

# Experience Innovation Network Advisory Services

## Case Study Synopsis: Improving Patient Satisfaction, Loyalty with Sacred Moments



Health Management Associates and Twin Rivers Medical Center in Kennett, MO partnered with the EIN to improve patient satisfaction. In 2011, the 116-bed hospital found itself in the 33<sup>rd</sup> percentile of HCAHPS scores for patients' overall willingness to recommend.

### Strategy

#### Mapping Intervention

- Analyzed staff and physician pulse surveys.
- Hosted Town Hall Communication Series.
- Conducted patient and family interviews.
- Held care team "Lightning Rounds."
- Deployed No Excuses Team (NET).

### Solution

#### Sacred Moments

- Focus on what matters most to patients.
- Ask meaningful questions at admission.
- Address spiritual needs and support system.
- Alleviate fears and concerns.

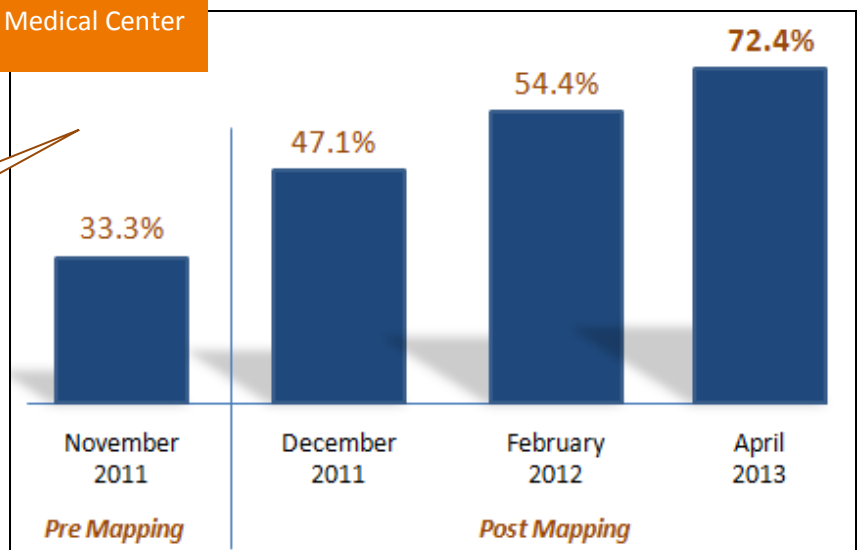
### Results

- Increased HCAHPS scores by 110%.
- Humanized care, transformed culture.
- Increased nurse satisfaction.
- Selected to join the Always Events<sup>®</sup> Community and Recognition Program.

*"What is so powerful about this program is that it doesn't cost a thing. It is amazing what can be accomplished by simply listening."*

- Dr. Steve Pu  
Medical Director  
Twin Rivers Regional Medical Center

### HCAHPS Top Box Scores



**110% Increase  
in Patient  
Satisfaction**