The Virtuous Cycle: The Impact of Experience
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Old world:
State of healthcare experiences
Employee and provider burnout
Employee experience impacts business outcomes

5x

Employees who say their company responds to feedback “extremely well” are 5x more likely to stay at their places of work than those who say they respond “moderately well.”

QUALTRICS

1/2

More than ½ of companies say corporate culture influences productivity, creativity, profitability, firm value, and growth rates.

FORBES

#1

The primary variable correlating to mortality is nurse engagement, even ranking above the number of nurses on staff per day.

GALLUP
We’re in the business of building relationships

50% of patients who visit an urgent care clinic will return for themselves or a family member within six months
The personal connection to purpose already exists

“It’s our job to remove the barriers that prevent people from providing the best care possible to their patients.”
The new world: Parkland’s experience strategy
The Parkland Story

1. The Parkland story
2. 3 steps to building an experience strategy
3. Measuring the impact of experience
The Parkland story
Care. Compassion. Community.

10K+ Employees

1M+ Outpatient visits

Parkland by the numbers

- 12M+ Pathology Procedures
- 10.5M Prescriptions
- 200K Discharges
- 500K Radiology
- 12K Deliveries
Supporting the whole county
Parkland under scrutiny

• Under review by CIA & SIA
• 400+ behavioral health rooms closed in the area
• 80% increase YoY workplace violence
The negative cycle:
An unhealthy culture impacts the business

Fear of retaliation
59% survey participation

Low morale
High turnover of 18.5% annually

Patient experience suffered
79% overall patient satisfaction
Building an experience strategy
Every experience matters. Every voice has value.
3 steps to building an experience strategy

1. Build trust through feedback systems
PERSONAL INTERVIEWS
ANNUAL SURVEY
PULSE CHECKS
ASK THE CHIEFS
TOWN HALLS
WE HEARD YOU
3 steps to building an experience strategy

1. Build trust through feedback systems

2. Enable change from the bottom up
Our Employee Taskforce
Employee-led programs
The inverted action plan: Building engagement from the ground up

**SYSTEM WIDE OBJECTIVES**

1. **EMPLOYEES**
   - **SUP/MGR**
   - **DIR**
   - **VP/SVP**
   - **EVP/CHIEF**

2. **MANAGEMENT**

3. **CHIEFS**
Simple pulse checks

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Have you seen an action plan?</td>
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<tr>
<td>Were you involved in it?</td>
<td></td>
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<tr>
<td>Do you believe in it?</td>
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Have you seen the Team Engagement Action Plan for your department?
- Yes

Were you involved in the creation of the Team Engagement Action Plan for your department?
- Yes

If implemented, would these actions increase your engagement?
- Yes
The power of pulse surveys

**UNIFORMITY**
Measures and tracks the same construct over time

**FREQUENCY**
More frequent than a traditional engagement survey

**BREVITY**
Shorter than a traditional engagement survey

**EVIDENCE**
The right information to drive change
3 steps to building an experience strategy

1. Build trust through feedback systems
2. Enable change from the bottom up
3. Share and amplify positive change
“We Heard You”
Cruzin’ for a Snooze
ROI of Experience
Survey engagement soared: Every voice matters

<table>
<thead>
<tr>
<th>Year</th>
<th>Engagement Rate</th>
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<tbody>
<tr>
<td>FY2015</td>
<td>59%</td>
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<tr>
<td>FY2016</td>
<td>59%</td>
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<tr>
<td>FY2017</td>
<td>79%</td>
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<tr>
<td>FY2018</td>
<td>88%</td>
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BENCHMARK* 75%
Employee experience is improving

EMPLOYEE EXPERIENCE vs TURNOVER

EX SCORE
TURNOVER RATE

*to be measured for 2019
Patient satisfaction has increased YoY

**PATIENT EXPERIENCE TRENDING**

FY2015 | FY2017 | FY2018 | FY2019
---|---|---|---

LIKELIHOOD TO RECOMMEND SYSTEM | LIKELIHOOD TO RECOMMEND INPATIENT
Turnover translates to millions

Reducing turnover by 2.5 percentage points at Parkland results in cost avoidance of $9M.
Takeaways

Do:
• Empower your teams to be the change they want to see
• Measure through brief, frequent surveys
• Show your organization what changes you’ve made based on their input

Don’t:
• Ask for feedback and not take action
• Ask senior leaders to create solutions: It’s always a little out of touch
• Create more than three action plans at a time
Thank you.

Please reach out with any questions, concerns or comments. We’d be honored to talk about your experience needs.

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