

Case Study

Strengthening patient experience with a strong pre-service collection program

How education + engagement improved patient experience for two different clients

CLIENT A

Size:

\$4.3B NPR; 20+ hospitals

Location:

Ohio + Kentucky

Relationship:

Live since March 2016

CLIENT B

Size:

\$488M NPR; 1 hospital

Location:

Ohio

Relationship:

Live since March 2018

Problem



Inconsistent patient experience across various registration areas



Lack of service delivery + recovery training to ensure pre-service collection is not abandoned at the first sign of patient dissatisfaction



Lack of educational support for associates regarding the importance of pre-service collection processes + execution



Lack of support from staff + leaders outside of Patient Access in following the pre-service collection strategies

Solution

- > **Provided focused training** on deductibles, co-insurances, benefits + pre-service collection education
- > **Implemented consistent communication plans** on collections, new tools + patient reactions
- > **Monitored patient experience scores** with monthly cross-functional team meeting to review results
- > **Formed collaborative advocacy groups** with clinical + Patient Access teams to ensure consistent messaging

Measuring Success

PROFILE A

0.8%

increase in Top Box Scores*

2.1%

increase in Personal Insurance Information scores

PROFILE B

4.0%

increase in Top Box Scores*

2.1%

increase in Personal Insurance Information scores

* Top Box Scores are the percentage of respondents who gave the highest response possible on the survey scale

Spark Health Partners Patient Experience Overview

Great patient experience is a function of improving three components:



Empathy

Whether inherent or learned, empathy helps associates sense + anticipate a patient's spoken or unspoken needs



Empowerment

Empowering your team makes a difference by improving processes, work environments + experiences



Engagement

Engagement is fostered using open communication, encouraging stretch goals, plus personal + professional development

The most effective best practices to quickly create focus + improvement:



Analysis

Patient Experience survey data must be thoroughly analyzed: total department, section + question scores, along with comments, to ensure we fully understand the organization's reputation in the community



Intervention

Spark Care creates data-backed, targeted interventions to address opportunities for improvement with intensity



Education

Finally, Spark offers a variety of education through webinars, facilitator-led instruction, newsletters, staff meetings, daily huddles and more to ensure a clear expectation for exceptional service