

CASE STUDY

Driving Patient Experience Scores

CLIENT:

Large Children's Hospital in Florida

CHALLENGE:

To improve HCAHPS scores and provide a better experience for patients and staff.

SOLUTION:

Entire team learned key communication techniques that build trust and form relationships with their co-workers and the families they serve.

Up to 60% improvement
to in HCAHPS

Challenge

“The training program designed and administered by Dr. Orsini has significantly improved the way our physicians, nurses, and team members communicate with our families. The ability to measure this improvement using Press Ganey scores, allows us to link staff improvements to financial performance.”

NICU Medical Director



Real Life Role-Playing with Professional Actors

Although this large women and babies hospital maintained a reputation for providing the highest quality care, the health system recognized that patient satisfaction scores had dropped significantly below the national average. Understanding that poor HCAHPS scores and a high staff turnover rate were affecting their bottom line and would ultimately result in lower clinical outcomes, new leadership placed addressing these problems as a top priority.

A review of their HCAHPS scores showed particularly low scores in the areas of communication. Combined with employee engagement surveys indicating frustration with interdisciplinary and interpersonal communication, the hospital was particularly focused on improving the work environment for their staff and providing a better overall experience for their patients and families.

“We were pleased to find this innovative and human-centered training program for our NICU staff. It is a perfect complement to our other programs. We had complete confidence that Dr. Orsini’s methods would drive results.”

K.N. President
Women & Babies Hospital, Florida

“The training we received from The Orsini Way is like none other. Our physicians now have greater confidence and skills in leading difficult conversations, whether in person or virtually. I’m still amazed that after each training I still walk away having learned something new from its experts.”

Dr. T.B.
Hospital & Healthcare Network, New Jersey



The Orsini Way®:

- changed the way physicians and team members communicate with patients and each other
- trained nurse leadership using improvisational role-play with professional actors
- provided in-person interactive workshops combined with short easy to complete learning modules on communication
- provided ongoing support materials to maintain the new culture

Solution

To provide a better overall experience for their patients and staff members, leadership knew it was imperative that they improve their communication skills and provide a better work environment for their team members and staff. Leadership recognized that even the most compassionate team members had become task-oriented. They knew that the team needed to **learn how to build relationships with each other and with their patients.** They understood that teams who communicate effectively with their patients provide better care and promote a better experience for their patients.

Working with the medical directors and nursing leadership, The Orsini Way® utilized multiple educational formats to change the way physicians and team members communicate with patients and each other. The Orsini Way® trained nurse leadership using improvisational role-play with professional actors.

Once the train-the-trainer program was complete, the conversation moved toward getting the whole team on board. We then provided in-person interactive workshops combined with short easy to complete learning modules on communication for the entire staff including nursing, physicians, and team members.

The consistent theme was that learning how to effectively communicate, build relationships and establish trust with both patients and co-workers will ultimately enhance the overall patient experience.

Finally, using our “See Something Say Something” accountability and reward system, The Orsini Way® provided ongoing support materials to maintain the new culture of relationship-building through better communication. As an added bonus, team members earned valuable CME and CEU credits.

95%

of participants felt the training was beneficial

80%

agree that the program positively improved communication with co-workers

94%

said the program positively changed the way they communicate with families

Most dramatically, the numbers were maintained for years.

Result

The Orsini Way communication training program resulted in a 60% improvement in overall HCAHPS percentile rankings. Questions regarding nurse and physician communication showed the most dramatic increases. Internal surveys showed that employees were communicating better with their co-workers as well.

The core concepts of establishing trust and building relationships became the new culture. Staff reported feeling less task-oriented and better job satisfaction. Team members were highlighting each other's positive behavior and were more willing to lend a hand if someone needed help. The overall change in the department's climate became noticeable to the families of the patients resulting in a better experience for all.

Hospitals with high patient-reported experience scores have higher profitability.

Hospitals with "excellent" HCAHPS patient ratings had a net margin of 4.7 percent, on average, as compared to just 1.8 percent for hospitals with "low" ratings.

The association of patient experience with financial performance is large, even after controlling for other hospital characteristics that can drive hospital performance.

Deloitte The Value of Patient Experience 2016

WORKSHOP AND E-LEARNING COURSE

It's All in the Delivery®

The Orsini Way is a proven methodology that equips healthcare teams with the skills to connect authentically, speak with compassion, and lead with empathy.

It's All in the Delivery® utilizes comprehensive communication training to create culture change and improve your hospital's patient satisfaction scores.

More than just training, this program incorporates a comprehensive assessment of your current state of patient satisfaction, a train-the-trainer component as well as team members from the Orsini Way who will provide follow-up and support designed to ensure ongoing compliance.

This course has been proven successful in small practices as well as larger hospital units. Using The Orsini Way® of communicating, physicians, nurses and hospital staff learn how to effectively communicate, build relationships with patients and enhance the overall patient experience.

Key Outcomes:

- How to make empathy part of quick, everyday exchanges.
- The neuroscience of patient trust.
- How empathy reduces burnout for providers.
- How to foster a culture of collaboration and mutual respect among interdisciplinary teams.

Who Should Participate:

- C-Suite & Board
- Physicians & Nurses
- Hospital Staff
- Medical Students



Inquire About
Availability and Timing

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SCHEDULE TIME WITH LIZ

Our Full Curriculum of Programs and Workshops:

Breaking Bad News®

[LEARN MORE](#)

Using the BBN P.R.O.G.R.A.M® roadmap, clinicians learn in a safe and private environment in as little as one hour. Unlike any other program, the Breaking Bad News Program® utilizes experiential learning with professional actors.

It's All in the Delivery®

[LEARN MORE](#)

It's All in the Delivery® utilizes comprehensive communication training to create culture change and improve your hospital's patient satisfaction scores.

Difficult Dialogues

[LEARN MORE](#)

Physicians and healthcare leaders will strengthen their ability to navigate difficult conversations—from interdisciplinary collaboration and conflict resolution to performance coaching—while building communication skills that directly improve patient satisfaction and outcomes.

Mastering Medical Error Disclosures

[LEARN MORE](#)

Transparency in medicine is no longer optional. With CMS now requiring hospitals to report on their disclosure practices, providers must be prepared to navigate these conversations with honesty and empathy.

[LEARN MORE](#)

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