



TOOL: Seeing yourself as members and patients see you

How does your team rate? Sometimes we're so close to the work we do, it's hard to see things as our members and patients do. But by stepping back and looking at our work through their eyes, teams can find ways to improve service, streamline a process or simply say the right words at the right time to comfort someone in need.

That kind of honest self-assessment is important because most KP members have choices when it comes to joining a health plan. We can keep our members with us, and keep KP strong, by putting our members and patients first—and that includes an occasional look in the mirror to see things as they do.

To get a sense of how members experience your department, print out and take the quiz below.

Answer the following questions as though you were a KP member, patient or customer rating your department's performance during the past 12 months.

1	When you <i>needed care or service right away</i>, how often did you get it as soon as you thought you needed?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
2	How often were staff members as <i>helpful</i> as you thought they should be?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
3	How often did your visits to your personal doctor's office, specialist's office or other KP service start within 15 minutes of your appointment? (<i>Wait times include time spent in the waiting room and exam room.</i>)
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
4	How often was it easy to get the care, tests, treatment or service you thought you needed through your health plan?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
5	How often did your KP staff members treat you with courtesy and respect?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
6	How often did a doctor or staff member talk about things you could do to prevent illness or (if you're not in a clinical department) to avoid problems in the future?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always

CONTINUED ON BACK »

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CONTINUED FROM FRONT

Answer the following questions as though you were a KP member, patient or customer rating your department's performance during the past 12 months.

7	How often did KP staff members give you the information or help you needed?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
8	How often did staff members listen carefully to you?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
9	How often did staff members explain things in a way you could understand?
	<input type="checkbox"/> Never <input type="checkbox"/> Sometimes <input type="checkbox"/> Usually <input type="checkbox"/> Always
10	Please tell us if you would recommend joining Kaiser to your friends. Would you say...
	<input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> Doubtful <input type="checkbox"/> No

These questions are based on the Health Plan Consumer Assessment of Healthcare Providers and Systems (CAHPS) and Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), which are regularly given to KP members. Starting in 2012, several such questions will contribute to “star quality” bonus payments for Medicare providers. The bonuses can be used to provide more services or reduced co-payments for our Medicare Advantage members.

Scoring

Count the questions to which you answered “Always” or “Yes.” If you have eight or more such responses, your unit is likely meeting or exceeding most members’ expectations. If fewer than eight, identify with your team one or two areas in which to focus your improvement efforts.

But before getting down to work on an improvement project, Hannah King, director of UBT Service Quality in the National Care and Service Quality department, advises that teams “review your unit’s satisfaction data and take time to talk directly with your patients or members about their suggestions for improvement.” For example, she says, “If patients are dissatisfied with a long wait to see the doctor, giving them more up-to-date magazines in the waiting room may not be seen as an improvement—but keeping them informed about when the doctor will see them probably will. Knowing what members want will have the greatest impact on improving their care experience.”

PLEASE NOTE: This exercise is meant to be used within your team, not with members or patients. It is good to ask members their suggestions for improvement, but the specific questions above should be asked of members only in the official CAHPS or HCAHPS surveys.

For more information on service improvement, contact Hannah.King@kp.org.

