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The Experience Economy and Our Patient Experience Journey

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Today's Objectives

- Understand & appreciate the difference between service and experience
- Apply the concept of providing experiences to healthcare delivery
- Identify 5 common patient experience failures and how to address them

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The Experience Economy

Pine & Gilmore, 1999

Even professional service providers are finding that their offerings have been productized, standardized, marginalized.

“The Service Economy has peaked. Goods and services are no longer enough”

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The Commoditization of Healthcare

Bernard Lown:

"Healthcare in America is in a deep crisis. A public service has been transformed into a for-profit enterprise in which physicians are "healthcare providers," patients are consumers and both subserve corporate interests. It has become a business that has deprofessionalized doctors and depersonalized patients. From a healing occupation dominated by professionals, medicine has become an industrial process run by technicians."

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The Commoditization of Healthcare

Bernard Lown:

"At a time when doctors are performing the near miraculous, the profession's reputation is increasingly discredited. More and more, patients complain about not being listened to and being abandoned… And the public, led to expect miracles which are not forthcoming, grows disillusioned and angry.

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The Commoditization of Healthcare

Price Transparency
Increased Regulation
Bundled Payments
Consumer Education
Individual Financial Responsibility
Incorporation of Healthcare Providers

= Decreased Product Variability

= **Commoditization**

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Service Versus Experience

Patients primarily judge satisfaction based on their expectations around the **Customer Experience**

The sum of all **interactions,** shaped by an organization's **culture,** that influence patient **perceptions** across the **continuum** of care.

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Service Versus Experience

Economic Offering	Commodities	Goods	Services	Experiences
Economy	Agrarian	Industrial	Services	Experiences
Economic Function	Extract	Make	~~Delivered on Demand~~	Stage
Nature of Offering	Fungible	Tangible	~~Intangible~~	Memorable
Key Attribute	Natural	Standardized	~~Customized~~	Personal
Method of Supply	Stored in Bulk	Inventoried After Production	~~Delivered on Demand~~	Revealed over a Duration
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	~~Clients~~	Guest
Factors of Demand	Characteristics	Features	Benefits	Sensations

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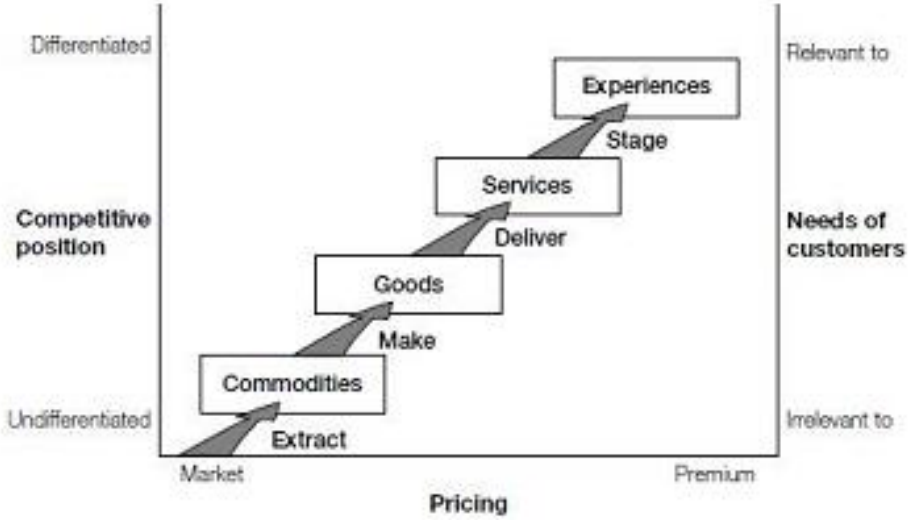
Today the concept of selling experiences is spreading beyond theaters and theme parks

What would we do differently if we charged admission?



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Finding Opportunities - Ing the Thing

Staging compelling experiences begins with embracing an experience-directed mindset, thinking not only about the design and production of things, but also about the design and orchestration of experiences using these things.

Existing 'ing' words already in the lexicon	New 'ing' words that we invent to describe what we provide
Treating Healing Caring Hoping	

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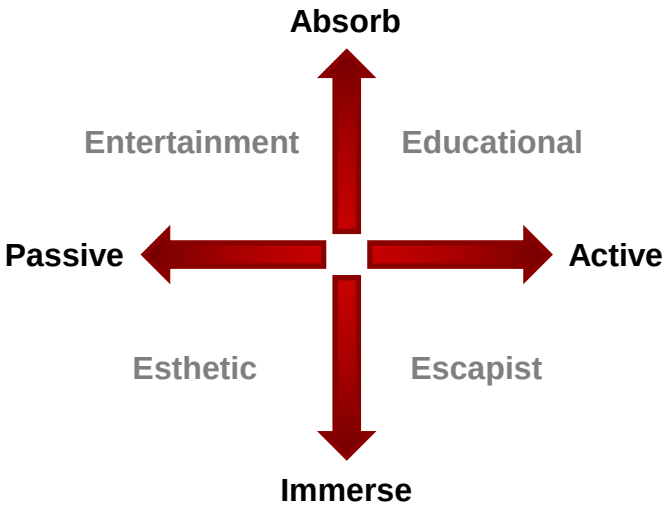
Enriching the Experience

Staging experiences is not about entertaining customers; it's about engaging them



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Enriching the Experience
The Esthetic Domain

Experiences in which the participant is immersed in an event or environment, but has little or no effect on it, leaving it essentially untouched

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Enriching the Experience
The Esthetic Domain

The Power of Cues

Words alone are not enough

Cues are signals, found in the environment or in the behavior of workers, that create a set of impressions.

- Inclusiveness
- Determination
- Empathy
- Sincerity
- Ownership
- Innovation

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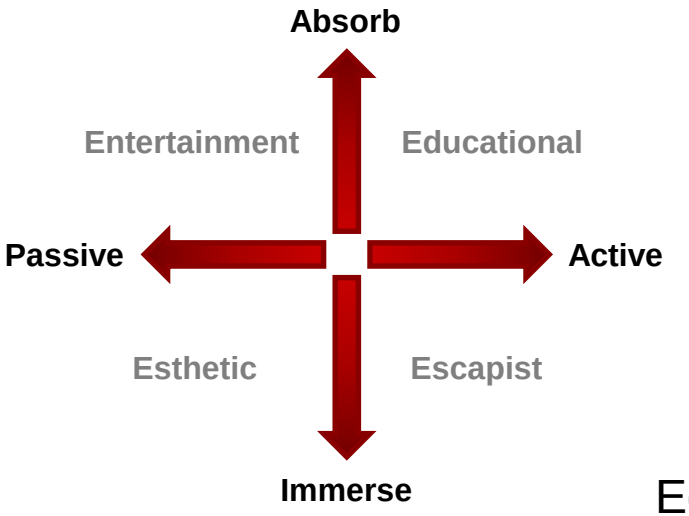
Enriching the Experience

Staging experiences does not mean operating in only one domain



Eduscapist – Education + Escapist
Edusthetic – Education + Esthetic
Escasthetic – Escapist - Esthetic
Entersthetic- Entertainment – Esthetic
Escatainment – Escapist - Entertainment

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FY2020 OSUWMC Patient Experience Priorities

Joint Physician-Nurse Bedside Rounding

Priority	Initiative	Survey Metric	Standards
Empathy & Personal Connection	Joint physician-nurse rounding at bedside	HCAHPS – Overall Rating, Doctor Comm, Nurse Comm	• Physician and nurse to round at patient bedside ≥ 80% as measured by internal audits • Add joint rounding question to inpatient survey and monitor patient perception of rounding occurrence

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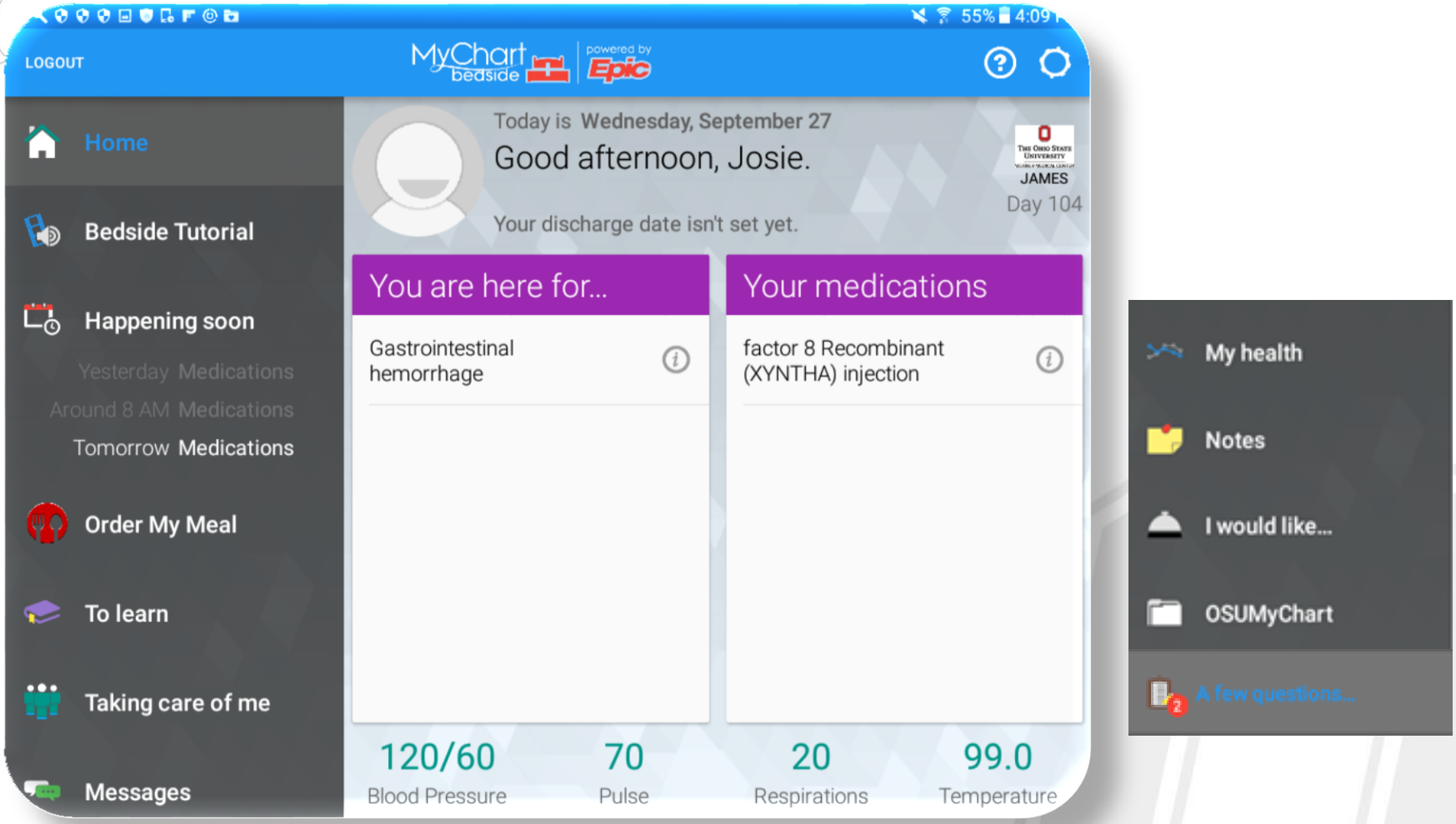
MyChart Bedside Overview

What is the difference between MyChart and MyChart Bedside?



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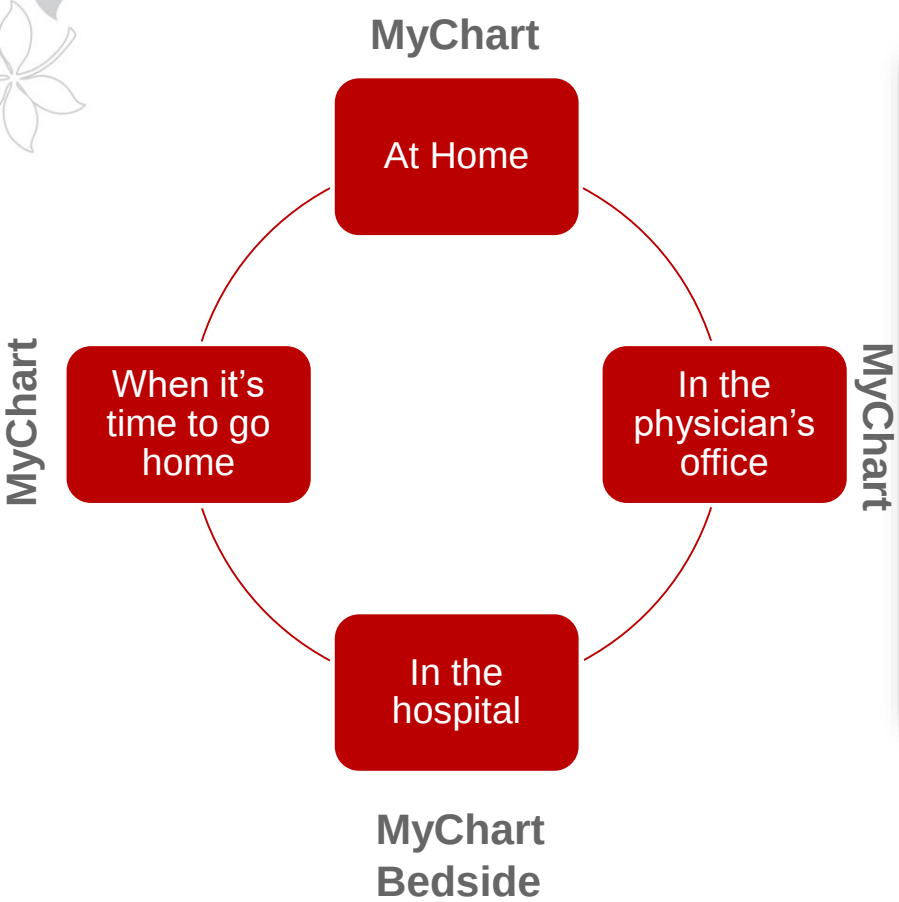
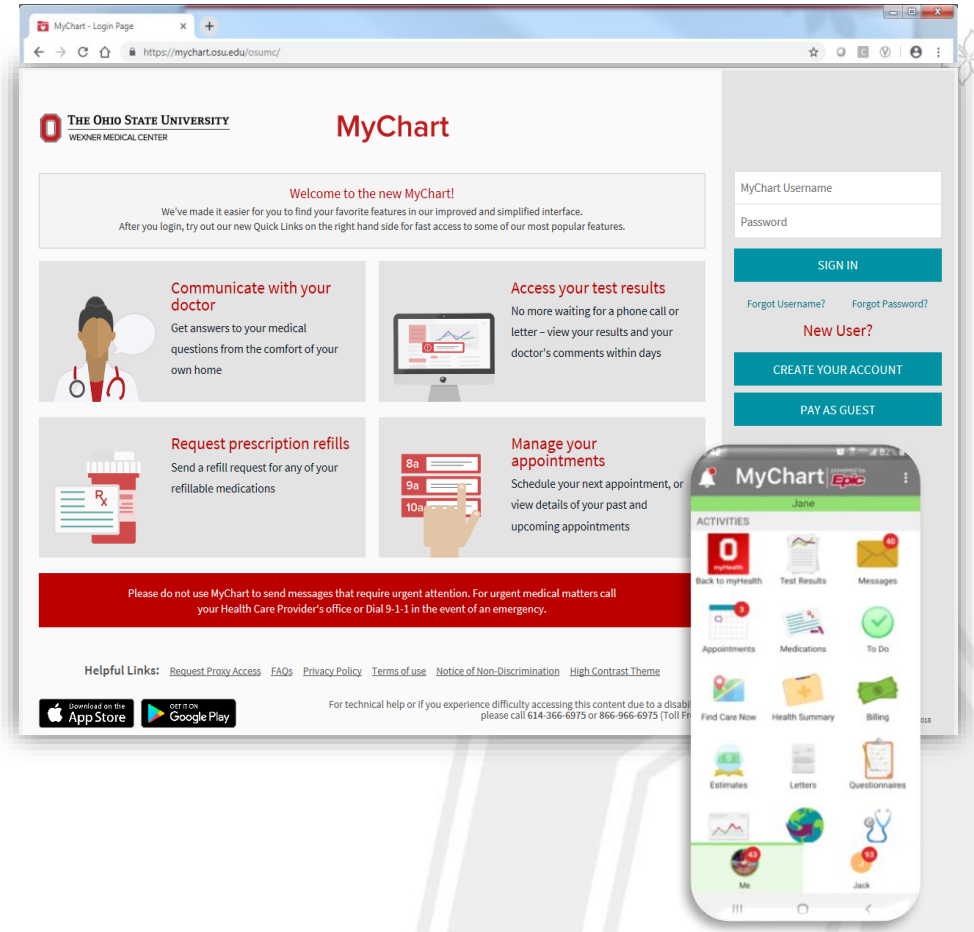
MyChart Overview





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5 Quick Tips

Verify the specific goal of care, facilitate reasonable and measurable expectations and focus on delivering them

Develop an experience directed mindset. Understand your value and engage customers by leveraging elements of their experience type

Access, access, access. Online scheduling accessible via mobile device.

Automated wait listing to get patients in early when possible

Create On Stage and Off Stage areas and activities

Publish your internal patient experience comments. Validated and high volume, take control of your webutation.

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You treat a disease, you win, you lose.

You treat a person, I guarantee you, you'll win, no matter what the outcome.

- Patch Adams

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