

Humanizing HealthCare



Elizabeth Morrison, LCSW, MAC

Director of Talent and Culture
Golden Valley Health Centers



Basic Empathy

- Initial warmth in connection
- Show of goodwill
- Absence of judgment



Empathy Conveyance

- Primary driver of treatment outcomes
- A measurable, clinical, and technical skill
- Staff equal to provider in impact

Waiting Room: 58 Minutes



Physician: 9 minutes



Simple But Not Easy

- Eye Contact: 19%
- Smile: 9%
- Greeting: 22%

What if....



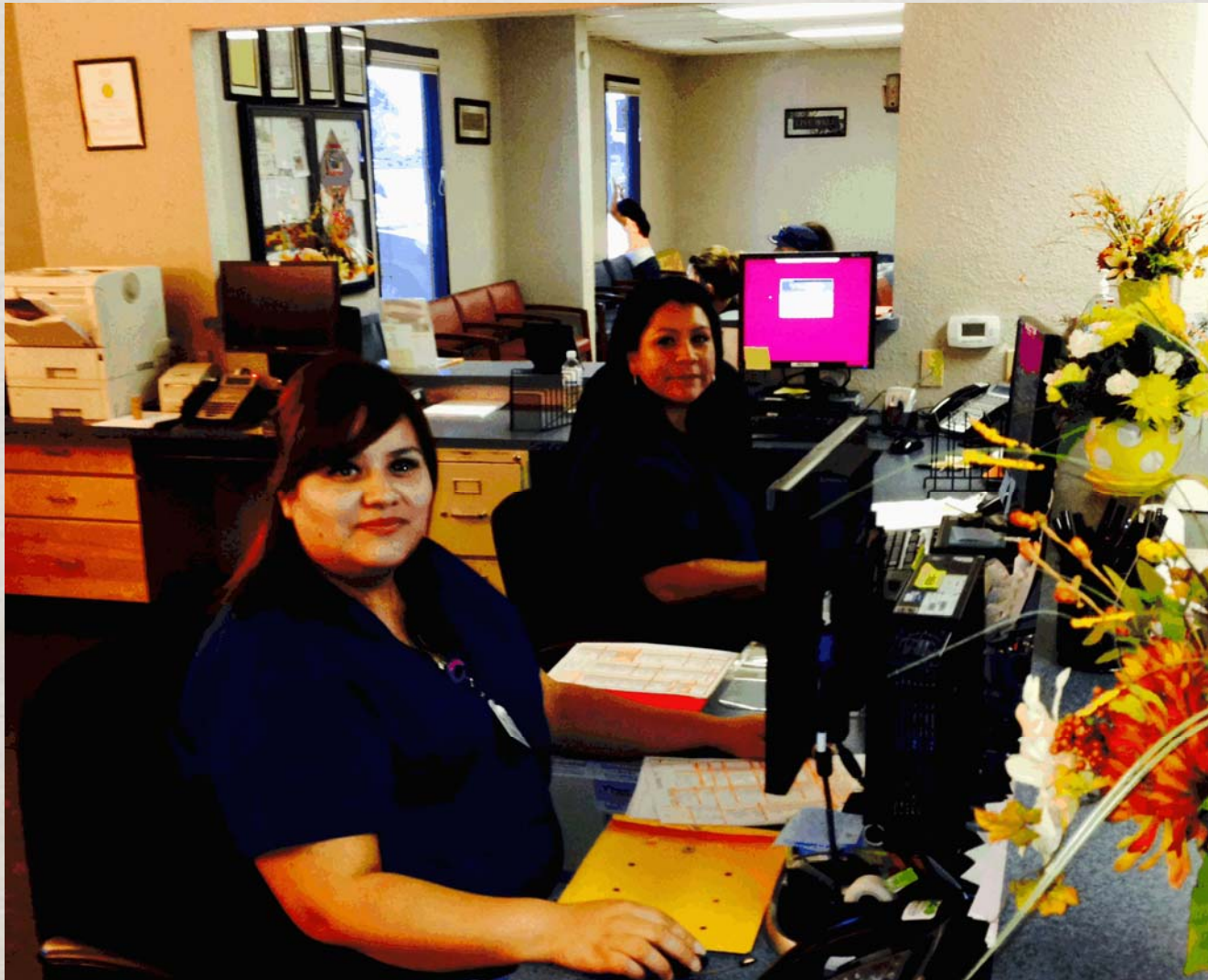
Remove the desk



Receptionist
works IN the
waiting room



Connie Santa Rosa



Employee Focus

- Focus on employee health, well being, desires, and preferences
- Improvements driven by employees
- No distinction between what is ‘for employees’ and what is ‘for patients’

Examples

- Exercise space for employees
- Aesthetic changes behind the desk (lighting, etc.)
- Recovery Tools in the hands of front line staff

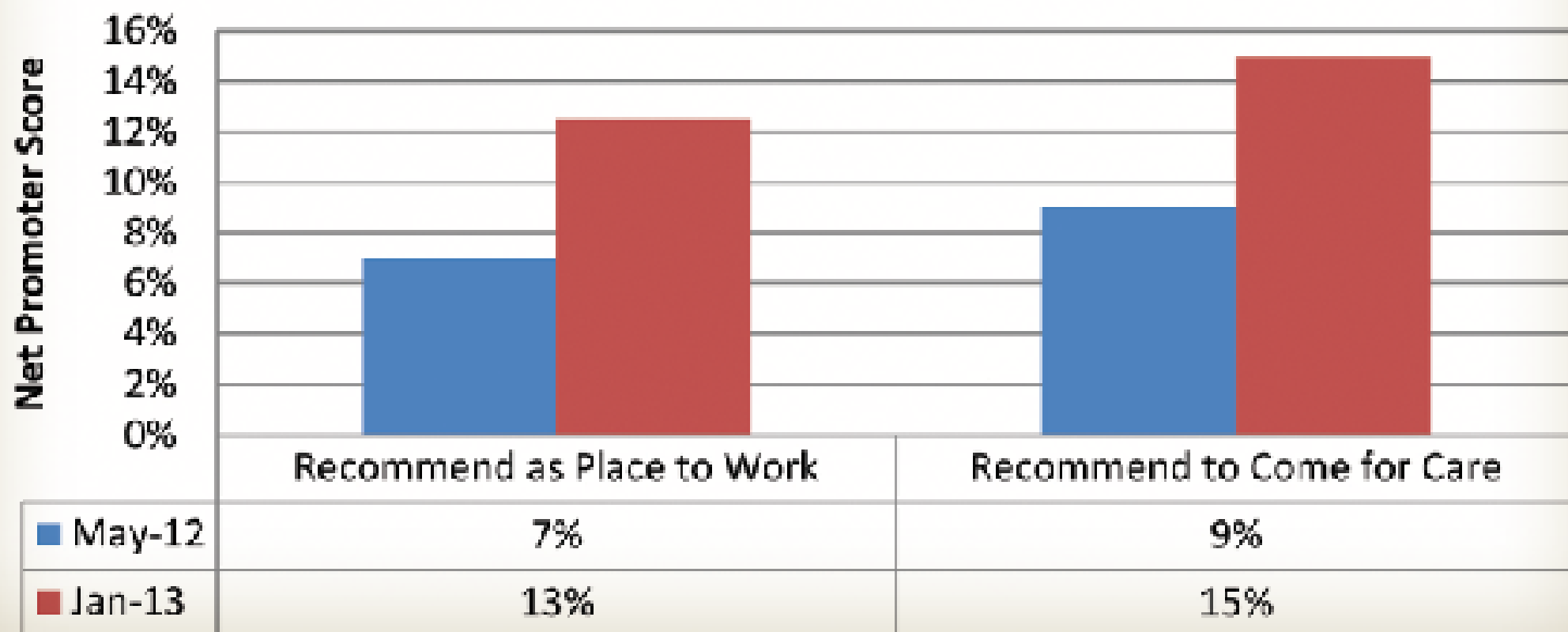
Culture Change

- Job Descriptions, Evals
- Interviewing and Hiring
- Data and Data Sharing

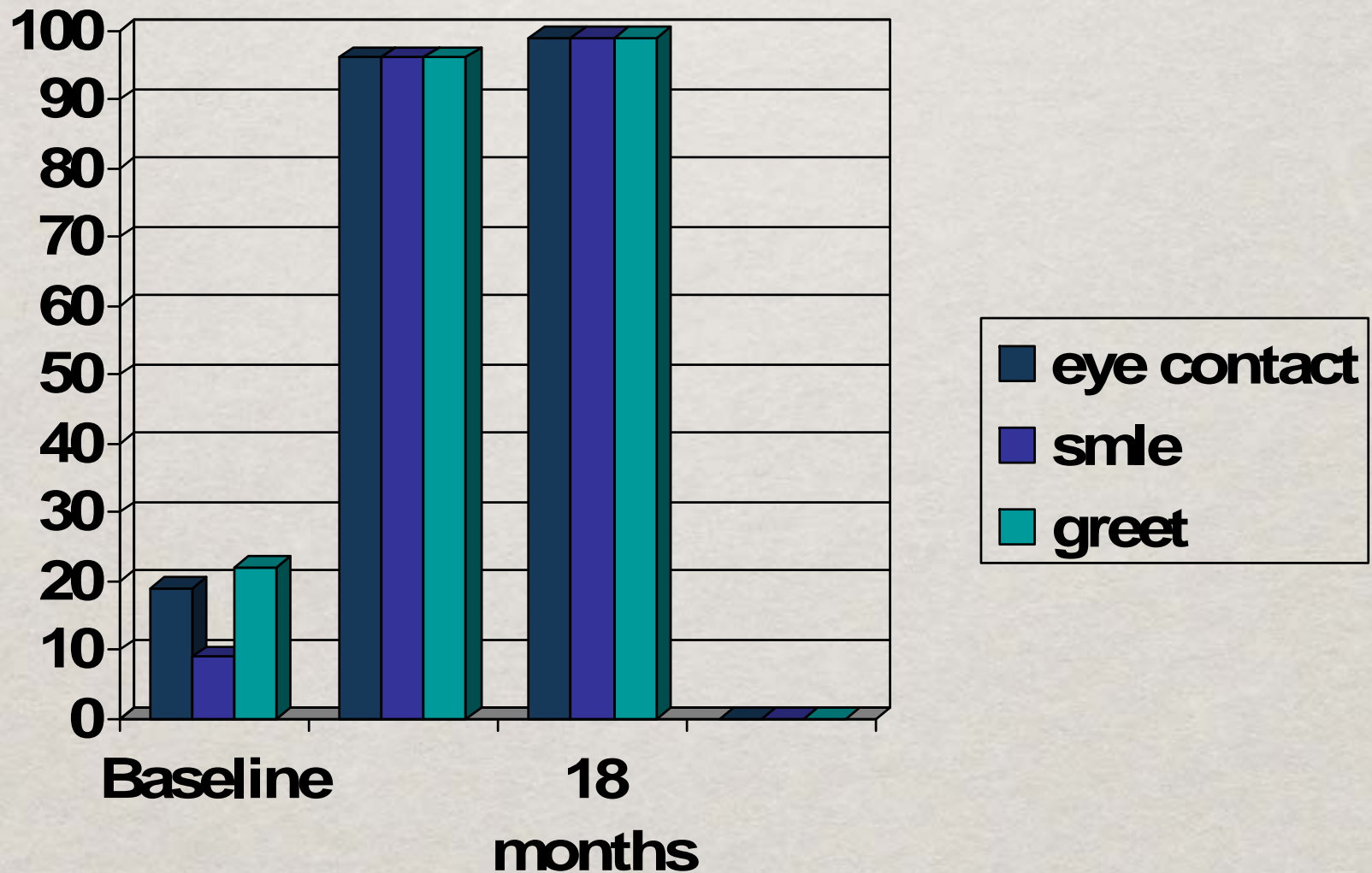
PSRs

Site	n	Greet	Smile	Eye Contact
Florida Womens	10	8/10=80	10/10=100%	10/10=100%
Florida Suites	27	26/27=96	25/27=93%	27/27=100%
Care Now	12	12/12=100%	9/12=75%	12/12=100%
W. Modesto	20	9/20=45%	7/20=35%	11/20=55%
Tenaya	14	13/14=93%	10/14=71%	14/14=100%
Hanshaw	n/a			
Ceres	5	5/5=100%	4/5=80%	5/5=100%
Merced Suites	33	29/33=88%	30/33=91%	30/33=91%
Merced Womens	19	19/19=100%	11/19=58%	16/19=84%
Senior Center	18	13/18=72%	11/18=61%	14/18=78%
Merced Dental	5	5/5=100%	5/5=100%	5/5=100%
Los Banos	11	10/11=91%	10/11=91%	10/11=91%
Los Banos Dental	n/a			
Patterson	6	3/6=50%	1/6=17%	5/6=83%
Patterson Dental	5	5/10=50%	7/10=70%	6/10=60%
Riverbank	11	11/11=100%	8/11=73%	10/11=91%
Turlock	6	4/6=67%	6/6=100%	6/6=100%
W. Turlock	10	8/10=80%	3/10=30%	8/10=80%
Rob Rd.	5	5/5=100%	4/5=80%	4/5=80%

Golden Valley Health Centers Pulse Survey Summary

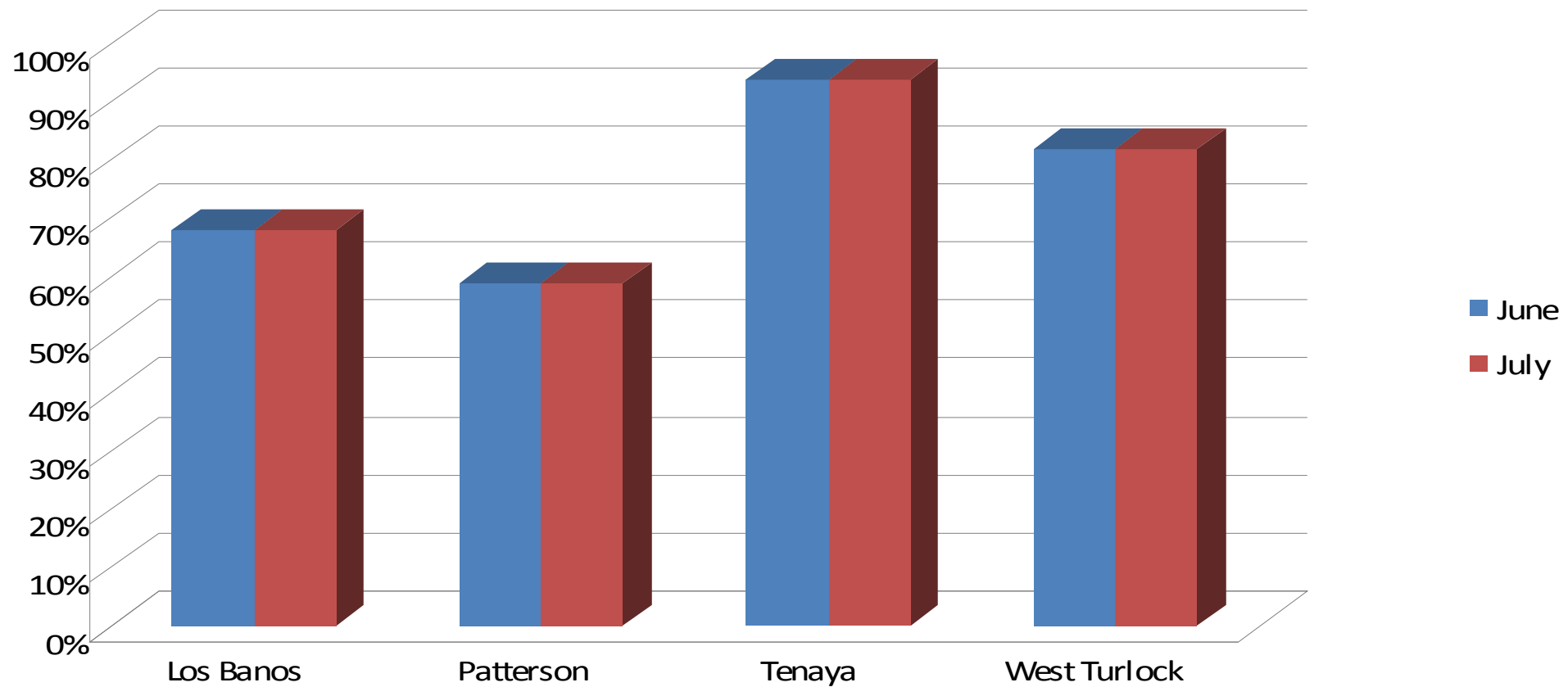


The Real Patient Experience



Patient Experience Data

Press Ganey June/ July



Would I Refer a Loved One Here?

