

# Conflicts and Disclaimer

**Conflict of Interest Statement:**

I have no conflicts of interest to disclose.

**Disclaimer:**

The views and opinions expressed in this lecture are my own, informed by a thorough review of current literature and my personal professional experiences.

The content presented does not represent the opinions, policies, or positions of the American Society of Radiologic Technologists (ASRT), its Board of Directors, or its administrative staff.

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is set against a white background that is partially framed by these blue shapes.

# Patient Experience: Goal Planning & Best Practices

Enhancing Team Performance and Patient Satisfaction

# Welcome to Our Interactive Journey

- ▶ Join us in enhancing your department's performance through goal planning and consistent behaviors that improve patient experience scores. Learn essential tools and strategies to drive positive change!

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# Why Patient Experience Matters

- ▶ - Impacts patient satisfaction and loyalty.
- ▶ - Affects department performance scores.
- ▶ - Enhances overall healthcare outcomes.
- ▶ - Drives continuous improvement in service delivery.

# Huddles: Quick Team Meetings

- ▶ - Align team members on daily goals.
- ▶ - Discuss challenges and solutions.
- ▶ - Improve communication and teamwork.
- ▶ - Ensure consistency in patient interactions.

# Handoffs: Smooth Transitions

- ▶ - Clear communication between caregivers.
- ▶ - Reduces errors and improves patient safety.
- ▶ - Ensures continuity of care.
- ▶ - Enhances trust and satisfaction.

# The NICE Model for Patient Care

- ▶ - Nurture: Show empathy and attentiveness.
- ▶ - Inform: Provide clear and thorough explanations.
- ▶ - Communicate: Keep patients engaged and updated.
- ▶ - Evaluate: Continuously improve based on feedback.

### Self-actualization

desire to become the most that one can be

### Esteem

respect, self-esteem, status, recognition, strength, freedom

### Love and belonging

friendship, intimacy, family, sense of connection

### Safety needs

personal security, employment, resources, health, property

### Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

Maslow's hierarchy of needs



Moving from the top to the bottom

# End-of-Visit Summaries

- ▶ - Reinforce key takeaways from the visit.
- ▶ - Ensure patients leave with clear next steps.
- ▶ - Reduce confusion and improve compliance.
- ▶ - Increase patient confidence in their care.

# Celebrating Our Differences

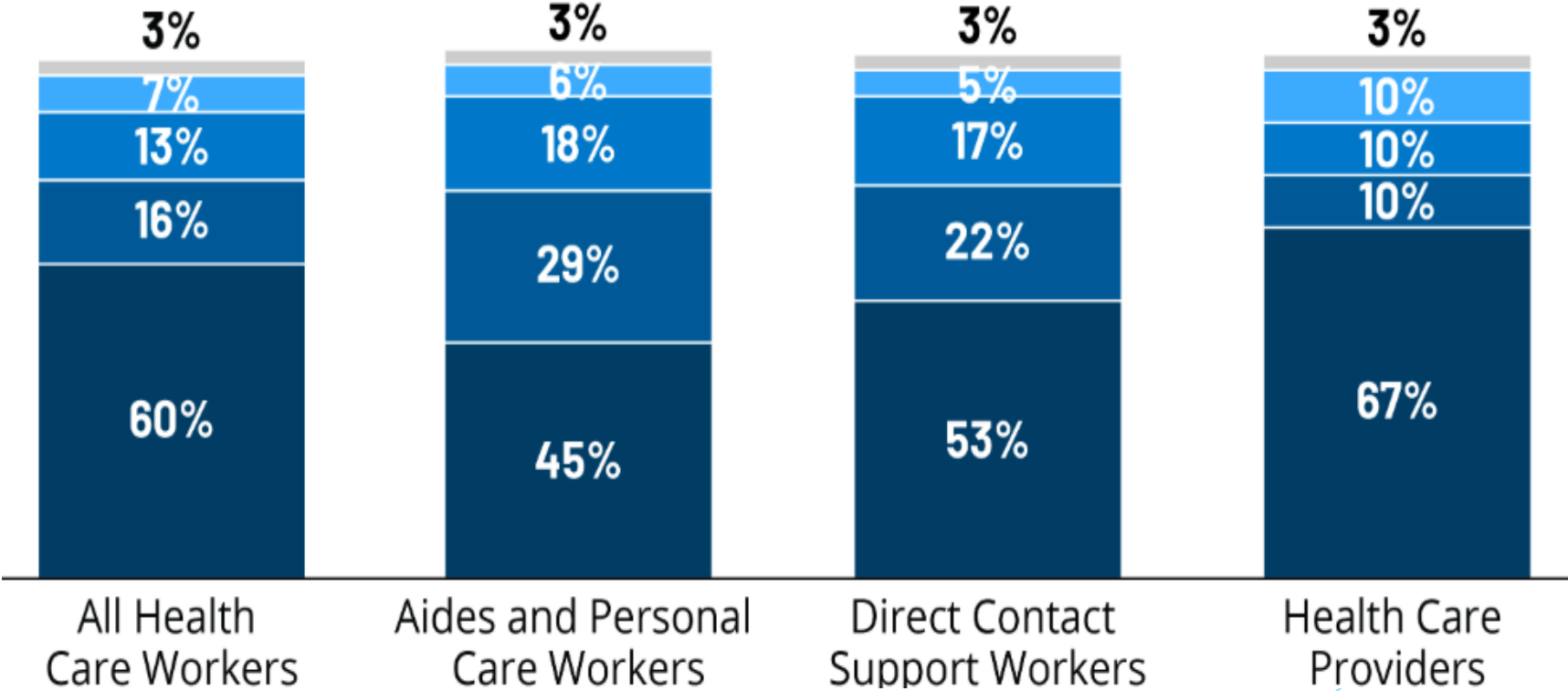
- ▶ Fostering Inclusion and Belonging
- ▶ - Success Stories: Examples of diverse healthcare professionals.
- ▶ - Inclusion Initiatives: Organizations and initiatives promoting inclusion.
- ▶ - How are we teaching about these topics with our teams. Is it only in a moment of our patient care courses or are we circling back to the topic when we are in courses such as position?
- ▶ - Actively recruit from diverse backgrounds
  - ▶ **Provide cultural competence training for hiring committees**

# Current Gaps in Representation in US Healthcare

❖ 64% of Physicians are male

❖ The majority of NP, PT, and OT workers are female

● White ● Black ● Hispanic ● Asian ● Other



## Racial and Ethnic Minorities are Less Likely to Have a Regular Doctor and Health Insurance

FIGURE 3A

Proportion of the nonelderly population who do not have a usual source of care, by race/ethnicity

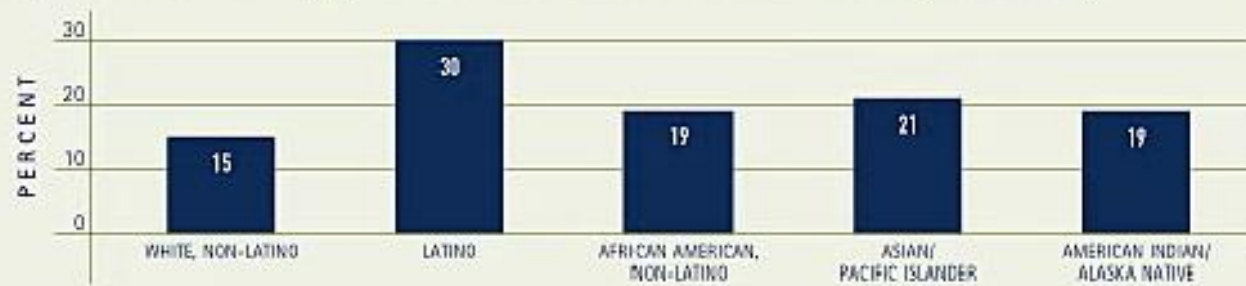
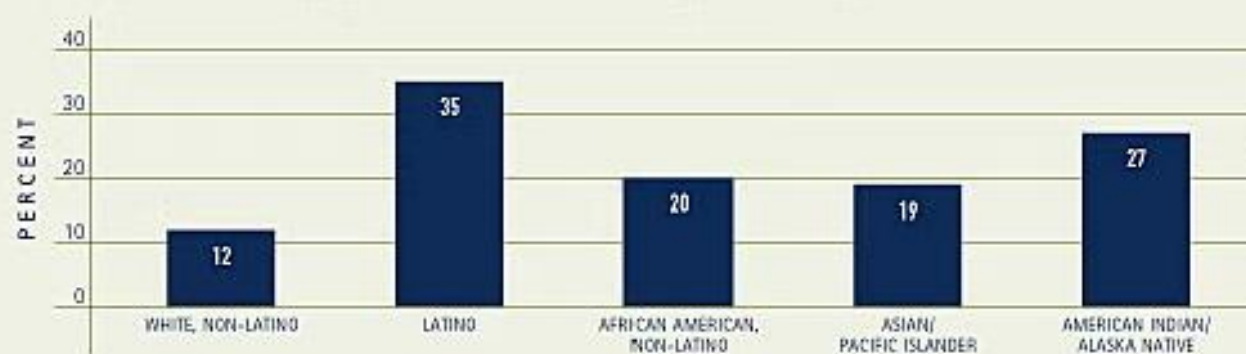


FIGURE 3B

Proportion of the nonelderly population who are uninsured, by race/ethnicity



What is the impact?

What is more important, equity or equality?

## Understanding Cultural Differences in Differently/Disabled Patients/Students

Providing Culturally  
Competent Care to  
disabled populations

- Definition: Cultural  
competence and its  
importance in care.

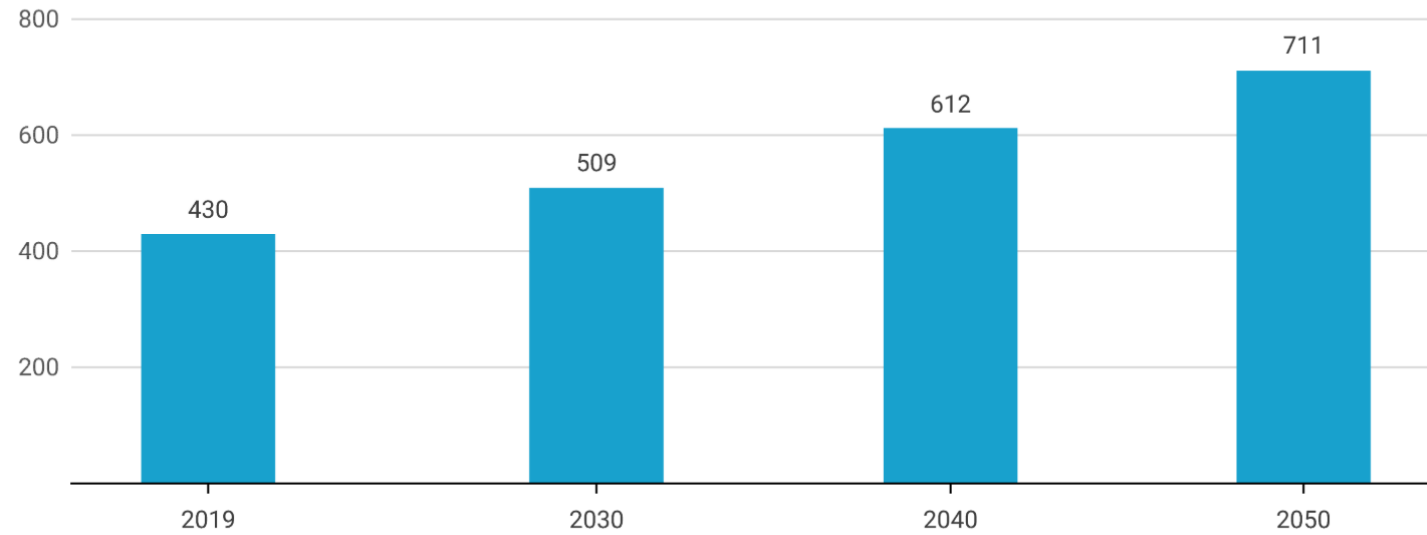
- Training: Need for  
cultural competency  
training for  
healthcare  
providers.

# Language Case Study

- ▶ Patient from a non-English-speaking background struggles to understand imaging instructions.
- ▶ Discuss strategies to improve communication and ensure accurate imaging results.

## Number of people with hearing loss worldwide in 2019, 2030, 2040, and 2050

Projected number of people with disabling hearing loss worldwide in 2019, 2030, 2040, and 2050 (in millions)



Number of people (in millions)

Source: Market.us News

# Deaf and Hard of Hearing Experiences in Healthcare Survey

**18.6%**

of survey participants reported they do not get preferred/requested accommodations for healthcare-related visits and appointments.

**38.3%**

of survey participants feel healthcare providers treat them differently because they are Deaf, hard of hearing, DeafBlind, or late deafened.

**47.3%**

of survey participants believe healthcare providers do not understand how to deliver culturally sensitive and appropriate care to Deaf, hard of hearing, DeafBlind, and late deafened individuals.

**93.7%**

of survey participants feel healthcare providers can do a better job in meeting their needs as a Deaf, hard of hearing, DeafBlind, or late deafened individual.

# Building Culturally Competent Departments

- ▶ Provide interpreter services when needed.
- ▶ Understand cultural preferences regarding modesty and consent.
- ▶ Continuously educate staff on cultural competence.

## ARRT STANDARD OF ETHICS

3. The radiologic technologist delivers patient care and service unrestricted by the concerns of personal attributes or the nature of the disease or illness, and without discrimination on the basis of sex, race, creed, religion, or socio-economic status.

## Overcoming the Bias Challenge

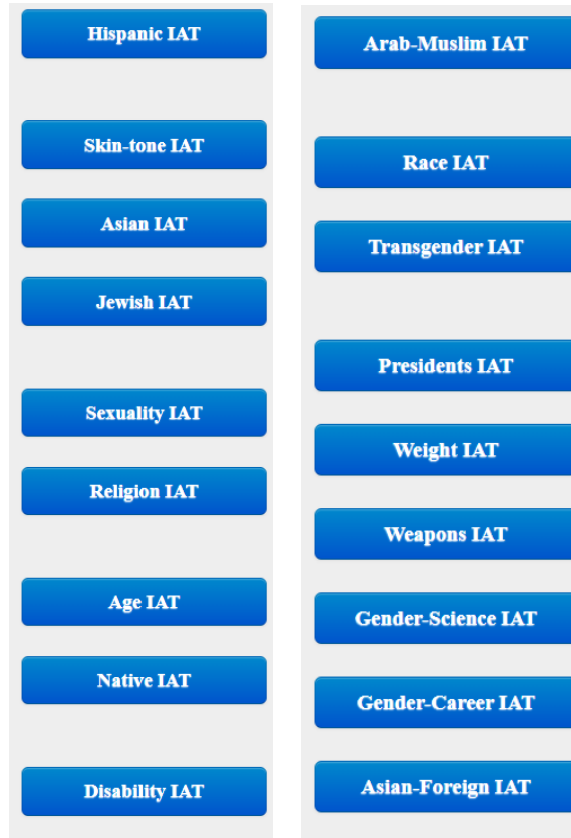
### Addressing Bias and Discrimination

- Challenges: Unconscious bias, discrimination, lack of representation.
- Implicit biases in hiring and promotion

- Strategies: Diversity training, inclusive hiring practices, mentorship programs.

# Tools to Identify Bias

- ▶ Implicit Association Test (IAT): A tool to reveal hidden biases.
- ▶ Self-Reflection: Regularly examine personal assumptions and behaviors.



<https://implicit.harvard.edu/implicit/takeatest.html>



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# Defining Microaggressions

- ▶ Definition: Subtle, often unintentional, discriminatory comments or actions.
- ▶ Examples:
  - ▶ Assuming a person's preferred language.
  - ▶ Questioning a person's credentials based on ethnicity.
  - ▶ Assuming a person's preferred pronouns

## Impact of Microaggressions

On Patients: Erodes trust and may lead to non-compliance.

On Staff: Creates a hostile work environment and impacts job satisfaction.

# Strategies to Address Microaggressions



**Awareness:** Recognize common microaggressions.

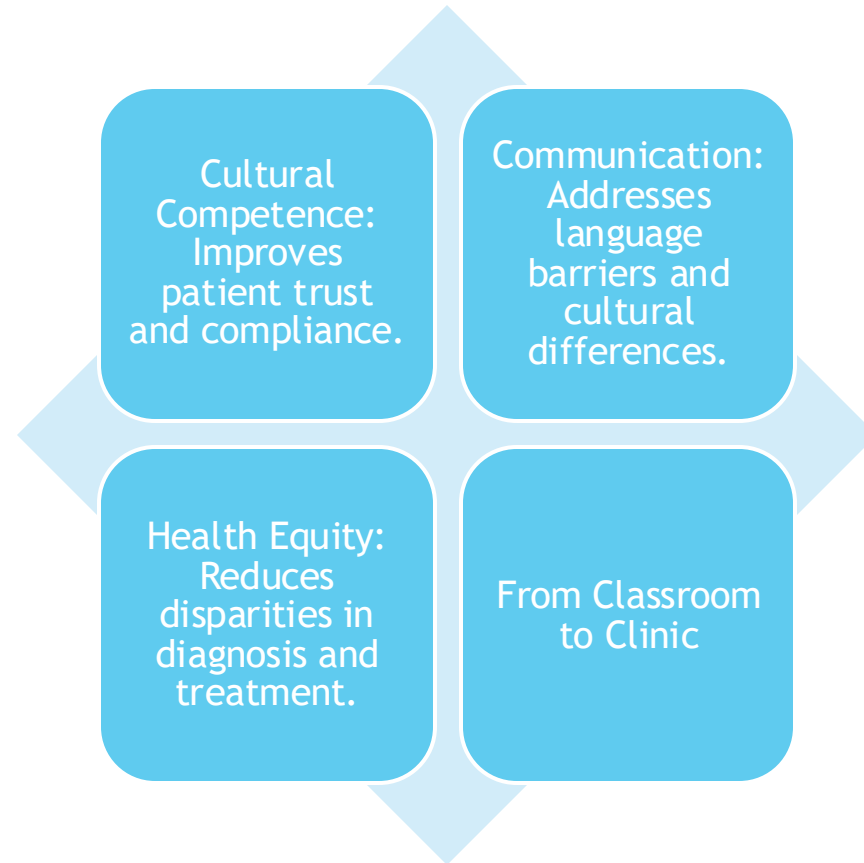


**Education:** Train staff on respectful communication.



**Action:** Establish protocols for reporting and addressing incidents.

## Impact of Diversity on Patient Care



# Rounding: Proactive Patient Check-Ins

- ▶ - Identify patient needs before they escalate.
- ▶ - Foster stronger provider-patient relationships.
- ▶ - Gather real-time feedback for improvements.
- ▶ - Increase patient comfort and trust.

# Hands-On Strategies for Change

- ▶ - Daily huddles for continuous improvement.
- ▶ - Refining patient interactions through feedback.
- ▶ - Creating a culture of accountability and excellence.
- ▶ - Role play exercises for better communication.

# Let's Roll Some Dice

STR 8 INT 16

DEX 14 WIS 20

CON 10 CHA 13

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## WIELDING

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- FLAWLESS IV
- SEEN-IT-ALL
- PATIENT RESOLVE



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## SKILLS

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- INSIGHT
- MEDICINE
- ARCANA

**Imaging  
Clinician**

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## IMMUNITIES

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- SURPRISED
- FRIGHTENED
- EXHAUSTED

# Let's Roll Some Dice

## Patient's Family Member



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STR **18** INT **14**

DEX **13** WIS **9**

CON **16** CHA **15**

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### WIELDING

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- JACK OF ALL TRADES
- 3 RECIPES
- FEROCIOUS DEFENDER

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### SKILLS

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- ATHLETICS
- PERFORMANCE
- SURVIVAL
- PERCEPTION

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### IMMUNITIES

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- EXHAUSTED
- FRIGHTENED

# Tracking Improvement in Patient Experience

- ▶ - Monitor patient feedback and experience scores.
- ▶ - Set achievable goals and track progress.
- ▶ - Use real-time data to drive changes.
- ▶ - Celebrate success and refine strategies.

## STRATEGIC ROADMAP

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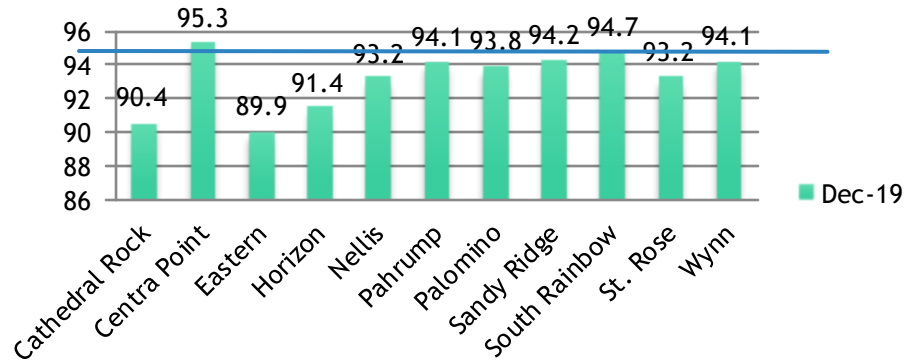
### **STRONG PEOPLE SYSTEMS**

#### **Strategic Initiatives**

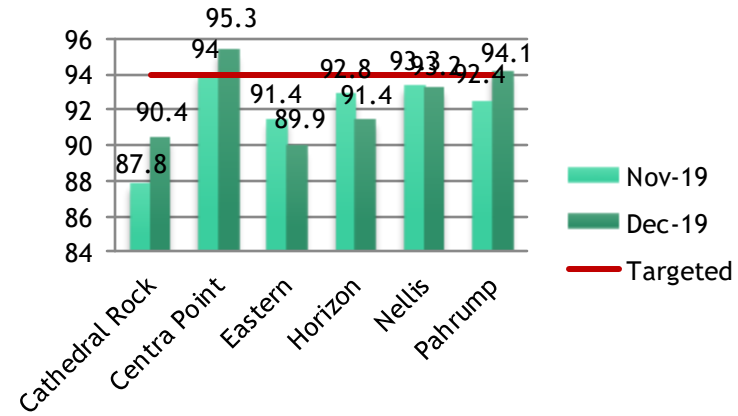
- **Attract, Retain & Develop Talent**
- **Clear Performance Expectations & Feedback Processes**
- **Align & Improve Communication Company-Wide**

# Strong People Systems Overall

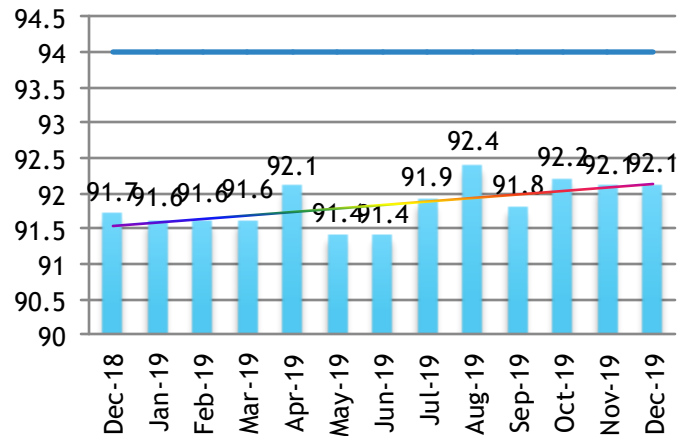
## Overall Clinic Comparison December 2019



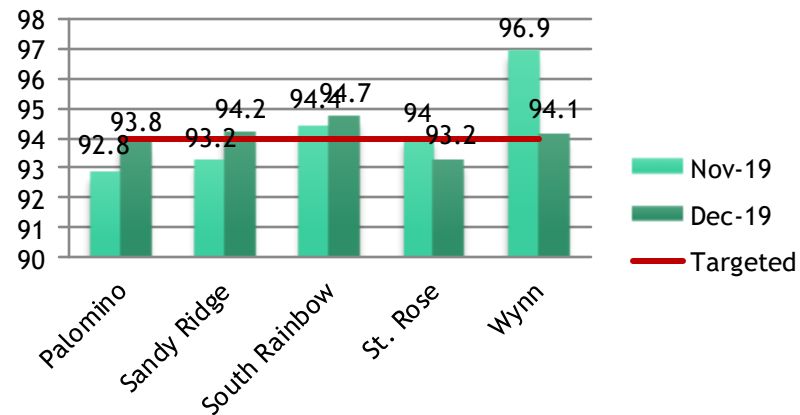
## Overall Clinic Rating - December 2019



## Overall Facility Rating December 2018 - December 2019



## Overall Clinic Rating - December 2019



## Patient Experience and Employee Satisfaction Tracking

### Purpose:

- Raise awareness of the overall state of the patient experience at Desert Radiology at Cathedral Rock. Ensure a clear snapshot of all trackable volume data and operational quantitative measures.
- Raise awareness of the employee satisfaction scores as presented by Quantum. To raise the overall satisfaction of the team at Desert Radiology at Cathedral Rock.

### Process:

- Each month the patient experience scores will be updated and quantified to reflect the objectives of Desert Radiology's Strategic Plan on a monthly basis as tracked by Press Ganey. This will include a monthly running total of reported volumes for Cathedral Rock; with a subsection dedicated to each modality at Cathedral Rock, quantified by the top box scores.
- To dig thru and discuss the overall employee satisfaction scores and pick out as a team 3-4 areas that can be focused on to make improvements that will increase the overall satisfaction of the team at Cathedral Rock. This will be tracked on the overall Departmental Scorecard for Cathedral Rock.

### Expected Outcome:

- A clear understanding of the overall patient experience and an increase in our patient's satisfaction by making the changes necessary to meet the patient's expectations.
- To raise the overall satisfaction of the team at Cathedral Rock and create a better sense of teamwork overall.

# Facility- Strong People Systems

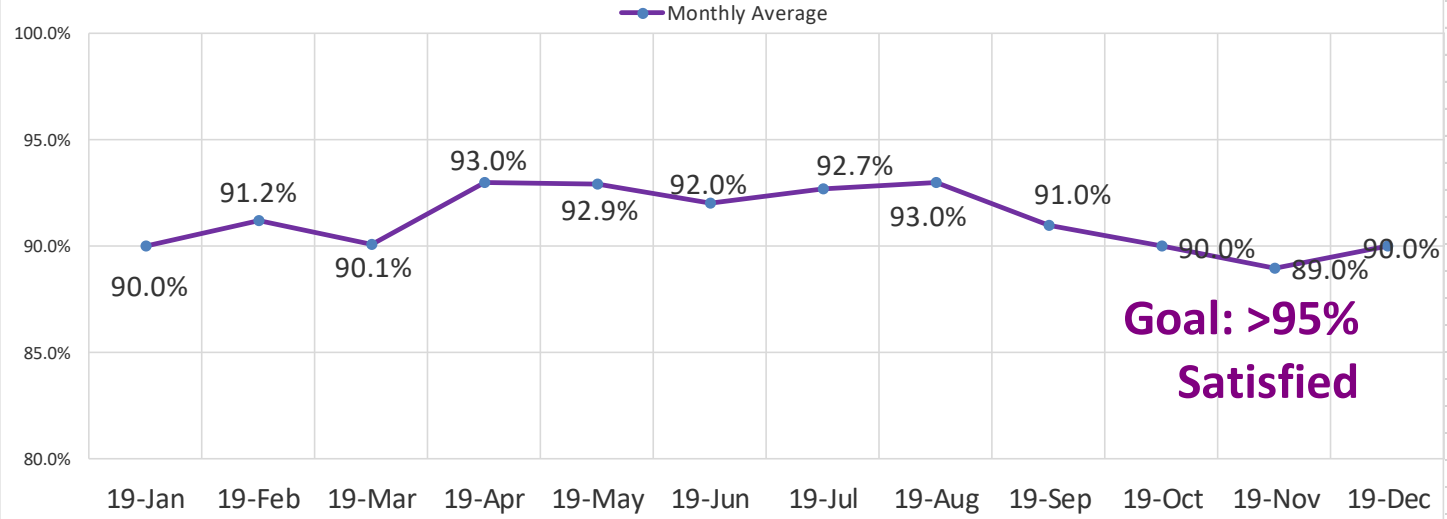
# Clinic Specific Deliverable

OBJECTIVES	19-Jan	19-Feb	19-Mar	19-Apr	19-May	19-Jun	19-Jul	19-Aug	19-Sep	19-Oct	19-Nov	19-Dec	2019 YTD Totals	2018 Baseline
Monthly Average	90.0%	91.2%	90.1%	93.0%	92.9%	92.0%	92.7%	93.0%	91.0%	90.0%	89.0%	90.0%	95%	92.7%

Press Ganey	19-Jan	19-Feb	19-Mar	19-Apr	19-May	19-Jun	19-Jul	19-Aug	19-Sep	19-Oct	19-Nov	19-Dec	2019 YTD Totals	2018 Baseline
Dept. Total Number of Responses	524	531	616	586	558	523	594	606	518	605	537	509	6707	12907
Dept. Total Monthly MEAN	90.6%	90.3%	89.4	90.0	90.1%	91.4%	90.6%	91.3%	88.1%	87.1%	87.5%	90.0%		90.7%

Daily Survey Mean per Month - CROCK



# Empowering Your Team for Success

- ▶ - Commit to daily improvements.
- ▶ - Engage patients through meaningful interactions.
- ▶ - Utilize best practices for consistency.
- ▶ - Transform your department's patient experience!



# Communication

- ▶ Understanding the **WHY** makes the **HOW** easier to implement
- ▶ Helps to reduce the distance of the point of view from each end of the spectrum

# Questions

How often do you communicate  
with your department managers?

...Modality managers?

What do you share with them?

...How do you share it?

What are you bringing to the table  
to help with decision making?

# Let's Discuss!

- ▶ Share your thoughts, ask questions, and explore ways to enhance patient experience in your department.

# References

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