

Optimizing the Healthcare Experience

M. Bridget Duffy, M.D.
Vocera Communications, Inc.

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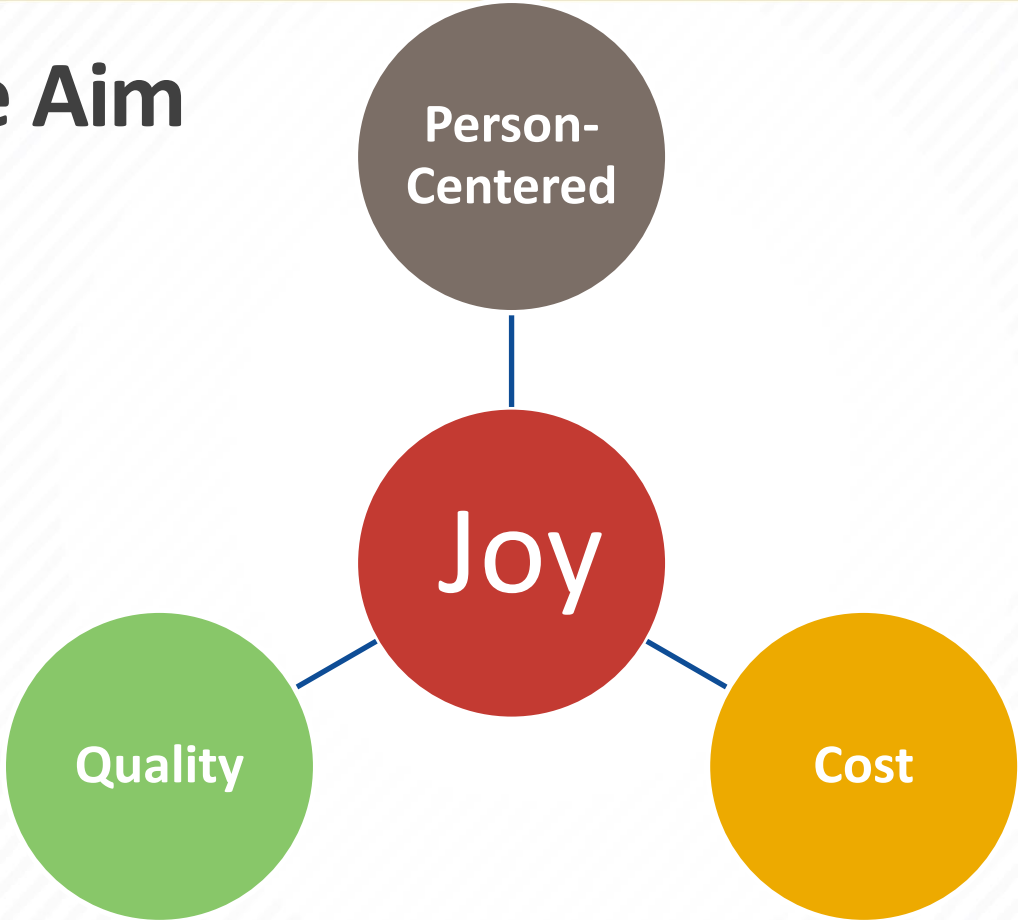
Learning Points

1. Map gaps in efficiency and empathy to create and ideal health care experience for patients, families, and staff.
2. Identify innovative technologies and processes that improve communication and build trust-based relationships, while driving critical outcomes, market differentiation, loyalty, and growth.
3. Define the next clinical standards of care that optimizes well-being and restores humanity to health care.

Strategic Disruptors: CXO Roundtable



Quadruple Aim



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“We are increasingly feeling like assembly line workers. That is ok for my car – it doesn’t notice and has no experience.”

Do We Really Care About Staff and Physician Well Being?

only

17%

reported that physician and staff experience is a top priority.

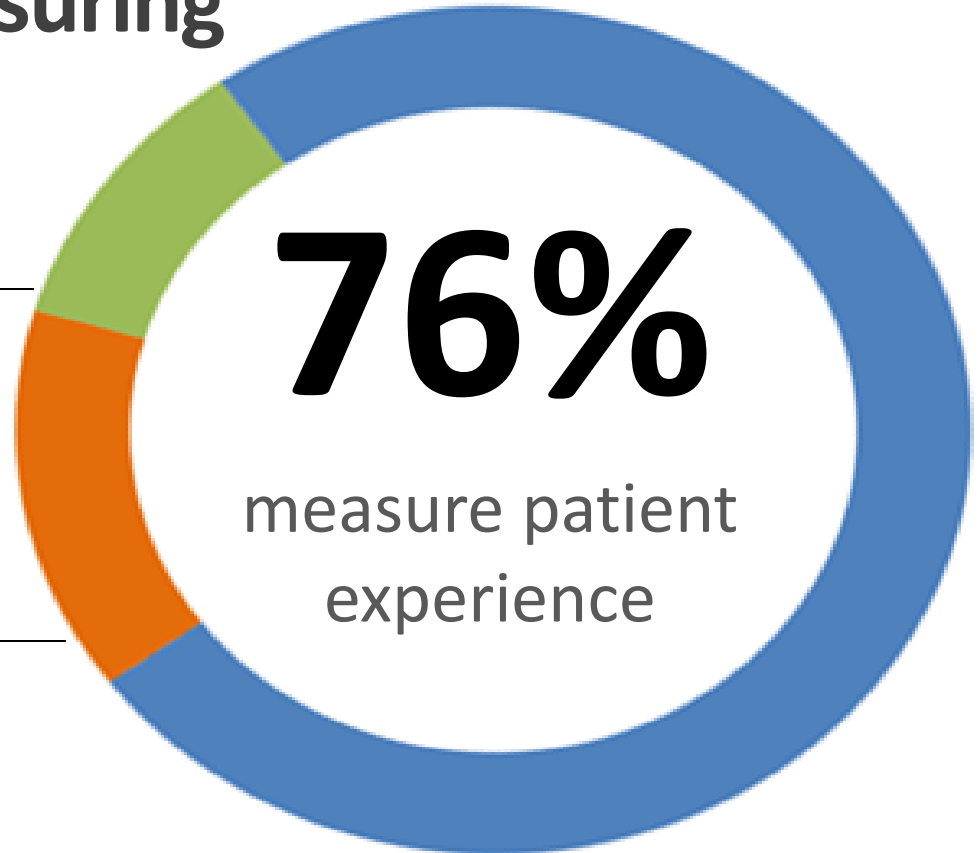
Why Aren't We Measuring Staff Well Being?

11%

measure
staff burnout

15%

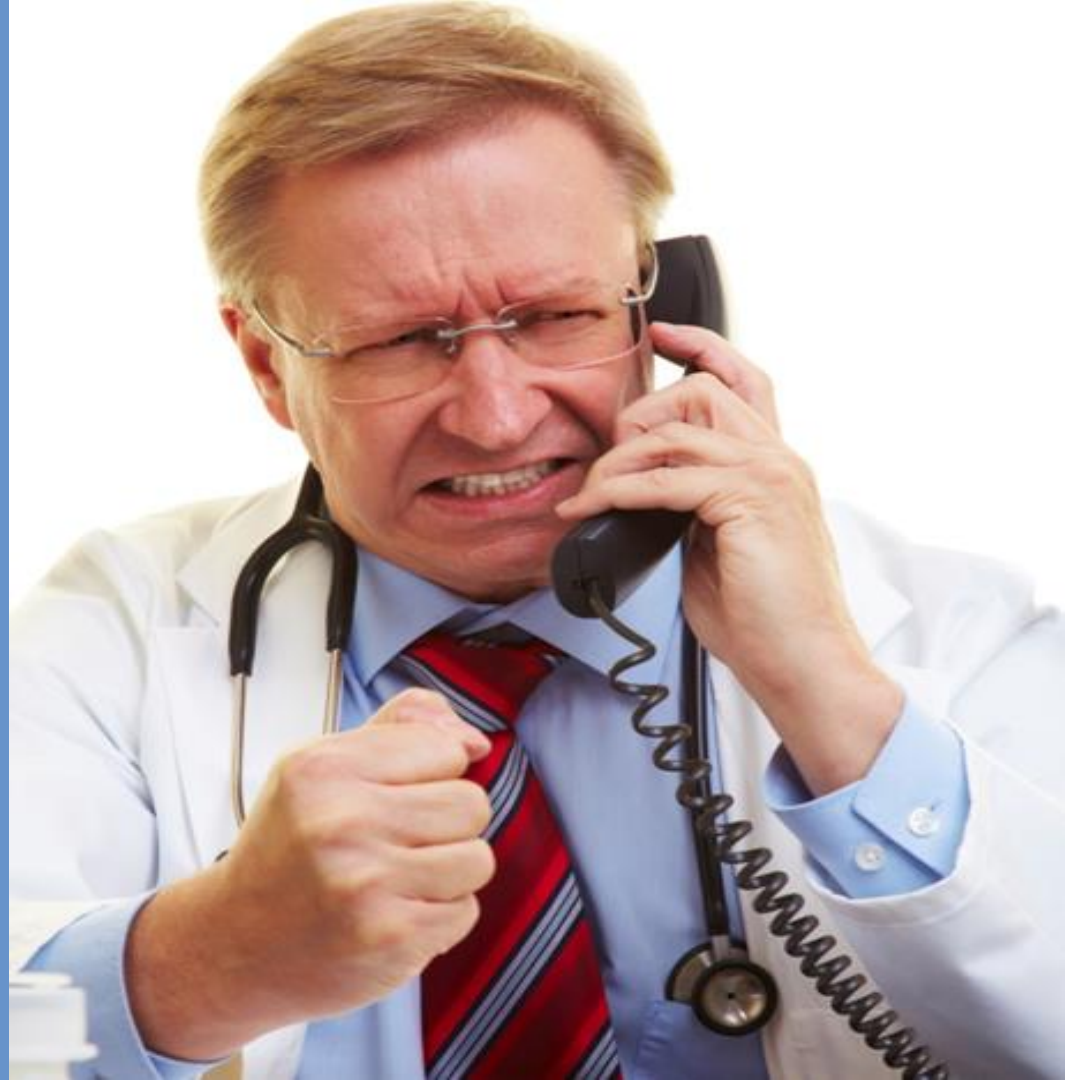
measure
physician burnout



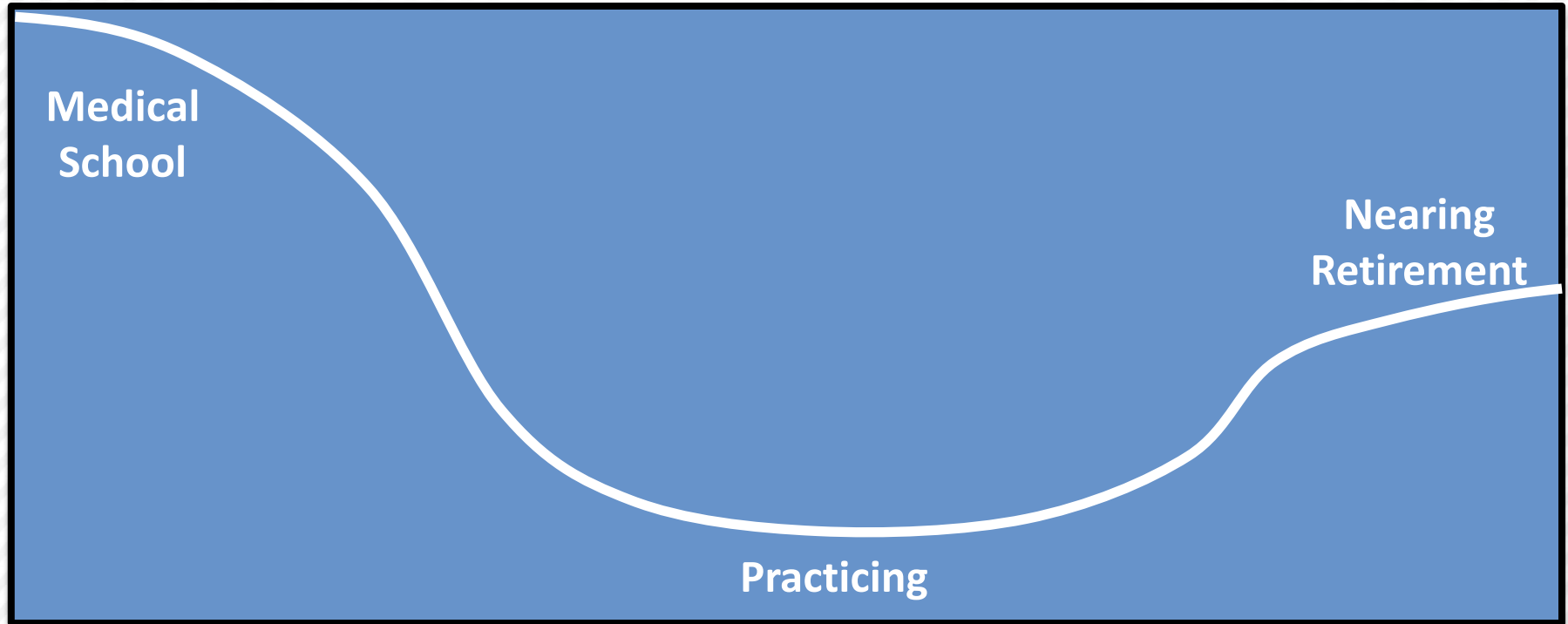
“Entered
to care lost
my soul.”



**Are You
Disruptive?**



Physician Empathy Curve



Adapted from Hojat, M., Mangione, S. Nasca, T.J. & Gonnella, J.S. (2005). Empathy scores in medical school and ratings of empathic behavior 3 years later. *Journal of Social Psychology*, 145 (6), 663-672.

Does Experience Really Matter?

On average, organizations dedicate 3x as many staff to quality and safety initiatives compared to personnel focused on experience improvement.



Quality & Safety Personnel

Staffing
3:1



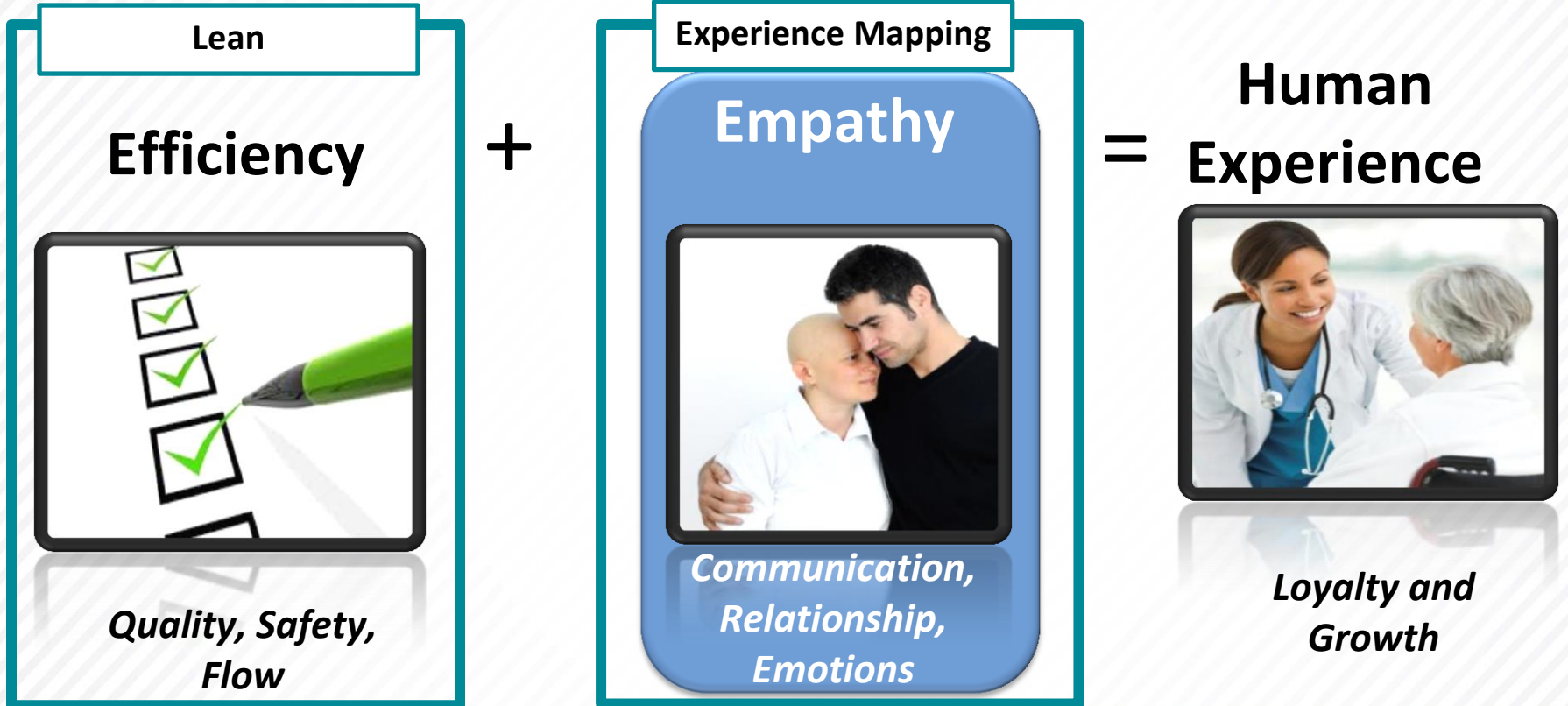
Experience Personnel

Are You Really Listening to Patients?



Only **2** leaders
out of **83** said patients
and families are
ALWAYS present during
all stages of process
improvement.

Key to the Ideal Healthcare Experience



Map the Human Experience

First
Impression



Access and
Registration

Care
Coordination



Patient and Family
Friendly
Communication

Last
Impression



Connectivity
that Creates Trusted
Relationships

10 Ways to Optimize the Healthcare Experience

1. See Patient As A Person – Not A Disease
2. Give Informed Hope
3. Address Emotional and Spiritual Needs
4. Create A Sacred Moment
5. Deploy Technology That Enables Healing
6. Care For The Wellbeing of The Caregivers
7. Put Patients In the Center of Care
8. Ask Patients How They Want Information
9. Guide Patients During Their Journey
10. H2H: Know What Business You're In

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Contact Information

M. Bridget Duffy, MD

Chief Medical Officer, Vocera

www.vocera.com / www.drbridgetduffy.com

Twitter: [@drbridgetduffy](https://twitter.com/drbridgetduffy)