

Case Study: Uncovering the foundations of a best-in-class patient experience

When one of the largest hospital operators in the world wanted to get beyond their H-CAHPS results and understand the determinants of a best-in-class patient experience, they came to Morpace Inc. Morpace is a full service market research and consulting firm serving healthcare clients across the globe.

Morpace's expertise guided the development of a truly patient centric, care delivery research study. Our Client wanted to identify the patient experience levers that drive top box ratings and brand loyalty. Morpace delivered on those and identified the process of care barriers that prevented an ideal patient experience.

By gathering patient and employee insights, our Client laid the ground work to bring an improved patient experience to all of their hospital facilities.

Learn How!



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Objective:

To discover how the patient experience can be elevated from standard to exemplary by understanding the common denominators of the patient journey across a range of hospital locations for one of the largest U.S. hospital operators.

Methodology:

- Patient Focus Groups with 4 patient types
- Online Bulletin Board with discharged patients
- Frontline Employee Telephone Focus Groups
- 8 markets

Research Flow:

Patients & Employees participated in a variety of creative activities to identify the elements that make up a best-in-class care experience:

- Ideal experience creation
- Bulletin Boards to develop tactics to bring the ideal to reality
- Employee view

Ideal Experience:

Participants created an ideal experience by indicating the preferred interaction with staff & ideal emotions during visits to a PCP and/or a hospital. This helped to reveal the pain points & delights at every touchpoint. Service recovery was also explored.

Bulletin Boards:

Patients shared tactical ideas to improve:

- Communication
- Technology
- Amenities that Matter
- Environment
- Care Team Approach

Employee View:

Frontline employees addressed the practical implementation of patient identified wants & needs:

- Barriers
- Process & Metrics
- Care Team Roles
- Best Practices

How Morpace Delivered:

By marrying patient and employee insights, Morpace provided the client with an experience map that included recommended touchpoint changes and aspirational emotions throughout the journey. Engaged staff identified and examined operational and cultural barriers to consider how they might improve care delivery when adopting the desired solutions voiced by real patients. This led to the sharing of best practices and ideas that laid the ground work to bring an improved patient experience to all of the client's facilities.

Why a best-in-class patient experience matters –

Improving the patient experience is the foundation for improved H-CAHPS scores.

