

ST. BARNABAS HEALTH SYSTEM

Ambulatory Care in the Bronx Addresses Patient Satisfaction with “I Care” Campaign

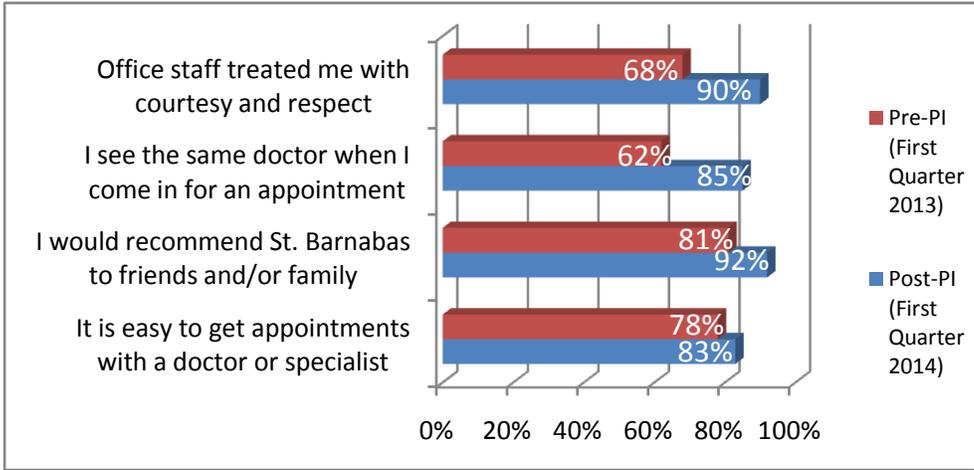
The Labor Management Project supported performance improvement at St. Barnabas Health System to address patient satisfaction of ambulatory care services.

The Challenge: Due to health care reform, ambulatory care is becoming an increasingly vital part of the health system, as care shifts from hospital-based care to primary care and prevention. Located in the Bronx and adjacent to St. Barnabas Hospital, the St. Barnabas Ambulatory Care Center is charged with attracting and retaining patients, reducing their reliance on the emergency room as a first point of treatment. The Ambulatory Care Center is thus central to St. Barnabas Health Systems’ viability and growth, as well as the union’s and management’s joint commitment to providing excellent care to the community. The Center has recognized the need to improve patient satisfaction in order to further its organizational goals.

The Solution: Labor and management identified the Internal Medicine Clinic on the third floor to test interventions to improve patient satisfaction. A social worker and dietitian served as co-leads for a labor-management performance improvement team. With coaching and assistance from the Labor Management Project, the team developed “CARE CARDS” that gave patients the opportunity to comment on extraordinary care. The team determined card design, distribution, and collection procedures, as well as educating patients on how to complete the cards. At the end of each week, senior management recognized employee recipients of CARE CARDS, and acknowledged them on the internet. Any complaints that patients included on the CARE CARDS provided an opportunity for service recovery. Staff wore “I Care” St. Barnabas buttons to communicate their commitment to patients.

The Results: Patient surveys were administered before and after the performance improvement initiative on the third floor. The results showed marked improvement on key indicators related to the patient experience.

Percent of Patients that Agreed or Strongly Agreed with Statements Related to the Patient Experience



Positive Feedback:

“We are very pleased with the Labor Management Project’s Patient Centered Care training. They tailored the program’s content for our ambulatory sites and facilitated the sessions to ensure engagement by both managers and front-line staff.” (Patricia S. Belair, Senior Vice President, SBH Health System)

“The Labor Management Project was a great success in pulling individuals from different areas of SBH Ambulatory Care to work

together as a team to improve patient center care. The CARE CARDS were well received and are a great tool to provide feedback on patient satisfaction.” (Romilda Grella, MS, RD, CDN, Co-Lead)

“The project brought labor and management together and helped build relationships. These relationships helped to achieve a common goal - Patient Centered Care. The project allowed labor and management to focus on the hospital’s drive to excellence. The project helped to unite the multidisciplinary team and made it stronger. The CARE CARDS not only allowed the patients to comment on extraordinary care, but assisted the staff in taking ownership. The staff rose to the occasion to give exceptional care and were excited to see who would get recognized.” (Teresa Pica, LCSW, Co-Lead)