Creating a Positive Patient Experience
Excellence with Phlebotomy Service Delivery

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Disclosures

Relevant Financial Relationship(s):
Nothing to Disclose

Off Label Usage:
Nothing to Disclose
Today’s Objectives

• Discuss the importance of the patient experience in today’s health care environment
• Define the difference between a service and experience
• Learn about tools used at Mayo Clinic
• Analyze phlebotomy service and how it impacts perception

Strategic Statements of Mayo Clinic

Primary Value
The needs of the patient come first

Mission
To inspire hope and contribute to health and wellbeing by providing the best care to every patient through integrated clinical practice, education and research

Vision
Mayo Clinic will provide an unparalleled experience as the most trusted partner for health care

Core Business
Create, connect and apply integrated knowledge to deliver the best health care, health guidance and health information
Patient Experience Definition

An unparalleled patient experience is the result of inspired and dedicated employees demonstrating excellence, compassion and respect by partnering with patients, family and colleagues to continuously improve the healthcare service experience.

The Office of Patient Experience

• Formerly the Office of Patient Affairs
  • Only Patient Complaints and Compliments
• In 2013 renamed the Office of Patient Experience
• Added consulting services, new educational offerings, and seeking new ways of amplifying the voice of the patient for Mayo providers and Allied Health staff
• Enhancing our patient's experience through engagement, education and empowerment
• All this with just 17 amazing employees!
Creating a Positive Patient Experience: Excellence with Phlebotomy Service Delivery

Mayo Clinic PX Model

- Recognition & Reward
- Accountability
- Service values & behaviors
- Monitoring & Control
- Data / Metrics
- Service Recovery
- Consultations
- Education & Training
- Patient Experience

Creating a Positive Patient Experience: Excellence with Phlebotomy Service Delivery

Voice of the Patient

- Complaint or Compliment (OPE)
- Patient Satisfaction Survey
- Directly with Providers / Frontline
- Community Engagement: DMC
- Patient Engagement: Observations
- Patient Engagement: PFACs
Creating Transformational Experiences

- Enabling more active collaboration creates experiences in the two highest realms – escapist and educational
- Participatory and immersive experiences create transformation in people – it is what we remember

Health Care Has Changed

<table>
<thead>
<tr>
<th>Old Care Models</th>
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The World has Changed… We live in a VUCA world that is operating in fundamentally different ways
Volatile, Uncertain, Complex, Ambiguous

#### Environmental Scan

- Demographics
- Consumer factors
- Market forces & competition
- Rapid changes in technology
- Government & payer initiatives
Service vs Experience

Service
- Labor done for you that you would have otherwise done for yourself.
  - ie: Clean house or cook food, groceries delivered, pet sitting, etc.

Experience
- All that is perceived, understood, and remembered.
- Measured by the individual during all points of contact against the individual's expectations.

Service vs Experience with Phlebotomy

- **Phlebotomy service**
  - Accurate and quality collection with 1st attempt

- **Phlebotomy experience**
  - Atmosphere
  - All individual points of contact
  - Meeting or exceeding expectations
Patient Expectations

- Friendly service
- Timely interactions
- Professional appearance
- Skill and confidence
- Organized work area
- Individualized care

Creating a Positive Patient Experience:
Excellence with Phlebotomy Service Delivery
You Are The Patient Experience

Awareness

Opportunities

Ownership

Define Your Service Standards

- Step out your patient’s experiences with current service delivery
- Identify opportunities to improve
- Define specific behaviors
- Share expectations with staff
- Provide education and training
- Reinforce staff
You Are The Patient Experience

- Quantify the number of interactions
- Recognize that we are often the first teams to begin the patient’s day
- We represent the lab and Mayo Clinic overall

380,000 Venipunctures/year = 1,439 opportunities a day of excellent patient experiences

Your Patient Experience Tool Kit

- Create your own
  - Service videos
  - Role play session
- Patient feedback
- Satisfaction survey
- AIDET
Share Patient Feedback

Patient Compliments

- Patient states that he has seen the same tech many times and this tech is always a warm and kind person. He states, "Every time this tech draws blood for me, he makes a kind comment to me like 'I'll be thinking of you and hoping for good results’" it is so very comforting to me. I really appreciate his kindness and felt that his leadership team should know what an awesome employee he is. Patient states he will be back next year and looks forward to seeing this tech then.

Patient Complaints

- Asking staff recollection of event
- Asking if they could have handled anything differently

Patient Satisfaction Survey

<table>
<thead>
<tr>
<th>Questions</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>My wait for blood collection was?</td>
<td>1 = Much worse than I expected</td>
</tr>
<tr>
<td>My discomfort from the procedure was?</td>
<td>2 = Somewhat worse than I expected</td>
</tr>
<tr>
<td>Were you treated in a courteous, professional manner?</td>
<td>3 = As I expected</td>
</tr>
<tr>
<td>Overall, my specimen collection experience was?</td>
<td>4 = Somewhat better than I expected</td>
</tr>
<tr>
<td></td>
<td>5 = Better than I expected</td>
</tr>
</tbody>
</table>
Essential Communication Behaviors©

<table>
<thead>
<tr>
<th>A</th>
<th>Acknowledge</th>
<th>Decreased anxiety</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Introduce</td>
<td>+</td>
</tr>
<tr>
<td>D</td>
<td>Duration</td>
<td>Increased Compliance</td>
</tr>
<tr>
<td>E</td>
<td>Explanation</td>
<td>=</td>
</tr>
<tr>
<td>T</td>
<td>Thank You</td>
<td>Improved health outcomes &amp; satisfaction</td>
</tr>
</tbody>
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Our Commitment to safety

Promise to adopt these safe behaviors
1. Pay attention to detail
2. Communicate clearly
3. Have a questioning & receptive attitude
4. Hand-off effectively
5. Support each other
Creating a Culture Of Service Excellence and Safety In Your Lab

• Communicate clearly
• Have a questioning and receptive attitude
• Support each other
• Look for learning moments everyday
• Measure and reinforce the behaviors that you want to increase
• Work service expectations into direct observations and competency

Questions & Discussion