**Myths That Physicians Believe About Patient Experience**

**MYTH 1**

**HCAHPS is only a hospital metric**

**FACT**

Patient experience has **direct financial ramifications** for physicians

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**MYTH 2**

**Patient experience is not a real clinical concern**

**FACT**

Excellent patient experience—including better coordination and clearer communication—**drives clinical outcomes**

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**MYTH 3**

**Patients rate experience based on factors like amenities or nursing—things outside physicians’ control**

**FACT**

Physicians hugely influence the most important **drivers of experience ratings**

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**MYTH 4**

**I don’t have the time to spare for longer patient interactions**

**FACT**

Better patient experience is about **quality, not quantity**

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**MYTH 5**

**Patient experience is not about physicians**

**FACT**

The physician is the **Influencer in Chief** when it comes to patient experience

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**Performance on Patient Experience Metrics Can Impact Physician Finances**

- Medical Liability Greater if Patients Are Dissatisfied
  - Physicians with low patient satisfaction scores are more likely to be sued for malpractice
- Public Reporting Tied to Future Payment
  - Medical practices with 100+ eligible professionals participating in the Physician Quality Reporting System are required to participate in CQCAHPS; reporting will impact their value modifier (VM) payment in 2016
- Increase in Online Consumer Information
  - Social media platforms (Facebook, Twitter) and review sites (ZocDoc, Angie’s List) influence market share
  - Patient reviews revolve around their experience

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**Patient Experience Drives Clinical Outcomes**

89% of American adults are not proficient in health literacy and 60% of patients immediately forget the medical information explained to them. Yet studies show that patients listen closely when the physician is talking and care deeply about the physician’s opinion. Excellent physician communication and strong care team coordination—both critical components of patient experience—are required to engage patients and achieve best outcomes.

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**Physician Communication with Care Team Sets Tone for Multiple Patient Experience Domains**

Notably, all the top-ranking domains—communication with nurses, pain management, and timeliness of assistance—require excellent physician-provider interaction and flawless care team coordination. These are all domains that suffer with poor physician-care team communication. Patients are not really looking for a cleaner room or better food. They seek caregivers who communicate with them, and with one another.

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**Introduction Adds Seconds. Yields Improved Outcomes**

**BEFORE**

Physician fails to knock on door or introduce him- or herself after entering the room

**AFTER**

Physician knocks on door and introduces him- or herself after entering the room

**Communication between physician and patient is a conversation and leads to improved patient experience**

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**The Four Ways You Can Ace Your Role as the Influencer in Chief**

- **Lead by Example**
  - Physician sets precedent for patient experience performance for staff
  - Takes control of clarifying care team and care plan for patient as needed

- **Drive Strong Care Team Communication**
  - Physician demonstrates exemplary communication skills when working with care team
  - Serves as strong leader, resolving problems and mediating disputes as needed

- **Cultivate Patient Empathy**
  - Uses resources available (family, patient posters, medical records, etc.) to understand patient and condition
  - Develops and exercises compassion toward patient and family

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Get the facts about patient experience at advisory.com/pec/patientexperience

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