Introduction
Radiology focused on improving patient satisfaction scores at the beginning of FY11. An organizational goal of achieving the 40th percentile was announced at that time.

Aims of the Initiative
- Identify, analyze and address obstacles to superior patient satisfaction results as measured by Press Ganey
- Demonstrate 1% improvement in raw scores for targeted survey questions

Situation Analysis
- Results not reviewed regularly
- Results achieved fluctuated monthly
- Employees not held accountable for results

Methods
- Implemented Patient Satisfaction Committee including frontline employees, managers, and a physician
- Established baseline from Press Ganey Scores (Jan 10 – Jun 10)
- Selected questions that could be directly impacted by employees
- Set goal to improve of raw scores by 1%
- Incorporated goals in FY11 employee/management evaluations

Solution Development FY11
- Continued Radiology Town Hall Meetings
- Refreshed AIDET training
- Implemented
  - Enhanced employee identification badges
  - Monitoring of patient delays in EPIC
  - Scripts for informing patients about delays
  - Scripts for telephone greetings
  - Paper to notify members of patients undergoing long procedures
  - Radiology communication boards
  - Employee suggestion boxes
  - Conducted internal patient surveys using Press Ganey questions
- Press Ganey questions

Solution Development FY12
- Continued Radiology Town Hall Meetings
- Enhanced Radiology Town Hall Meetings
- Implemented
  - Use of multi-media format
  - Installed telephones in all waiting areas
  - Developed themes for meeting content
  - Made meeting more interactive
- Established Employee Business Card Program
- Provided feedback mechanism for patients
- Developed focus was around cultural change and the ability to conduct service recovery
- Reinforced use of key words of comfort and explanation
- Created management rounding with patients and employees

Conclusion
- Improving Press Ganey Scores takes...
  - A focused approach
  - Time and effort
  - Consistent communication of current results
  - Consistent reinforcement of initiatives
  - Creative thinking
- Implementing employee suggestions when possible fosters a sense of ownership
- Driving accountability through inclusion of goals on employee evaluations facilitates improvements in scores
- Achieving success in all metrics was not possible (Information About Delays)

Two Year Results Trends

 FY10 Q3 FY10 Q4 FY11 Q1 FY11 Q2 FY11 Q3 FY11 Q4 FY12 Q1 FY12 Q2 FY12 Q3 FY12 Q4
Raw Score
93.2 93.9 94.1 95.0 93.7 92.1 93.4 94.3 96.5 97.4 97.2
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93.7 94.3 94.1 95.0 93.7 92.1 93.4 94.3 96.5 97.4 97.2

Press Ganey Question
1. Do you have a family member or friend who has been hospitalized in the past year?
2. Are you satisfied with the care your family member or friend received?
3. Did you receive information about your family member or friend’s condition?
4. Were you provided with a plan that explained what care you would receive?
5. Would you recommend us to others?

New Score
6. Do you have a family member or friend who has been hospitalized in the past year?
7. Are you satisfied with the care your family member or friend received?
8. Did you receive information about your family member or friend’s condition?
9. Were you provided with a plan that explained what care you would receive?
10. Would you recommend us to others?

Chart Legend
1 = Does Not Meet Expectations
2 = Partially Meets Expectations
3 = Fully Effective
4 = Exceeds Expectations
5 = More than Likely

Employee Recognition
• Explanations Given by Staff
• Helpfulness of Staff
• Degree to which you were informed about delays
• Friendliness/Courtesy of Staff
• Staff's concern for your comfort
• Cleanliness of facility
• Courtesy of X-Ray Technologist

Press Ganey Evaluation Rating
1. Do you have a family member or friend who has been hospitalized in the past year?
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3. Did you receive information about your family member or friend’s condition?
4. Were you provided with a plan that explained what care you would receive?
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2 Year Evaluation Trends