

BACKGROUND

In early 2019, a \$7 billion regional health system committed to elevating its patient experience performance to become a top tier health system nationally. To do so, they undertook an initiative to demonstrate their commitment to caring both for and about patients.

Fidelum Health was retained to apply its HUMAN Brand™ Experience Insights Model to help elevate and transform patient experiences and organization performance. Our first step in this experience transformation journey was to design and implement a benchmark study of current patient attitudes, priorities and perceptions relating to the system. The study would also quantify the impact of patient experiences and loyalty on system outcomes, such as visits and payments to the system.

SOLUTION

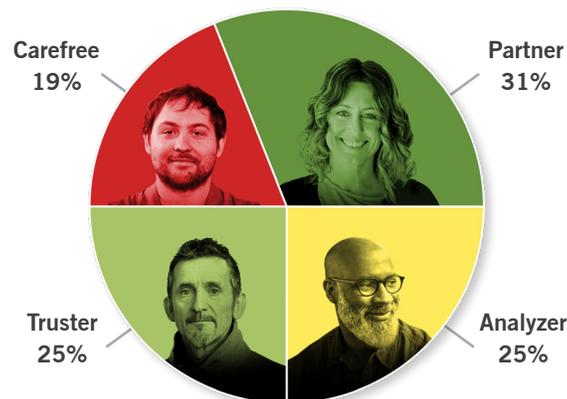
A Fidelum Health Experience Benchmarking & Impact Study utilizes an intensive five step research and transformation process. Each step can be summarized briefly as follows.

Step 1: Kick-Off Work Session & Project Charter: The system customer experience team and key stakeholders were facilitated through the development of a project charter for the Benchmarking & Impact study. This ensures engagement and alignment on the scope, expectations and definition of success for the project from the outset.

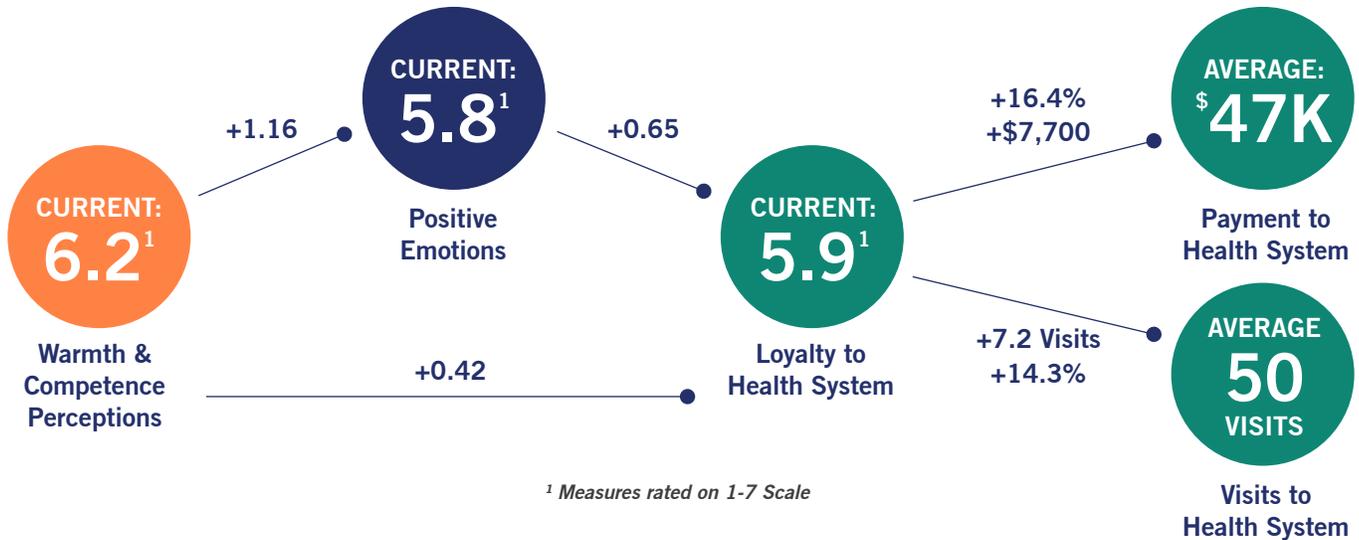
Step 2: Experience Insights Review & Discovery Interviews: Next, a thorough review of previous patient experience data and insights was conducted. In addition, Discovery Interviews were completed with selected staff members to ensure that our benchmark patient experience study would build upon all existing knowledge.

Step 3: Benchmark Patient Experience Research: Leveraging our recent review and findings, a tailored application of the HUMAN Brand™ Experience Insights Model was designed to gather in-depth experience insights from recent patients. Next, online interviews were conducted with a representative sample of over 3,000 recent patients from across the health system. This study generated a rich care experience dataset that was combined with existing patient data, including past visits and payments to the system.

Step 4: Attitudinal Patient Segmentation: Leveraging this extensive dataset, Fidelum Partners developed a cluster analysis segmentation of patients to quantify the diversity of expectations and experiences among them. Four unique and distinct patient types were identified, each with widely varying attitudes, priorities, perceptions and loyalty to the system. This yielded in-depth attitudinal and behavioral profiles of each patient type that would be used to personalize care experiences moving forward.



Step 5: Patient Experience Impact Analysis: Next, advanced predictive analytics were conducted to quantify the impact of patient experiences on behavior and financial outcomes. The analysis revealed that for every 1 point increase in warmth and competence perceptions (on a 7 point scale), patient loyalty to the system increased by .42 points. In addition, for every 1 point increase in patient loyalty (on a 7 point scale), actual patient payments and visits to the system increased by 14-16%. As a result, a focus on improving specific patient perceptions and loyalty would contribute significant increases in visits and system revenue.



HEALTH SYSTEM IMPACT

Leveraging these HUMAN Brand™ patient experience insights, along with strategic recommendations from Fidelum Health, the health system customer experience team was able to finalize a compelling new patient experience strategy. This compelling approach for transforming organization performance was strongly endorsed by the senior management team and board in late 2019. System-wide implementation began during 2020 and substantial improvement in organization performance was apparent before the end of that year.

“ To be the healthcare provider of choice, our health system must not only deliver the best medical care, we have to touch people’s hearts. That’s where Fidelum Health has been a key strategic partner. Their HUMAN Brand™ insights model of ‘warmth and competence’ is a hand-in-glove fit with our patient experience goals. Fidelum Health has helped us go beyond theory to evidence-based design, technology and practice. With Fidelum’s help, we are driving transformation among patients, team members, and physicians; and as a result, realizing better clinical outcomes, market share and loyalty.”

Vice President, Customer Experience, \$7 Billion Regional Health System