

## Providing a Superb Patient Experience

Please note, this communication applies to Healthy Blue + Medicare<sup>SM</sup> (HMO D-SNP) offered by Blue Cross and Blue Shield of North Carolina (Blue Cross NC).

- This presentation is for informational purposes only and is meant to educate providers on potential improvements based on CAHPS<sup>®</sup> survey responses.
- Blue Cross NC does not practice medicine but instead, we provide healthcare benefits to Healthy Blue + Medicare members. Blue Cross NC is a leading provider of health benefits and services. All references to "patient" apply to the reviewing providers and should not be considered an attempt to practice medicine. This information is intended for educational purposes only and should not be interpreted as medical advice.
- Providers should consult contract language, provider manual, or contact health plan representatives for detailed information.
- For questions regarding claims billed and reimbursement, call Provider Services at **[833-540-2106]**.

# What is Consumer Assessment of Healthcare Providers and Systems?

CAHPS is an annual standardized survey conducted anonymously between [January and May] by a third-party vendor (Center for the Study of Services\*) to assess consumers' experiences with their health plan and healthcare services.



The Agency for Healthcare Research and Quality (AHRQ) originally launched the CAHPS program in [1995] to address concerns regarding the lack of information about the quality of health plans for enrollees.

Results are used in numerous ways including:

- Key component of Medicare and Accreditation Star ratings to establish health plan standards
- Comparison of health plans (for example, Request For Proposals (RFPs), the consumer marketplace, etc.)
- Identification and development of member experience and quality improvement initiatives

**Note:** Consumer experience for Exchange plans is assessed via a Qualified Health Plan (QHP) survey that is similar to the CAHPS survey.

# Objectives

- Learn key concepts about the CAHPS and QHP enrollee survey, including the survey questions asked related to specific measures.
- Understand the importance of CAHPS/QHP enrollee survey.
- Establish who makes an impact and how they positively enhance scores.
- Identify the steps you can take to drive long term sustainable performance changes.

# Why is the CAHPS/QHP Enrollee Survey Important?



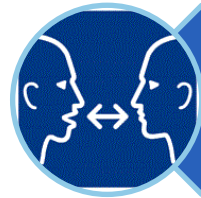
# Surveyed Patient Experiences



Ease of getting needed care and seeing specialists



Getting appointments and care quickly



Quality of communication with healthcare providers



Coordination of healthcare services

# Ease of Getting Needed Care and Seeing Specialists

## Survey questions (Question numbers vary depending on survey type.):

In the last [six] months, how often did you get an appointment to see a specialist as soon as you needed?

In the last [six] months, how often was it easy to get the care, tests or treatment you needed?

# Ease of Getting Needed Care and Seeing Specialists (Cont.)

## What our members expect:

- Assist your patients in making referral appointments. Make sure your patient understands why the referral is being made and the importance of the referral.
- Follow up after a referral visit to be sure the patient kept the appointment, and that the referral provider has shared the relevant results and information from the visit.
- Follow up with your patient to see if they have any questions and if they were satisfied with the referral your practice made.
- Periodically review your preferred referral provider list to be sure it is up to date and check to see if there are new referral providers from whom your patients may benefit.



# The Ability to Get Appointments and Care Quickly

## Survey questions (Question numbers vary depending on survey type.):

In the last [six] months, when you needed care right away, how often did you get care as soon as you needed?

In the last [six] months, how often did you get an appointment for a check-up or routine care as soon as you needed?

# The ability to get appointments and care quickly (cont.)

## What our members expect:

- For patients who want to be seen on short notice but cannot be seen by their doctor, offer appointments with a nurse practitioner or physician assistant.
- Encourage patients to make their routine appointments for checkups or follow-up visits as soon as they can – weeks or even months in advance.
- Keep patients informed if there is a wait and give them the opportunity to reschedule.
- Set aside a few appointments in each day's schedule to accommodate urgent visits.

# Confidence that healthcare services are coordinated

In the last [six] months, when you visited your personal doctor for a scheduled appointment, how often did he or she have your medical records or other information about your care?

In the last [six] months, when your personal doctor ordered a blood test, x-ray, or other tests for you, how often did someone from your personal doctor's office follow up to give you those results?

In the last [six] months, when your personal doctor ordered a blood test, x-ray, or other tests for you, how often did you get those results as soon as you needed them?

In the last [six] months, how often did you and your personal doctor talk about all the prescription medicines you were taking?

In the last [six] months, did you get the help you needed from your personal doctor's office to manage your care among these different providers and services?

In the last [six] months, how often did your personal doctor seem informed and up-to-date about the care you got from specialists?

# Confidence that healthcare services are coordinated (cont.)

## What our members expect:

- Make sure you have relevant information available about the patient's medical history.
- Ask your patient if they have seen any other healthcare providers, including specialists.
- Develop protocols for clinical staff to facilitate chronic medication renewal.
- If your patient is having a test done, let them know when to expect the results and who will be contacting them with the results.
- Inform patients of tests results, even when the test results are normal.

# Every member of your team makes a difference

1

**Be brilliant at the basics** – It's the little things that make a big difference. When you're interacting with a patient, take the time to greet them warmly, listen to their questions, provide clear answers and help them with next steps.

2

**Put your patients first** – Keep your patients at the center of everything you do. When you have a patient-first mindset, you're helping your patient have a good experience with your practice.

3

**Expect more of yourself and your teammates** – Go above and beyond on every visit or request. When you set the bar high, you can accomplish great things.

4

**Commit to continuous improvement** – Don't settle for the status quo. Your patients count on you to think big, innovate boldly and deliver quickly. Measure current performance wherever possible, to identify areas of opportunity. When we incorporate this mindset into our everyday activities, we can transform the patient experience.

5

**Keep it simple** – Clarify confusing words or phrases and limit the use of clinical jargon or acronyms.

# Remember

- Every person in a patient's care team influences the patient experience.
- It is important to always be cordial and ensure responsiveness to patient's needs in a thorough and timely manner
- Provide excellent service by:
  - Ensure patients are seen within [15] minutes of arrival
  - Treat every patient with respect
  - Listen closely and address your patient's needs
  - Dedicate enough time to ensure every patient is satisfied
  - Explain the details of any treatments – what, why, how, and when
  - Set reasonable expectations and follow through
  - Make every patient feel valued and appreciated

**Every interaction with a patient, whether direct or indirect, is important!**



It is not permissible to help patients respond to the survey questions



It is not permissible to actively influence patients to respond favorably to survey questions



Do not miss the opportunity to make a difference in the patient's experience

# Frequently asked questions

**Q: Is there a way to obtain my CAHPS score?**

A: CAHPS performance is reported at the plan level only. Performance at the practice level is not reported.

**Q: Who can I contact if I have any questions?**

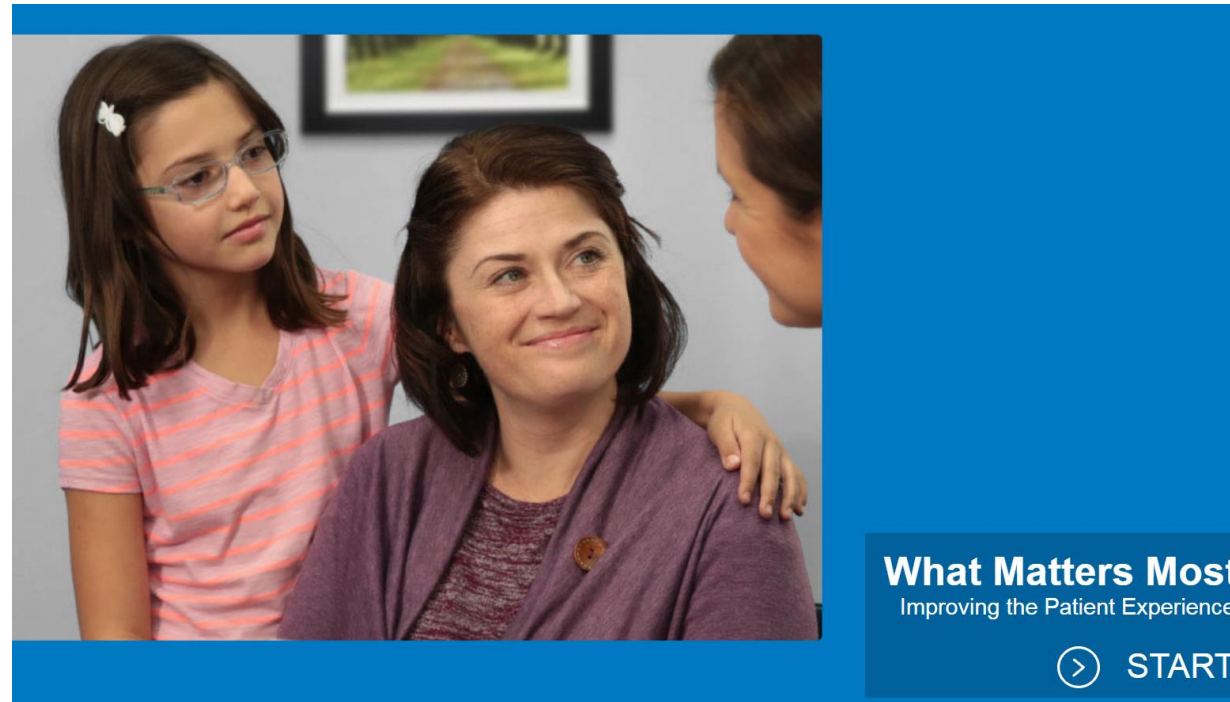
A: Contact your practice's Provider Experience representative.

**Q: Will I know which patients have been sent the survey?**

A: The National Committee for Quality Assurance (NCQA) chooses the sample methodology of patients being surveyed. The names are not shared with the providers or plans.



# What Matters Most — Improving the Patient Experience



[\[https://www.mydiversepatients.com\]](https://www.mydiversepatients.com)

- Understanding the Patient Experience:
  - Additional education opportunities



Center for the Study of Services ] is an independent company providing provider satisfaction survey services for Healthy Blue + Medicare providers on behalf of Blue Cross and Blue Shield of North Carolina.

<https://www.bluecrossnc.com/providers/blue-medicare-providers/healthy-blue-medicare>

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