

IMPROVING PX SCORES:

# 3 Steps to Becoming an HCAHPS Hero

Ushering in a new era in patient experience.

FeedbackNOW by FORRESTER

HCAHPS scores matter. A lot. The results of the Hospital Consumer Assessment of Healthcare Providers and Systems survey sent to patients after their stay are reviewed by many key people. But none as important as patients. Patients are central to a hospital's reputation. And reputation matters more and more in today's competitive environment. Not only are HCAHPS scores presented publicly,

affecting the amount of people who decide to use a healthcare facility, but they are also directly tied to the amount of reimbursement a hospital receives from Medicare, a significant portion of revenue. With these incentives for providing top quality care, there is no reason not to strive for top performance, and become... an HCAHPS hero!

## Here Are Three Proven Ways to Be an HCAHPS Hero for Your Hospital:

### 1 | Make Sure Your Teams Understand the Survey and Its Importance

HCAHPS survey results are available for ALL to see online. Results have a direct and vital impact on a hospital's reputation. And in a competitive environment, reputation is everything.

Hospitals send the HCAHPS survey between 48 hours and six weeks after discharge. Most questions cover the experience of the patient with doctor, nurse, and staff communication, responsiveness, medicine and prescription communication, discharge process, cleanliness, and quietness. Patients can also give an overall rating.

Step 1 on your road to being an HCAHPS Hero is to ensure that everybody who impacts patients – from nurses, to IT, to doctors, to cleaning staff – internalizes the importance of the survey, and how it impacts the organization and everyone's livelihoods.

→ For more information on FeedbackNow in Healthcare:

[Learn More](#)

## 2 Understand and Fix Problems Before the Survey

Waiting is for waiting rooms. Not something as crucial as your HCAHPS scores. Leading hospitals use real-time patient sentiment analysis systems to know how they are doing well in advance of patients going home. They can understand the patient experience in a far deeper way than ever before and use these insights to fix things.

Patients — and family members— who felt heard during the stay, and had any issues addressed, are far more likely to give high HCAHPS scores when they get the survey.

Here's where FeedbackNow by Forrester comes in.



FeedbackNow is deployed by major hospital groups and they are seeing increases in their HCAHPS scores. Communication is the cornerstone of patient experience (PX) success and FeedbackNow is the tool to help you get there.

## 3 Add a Few Key Supplemental Questions to your HCAHPS Survey

At the end of the official 29-question survey, hospitals may add a group of hospital-specific questions that will not be reviewed or collected by the central HCAHPS organization.

This is your opportunity to gather specialized feedback on what programs and initiatives are working, and which need improvement. Be as specific as possible in your questions to get the most valuable data – but be sure to only add a few supplemental questions at a time. A longer survey means fewer responses. The 29 original items take around 7 minutes to complete on average.

Don't wait for the quarterly HCAHP results to find out where your patient experience falls short and miss out on funding for your hospital. Track real-time patient sentiment with FeedbackNow from the time your patient checks in to when they leave.

**Reception Desks:**

“How was your check-in experience today?”



**Waiting Rooms:**

“Are you satisfied with the cleanliness of this area?”



**Patient Rooms:**

“Are you satisfied with the friendliness of the staff?”

**FeedbackNow offers unique, tailored solutions to fit your needs with physical, digital, and touchless options.**



Increase the quality and volume of patient feedback by capturing data in the true moment of engagement across the entire customer journey.

 **40%** increase in response rate compared to classic survey

More data points allow us to uncover trends and understand what actions you can take to improve your patient's experience.

**Examples:**

- A healthcare system in Germany experienced a 5-8% increase in PX after learning their wastebaskets were too small in their restrooms within two weeks of implementing FeedbackNow.
- A large hospital system in the Northeast increased patient room satisfaction by 18% after deploying FeedbackNow.

**Sources:**

<https://www.hcahponline.org> Centers for Medicare & Medicaid Services, Baltimore, MD. June 9th, 2022.

<https://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/HospitalQualityInits/HospitalHCAHPS>. Centers for Medicare & Medicaid Services, Baltimore, MD. June 9th, 2022.

<https://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/HospitalQualityInits/HospitalCompare>. Centers for Medicare & Medicaid Services, Baltimore, MD. June 9th, 2022.

<https://data.cms.gov/provider-data/>

<https://www.medicare.gov/care-compare/>

➔ For more information on FeedbackNow in Healthcare:

[Learn More](#)