

Detailed Contents

Foreword

Preface

Acknowledgments

1. Justifying the Effort: Patient Satisfaction and the Quality of Care
 - The Care Versus Service Fallacy
 - Care Versus Cure
 - The Link to Quality
 - Safety and Satisfaction

2. Justifying the Effort: Patient Satisfaction and Organizational Effectiveness
 - The Link to Employee Satisfaction
 - The Link to Physician Satisfaction
 - The Link to Competitive Strength
 - The Link to Profitability
 - The Link to Accountability
 - The Link to Risk Management

3. The Basics of Patient Satisfaction
 - What is Being Evaluated?
 - Expectations and Hopes
 - Satisfaction as a Product of Interaction Between Two Cultures

4. Digging Deeper: Patient Versus Clinical Cultures
 - Illness Versus Disease
 - Evolution of an Illness
 - Roles and Identities
 - The Clash of Cultures

5. Dealing with Cultural Diversity
 - The Case for Cultural Competence in Healthcare
 - Who Is Culturally Diverse?
 - Responding to Diversity
 - Identifying Variant Patient Need
 - Creating a Program
 - Staff Diversity

6. From Theory to Method: Using Your Survey Data Effectively
 - Possibilities and Limitations of Satisfaction Surveys
 - What Are Patient Satisfaction Surveys Really Measuring?
 - Calculating and Reporting Scores
 - Score Variance
 - Interpreting the Data

7. Mining the Data for Insights
 - Analysis by Length of Stay
 - Analysis by Age and Medical Specialty
 - Analysis by Payer

Identifying Individual Physicians
Using Multiple Variables: Physician, Profit, and Satisfaction
Analysis by Diagnosis-Related Group (DRG)
Identifying Priority Improvement Targets

8. From Data to Action
Don't Shoot the Messenger
Go Beyond the Numbers for Insight
Set Goals for Patient Satisfaction
9. From Action to Satisfaction—Creating a Culture, Not Just a Program
What Do We Mean by “Culture”?
Cultural Characteristics of Top Patient Satisfaction Organizations
Service Recovery Is Viewed as a Key Program Element
The Responses to Important Patient Experiences Are Scripted
10. Fifty Nifty Ideas for Improving Patient Satisfaction, *by Mary Malone*
First Impressions and Welcoming Experiences
Lasting Impressions and Powerful Goodbyes
The Discharge Process as a Last Impression
Amenities and Special Services
Food and Nutrition Services
Improving Communication and Involving Family Members
Waiting Times and Call-Button Response
Service Guarantees
Employees and Physicians
11. The Emergency Department: A Special Case
Are They Patients or Customers?
Who Is an Emergency Patient?
What Is an Emergency?
The Double Bind
Taking Patients Seriously
Moral Evaluations of Patients
Labeling
Delays and Waiting Time
The Ideal Emergency Department
12. Implementing Change
Getting Started
Monetary Rewards for Desired Performance

About the Author