



**Reimagining Patient Experiences**

**To Create**

***Health Travel Metrics & Reliable Global Index***

***Dr. Benosh Haris***



# Use of Internet to identify and select medical services



72%

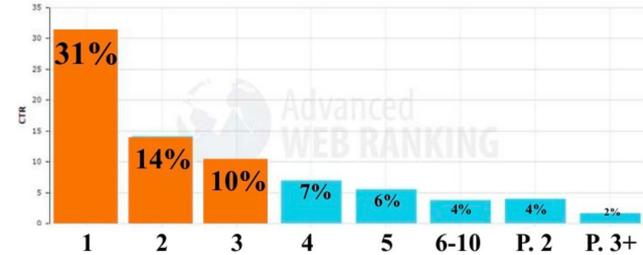
of internet users say they looked online for health information in the past year



77%

of patients used search prior to booking an appointment

55% of searchers select from the first 3 positions in Google.



#1 - 63% - Recommendations from people I know

#2 - 42% - Reviews from other patients

#3 - 40% - Doctor or hospital websites

[Dr. Federico Milla, MD - Atlanta, GA - Cardiology, Thoracic Surgery ...](#)

<https://doctors.piedmont.org/provider/Federico+Milla/390595>

★★★★★ Rating: 4.9 - 459 votes

Federico Milla, M.D. obtained a Bachelor of Science degree at the University of Massachusetts and graduated medical school from St. George's University in Grenada in 2000. He completed his general surgery residency at The University of Massachusetts Memorial Medical Center in 2007, as well as a cardiac research ...

[Dr. Federico Milla - Heart Surgeon in Atlanta, Georgia](#)

<https://www.heart-valve-surgery.com/surgeons/dr-Federico-Milla-Atlanta-Georgia.php>

My name is Dr. Federico Milla and I am a cardiac surgeon having graduated from St. George's University, Grenada in 2000. To date, I have performed approximately 900 cardiac surgeries, of which 600 involved heart valve procedures. ... Dr. Federico Milla, heart surgeon, graduated from St ...

[Dr. Federico Milla, Thoracic and Cardiac Surgeon in Atlanta, GA | US ...](#)

<https://health.usnews.com/doctors/federico-milla-580938>

Dr. Federico Milla is a thoracic and cardiac surgeon in Atlanta, Georgia and is affiliated with Piedmont Atlanta Hospital. ... Heart Lung Circ; Bacchetta, M. D., Salemi, A., Milla, F., Hong, M. K., Tio, F., Zhou, Y., Chen, R., Southard, E., Lee, L. Y., Mack, C. A., Krieger, K. H., Isom, O. W., Ko, W., Borer, J. S., Catanzaro, D. F. ...

[Federico Milla, MD - WebMD Physician Directory](#)

<https://doctor.webmd.com/.../federico-milla-md-2b04c548-6d65-4ad1-b104-2de36d7...>

Federico Milla is a practicing Congenital Cardiac Surgery (Thoracic Surgery) doctor in Atlanta, GA.



A ONE-STAR INCREASE  
IN YELP RATING LEADS  
TO A 5-9% INCREASE IN  
REVENUE

# Doctor rating portals based on patient feedback

Angie's list

healthgrades

RateMDs.com

livescript  
DOCTOR REVIEW

MD.com  
Powered by Doctors™

vitals

ConsumerReports.org

U Compare HealthCare

HEALTHCARE  
REVIEWS

ZocDoc

DrScore.com

CASTLE  
CONNOLLY  
TOP DOCTORS

yelp

doximity

YAHOO!  
LOCAL

# Are the doctor rating systems reliable ?

## Tell Us About Your Visit

OVERALL RATING (REQUIRED)



Excellent

By clicking a star above, I agree to the [Terms of Use](#) and verify that I have received treatment from this dentist.

CANCEL

SUBMIT

Title

Great people, great service

Comment

The treatment was awesome and the impacted 3rd molar was removed effortlessly with minimum pain



## Professionalism & Quality

ADDITIONAL RATINGS (OPTIONAL)

Advanced technology



Pain minimized



Ease of appointment



Cleanliness



Caring manner



Satisfaction



Comfortable office



The wait time at the office was about

10 minutes

CANCEL

SUBMIT



Great people, great service

A patient who verified they visited [REDACTED] - Posted on January 31st, 2018

The treatment was awesome and the impacted 3rd molar was removed effortlessly with minimum pain

Was this review helpful?

YES

NO

??????

## How does a patient perceive value in healthcare?



$$\frac{\text{My desired outcome from the treatment}}{\text{Cost of treatment}} = \text{Value}$$

**Patient Reported Outcomes (PRO)** on specific treatments would be the core indicator that help population to compare and take up treatments based on their assessment of value.

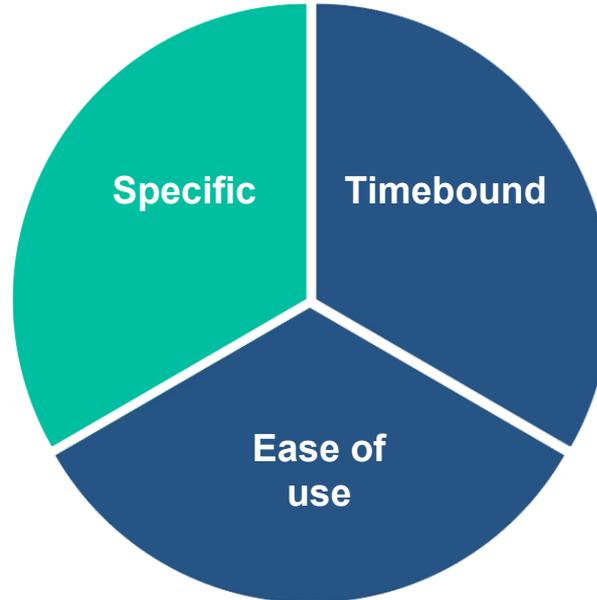
# Patient Reported outcomes survey form

Objective -- To create a transparent uniform process to capture results.



## Specific

- Questions created based on condition
- All possible aspects on progress covered



## Timebound

- Patients assessed pre and post treatment
- Surveys done at specified intervals post treatment

## Ease of use

- Objective answers in selectable checkboxes
- Nil to minimal use of text areas to input data by patient.

**Every answer has a value attributed to it and it gets added up to provide the final score**

# Sample Specific survey form for patients

**Symptoms** - These questions should be answered thinking of your hip symptoms during the **last week**.

S1. Do you feel grinding, hear clicking or any other type of noise from you hip?

Never  Rarely  Sometimes  Often  Always

S2. Difficulties spreading legs wide apart

None  Mild  Moderate  Severe  Extreme

S3. Difficulties to stride out when walking

None  Mild  Moderate  Severe  Extreme

**Stiffness** - The following questions concern the amount of joint stiffness you have experienced during the **last week** in your hip. Stiffness is a sensation of restriction or slowness in the ease with which you move your hip joint.

S4. How severe is your hip joint stiffness after first wakening in the morning?

None  Mild  Moderate  Severe  Extreme

S5. How severe is your hip stiffness after sitting, lying or resting **later in the day**?

None  Mild  Moderate  Severe  Extreme

Subtotal:

 [www.orthopaedicscores.com](http://www.orthopaedicscores.com)

Hip disability and Osteoarthritis Outcome Score (HOOS)

# Sample General survey form for patients

## YOUR CARE FROM DOCTORS

5. During this hospital stay, how often did doctors treat you with courtesy and respect?
- <sup>1</sup>  Never  
<sup>2</sup>  Sometimes  
<sup>3</sup>  Usually  
<sup>4</sup>  Always
6. During this hospital stay, how often did doctors listen carefully to you?
- <sup>1</sup>  Never  
<sup>2</sup>  Sometimes  
<sup>3</sup>  Usually  
<sup>4</sup>  Always
7. During this hospital stay, how often did doctors explain things in a way you could understand?
- <sup>1</sup>  Never  
<sup>2</sup>  Sometimes  
<sup>3</sup>  Usually  
<sup>4</sup>  Always

## THE HOSPITAL ENVIRONMENT

## YOUR EXPERIENCES IN THIS HOSPITAL

10. During this hospital stay, did you need help from nurses or other hospital staff in getting to the bathroom or in using a bedpan?
- <sup>1</sup>  Yes  
<sup>2</sup>  No → If No, Go to Question 12
11. How often did you get help in getting to the bathroom or in using a bedpan as soon as you wanted?
- <sup>1</sup>  Never  
<sup>2</sup>  Sometimes  
<sup>3</sup>  Usually  
<sup>4</sup>  Always
12. During this hospital stay, did you have any pain?
- <sup>1</sup>  Yes  
<sup>2</sup>  No → If No, Go to Question 15
13. During this hospital stay, how often did hospital staff talk with you about how much pain you had?
- <sup>1</sup>  Never  
<sup>2</sup>  Sometimes

# Role of individual players in the process

## Management

### Identify Procedures

Identify the procedures which can be covered. Elective treatments to start with.

### Create Expert Panel

Depending on the procedures identified, an expert panel created to identify expected outcomes and variations.

### Create forms and processes

The team assigned creates the patient reported outcomes survey form and weightage of individual scores in overall assessment or use existing tools.

### Process Transparency

The entire process is made transparent to the hospitals partaking in the initiative and confidence garnered.

### Publish leadership boards

The controlling body will have data on patient outcomes by doctor and hospital.

## Software

### Create the system

Based on the metrics selected and outcomes expected, create or use an existing SaaS based system for the process

### Access to HIS

The system will be cloud based and it will need to get access into specific fields in the HIS. It only takes data from HIS and should be compliant.

### Automated time bound reminders

The surveys are sent out based on business logic inbuilt by procedure. There can be multiple surveys based on the procedure.

### Support and tracking

Many a time there will have to be intervention by an external body to make the treated patients fill in the survey and tracking the system comes out with abnormal results.

### Data Analysis and dashboards

Graphical, easy to use dashboards with permissions hierarchy to view data and compare. Permissions to publish data onto a public site.

## Hospitals

### Comply with the metrics

The hospital understands the metrics used and why a high score is important to increase patient traffic

### Required software permissions

Provides software permissions to the vendor to access the HIS and copy specific data based on the identified procedures

### Educating the patient on the requirement

The patient needs to be informed about the initiative and permissions taken to be part of the survey

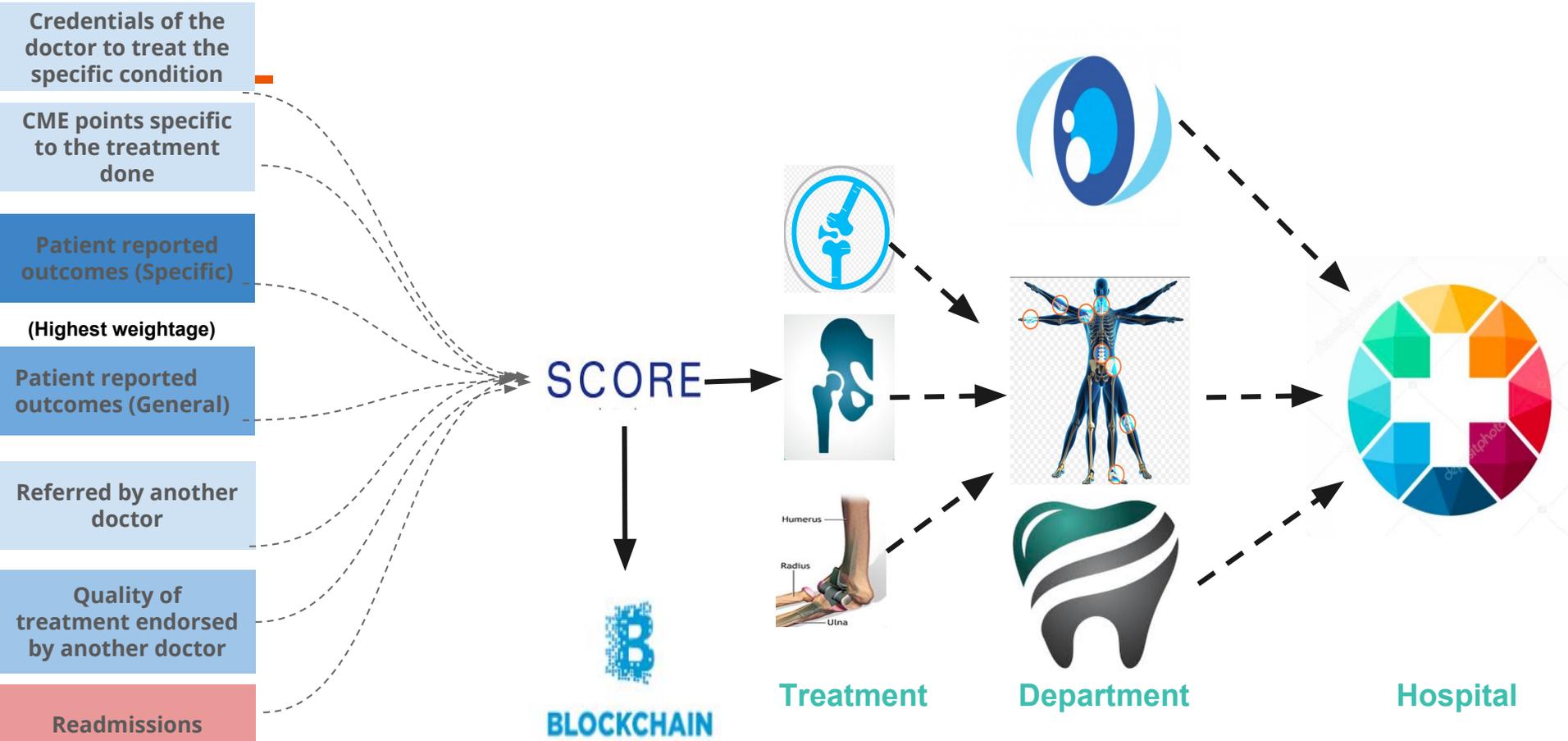
### Analyze Outcome scores

Outcome scores will be updated on a daily basis on the surveys conducted and it will be presented in dashboards that can be drilled down

### Publish data

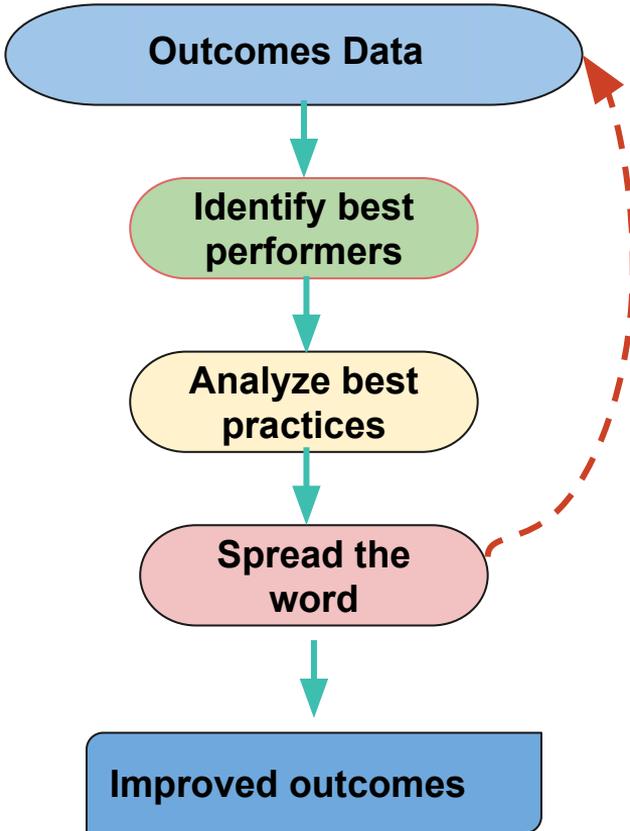
Depending on the permissions set, the data can be updated on to a central web portal on quality or on the hospital website dynamically .

# Objective ranking of results by treatment and their contribution to the facility scores



## Continuous improvement in quality

## Patient generated data works for you



<b>Publishing Outcomes data</b> On medical portals and hospital and doctor websites	<b>Patient reported</b> The rating is by patients who have undergone the same treatment before
<b>Reduces marketing effort</b> Increased dependence on Improving and publishing quality scores	<b>Cuts off the middle men</b> Increased trust in hospital websites which have outcome scores
<b>Value based care</b> Reimbursements can get linked to quality of scores	<b>Turning Big data in Healthcare</b> Into actionable clinical intelligence shared between all participants



**Thank You**

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