Improving Your Patient Satisfaction, Outcome and Compliance

MGMA affiliate members and AdminiServe partners are healthcare industry experts. We asked them to provide insights on how your practice can improve patient satisfaction, outcome and compliance. Here are a few of their tips and suggestions:

"From my years as a practicing physician and now within the health IT industry, I know that patients want process simplicity and a range of communication options. Outcomes and compliance go hand in hand. If you can show historical improvement data they can relate to, and establish patient incentives that are financial or family plan oriented for example – they have been shown to work." – James T. Ingram, MD, chief medical officer, Greenway Medical Technologies, Inc., Carrollton, GA, jimingham@greenwaymedical.com, Gold affiliate

"By digitizing patient intake and payment collection with self-service check-in, practices enhance patient privacy and engage patients in their care, helping patients achieve improved clinical outcomes and enabling them to pay at the time of visit rather than dealing with bills. In a study of more than 1.2 million patients, 81% preferred electronic check-in to paper forms." – Chaim Indig, chief executive officer, Phreesia, New York, NY, chaim@phreesia.com, Corporate affiliate

"With the ever-changing demands of healthcare, a patient communications strategy is key. Providing all callers with a live voice and helping patients stay current with appointments and recommended screenings are just two ways a physician practice can improve patient satisfaction and outcomes." – Jonathan McDevitt, vice president of business development and strategy, notifymd, Franklin, TN, jmcdevitt@notifymd.com, AdminiServe partner

"Think of our “patients” as people. “Patients” are objects we move through our offices daily; people have needs, wants and priorities. To improve satisfaction, address these three things for the people who present to us for help.” - Dale L. Gentz, practice consultant, Halley Consulting Group, Richmond, VA, dgentz@halleyconsulting.com, Corporate affiliate

"Physicians are looking to healthcare technology organizations to help them improve quality of care. By enhancing connectivity among providers, payers and patients, we can expand access to information that equips providers and patients to make better decisions and reach healthier outcomes.” - Charlotte Martin, president and chief operating officer, Gateway EDI, St. Louis, MO, cmartin@gatewayedi.com, Gold affiliate

"With more payer focus on both medical quality and the patient experience, it’s vital that physician groups implement Service Quality Initiatives that result in better patient compliance and higher satisfaction scores.” - Summer Petralli, manager client services, SullivanLuallin, San Diego, CA, summer@sullivan-luallin.com, AdminiServe partner

"The shift from fee-for-service to value in healthcare requires care teams to utilize automated technology to continuously identify and reach out to patients with preventive and chronic care needs. Patients will appreciate their provider’s support, and the practice will see improved compliance and outcomes across their population.” - Richard Hodach, MD, chief medical officer, Phytel, Inc., Dallas, TX, Richard.hodach@phytel.com, Corporate affiliate

"Patients trust you with their care and their most intimate personal information. The most important thing you can do to improve their satisfaction is to maintain that trust by providing a supportive and comfortable patient experience from beginning to end. What are you doing in your facility from the moment they call to the moment they leave to reinforce their decision to choose you as their healthcare provider?” - Robert Finigan, executive vice president, Muzak, a Mood Media company, Fort Mill, SC, bob_finigan@muzak.com, Corporate affiliate

"First impressions are vital. Make sure you have the right people handling incoming phone calls and that they are well trained in answering those first questions about your services and that they are effective and efficient scheduling the appointment." - Michael Hepner, business development manager, American Credit Exchange, Inc., Las Vegas, NV, mhepner@americancreditexchange.com, Corporate affiliate

"With better access to digital information through patient portals, mobile clinical computing, and smart medical devices, physicians are able to provide better, more coordinated care to their patients. The key to improving patient
satisfaction and compliance is communication and connection between the patient and the physician. Care is not just about what happens in the physician’s office but what happens through the life of the patient.” - Andrew W. Litt, M.D., chief medical officer, Dell Services Healthcare & Life Sciences, Plano, TX, Andrew_litt@dell.com, Corporate affiliate

“Medical Foundations have not always included hospital-based physicians. However, changing payment models with the move to value-based care suggests a new role for them within this structure as a means of achieving greater collaboration among providers in decreasing costs and improving outcomes.” - Susan K. Corneliuson, MHS, FACHE, manager, The Camden Group, Los Angeles, CA, scorneliuson@thecamdengroup.com, Corporate affiliate

“As healthcare reform continues to evolve, we can expect the bundled payments model to be adapted by government and commercial payors alike. Providers need to start now and gain visibility into their service performance against quality benchmarks to mitigate financial risk.” – Denise Nash, product manager, MedAssets, Billerica, MA, dnash@medassets.com, AdminiServe partner

“I’ve found that in many cases, patient satisfaction actually increases when practices check patients’ eligibility prior to a visit. It makes sense when you consider that patients are shouldering larger portions of their healthcare expenses. Knowing upfront what is—and what is not—covered by insurance helps them with both budget and treatment planning.” – Laura Bridge, vice president of client services, Navicare, Atlanta, GA, lbridge@navicure.com, AdminiServe partner

“In today’s economic climate, medical practices must strike a balance between keeping cash flowing and working with patients to pay their bills. Contacting patients earlier in a delinquent process will provide better cooperation between all parties with terms that are within the patients’ budget.” – Tracy L. Spears, regional vice president, Transworld Systems, Tulsa, OK, tracy.spears@transworldsystems.com, AdminiServe partner

“While it is critical to migrate towards electronic records, interacting with patients across a computer is disconcerting to the patient, as is another individual in the room taking notes. A better option would be for the doctor to record the encounter verbally for insertion into the EHR later.” – Venkat Sharma, chief executive officer, iMedX, Inc., Shelton, CT, vsharma@imedx.com, Corporate affiliate