

GALLUP RESEARCH SHOWS

Measuring HCAHPS Is Not Enough to Drive Performance Outcomes

COMPLYING WITH THE HCAHPS INITIATIVE HAS DIRECT AND IMMEDIATE IMPLICATIONS ON YOUR ORGANIZATION'S COMPENSATION LEVELS. HOWEVER, THE HCAHPS SURVEY IS JUST ONE PIECE OF THE PATIENT PUZZLE. THE HCAHPS SURVEY QUESTIONS, WHILE NECESSARY, ARE NOT SUFFICIENT FOR ULTIMATELY UNDERSTANDING THE FULL RANGE OF EMOTIONAL ENGAGEMENT DRIVERS THAT ARE KNOWN TO BOND PATIENTS — YOUR CUSTOMERS — AND THEIR FAMILIES WITH AN ORGANIZATION FOR LIFE. TO ESTABLISH AND MAINTAIN THESE KINDS OF LASTING, TRUSTING RELATIONSHIPS WITH YOUR PATIENTS THAT LINK TO YOUR FACILITY'S PERFORMANCE, QUALITY LEVELS, AND BOTTOM LINE, IT IS CRITICAL THAT YOU DEVELOP A PLAN FOR MEASURING AND DRIVING PATIENT ENGAGEMENT.

Introducing Gallup Patient Engagement

The patient feels the hospital is "perfect" for her, that she "can't live without it."

Passion

The patient feels really good about the hospital and how using the services of the hospital reflects on him.

Pride

The patient's feelings of integrity will depend on whether he is treated fairly by the hospital, both routinely and when something goes wrong.

Integrity

The patient feels the hospital is trustworthy and keeps its promises.

Confidence

For more than 30 years, Gallup has consulted with healthcare providers about their ability to measure and manage the expectations, satisfaction, and loyalty of their staff and patients. From these decades of experience evolves the Patient Engagement program, Gallup's strategy to help leading healthcare organizations truly understand their customers and consistently predict performance outcomes.

Why should you care?

Research shows that measuring Patient Engagement (the passion, pride, integrity, and confidence of a patient's care experience with an organization) in concert with the HCAHPS items yields a stronger and more statistically significant relationship with optimized performance

outcomes than using the HCAHPS survey alone. Gallup's Patient Engagement survey consistently predicts hospital performance on an index of critical business and care outcomes, including EBIDTA, mortality, contract labor rates, turnover, and high HCAHPS scores.

Why Gallup Patient Engagement and HCAHPS?

HCAHPS measures patients' perceptions and expectations of the basic aspects of their care experience. Patient Engagement combines these transactional measures with the "next level" information crucial to your organization's future success: the emotional investment and psychological commitment of your patients to your employees, your physicians, and the hospital as a whole. The complete Patient Engagement survey, which includes the HCAHPS question items, meets HCAHPS participation requirements. Additionally, Gallup's Patient Engagement

consulting solutions provide in-depth analysis about the transformational behaviors that link to critical hospital performance outcomes while allowing facilities to track the strength of their brand as measured by their patients' emotional connection with the organization.

The Patient Engagement survey includes Gallup's Customer Engagement items. This allows healthcare providers, for the first time, to compare their organizations to those throughout any and all industries in Gallup's Customer Engagement database, including other healthcare providers. Hospitals are unique in the variety of services they provide, including

aspects of the hospitality, food service, retail, and manufacturing industries. Measuring Patient Engagement allows you to compare your customers' emotional attachment in these areas against a diverse and robust database consisting of best practice industry performers throughout the world.

As a healthcare provider, your facilities and your care can meet your patients' basic expectations yet fail to create a lasting emotional connection. Isn't it time that you not just satisfy your patients, but build this connection so patients use your services again and recommend your services to others — and you have HCAHPS scores that you can be proud of?

For more information about Gallup Patient Engagement and how it can make a dynamic impact on your organization's performance outcomes, contact healthcare@gallup.com.

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