

Measuring Patient satisfaction Disney Way

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IF DISNEY RAN YOUR HOSPITAL

9½ Things You Would
Do Differently



By
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Cultural Insights From a
Hospital Executive Who Became
A Disney Cast Member

Who is your Competitor



Top 10 Drivers for Patient Satisfaction

- 1. How well staff worked together to care for you**
- 2. Overall cheerfulness of the hospital**
- 3. Response to concerns/ complaints made during your stay**
- 4. Amount of attention paid to your personal and special needs**
- 5. Staff sensitivity to the inconvenience of hospitalization**
- 6. How well nurses kept you informed**
- 7. Staff's effort to include you in the decisions about your treatment**
- 8. Nurses attitude toward your requests**
- 9. Skills of Nurses**
- 10. Friendliness of Nurses**



Selling and Marketing



- **Florence Nightingale**

“ Apprehension, uncertainty, waiting and fear of surprise, do a patient more harm than any exertion... Always tell a patient, and tell him beforehand, when you are going out and when you will be back, whether it is for a day, an hour or ten minute”



**Make Courtesy
More Important than Efficiency**



Focus on courtesy than on efficiency

Wow what a safe hospital !! ??



Disney priorities

- **Safety**
- **Courtesy**
- **Show**
- **Efficiency**



Share

Sense people needs before they ask..initiative

Help each other out ..team work

Acknowledge people's feelings..empathy

Respect the dignity and privacy of everyone..
courtesy

Explain what is happening communication



What is perception

- **Perception and outcomes**
- **Outcomes improve when we focus on what people do..**

Are they doing right

Are they following sterile techniques

Are they checking the medicines

Are they writing the nurses notes properly

- **Perception depends on what people say or do not say**



Experience are Inherently personal

- **They actually occur within any individual who has been engaged on an emotional, Physical, Intellectual or even spiritual level.**



Patients judge their experience by the way they are treated as a person, not by the way they are treated for their disease.



- **Do not pass another individual in hallway without greeting or a smile**
- **Name as a large I'd tag**
- **Is there anything you need before I leave**



Complaints

- **About food**
- **People complaint about things that can be verified objectively**
- **People don't complaint about attitudes**
- **Only 4/100 complaints**
- **Will a patient complaint about Dialysis technician**
- **They take more revenge by telling others**



Loyalty for other Industries

- **Better price**
- **Convenient location**
- **Frequent visitor**
- **Special discounts**



Satisfied customers are not necessarily loyal

- Don't trust patient feedback forms
- When can't remember anything.. **satisfied**
- When you remember something bad.. **dissatisfied**
- Memorable things that happen, they we didn't expect .. **loyalty**



Team huddle



- **Team huddle can facilitate communication, responsibility and team work**
- **Administrative huddle at eight o' clock**



Decentralize the authority to say yes



Change the concept of work from service to theatre



The experience economy

- **Commodities**
- **Goods**
- **Service**
- **Experience**

Change the concept of Work from service to Theatre

- **Walk the talk**
- **Greet the patient by name and introduce themselves with a cheerful greeting.**
- **Comment on anything special in the room like flowers or pictures of family / meet any other people that are in the room.**
- **Empathize with the expressions of feeling.**
- **Ask how they want the door left.**
- **Remember conversations from each day to build on over the duration of the patient' s stay.**



Role modeling

- **Get acquainted with patients personal story.**
- **Harness the power of imagination**
- **Imagine if you are going to be the next patient**

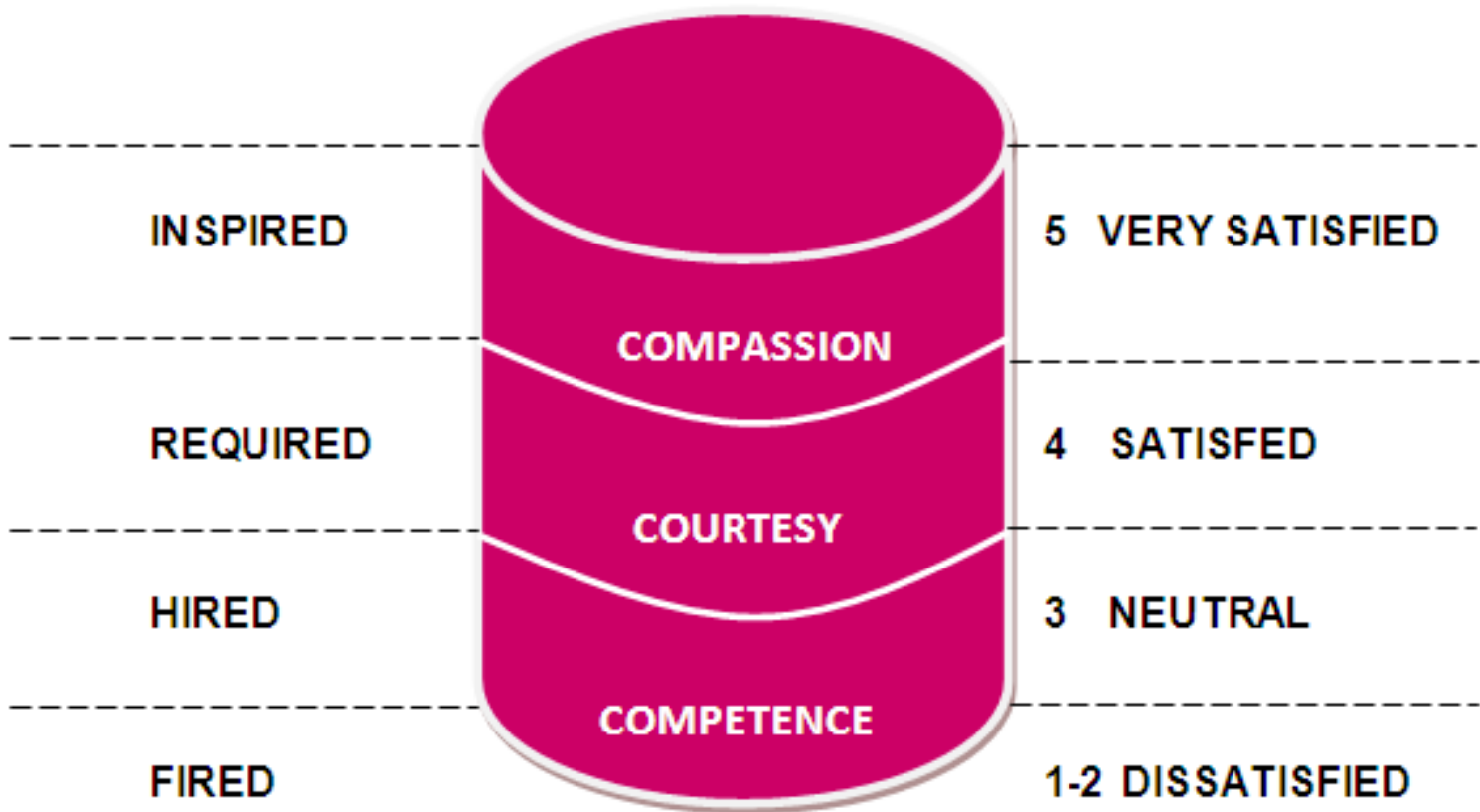


Correlation of Patient Care and Evaluation

Staff Motivation

Staff Performance

Patient Evaluation



Four levels of motivation

- **Compliance..** doing what some one makes me do
- **Will power..** doing what I believe I should do
- **Imagination..** doing what I want to ,because I feel like doing it
- **Habit..** doing what comes naturally



- **Create a climate of dissatisfaction**
- **Cease using monetary rewards to motivate people**



- Thank you
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THANK YOU

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