

Patient Experience Assessment and Reporting Solution

Engaging Patients, Empowering Doctors, Reducing the Risk of MPL Claims

PEARSSM: Patient Experience Assessment Reporting Solution

According to research from the Healthcare Litigation Group of Stevens & Lee, lapses in communication and service are the main drivers of claim frequency and severity, not malpractice. Regardless of your political point of view, meaningful change in our health-care system is essential to reduce costs and improve quality and access to care for every American. Because tort reform is unlikely to be a component of this needed change, true collaboration between a patient and their physician, and the patient's evaluation of the experience of care—as it happens, in real time—must become integral to every aspect of healthcare to mitigate risk. For physicians seeking to better engage patients and reduce risk and costs, a happy and well-informed patient population provides a welcome foundation for a claims-free environment.

The Doctor-Patient Relationship

There is a close relationship between patients' degree of satisfaction with their physician and quality-of-care process measures. Physician concerns about MPL can affect the doctor-patient relationship, especially among high-risk specialties. Physicians and support staff who are engaged in their profession connect more effectively with their patients. Research shows that better communication leads to improved adherence and better health outcomes. These doctors know how to practice patient-centered care and have

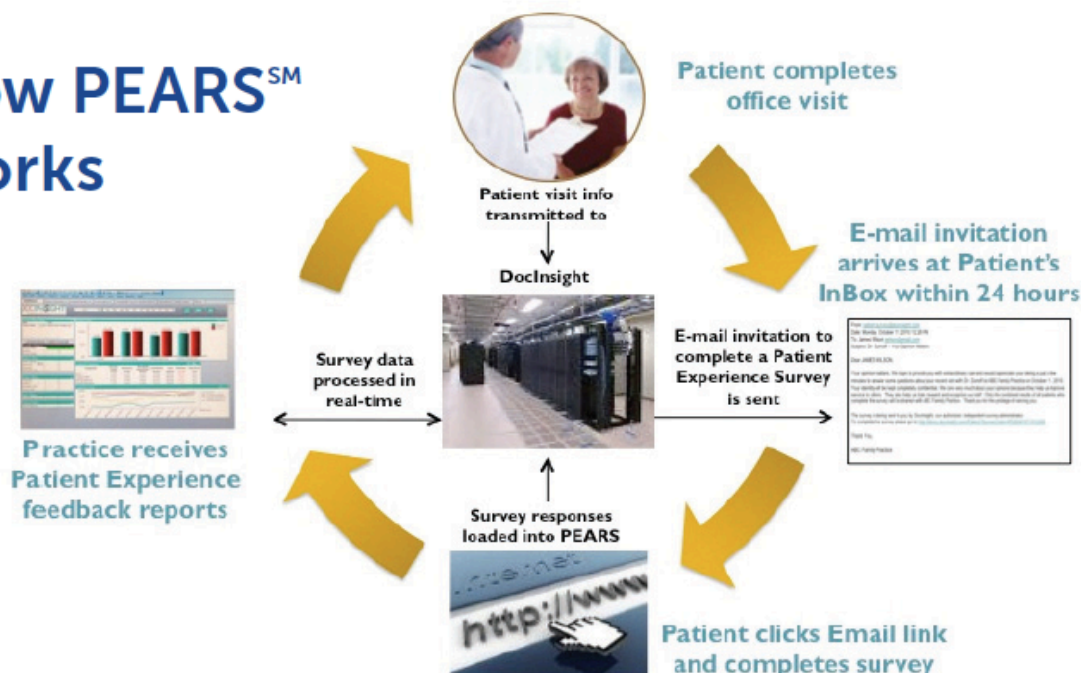


*Deliver an Exceptional
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happier, healthier patients. Conversely, doctors and support staff, from clinical extenders to front desk clerks, who are dissatisfied represent a greater risk of errors in communication, writing prescriptions, and other elements of patient safety. Their patients, who are less likely to form a compatible and meaningful relationship with their doctor, may be more likely to consult a plaintiff's attorney, instead of the doctor, when searching for answers on what they think went wrong in the delivery of their care.

As healthcare reform, Medical Homes and Accountable Care Organizations emerge, new compliance, recognition and meaningful use requirements are driving the need to systematically collect and report patient experience quality measures. While the use of electronic health record technology has shown progress in improving clinical decision support and outcomes, we are just beginning to scratch the surface in measuring this "softer side" of medicine. Measuring the effectiveness of the doctor-patient relationship requires collecting and analyzing quality measures that focus on patient experience such as access to care, communication, self-care management and patient satisfaction. Only by gathering and reporting real-time insights about each patient's experience will we enable physicians to fine-tune the quality of their services and enhance the mutual satisfaction of the doctor-patient relationships.

How PEARSSM Works



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Innovations in health information technology are now available to measure patient satisfaction within the context of the practice and the doctor-patient relationship. PEARS is a dynamic survey administration platform that can help health care organizations address meaningful use quality reporting requirements pertaining to patient/family engagement and comply with NCQA standards for medical home recognition. PEARS measures and reports on a patient's experience after the point of care as well as during the course of care. For physicians seeking to continuously measure quality and reduce risk and readmissions... PEARS can pinpoint gaps and drive continuous improvement. Unlike traditional, passive mail-based satisfaction surveys that are sent to a sample of patients at a static point in time, PEARS facilitates open and robust performance measurement across the patient panel. PEARS aggregates, de-identifies and produces highly customized, understandable reports that graphically benchmark performance by center, practice location, physician, gender, age, ethnicity and even disease state. The opportunity to engage the voice of patients and create a community where health consumers and doctors can connect holds great promise to enhance the patient experience and improve outcomes.

Benefits of measuring patient experience

The benefits of applying metrics to the patient experience begin with the premise that a positive doctor-patient relationship leads to better communication and, from there, to better outcomes. Providing a constructive patient experience can lead to better adherence to treatment plans and self-care, increased patient loyalty, and more word-of-mouth referrals to the practice. Improving patient satisfaction can also lead to increased staff and physician satisfaction, a lower risk of being sued, and, ultimately, lower MPL premiums.

"And there's now ample research showing that patient experience surveys are related to greater adherence, better clinical outcomes, lower malpractice risk, higher satisfaction on the part of patient and clinicians, and more energized staff and clinicians."

- Deborah Ness, President of the National Partnership for Women & Families