

Highlighting the Patient Perspective: Assessing the Impact on Staff of Videos that Convey the LVHN Patient Experience

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Highlighting the Patient Perspective: Assessing the Impact on Staff of Videos that Convey the LVHN Patient Experience

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Hypothesis

- If LVHN nursing directors and senior administrators are shown two videos portraying the typical patient's experience, then the majority of those surveyed will agree that the videos had at least some impact on them and increased their understanding of the patient's perspective.

Background

- Healthcare in the United States is currently experiencing a fundamental shift towards patient-centered care. Hospital Consumer Assessment of Healthcare Providers and Systems, or HCAHPS, is essentially a system that sends patient-satisfaction surveys to individuals who have recently had a hospital stay. LVHN is currently reporting HCAHPS scores monthly. However, often times what is important to the patients according to these surveys is not always effectively communicated to hospital staff.
- Here at LVHN, the researchers recognized this gap between just receiving and reporting the overwhelming HCAHPS raw data to staff and actually making this patient satisfaction data meaningful to them. Thus, this project attempts to bridge this gap by taking pieces of HCAHPS data and humanizing it. This project was performed with the goal of allowing staff to come to the realization that HCAHPS data is not just meaningless numbers, but real patients who have the answers of how to make our hospital stays not only bearable but exceptional.

Methodology

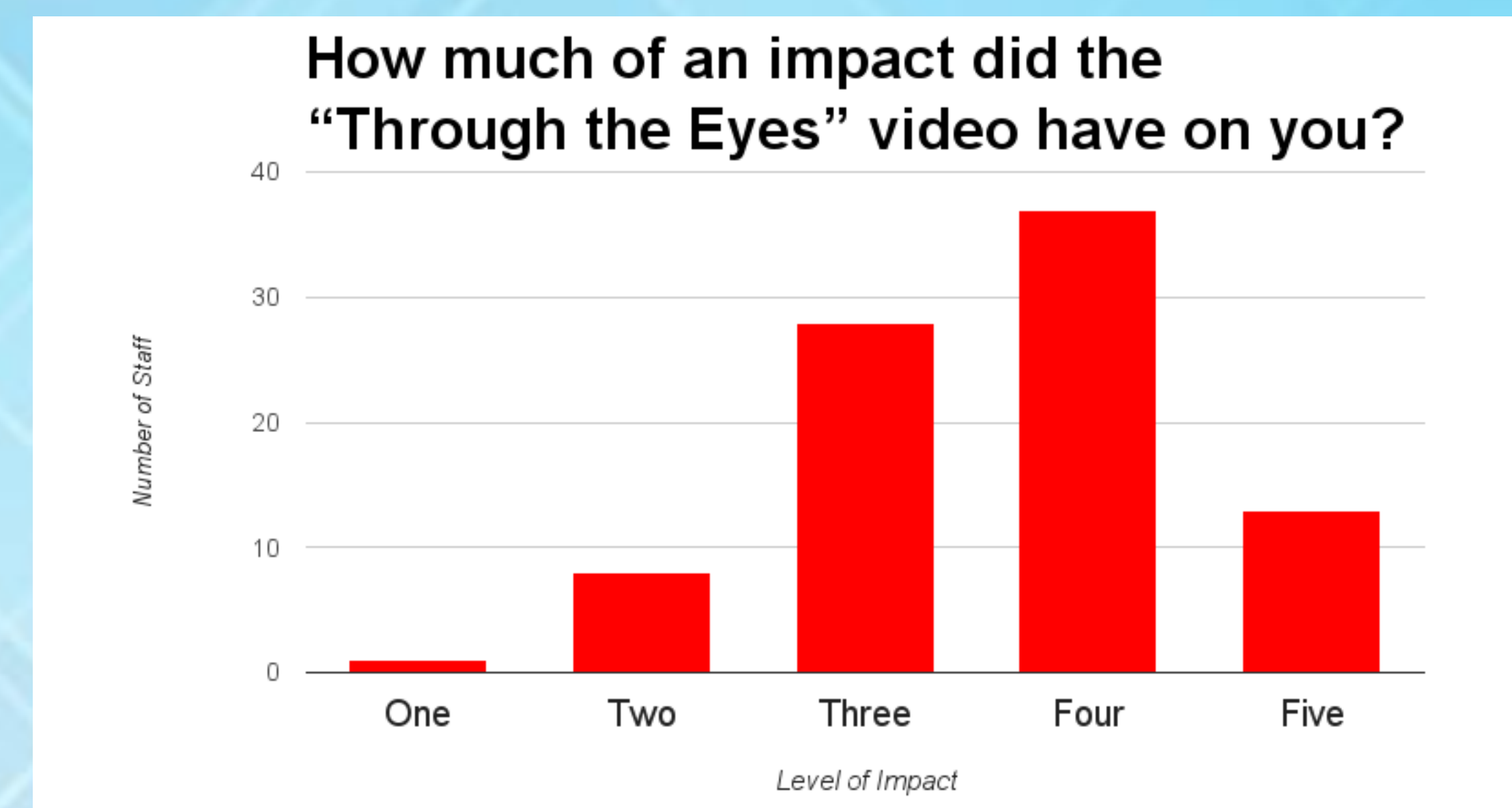
- The first half of the project was to create two videos which portray a typical hospital stay from the patient's perspective, based on HCAHPS data. The first video was titled "Through the Eyes," and portrayed a patient's stay from the perspective of the patient. The second video was titled "Patient Quotes" and featured a mixture of LVHN patient quotes found in HCAHPS data, as well as pictures of Emergency Department patients that the researchers met with during the summer (Figures 4,5).
- The second half of the project was to show these videos to two LVHN staff audiences and measure the amount of impact they felt the videos had on them personally. The survey utilized a Likert scale, allowing the responder to choose from a scale of 1 to 5. The survey was as follows:

1. How in tune do you think you are with the typical LVHN patient's perspective?*
2. How aligned is LVHN with the patient's perspective?*
3. How much of an impact did the "Through the Eyes" video have on you?
4. How much of an impact did the "Patient Quotes" video have on you?
5. Which video do you think would better increase staff morale and promote positive changes?

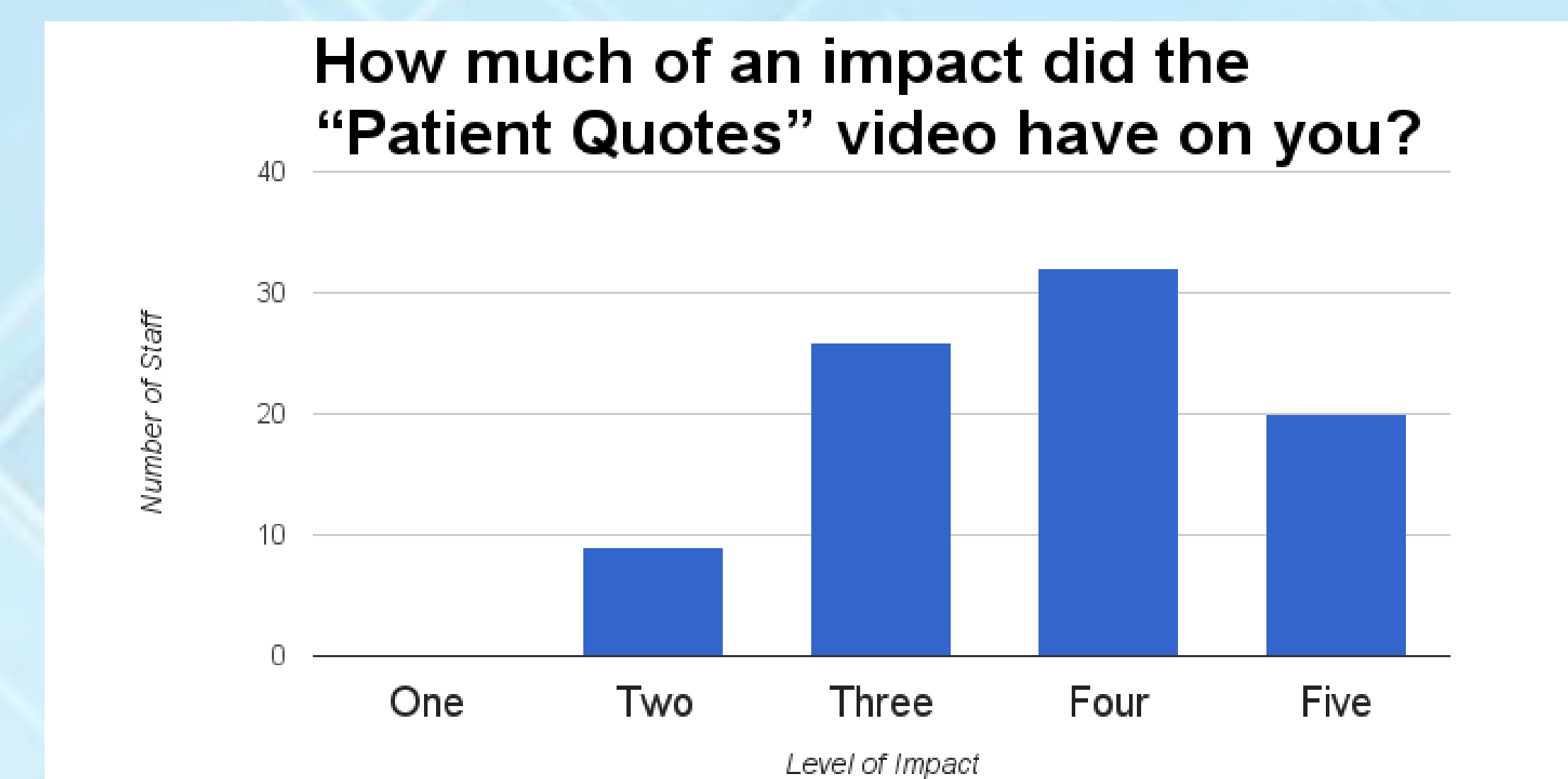
*Note that the first two questions were asked both before and after the videos, in order to see if viewing the videos changed the staffs' responses.

Results

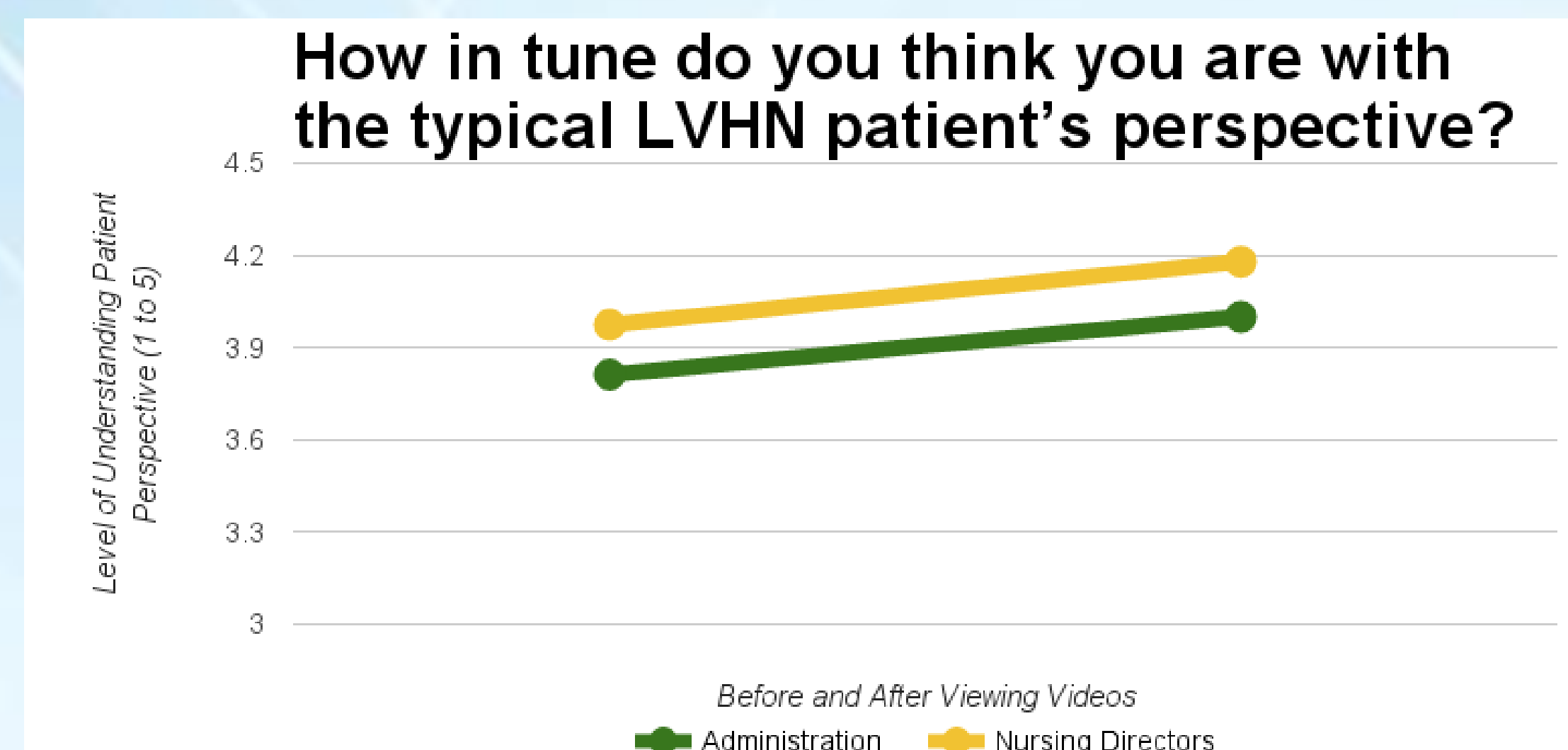
- A total of 87 hospital staff were surveyed, broken down into 48 hospital administrators and 39 nursing directors.



- Figure 1: The mean score of impact for "Through the Eyes" was 3.6 / 5.0. A score of 1.0 means No Impact, while a score of 5.0 means Significant Impact.



- Figure 2: The mean score of impact for "Patient Quotes" was 3.7 / 5.0.

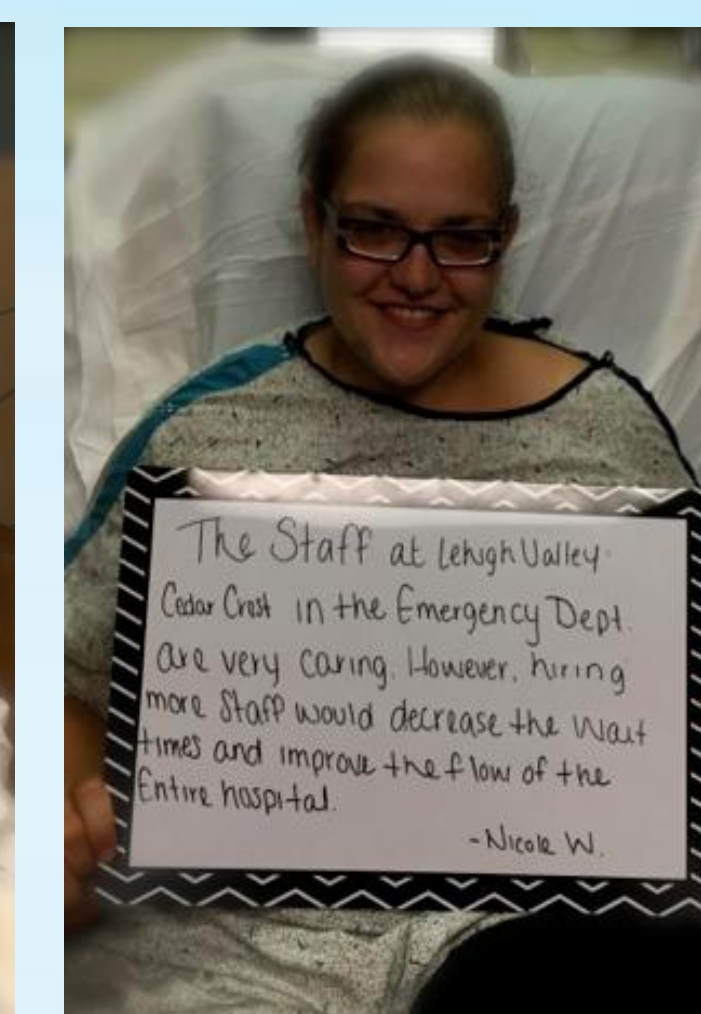


- Figure 3: The mean score for how "in tune" staff were with the patient perspective increased for both Administrators and Nursing Directors after seeing the videos.

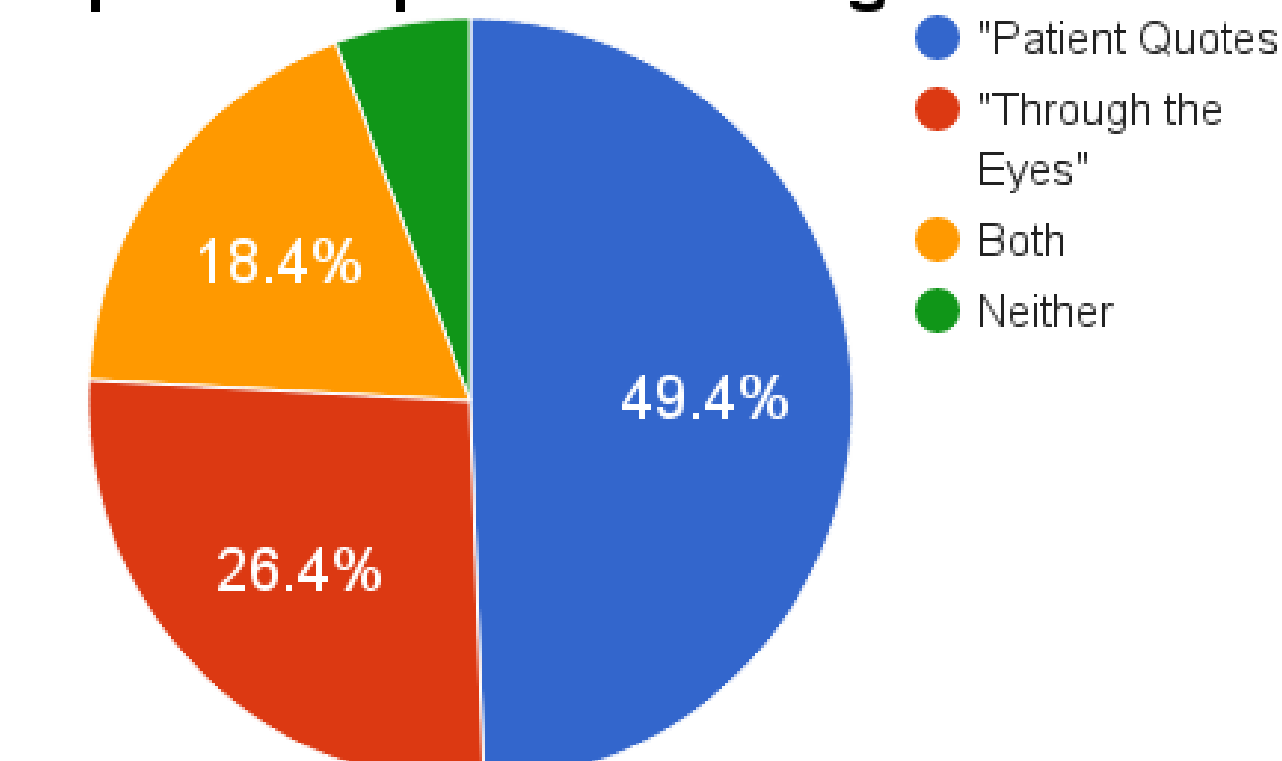
Discussion

- The data supports the hypothesis. Figures 1 and 2 show that 90% of the responses for both videos fell in the "Some Impact" to "Significant Impact" range. Therefore, Figures 1 and 2 support the claim that "the majority of staff surveyed will report that the videos had at least some impact on them personally." Figure 3 supports the claim that the videos increased staff's understanding of the patient's perspective. This figure shows an increase of 0.2 between before viewing the video and after viewing the videos, meaning that how "in tune" staff thought they were with the patient perspective increased because of the videos.
- Although the project went smoothly and attained the expected results, a few errors and limitations were encountered throughout the course of the summer. First, some of the staff did not realize that the survey purposefully asked the same questions twice, causing them to answer the same level of impact both before and after.
- One limitation was that only two staff meetings could accommodate the scholars' video presentation. Future research could be done testing physicians, nurses, and other hospital employees as well. Would the results change if 1,000 employees were surveyed instead of 87?
- The data gathered by this project can be used at Lehigh Valley Health Network and beyond in order to promote patient-centered care. Going forward, videos such as the ones made for this study can be shown to staff audiences to effectively convey the patient experience and communicate what is important to LVHN patients. Hopefully, videos such as Through the Eyes and Patient Quotes will make an impact on staff in the future and ultimately inspire change that benefits the patient.

Patient & Staff Feedback



Which video do you think would better increase staff morale and promote positive changes?



- Figures 4, 5: Emergency Department patients answering the question, "If you could tell your care providers one thing, what would it be?"
- Figure 6: Although the project was not aimed at concluding which video was more effective, nearly half of the staff preferred the "Patient Quotes" video.

"You made a hybrid video that balances data with emotion. Effective."
-LVHN Administrator

"Specific examples of patient experience can help remind us all of what we were "called" to do."
-LVHN Nursing Director

"Patient Quotes increases staff morale, but Through the Eyes promotes positive changes. I look forward to seeing the videos used to improve patient experience!"
-LVHN Nursing Director