

Finally, Something Clinical,
Marketing, IT, and Talent
Development Can All Agree
On- The Patient!

Typically Each Group Has Different Focuses...

- Clinical: Immediate Patient Needs
- Marketing: “the Next Patient”
- IT: Getting Things Done Faster and Easier
- Talent Development: Making Everyone
“Better”



Which Cause Alignment Problems and Performance Issues

But There Are New Initiatives...

- Patient Experience
- Patient Satisfaction
- Patient Engagement



That Are Making Them Work Better Together- Destroying the Traditional Silos of Healthcare!

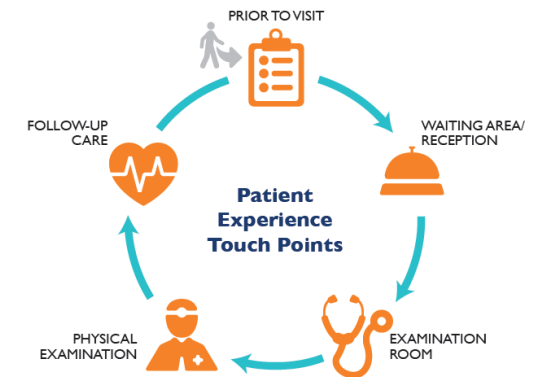
The Key to Success is to Change Your Culture to Put the Patient First

- Increase Your Level and Methods of Patient Education
- Improve Your Discharge Planning Process
- Enable Better Patient Navigation
- Increase Patient Communication
- Standardize Training Across All Offices and Departments
- Implement Patient Focused Technologies

Increase Your Level and Methods of Patient Education

- The Process of Putting the Patient First Starts with Patient Education.
 - Well-informed Patients Are More Engaged.
 - And More Engaged Patients Are More Satisfied with their Care.
- Integrate Touch Points Through Out the Health System
 - Website
 - Portal
 - Offices
 - Hospital
 - Social Media
 - At Home

Patient Experience Touch Points in the Physician Office



Increase Your Level and Methods of Patient Education

- Utilize Technology Where Possible:
 - Digital Patient Education Stations
 - Personalized Computer Applications
 - Customer Relationship Software

What Is Customer Relationship

The literal meaning of the expression of Customer Relationship Management was, simply, managing the relationship with your customer. Today it is used to describe IT systems and software designed to help you manage this relationship.



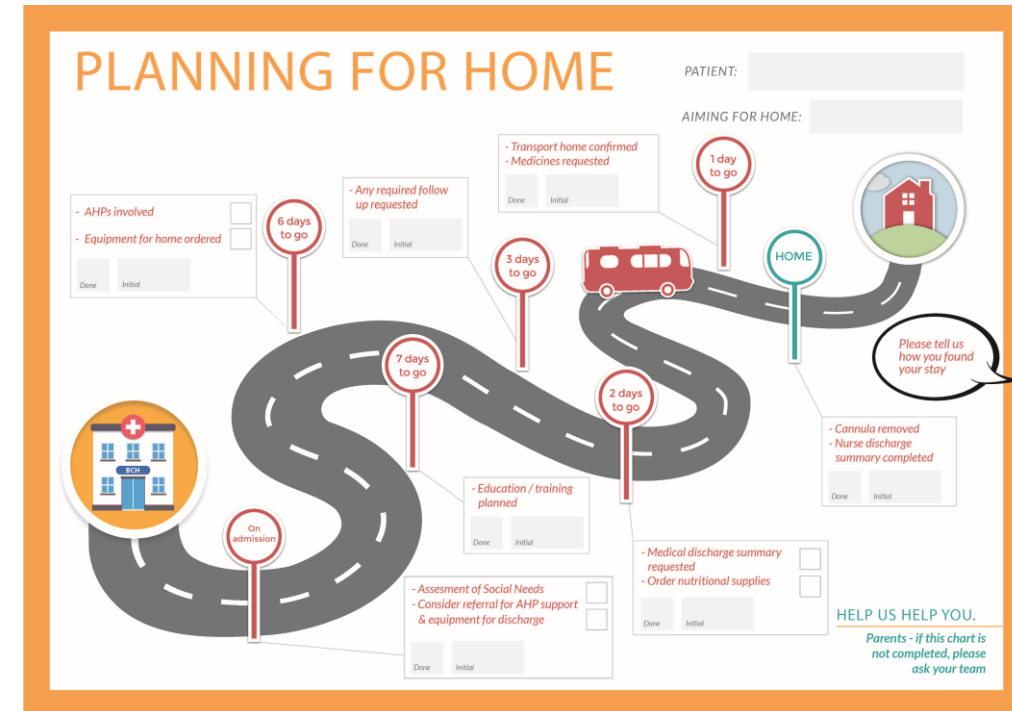
Increase Your Level and Methods of Patient Education

- Train Your Team to Educate:
 - Using Common, Plain speak
 - Focusing on the User
 - Having Compassion and Interest



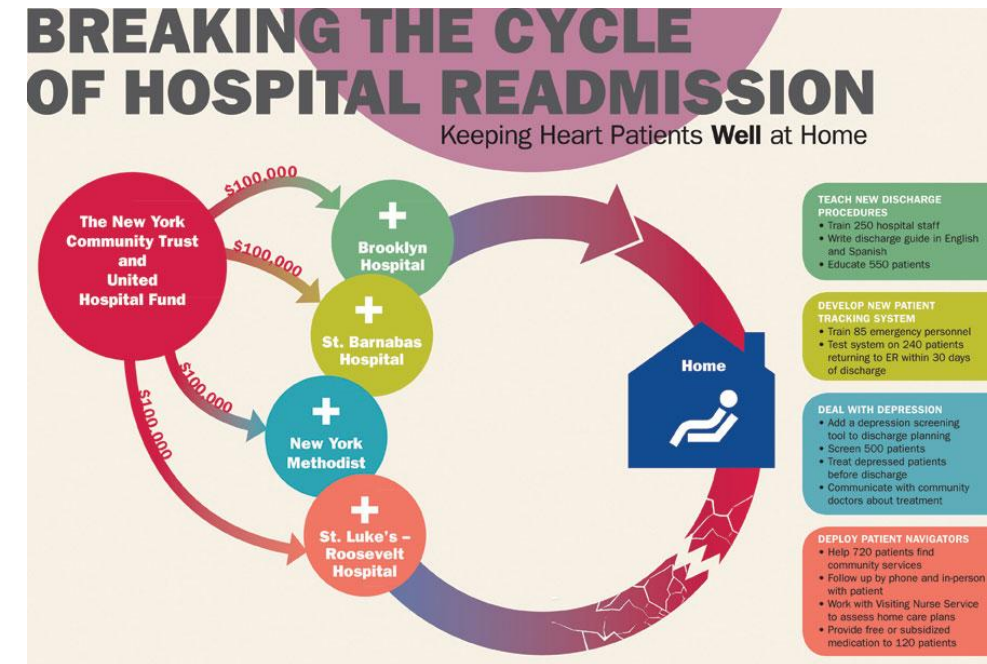
Improve Your Discharge Planning Process

- Focus on the Patient's Ability to Learn
 - Too Much Information Overwhelms
 - Provide Information in More Frequent, Smaller Doses
 - Use Visuals- Flowcharts, Graphs, Calendars, Videos



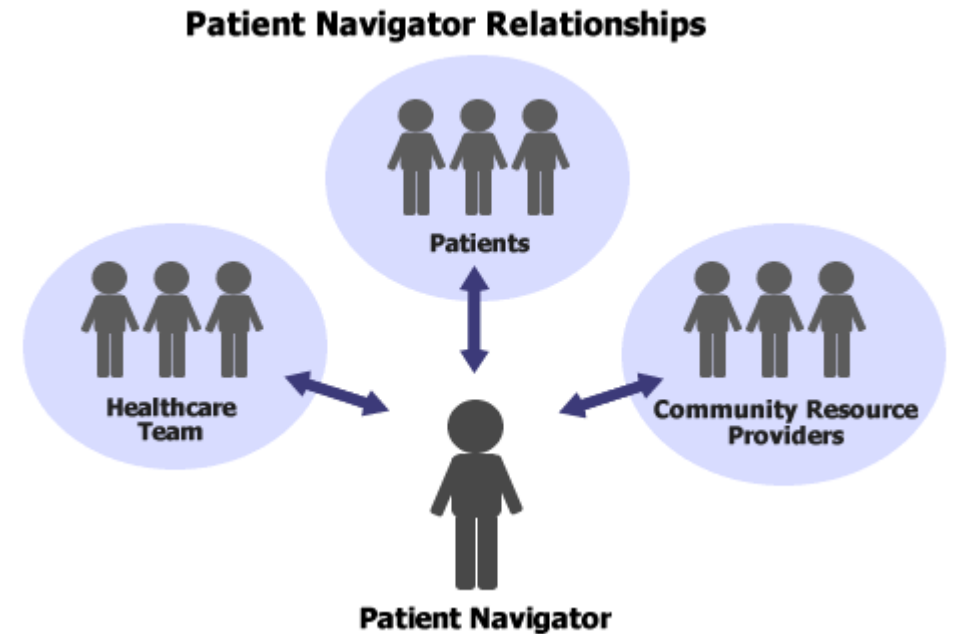
Improve Your Discharge Planning Process

- Provide Better Follow up
 - Contact Patient After Discharge
 - Create a Portal Area Where Patients Can:
 - Review Videos on Specific Things like administering Insulin
 - Have FAQs Section including Side Effects and When to Call for Help
 - See Their Treatment Schedule



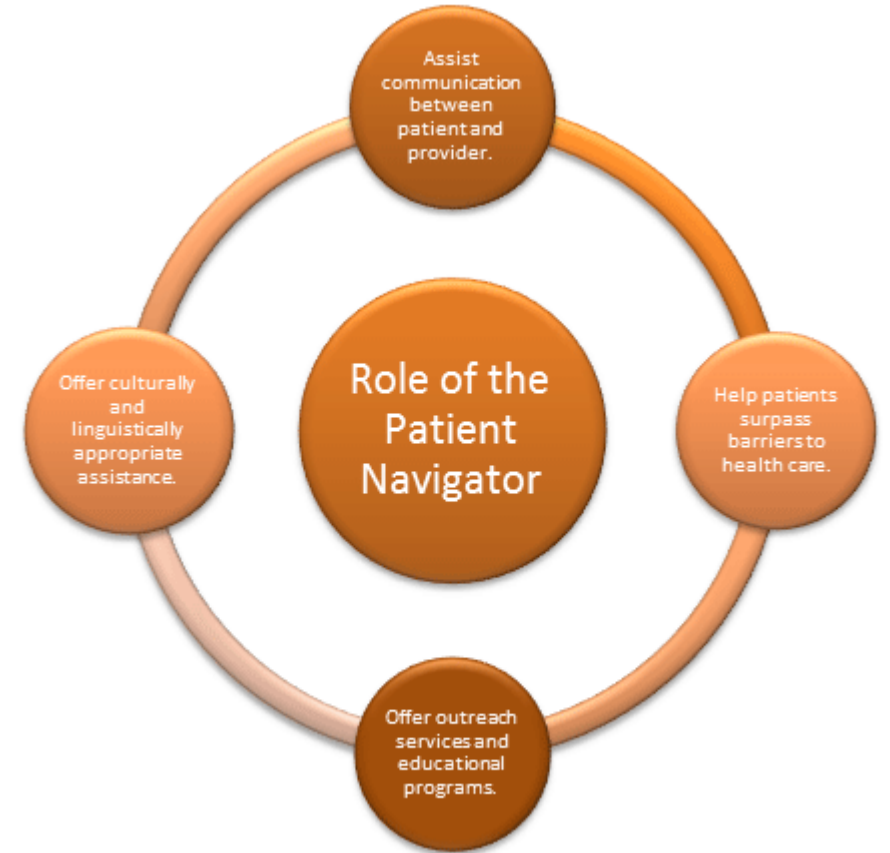
Enable Better Patient Navigation

- You Need to Create a Patient Navigation Plan that Puts the Patient on Auto-Pilot.
 - After the Diagnosis (in Office or Hospital), Provide Patients with a Flowchart:
 - Who They Need to See
 - Where They Are Located
 - When The Appointment Is
 - Why The Test/Service Is Necessary



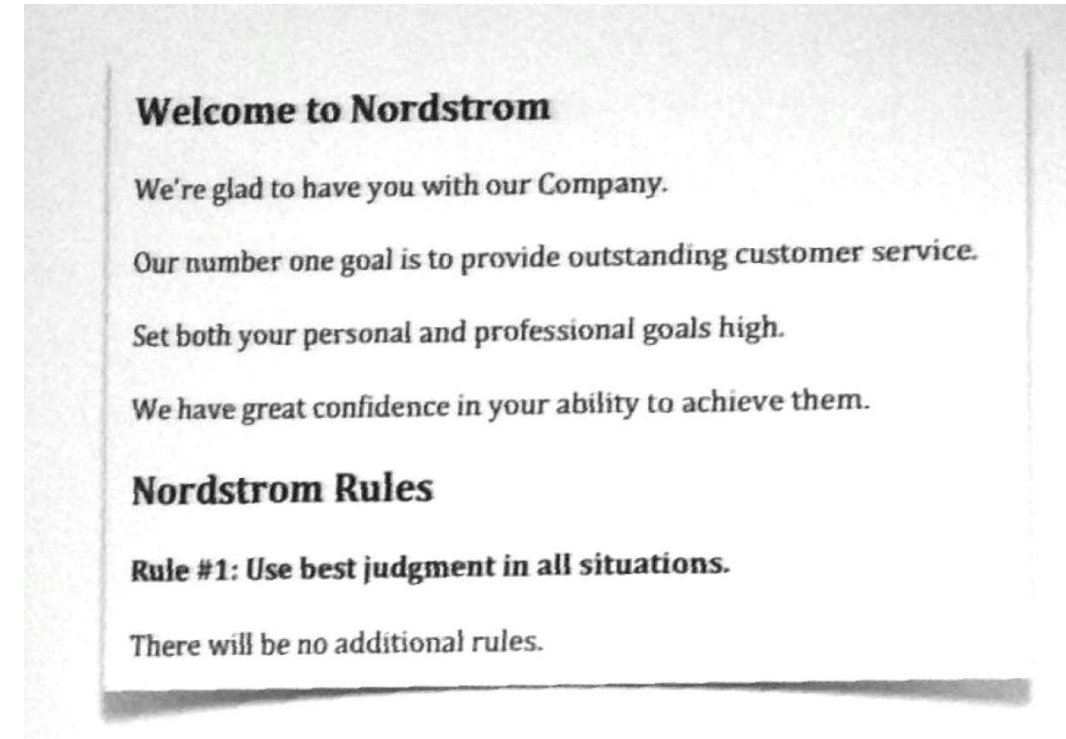
Enable Better Patient Navigation

- Make Sure The Plan Also Outlines:
 - Which Providers Are In Network
 - What the Expected Co-pays May Be
 - Who to Call with Questions
- Stay In Touch with the Patient to “Hold Their Hand” Through the Process.



Increase Patient Communication

- Become More Like Nordstrom
 - Make Patients Feel Like Their Time is Valued
 - Make Patients Feel Like Their Input is Valued
 - Contact Patients Frequently
 - Suggest Programs and Services
 - Listen to Patient Feedback



Increase Patient Communication

- Contact Patients Personally
 - Calls, Emails, Birthday Cards, Appointments
- Contact Patients “En Masse”
 - Introducing New Services
 - Promoting Events
 - Staff Profiles and New Hires
 - Preventative Programs
- Embrace the Power of Social Media



Standardize Training Across All Offices and Departments

- Too Many Health Systems Allow Their Satellite Offices to Train Because They Do Not Separate the Culture from the Task
 - Every Employee Should Be Trained to:
 - Greet Patients Properly
 - Be Gracious
 - Handle Stressful Situations
 - Treat People with Respect, Empathy, and Compassion
 - Represent Your Health System in a Positive Light



Standardize Training Across All Offices and Departments

- Be Like Chick-Fil-A
 - Killing Their Competition with Kindness
 - Their Culture is To Serve with Dignity
 - Please, Thank You, My Pleasure
 - Ask How They Can Help
- Those Extra 10 Seconds Make a Deep and Lasting Impression

An icon of a white arrow pointing up and to the right inside a white circle, set against a blue background.

execute
OPERATIONAL EXCELLENCE

Develop trust with guests through meeting the Quality Requirements all day every day

An icon of two white hands clasped together inside a white circle, set against a green background.

deliver
2ND MILE SERVICE

Ensure guests feel cared for by meeting 2nd Mile Service requirements and going above and beyond expectations

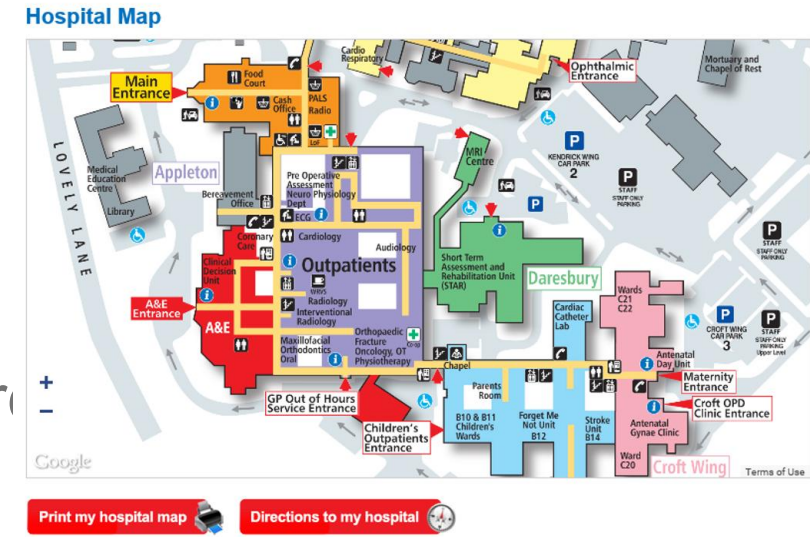
An icon of three white people silhouettes inside a white circle, set against an orange background.

activate
EMOTIONAL CONNECTIONS MARKETING

Strengthen relationships with guests and the community by investing in our unique assets

Implement Patient Focused Technologies

- Enhance the Patient Experience
 - Touch Screen Monitors to Navigate Offices and Hospitals
 - Simple Apps for Accessing Portal and Patient Records
 - Educational and Informational Videos
 - Interactive Tours of Facilities



Watch Your Results Soar!

- Your Patient Satisfaction and Return on Investment Will Improve.
- According to HealthLeaders Media, Health Systems that Invest in Themselves Typically See a 5-10% Increase in Patient Satisfaction
- Press Ganey Has a Legion of Studies that Show the Correlation of Improvements Patient Satisfaction Yield Higher ROI



Contact Us (jim@haloheals.com) or
(856) 520-8655 to see how Halo Health can
turn your practice into an interactive center.

Learn more at www.haloheals.com.

