs
2	Easing Wait Times	<ul style="list-style-type: none"> • Opening Access • The Psychology of Waiting • Plan of Action
3	Health-e-People: E-mail and the Patient Experience	<ul style="list-style-type: none"> • Schedule Implications • Revenue Implications • The Future of E-mail Interactions • Come to Terms: Suggested Guidelines
4	Phone Finesse	<ul style="list-style-type: none"> • Five Suggestions for Improving Phone Access
5	Continuity of Care	<ul style="list-style-type: none"> • Treatment from the Same Doctor Every Visit • The Seamless Visit: Transferring Trust Between Care Team Members • Continuity in Referrals Between Providers • Patient Follow-up: Results Reporting, Patient Adherence and Support, and Proactive Disease Management
Section 2	The Physician-Patient Relationship	<ul style="list-style-type: none"> • The Story of the Master Swordsmen
6	Effective Visit Openings and Closings	<ul style="list-style-type: none"> • Invest in Openings • Invest in Closings
7	The Power of Presence	<ul style="list-style-type: none"> • Improving Quality, Reducing Quantity • Developing the Mental Discipline • Presence on the Phone • Presence and the Computer
8	Engaging the Patient to Improve Outcomes	<ul style="list-style-type: none"> • Forming a Partnership • Six Ways to Elicit Information • Four Ways to Communicate Knowledge and Suggestions Effectively • Engage Patients in Their Own Healthcare Decisions
9	Overcoming Cultural Barriers	<ul style="list-style-type: none"> • Ask, Learn and Accommodate • Could Some of Your Patients Be Different, Not Difficult? • Learn Cultural Relativism
10	Difficult Encounters and Hard Conversations	<ul style="list-style-type: none"> • Do All You Can to Satisfy the Patient • Tell the Truth • Be Direct, But Caring • Be a 'Caring Broken Record'

Section 3	Caring and Helpful Office Staff	
11	Pillar 1: Leadership Vision and Commitment	<ul style="list-style-type: none"> • Positive Role Modeling
12	Pillar 2: Hiring and Accountability	<ul style="list-style-type: none"> • Establish Clear Performance Expectations
13	Pillar 3: Employee Training and Support	<ul style="list-style-type: none"> • Support Your Staff in Difficult Situations
14	Pillar 4: Feedback, Focus and Continuous Improvement	<ul style="list-style-type: none"> • Keep Patient-Centered Care and Service Front and Center
Section 4	Long-Term Approaches to Enhancing the Patient Experience	
15	Three Approaches to Change	<ul style="list-style-type: none"> • The Organic Approach: Leadership-Led Continuous Improvement • The Feedback-driven Approach: Rapid-cycle Improvement • The Culture-Building Approach: Affiliated Pediatric Practices Case Study • Different Strokes for Different Folks
16	The Exceptional Patient Experience Going Forward	<ul style="list-style-type: none"> • Patient-Physician Partnerships • Supportive Work Environment • Pervasive Respect

CD Content

Sections	Tools
1. Observation and Feedback Tools	<ul style="list-style-type: none"> • How to Do a Walk-through of Your Practice • The Quick Report Card • Post-Visit Phone Interview • Staff Meeting to Identify Staff Perceptions of Service Quality • Environment Audit
2. Tools to Enhance the Patient Experience in Everyday Situations	<ul style="list-style-type: none"> • Great Greetings • Great Handoffs • Great Goodbyes • Presence • Acknowledging Feelings • Expressing Caring Nonverbally • Explaining Positive Intent • Offering the Blameless Apology • Giving the Gift of Positive Regard • Using the Caring Broken Record
3. Tools for Staff Performance Management	<ul style="list-style-type: none"> • Great Customer Service: Hiring Tools • Accountability Tools • Employee Recognition Tools • Flyers/Posters that raise staff awareness • Tools for Handling Delays and Waiting • Tools That Ease Strain Related to Insurance and Money • A Huge Variety of Scripts for Difficult Situations!