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# *Understanding Patient Satisfaction in Healthcare*



*Joy Siegel, EdD, MBA*  
*Healthcare Consultant*  
*Joy Siegel Senior Solutions, Inc.*  
*Fort Lauderdale, Florida*

# Discussion

1. Understand and explain the impact patient satisfaction has on healthcare system
2. Recognize aspects of CMS (Centers for Medicare & Medicaid Services) survey tools, CAHPS (Consumer Assessment of Healthcare Providers and Systems) and HOS (Health Outcomes Survey), and their impact on healthcare

# Discussion

3. Gain insight into patient satisfaction pertaining to lab services and other expanded aspects of healthcare

- Patient satisfaction is an indicator that is a predictor of the potential success of any healthcare service delivery (Detollenaers, et al., 2017)
  - used to evaluate potential outcomes
  - directly influences patient choices when they determine their healthcare

## **Patient Satisfaction**

- Linked to:
  - healthcare expenditures
  - utilization of healthcare facilities
  - engagement in preventative health
  - healthcare collaboratives and service referrals

## **Patient Satisfaction**

- According to Detollenaers, et al., (2017), the following variables determine patient satisfaction
  1. characteristics of care providers (personality, approach, bedside manner)
  2. aspects of patient/doctor relationship (effective, timely responsiveness)

## **Patient Satisfaction**

- According to Detollenaers, et al., (2017), the following variables determine patient satisfaction
  3. structural and setting determinants (accessibility, payment systems/billing, referrals)
  4. patient characteristics (health status, demographics, communication effectiveness)

## **Patient Satisfaction**

# Characteristics of Care Providers

- Provider - doctor, nurse, lab technician, scientist, medical assistant, or a receptionist
  - Do they have eye contact?
  - Do they seem rushed?
  - Do they connect in some way to engage the patient and let them know they matter?
  - Do they follow through?

# Structural and Setting Determinants

- What's the environment like?
- What's parking like?
  - Is it accessible?
  - If someone has special needs, is it easy for them to maneuver?
- Are they receiving double bills?

## **Patient Characteristics**

- Putting a person in a unit they don't belong in
- Not every patient will reflect the characteristics of what you want to present

## **Patient Characteristics**

- Are we explaining to people
  - Who we are?
  - What we stand for?
  - The populations we serve?
  - Are we communicating?

- Patient satisfaction is a strong element to consider when evaluating a healthcare system, provider, or health plan (Parashar et al., 2022)
  - provides insight into the functionality of a system
  - is an indicator of successful health outcomes
  - can measure quality of care

## **Patient Satisfaction**

- Patient satisfaction is affected by:
  - interpersonal relationships
  - communication
  - transparency of provider, healthcare setting
  - quality of care
  - behavior and responsiveness of healthcare providers and staff

## **Patient Satisfaction**

- Patient satisfaction can be strategic (Parashar et al., 2022)
  - effective, meaningful and culturally competent communication
    - if you don't speak the language, find someone who can help
    - hearing impaired, address them appropriately

## **Patient Satisfaction**

- Patient satisfaction can be strategic (Parashar et al., 2022)
  - effective, meaningful and culturally competent communication
    - if special needs, accommodate them respectfully
    - address people with eye contact
    - pay attention to gender affirming statements

## **Patient Satisfaction**



- Patient satisfaction can be strategic (Parashar et al., 2022)
  - effective, meaningful and culturally competent communication
    - shelve any personal judgement
    - be respectful to all people

## **Patient Satisfaction**

- Patient satisfaction can be strategic (Parashar et al., 2022)
  - responsiveness and perception of transparency
  - empathy
  - hospital environment can reflect values
  - departmental collaboration

## **Patient Satisfaction**

- Patient satisfaction can be affected by:
  - change
  - advancement
  - misunderstood technology and innovation
  - perceived quality of care

## **Patient Satisfaction**

# **Patient Experience Surveys**

Center for Medicare and Medicaid

# Centers for Medicare & Medicaid Services (CMS)

- In 2020 and 2021 CMS Patient Experience Surveys increased their impact on Medicare Star quality rating
  - surveys randomly measure patient wellbeing and perception of their physician, services, and the plan

# Centers for Medicare & Medicaid Services (CMS)

## Patient Experience Surveys

- In 2020 and 2021 CMS Patient Experience Surveys increased their impact on Medicare Star quality rating
  - all healthcare professionals serving Medicare beneficiaries are a part of these surveys

# **CMS**

## **Patient Experience Surveys**

- In 2020 and 2021 CMS Patient Experience Surveys increased their impact on Medicare Star quality rating
  - surveys are randomly sent to beneficiaries and their responses provide measurable feedback to physician, service providers, and the health plan
    - improve process and health outcomes
    - encourage retention and patient choice

# **CMS**

## **Patient Experience Surveys**

- In 2020 and 2021 CMS Patient Experience Surveys increased their impact on Medicare Star quality rating
  - CMS can use some surveys to affect payments to providers

# CMS

## Patient Experience Surveys

- CAHPS Survey: Consumer Assessment of Healthcare Providers and Systems
  - random surveys focusing on patient experience and perceived care
  - identifies perception of provider communication
  - medication management, instruction
  - coordination of healthcare needs within the system

# CMS

## Patient Experience Surveys

- HOS: Health Outcomes Survey, for Medicare Advantage beneficiaries
  - random surveys designed to gather meaningful health insight
  - measures:
    - management of urinary incontinence in older adults
    - physical activity in older adults
    - fall risk management

# CMS Patient Survey Examples

## CMS CAHPS

- Hospital CAHPS
- Home Health CAHPS
- Fee-for-service CAHPS
- CAHPS Hospice
- In-Center Hemodialysis CAHPS
- Outpatient and Ambulatory Surgery CAHPS
- Nationwide Adult Medicaid CAHPS

## CMS HOS

- Three measures of functional health
- Three measures of healthcare effectiveness data
  - monitoring physical activity
  - improving bladder control
  - reducing the risk of falling

# CMS Medicare Star Ratings

“The Medicare Star Ratings help people with Medicare compare Medicare Advantage (MA) plans, help educate consumers on quality, and make quality data more transparent and comparable among plans. Up to 44 unique quality measures are included in the 2021 Medicare Part C and D Star Ratings, including success in providing preventive services, managing chronic illness, access to care, Healthcare Effectiveness Data and Information Set (HEDIS<sup>®</sup>) measures, the Consumer Assessment of Healthcare Providers and Systems (CAHPS<sup>®</sup>) survey, and responsiveness.”

*Center for Medicare and Medicaid (2023)*

# CMS Medicare Star Ratings

- In 2021, CAHPS and HOS surveys will impact CMS Star Rating System, weighted 35% of total rating

## CAHPS and HOS Quality Measures

Measure	Metric	Tips
Annual flu vaccine and pneumonia vaccine	% of sampled patients who: 1. report they received a flu vaccination since the prior July 2. report ever getting a pneumonia vaccine	<ul style="list-style-type: none"> <li>• Ask patients if they have had specific vaccines</li> <li>• Encourage patients to get vaccines</li> </ul>
Obtaining needed care	Patients rate how often it was easy to get appointments with specialists, lab work, treatment through health plan in the prior 6 months	<ul style="list-style-type: none"> <li>• Make scheduling easy</li> <li>• Ask staff to schedule specialist and lab appointments and write down details for patients</li> <li>• Health with authorization</li> </ul>
Getting appointments and care quickly	Patients rate how often they: 1. scheduled an appointment and got care as soon as needed in prior 6 months 2. saw the person they came to see within 15 minutes of appointment time	<ul style="list-style-type: none"> <li>• Break up wait times for moving patients from the waiting room to exam room for vitals</li> <li>• Contact patients when delays are expected using text, email, and phone</li> </ul>
Coordination of care measure	Patients rate their provider's familiarity with their medical history and prescriptions, how well physicians are following up with patients after tests, and how well their "personal doctors" are managing care with other providers	<ul style="list-style-type: none"> <li>• Manage referrals closely</li> <li>• Expedite time to follow up on labs, x-rays, and other tests</li> <li>• Remind patients to bring a list of prescriptions</li> </ul>

# CAHPS and HOS Quality Measures

Measure	Metric	Tips
Improving or maintaining physical health	Patients report whether their physical health is the same or better than they expected in the past 2 years	<ul style="list-style-type: none"> <li>• Admire and support your patients' health whenever possible</li> </ul>
Improving or maintaining mental health	Patients report whether their mental health is the same or better than expected in the past 2 years	<ul style="list-style-type: none"> <li>• Inquire about your patients' mental health and encourage them to stay positive</li> </ul>
Monitoring physical activity	Patients report whether they have discussed exercise with their doctor and if they were advised to start, increase, or maintain their level of physical activity	<ul style="list-style-type: none"> <li>• Offer specific recommendations for exercise</li> </ul>
Improving bladder control	Patients who report a urine leakage problem are asked if discussed with provider	<ul style="list-style-type: none"> <li>• Emphasize that you are treating with Kegel exercise or other remedies</li> </ul>
Reducing fall risk	Patients with fall/balance issues are asked if they received an intervention	<ul style="list-style-type: none"> <li>• Remind patients to install handrails, use cane/walker, remove rugs</li> </ul>

## Patient Satisfaction

### Healthcare System

- Manimay, as quoted by Manzoor et al., (2019), proposed that healthcare systems “give powerful training to service providers (including all staff of the hospital, medical or non-medical) on interpersonal skills and realistic communication to stimulate patient satisfaction.”



# Patient Satisfaction

## Healthcare System

- All service delivery within the healthcare environment
  - affects patient experience and attitude
  - can strengthen provider relationship
    - hospitals, physicians, outpatient setting, urgent care, etc.
    - best practices should be in place to ensure quality service delivery for all lines of business and care

# Patient Satisfaction

## Healthcare System

- Evaluation occurs in all aspects of medical service delivery thus the correlation between delivery and patient satisfaction

# Patient Satisfaction

## Healthcare System

- Patient satisfaction is reliant on a positive connection between expected and received services, intentions and what is delivered

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- Patient satisfaction is reliant on a positive connection between expected and received services, intentions and what is delivered
  - establishes public trust

# Patient Satisfaction

## Healthcare System

- Patient satisfaction is reliant on a positive connection between expected and received services, intentions and what is delivered
  - establishes public trust
  - creates retention and referral flow
  - builds foundation for engagement in preventative care
  - improves health outcomes

**Improving health outcomes  
does not always (by itself)  
guarantee patient  
satisfaction!**

# Patient Satisfaction and Lab Services

“...laboratory services are considered the backbone of the healthcare sector...rapidly progressing in the technology industry due to the number of diagnostic machines found in the laboratory that have saved millions of people’s lives, such as advanced ultrasound, magnetic resonance imaging (MRI), pathology tests... Laboratory services are essential for assisting in the diagnostic diseases of patients.”

*Manzoor et al (2019)*

# Patient Satisfaction and Lab Services

- Lab services are key for patient satisfaction, especially in such areas as prenatal care (Manzoor et al., 2019)
  - pregnancy care, labor, and delivery is reliant on the level of satisfaction from patients, families, and the greater community

# **Patient Satisfaction and Lab Services**

- Lab services are key for patient satisfaction, especially in such areas as prenatal care (Manzoor et al., 2019)
  - hospital and provider loyalty can extend intergenerational and community utilization

# **Patient Satisfaction and Telehealth**

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Telemedicine is expected to grow to a \$550 billion line of business by 2027 (Mason et al., 2022)
  - increases healthcare accessibility
  - minimizes disease exposure
  - allows for more efficient use of resources and time

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Telemedicine is expected to grow to a \$550 billion line of business by 2027 (Mason et al 2022)
  - reimbursement of telemedicine allows for expanded opportunity to deliver patient-centered care

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Telemedicine is expected to grow to a \$550 billion line of business by 2027 (Mason et al 2022)
  - understanding the nature of each patient impacts perception of telemedicine

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Telemedicine is expected to grow to a \$550 billion line of business by 2027 (Mason et al 2022)
  - provider should customize approach based on each patient's level of understanding healthcare, preventative care, and technology

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Telemedicine is expected to grow to a \$550 billion line of business by 2027 (Mason et al 2022)
  - patient satisfaction may hinge on supplemental engagement such as apps to support specific health needs

**Recognize  
Patient Satisfaction**



# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Delivery of patient services has been expanding, it is important to measure patient satisfaction

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- There are four aspects of patient satisfaction delivered via telemedicine (Mason et al., 2022)
  - health benefits
  - patient-centered care
  - monetary costs
  - non-monetary costs

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Is the person able to share what is going on as it pertains to their health?
- Do they feel like they have your attention?
- Are they paying for this service?
- And what are they getting that they're not paying for?

# **Patient Satisfaction and Healthcare Delivery Telemedicine**

- Education is a component of delivery of telemedicine

- Overall measurable patient satisfaction is the “ultimate approach to measure the quality of patient care” (Schmitt as quoted by Parashar 2022)

## **Patient Satisfaction Environment**

- When a healthcare system is driven by patient satisfaction, the following will be in place
  - easy access to quality care
  - perception of competent professionals
  - supportive, collaborative healthcare professionals

## **Patient Satisfaction Environment**

- Additionally, there will be:
  - satisfaction with treatment
  - transportation
  - cost

## **Patient Satisfaction Environment**

- Patient satisfaction is correlated to the patient's expectation to access quality care in a caring manner
- Patient satisfaction was found to not be directly correlated to health outcomes

## **Patient Satisfaction Environment**

- Creating an environment of perceived satisfaction is incumbent on those who interact with patients

Parashar et al 2022

## **Patient Satisfaction Environment**

### **Patient Satisfaction and Patients**

- Patient satisfaction is correlated with:
  - adherence to treatment
  - engagement in prevention
  - improved clinical outcomes
  - better patient safety
  - lower hospitalization utilization
  - increased retention of patients

# **Patient Satisfaction and Providers**



**Medicaid**

**Health Plans/Insurance Companies**

# **Patient Satisfaction and Providers**

- Gain insight and understanding into levels of patient satisfaction in your organization
- Pay attention to your workflow and how it impacts patients

## **Patient Satisfaction and Providers**

- Share significance of patient satisfaction with your team
- Address issues as they arise
- Communicate properly with patients to ensure effective messaging and connection

## **Patient Satisfaction and Providers**

- Recognize areas for improvement and address them

# ***Thank You!***

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## Understanding Patient Satisfaction in Healthcare

Joy Siegel, EdD, MBA

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