



Implementing a Care Journey Framework to Improve the Patient Experience

David Whited, *Principal, Design Research and Strategy, Highland Solutions*

Craig Elbert, *Sr. Director of Strategy & Experience, Children's Mercy Kansas City*



Outline

- Virtually every hospital talks about improving the patient experience as a key objective. Actually making significant and systemic improvements can be extremely challenging. Patient experience initiatives aspire to work across silos, but often exist with various teams and initiatives struggling to coordinate. In addition, the complexity of the range of patients and patient experiences served by a hospital system can be overwhelming, compounding the inability to make transformative change.
- Learning Objective 1: Participants will be able to improve their own patient experience transformation by using a care journey framework.
- Learning Objective 2: Participants will be able to align patient needs (core, functional, and experiential) with hospital metrics to build a measurable business case for patient experience.
- Learning Objective 3: Participants will be better able to work across internal silos by inviting leaders to align to patient journeys.

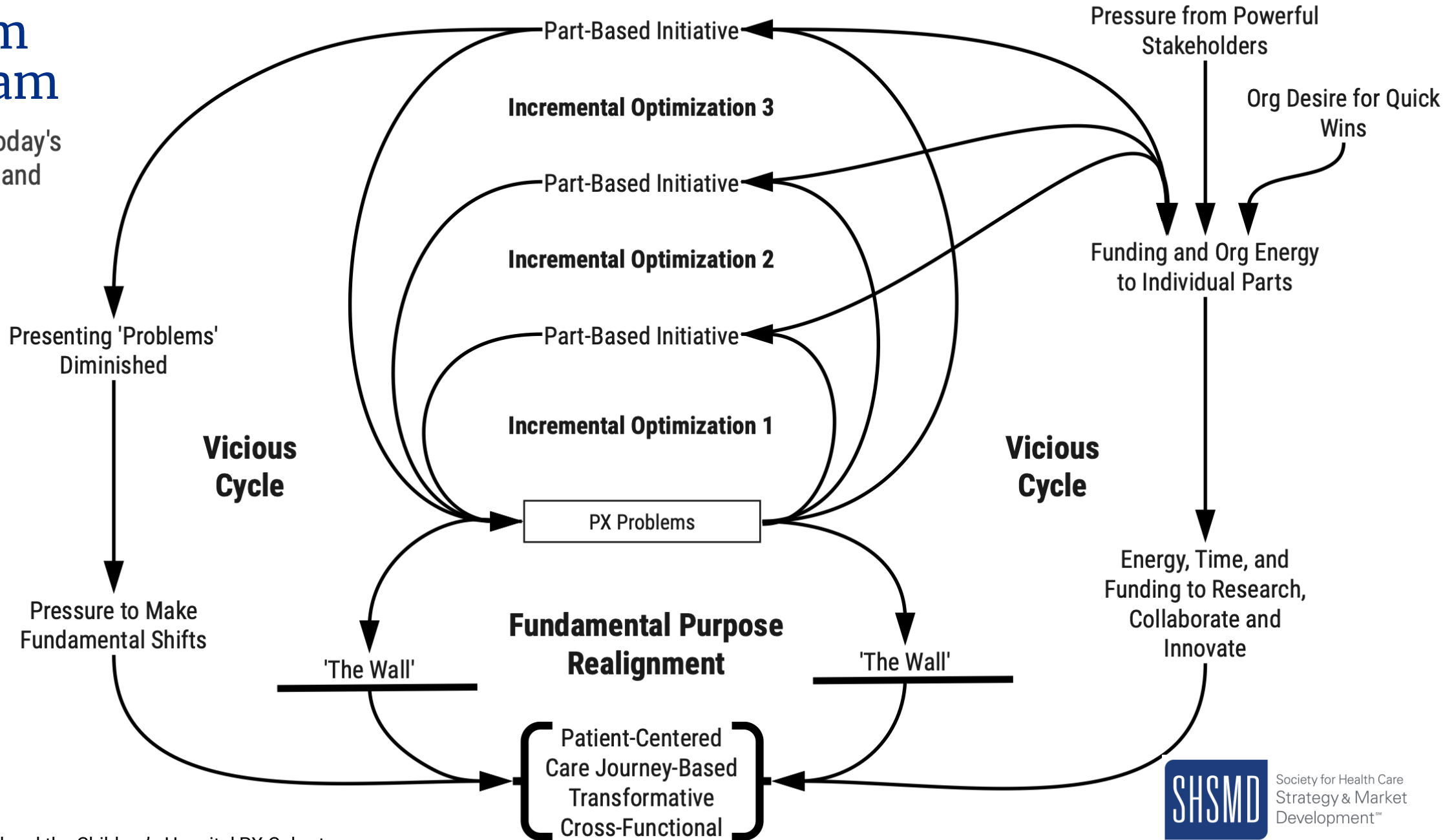
A Quick Question to Get Started

What one word would you use to describe the primary barrier to the success of patient experience initiatives in your organization?

In spite of our best efforts and intentions...

System Diagram

What does today's system look and feel like?



Source: Highland and the Children's Hospital PX Cohort

Building Blocks for PX Transformation

Sync Initiatives with Journeys

Clarify the Journey Touchpoints

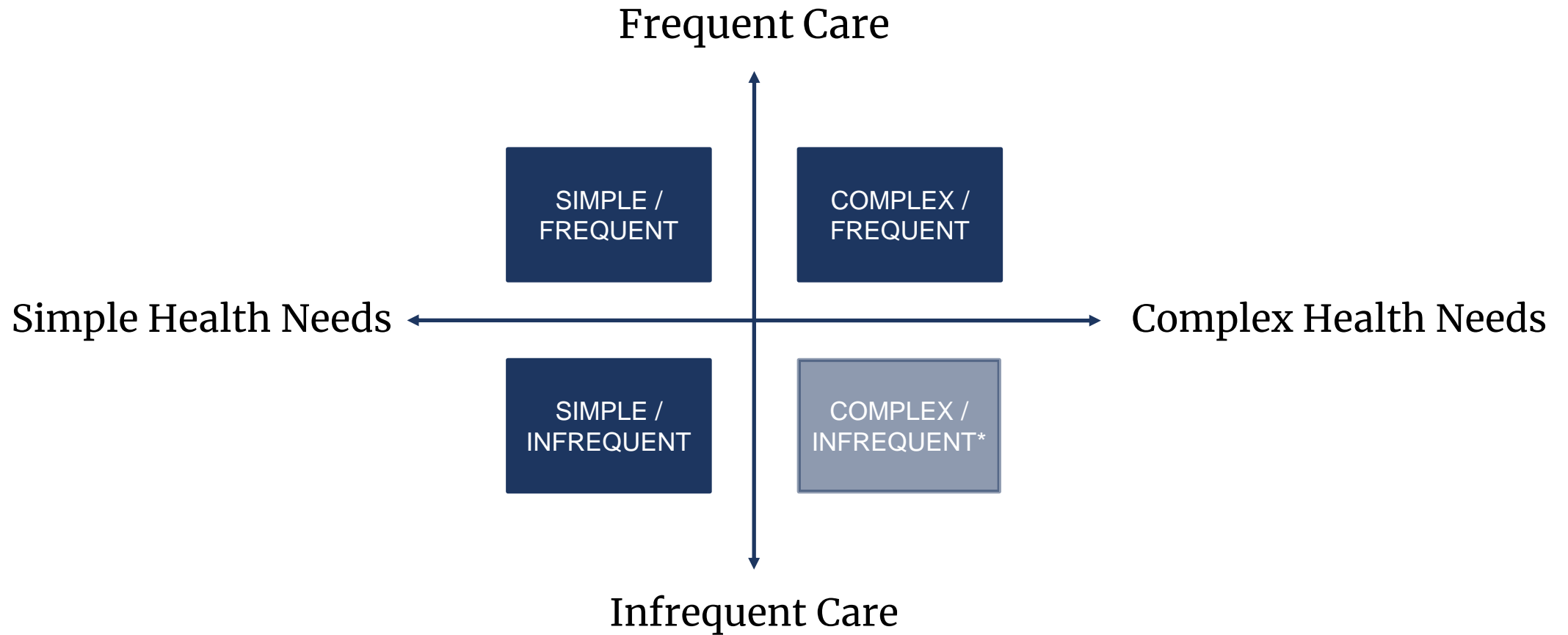
Align Care Journeys to Business Value

Identify the Three Needs

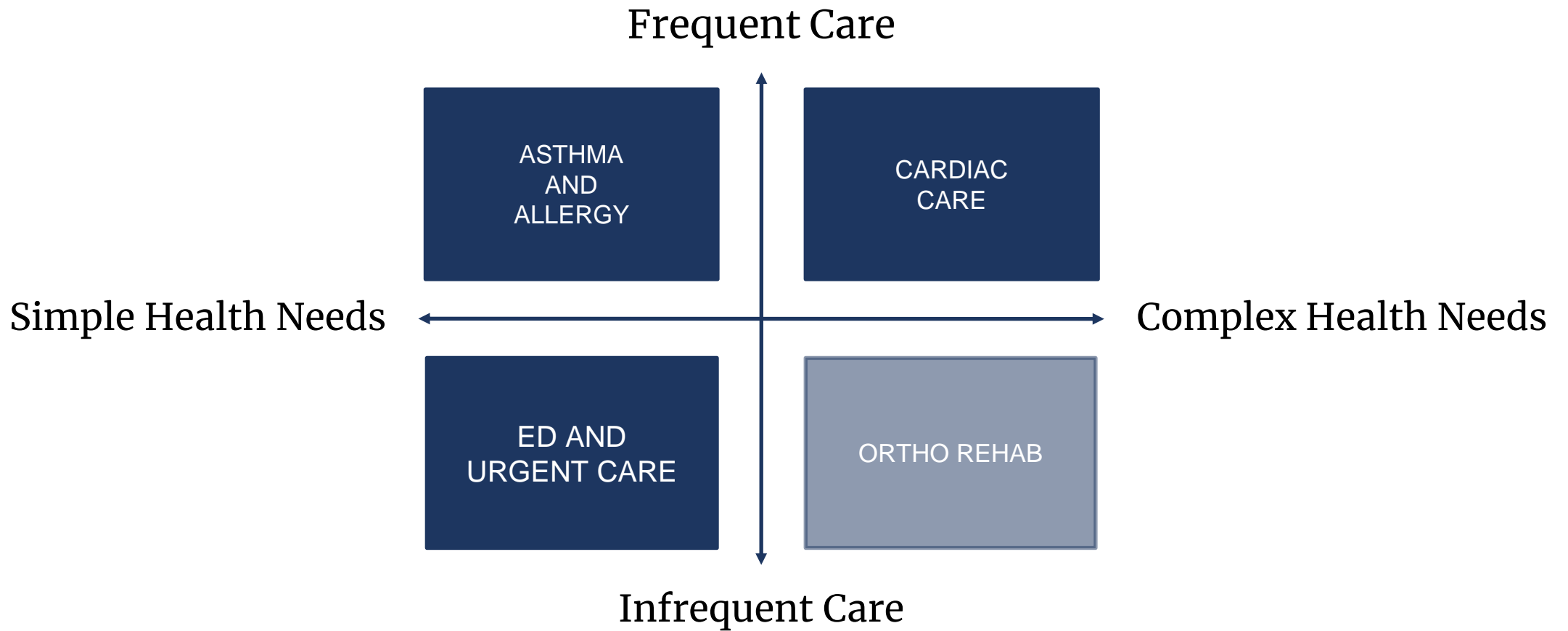
Create Care Journey Types

Building Blocks for PX Transformation

Create Care Journey Types



Create Care Journey Types



Create Care Journey Types

Building Blocks for PX Transformation

Identify the Three Needs

Create Care Journey Types



**Core
Needs**

The medical care or
resources your organization
can uniquely provide



**Functional
Needs**

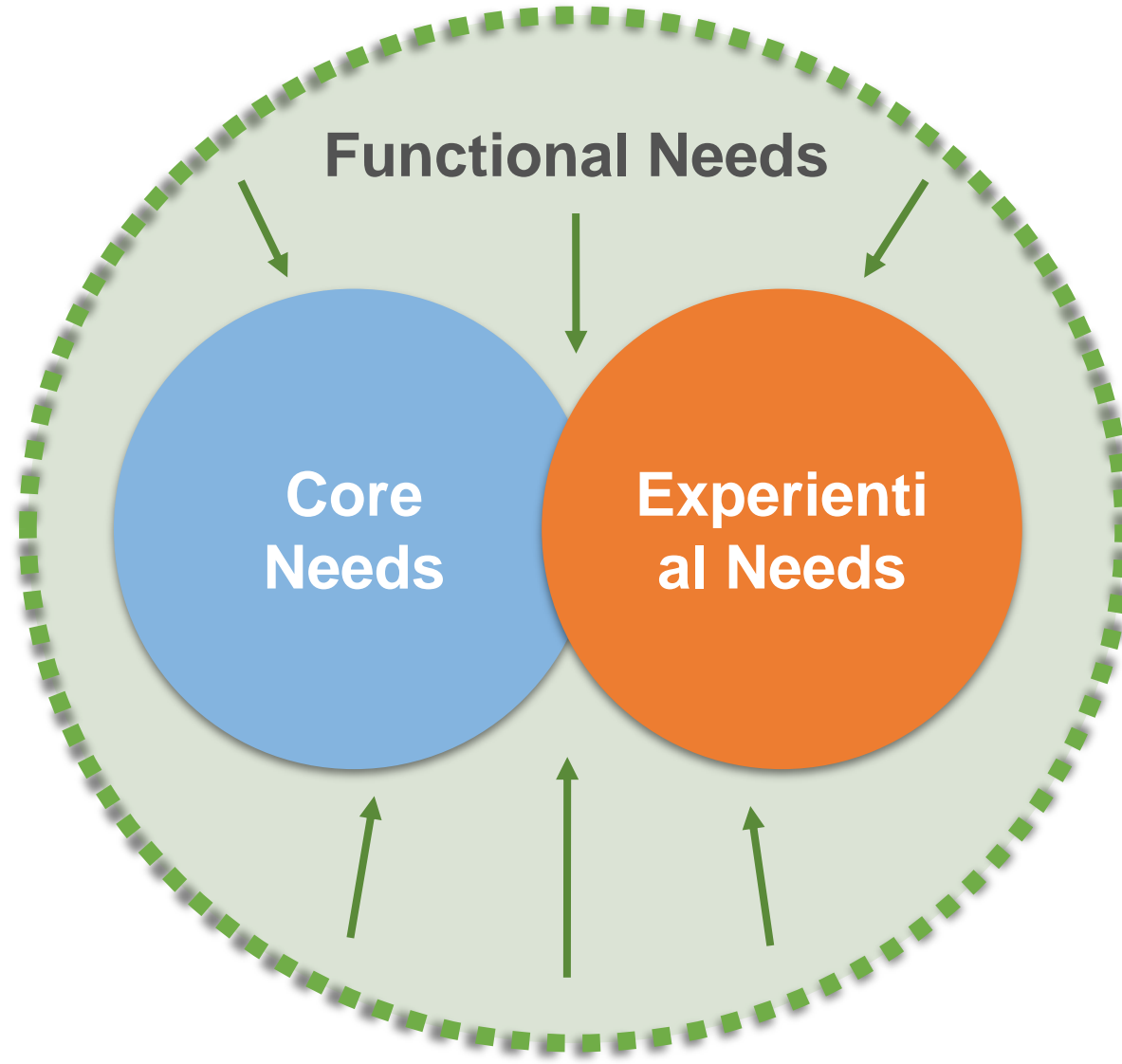
Progress patients need
to make and tasks they
need to accomplish



**Experienti
al Needs**

Social and emotional
needs that exist beyond
core and functional needs

Identify the Three Needs



Identify the Three Needs



Identify the Three Needs

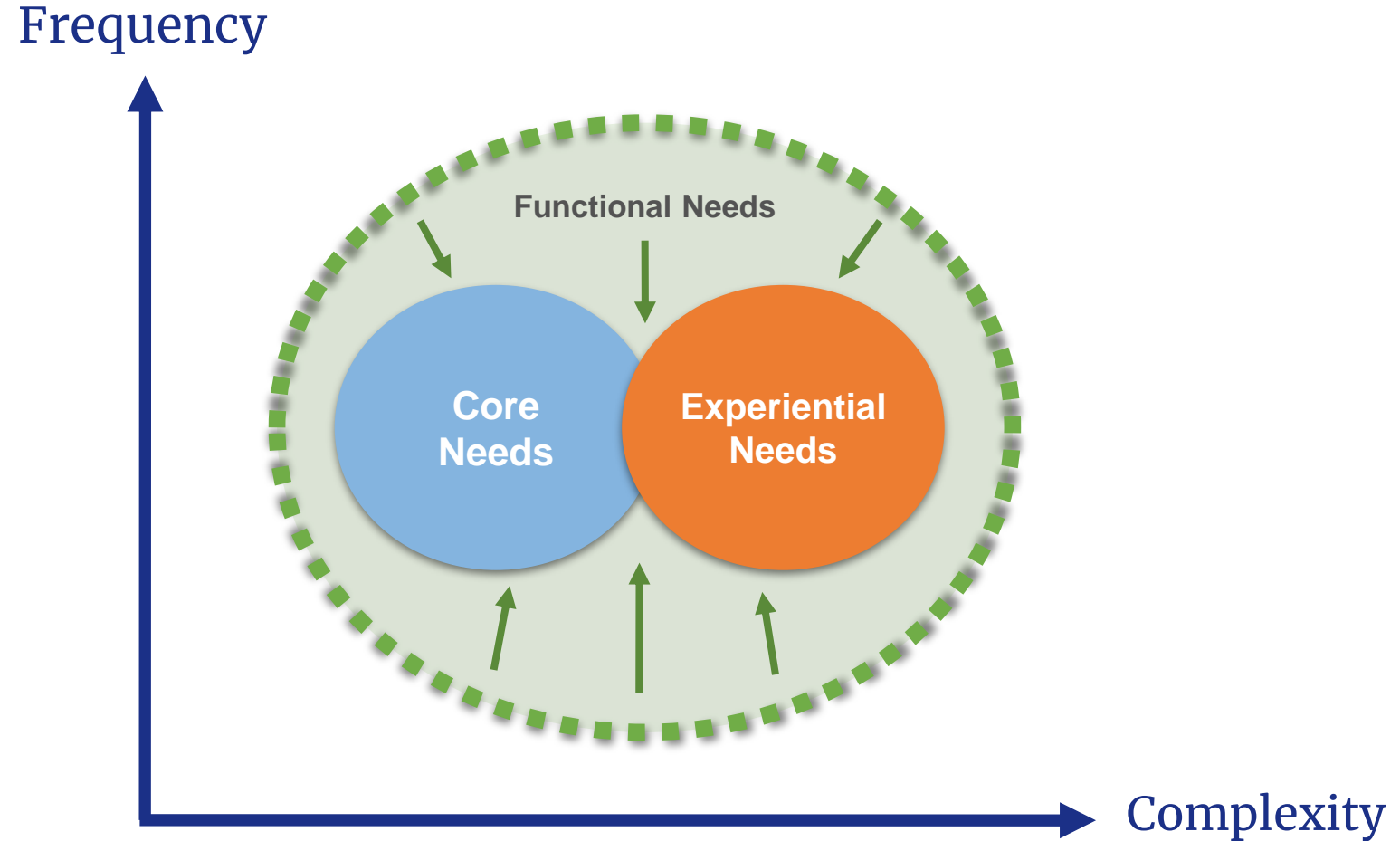
Building Blocks for PX Transformation

Align Care Journeys to Business Value

Identify the Three Needs

Create Care Journey Types

Name the tension:
What is the balance between revenue and cost for your patient population and the creation of the experience you want them to have?



Align Care Journeys to Business Value

Building Blocks for PX Transformation

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Patients Expect Seamless Experiences

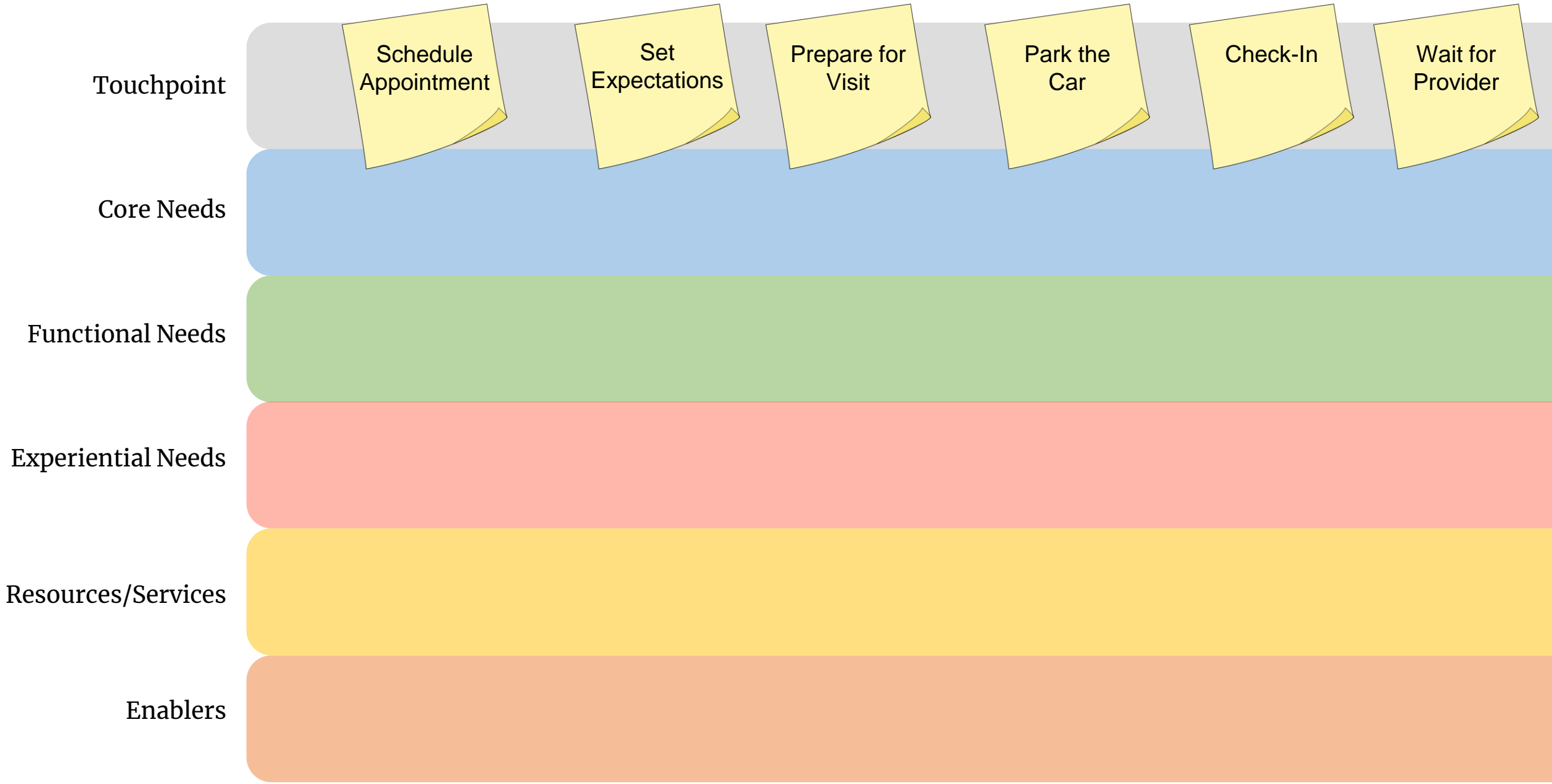
Siloed PX initiatives produce disconnected touchpoints:



Touchpoints in a Care Journey Framework result in cohesive, connected experiences:



Clarify the Journey Touchpoints



Touchpoint

Schedule Appointment

Set Expectations

Prepare for Visit

Park the Car

Check-In

Wait for Provider

Core Needs

Functional Needs

Experiential Needs

Resources/Services

Enablers

Building Blocks for PX Transformation

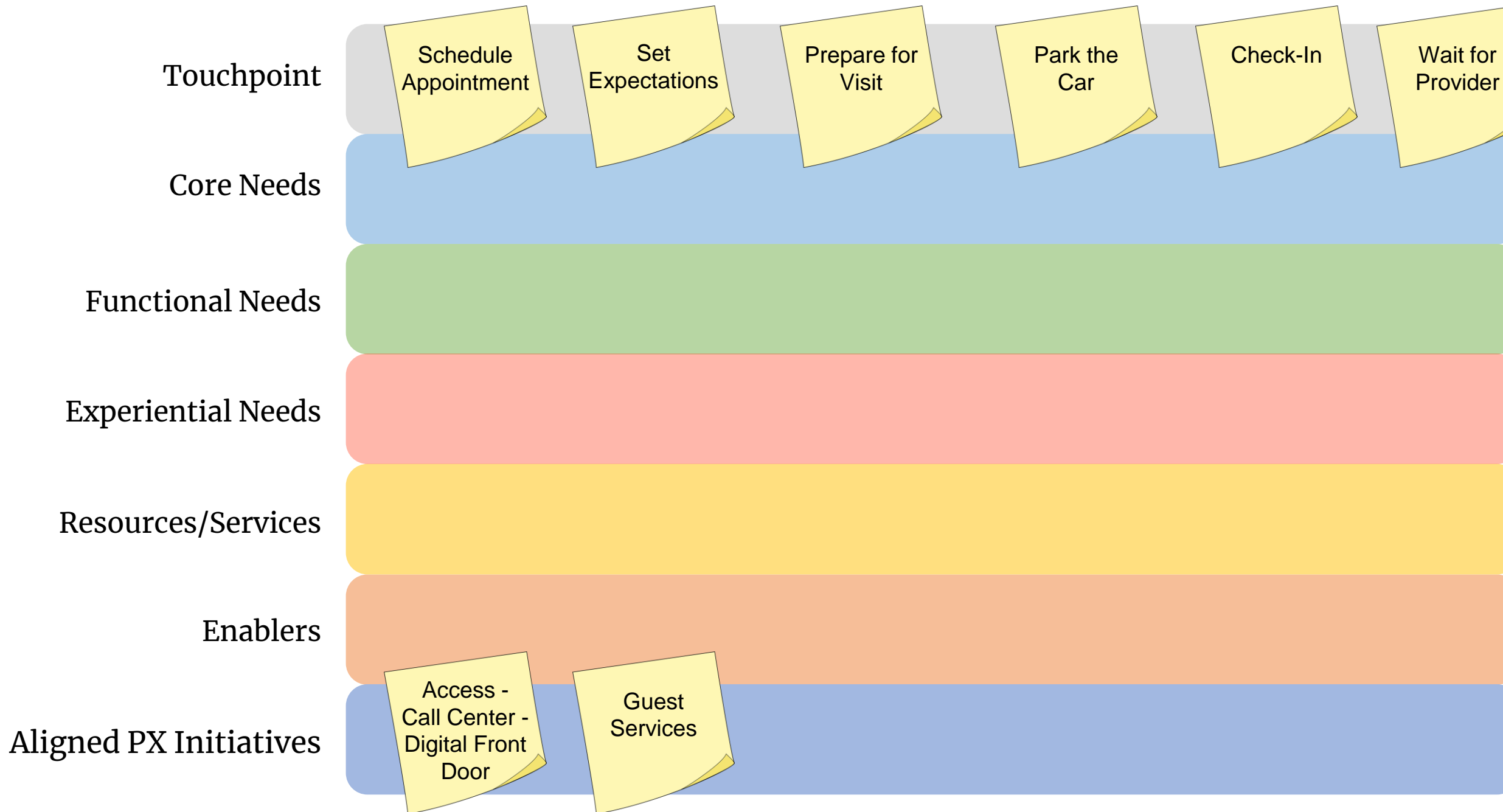
Sync Initiatives with Journeys

Clarify the Journey Touchpoints

Align Care Journeys to Business Value

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Touchpoint

Schedule Appointment

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Prepare for Visit

Park the Car

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Wait for Provider

Core Needs

Functional Needs

Experiential Needs

Resources/Services

Enablers

Aligned PX Initiatives

Access -
Call Center -
Digital Front
Door

Guest
Services

Putting it into practice...

Connected Experience, Value, and PX Initiatives

Family Welcome
Experience

“Intelligent”
Appointments

Care Passport

Patient Transition
Process

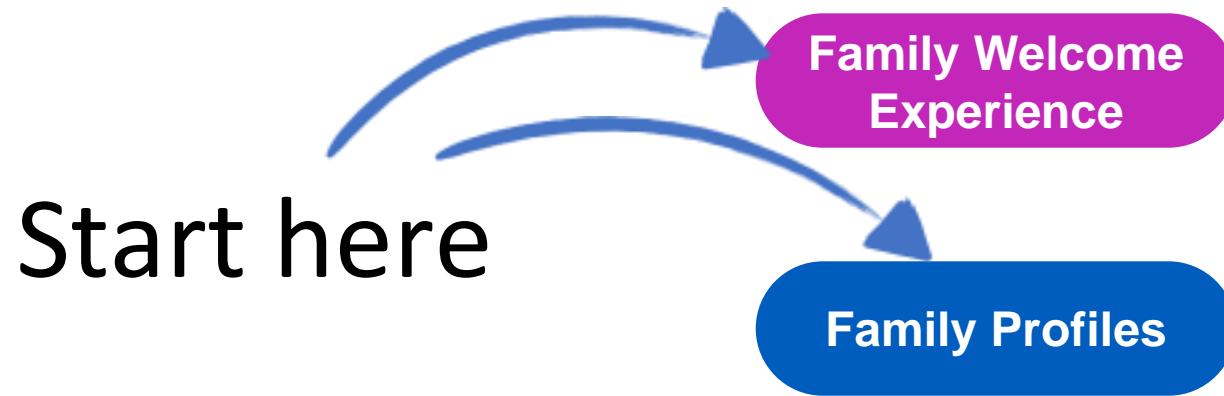
Family Profiles

Self-Managed
Care

Cross Provider
Collaboration

Building a relationship with
Children’s Mercy Kansas City
through great experiences

Connected Experience, Value, and PX Initiatives



with Same-day surgery as a Clinical partner.

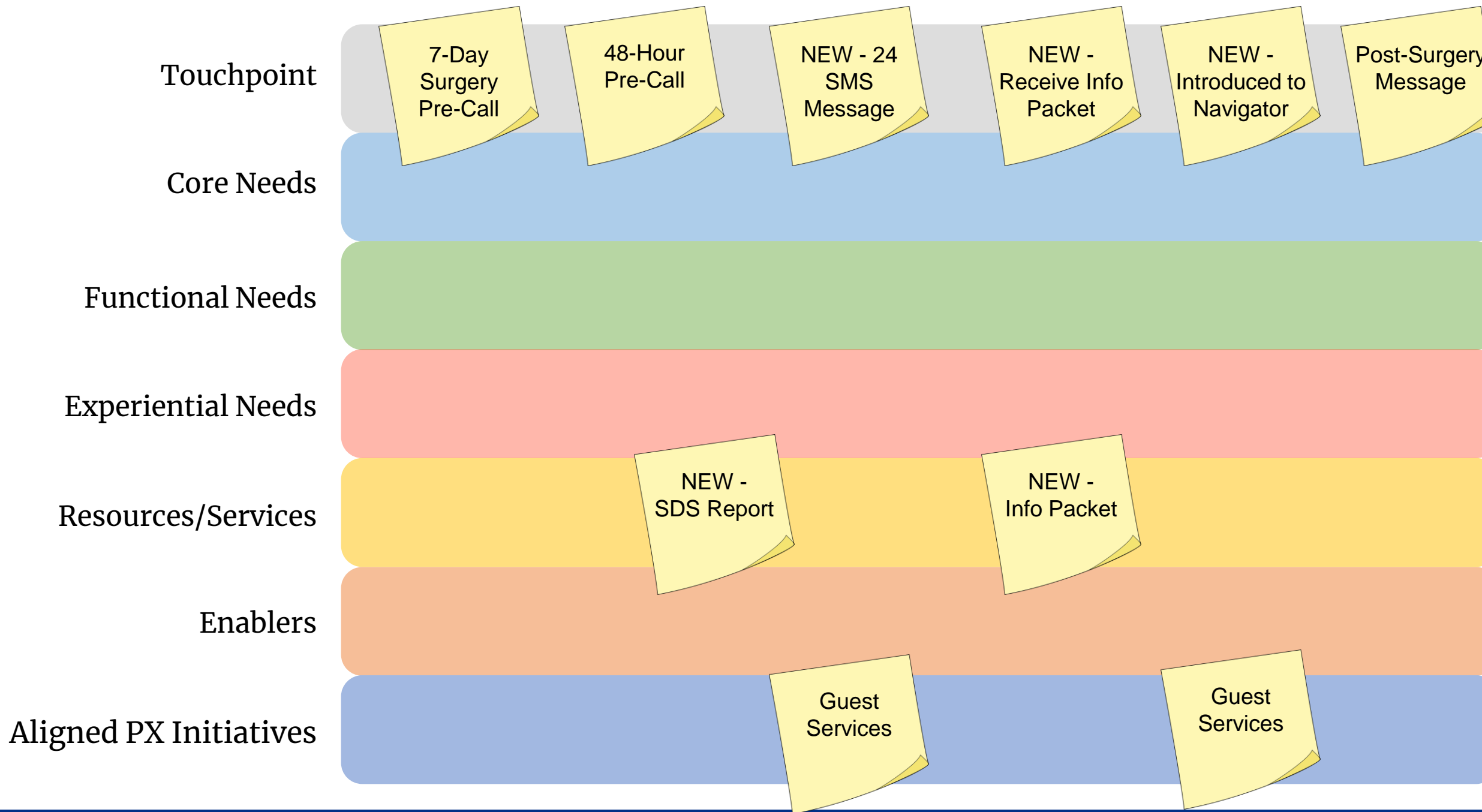
Building a relationship with Children's Mercy Kansas City through great experiences

Mapping the Experience: Welcome to Exit



As a parent, I need
Someone to walk with me throughout the day

This allows Children's Mercy to
Put the patient at the center, helping them to be prepared, arrive on time and have a great experience.



Touchpoint

7-Day
Surgery
Pre-Call

48-Hour
Pre-Call

NEW - 24
SMS
Message

NEW -
Receive Info
Packet

NEW -
Introduced to
Navigator

Post-Surgery
Message

Core Needs

Functional Needs

Experiential Needs

Resources/Services

NEW -
SDS Report

NEW -
Info Packet

Enablers

Aligned PX Initiatives

Guest
Services

Guest
Services

Same Day Surgery Visit

Use this page to help follow your journey through Same Day Surgery. Use a sticker or mark off each step as you complete it.



1



You are at Children's Mercy!

2



You are checking in with Same Day Surgery

4

3



You are meeting the care team.

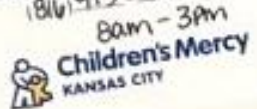
It is time

Important Info/Notes



Welcome to Children's Mercy. Our patient and family navigators are here to help. Your navigator is Alex

If you need assistance with finding your way or amenities during your visit, call your navigator at (816) 915-1606



My surgeon's name _____
My nurse's name _____
My anesthesiologist's name _____
Other important names to remember _____
Notes _____

Same Day Surgery Checklist



Parents and Caregivers, This checklist will help you understand the Same Day Surgery process. While step, you can use this as a guide to determine what may happen next during experience.

Pre-Surgery

- Check in with Registration at Same Day Surgery
- A nurse will take your child's height, weight and blood pressure
- A member of the Same Day Surgery team will escort you and your child
- Children's Mercy staff will come talk to you and your child to prepare for surgery
 - Pediatric nurses
 - Your child's surgeon
 - Pediatric anesthesiologists
 - Child Life specialists
- We will ask your child to change into a gown and slippers
- The operating room nurse, who will be caring for your child in the operating room, ask you some questions, then escort you and your child to the operating room.

Surgery

- You'll have time for kisses/hugs in the exam room before surgery
- You will be invited to wait in the Surgery Waiting Room
- Once you have arrived at the waiting room, you will see a nurse
- Inside the waiting room are tracking boards that show the status of your child's surgery

Post-Surgery

- Once surgery is over, staff will direct you to the Recovery Room
- While you talk to the surgeon, your child will be in the Recovery Room
- The PACU nurses will call the Surgery Waiting Room when your child is awake
- Once your child is awake, a nurse will take you and your child to the Recovery Room
- The nurse will take you and your child to the Recovery Room
- The nurse will also give you instructions on how to care for your child at home and phone numbers you may need
- Once you are ready to go home, you will be escorted to the Recovery Room
- If you need to pick up prescriptions, you will be escorted to the Pharmacy
- If you have any worries or questions, you can call Same Day Surgery at (816) 915-1606
- If you need to pick up your child, you will be escorted to the Recovery Room

Thank you for choosing Children's Mercy



Gift Shop

Outpatient Pharmacy

Kremer Resource Library

Basic Necessities Machine

Fr. Sat. 10:00-11:00
Sun. 8:00-9:00
Open daily
Mon.-Th. 8:00-10:00

Impact

“I had so much anxiety about the whole process of my daughter getting surgery. That anxiety instantly subsided right when I was greeted by Alex at the door. From there on out, every person we interacted with was phenomenal and the whole experience was pleasant! Thank you for taking my daughter under your wings as if she was your own child!!”

Impact: Assessment

- Feedback supports this experience is impactful continue to pursue “welcome” services
- Find opportunity to refine and make processes efficient, critical to scalability
- Align with Guest Services 2.0

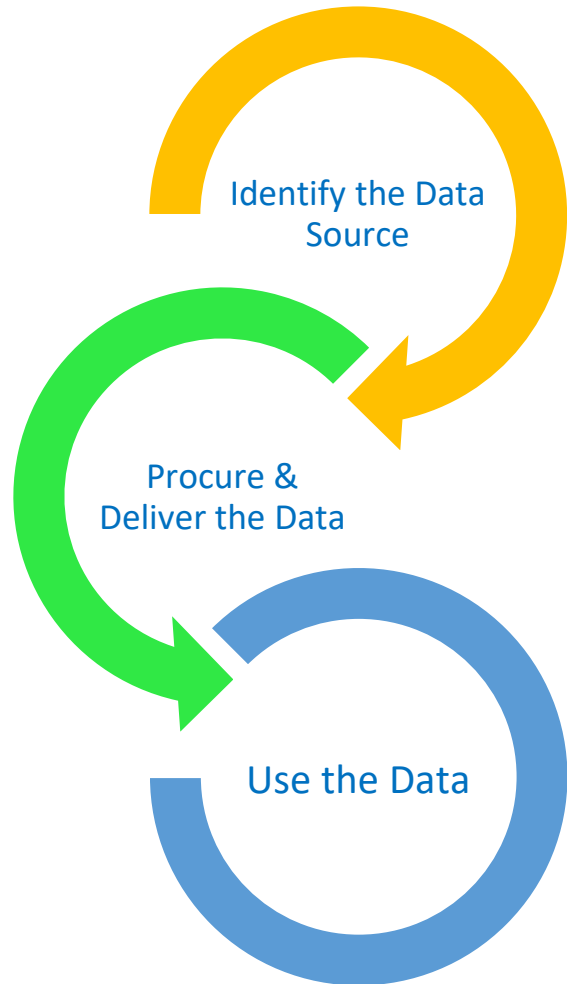
Activating Guest Services

Give Guest Services the data they need to provide a tailored welcome experience:

- Is this the family's first Children's Mercy visit?
- Where are they traveling from?
- How many appointments do they have today?



Activating Guest Services



Leverage data that we already have in our systems

Deliver it to the right team(s) at the right time in the right way

Enabling staff to provide a “know me” experience

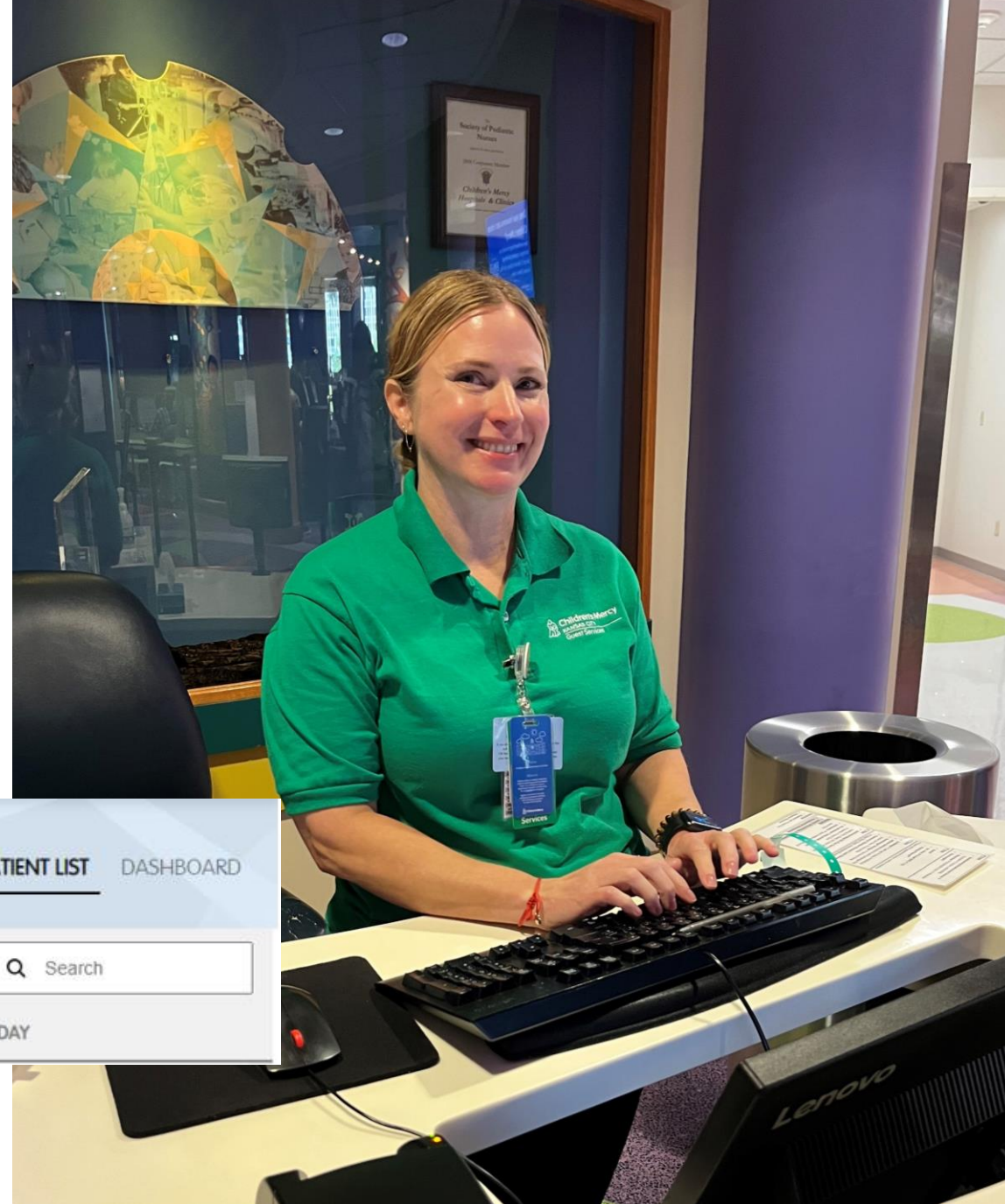
Activating Guest Services

City and Distance Traveled

“First-time” Indicator

Language

Number of Appointments



Guest Services Patient Viewer

[PATIENT LIST](#) [DASHBOARD](#)

Scheduled Appointments Today (Mar 6)

CMH - Adele Hall

Search

PATIENT NAME

LANGUAGE

HOME ADDRESS

APPOINTMENTS TODAY

Three Key Take-Aways

- It's helpful to begin with a proven method and framework when you start this work.
- There is a tremendous pay-off when you take the time to understand your patient and family's experiential needs in context.
- Creating solutions that scale requires addressing the tension between patient needs and business value.



Questions?

Please be sure to complete the session evaluation!



Speaker Biography

Craig Elbert is Senior Director of Strategy & Experience at Children's Mercy Kansas City.

Craig provides leadership and strategic direction for consumer, physician, digital and brand marketing as well as cross-divisional patient experience efforts. Craig joined Children's Mercy in 2020 after holding numerous product, marketing and leadership roles at Hallmark for over 30 years.



Speaker Biography

David Whited is Principal for Design Research and Strategy at Highland, an innovation consultancy in Chicago.

David leverages best practices from the worlds of Design Research, Human-Centered Design, and Corporate Ethnography to help mission-driven and customer-centered organizations create new, valuable products and services. By refocusing on the needs of the people they serve, David empowers these organizations achieve their goals by meeting the needs of their customers.

