

Tips to Boost Patient Satisfaction

1. Use staff meetings as an opportunity to discuss patient satisfaction.
 - Share success stories
 - Discuss how to handle patient complaints or issues and use feedback to improve processes
 - Discuss how to de-escalate situations if a patient becomes angry
 - Review the importance of simple courtesies such as name tags, introducing yourself by name, asking how you can help, returning phone calls promptly and knocking before entering an exam room.
2. Assess the ease and friendliness of your office telephone access process
 - Minimize the time configured to “out-of-office”
 - Confirm that the after-hours message is compliant
 - Address patient voicemails ASAP
 - Meet the needs of non-English speaking patients
 - L.A. Care provides free interpreting services for members, including telephonic interpreting
 - Ask patients if they are satisfied with phone access
3. Ensure that your patients see your practice as a positive, supportive environment.
 - Consider customer service training for staff
 - Reduce the risk that negative experiences are shared via word-of-mouth or social media
 - Please do not speak negatively about Medi-Cal, IPAs, or L.A. Care
4. Introduce your staff to AIDET®, the Studer Group’s Five Fundamentals of Communication.
 - **ACKNOWLEDGE:** Greet the patient by name
 - **INTRODUCE:** Introduce yourself
 - **DURATION:** Give an accurate time expectation for waiting to be seen & how long the visit, testing or treatment may take
 - **EXPLAIN:** Give step-by-step instructions, expectations, answer questions and address follow-up
 - **THANK YOU:** Express your gratitude by thanking the patient and/or family and thank family members for their support for the patient
5. Use patient feedback to improve patient satisfaction
 - Consider fielding a mock patient satisfaction survey to get granular data about your practice or individual providers.
 - You can create your own survey or have a vendor field one on your behalf
 - Informal monitoring of patient satisfaction after visits is useful as well
6. Happy Staff = Happy Patients
 - Show your staff you appreciate them
 - A simple thank you does wonders
 - Share and celebrate successes
 - A pizza party or coffee run is a great acknowledgment of good work
 - Recognize great customer service at staff meetings or offer rewards for patient engagement
7. Take advantage of every visit to conduct preventive screenings and services.
 - For example, a patient makes appointment to discuss back pain; this is an opportunity to perform cervical cancer screening, refer for a mammogram, and administer flu shot
 - Reduces the demand for additional visits, freeing up appointment slots
 - Patients often prefer “one and done” visits