Inova Fair Oaks Hospital Measures Improvement in Patient Satisfaction

GetWellNetwork IPC Outcomes Group

Summary

Patient satisfaction is of primary importance to Inova Fair Oaks Hospital. To ensure that their patient community is receiving the highest level of care and hospital experience, Inova Fair Oaks has designed a series of strategic initiatives to measure and address the level of patient satisfaction achieved throughout their facility.

Central to these initiatives is Inova’s use of the GetWellNetwork® PatientLife System® to obtain real-time patient feedback on patient satisfaction “hot spots” to support and foster a rapid, strategic response by nurse managers as well as facilities and environmental staff to address issues impacting the patient experience prior to patient discharge.

For the full year 2006, Inova reported improvement in the percent of patients that rated the hospital as “Excellent” in their post-discharge survey. These improvements include a 23% increase in the number of patients that reported their nurse was responsive to their needs. As a result, the hospital was recognized by the 14th Annual Modern Healthcare “Spirit of Excellence” awards for Service Excellence. Evaluated by a panel of judges, the hospital was honored for achieving excellence in service and patient satisfaction that has resulted from its innovative use of the GetWellNetwork system.

Priority: Deliver Highest Level Patient Satisfaction

Inova Fair Oaks Hospital is one of five facilities that comprise the Inova Health System, a not-for-profit healthcare system based in Northern Virginia. Governed by a voluntary board of community members, Inova’s mission is to improve the health of the diverse community that they serve through excellence in patient care, education and research.

In keeping with their patient-centered care model, every aspect of Inova Fair Oaks Hospital was designed from the patient’s perspective to provide a comfortable and inviting atmosphere from the moment a patient enters the doors. While consistently achieving impressive patient satisfaction scores, the hospital noted areas of its service delivery where improvements could be made to positively impact a patient’s overall satisfaction, including:

- Education received
- Discharge instruction
- Nurse communication
- Nurse explain treatment and tests
- Nurse responsiveness
- Recommend hospital

Patient Satisfaction as a Measure of Business and Quality Outcomes

The focus on patient satisfaction is more than altruistic for healthcare providers – it makes for good business. Patient satisfaction performance has demonstrated a significant influence on both business and quality outcomes, helping determine market share, define hospital image where performance is now public record, and potentially impact reimbursement. In addition, physicians often view patient satisfaction as a reflection of them professionally, and therefore consider a hospital’s performance when choosing where to refer a patient. Furthermore, hospital boards place significant attention on patient satisfaction as a measure of leadership’s performance. Studies also support the notion that more satisfied patients are more compliant, thereby linking patient satisfaction with shorter lengths of stay, quality metrics, and nursing satisfaction (where it easier to provide care for compliant patients).
These two initiatives were central to the work of the hospital’s Shared Governance Council which routinely met to develop new service management procedures using the quantitative and qualitative data provided through the GetWellNetwork system. The technology provided actionable data enabling the staff to take ownership of their patient satisfaction initiatives.

“Inova Fair Oaks Hospital is dedicated to providing excellent service and outstanding quality care to our patients,” said Todd McGovern, senior director of operations and business development at Inova Fair Oaks Hospital. “GetWellNetwork is a key system that we implemented to help hardwire our service goals as we strive to become the highest rated hospital for patient satisfaction in the region.”

Outcomes: By the Numbers
With these initiatives in place for the full year of 2006, Inova Fair Oaks Hospital achieved marked improvement in the six areas that it sought to address. Specifically, the percent of patients that rated the hospital as “Excellent” in their post-discharge survey conducted by PRC reflected substantial improvements, including:

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Percent Change</th>
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<tbody>
<tr>
<td>Education Received</td>
<td>4.41%</td>
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<tr>
<td>Discharge Instruction</td>
<td>7.94%</td>
</tr>
<tr>
<td>Nurse Communication</td>
<td>4.33%</td>
</tr>
<tr>
<td>Nurse Responsiveness</td>
<td>23.06%</td>
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<tr>
<td>Nurse Explain Treatment and Tests</td>
<td>11.68%</td>
</tr>
<tr>
<td>Recommend Hospital</td>
<td>10.21%</td>
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Looking Forward
With the success of these initiatives, Inova Fair Oaks Hospital is looking to expand its use of the GetWellNetwork system to automatically invite patients to comment on their level of satisfaction with the hospital’s safety and pain management/assessment processes. By engaging patients in safety and pain management as well as providing additional nursing efficiency in these areas, Inova Fair Oaks seeks to further improve patient satisfaction. In addition, by using a “Question of the Day” feature of the system, the hospital plans to routinely conduct “spot checks” on key service delivery areas where improvement is desired.

Learn More
To learn more about the GetWellNetwork IPC Outcomes Group, visit www.getwellnetwork.com or call 877.MEET.GWN.