

HPP Focus: Staff Engagement and Customer Service

March 3, 2022

Health Partners Plans (HPP) and Primary Care Development Corporation (PCDC) Collaboration – Provider Webinar

Agenda

- HPP Post-Visit Survey
 - Survey Process
 - Data
 - QCP Impact
- Working Wellness
- HPP Resources for Member Satisfaction and Customer Service
 - Webinar recordings and tip sheets on the following concepts:
 - Access Redesign
 - Professionalizing Customer Service
 - Leveraging QI and Equity to Drive Experience and Access Improvement

HPP-SPH Post-Visit Survey

Why is Member Satisfaction important?

- HPP and provider success counts on it!
- CAHPS measures now make up 33% of the entire Stars Program
- Weighting increased from 2.0x to 4.0x this year

HPP has made an investment in member satisfaction

- Post-visit survey was:
 - Introduced in March 2018
 - Paused in 2020 to evaluate the program
 - Resumed in April 2021
- Features 10 questions
- Survey results used toward a satisfaction measure in the QCP program
- Top performers are rewarded with an additional PMPM payment
- Low performers will receive a reduced QCP payout (applied to all participating benchmarks included on slide 6)

Survey Eligibility

- HPP members who have completed a visit with their attributed PCP.
- QCP sites with more than 250 total HPP members (at the site level).
- A minimum of **30** completed surveys per site in order to be included in this measure.
- Members only included in the sample on a **bi-annual** basis (January – June and July – December).
- Surveys conducted a maximum of **two** times per year for members with multiple visits to avoid bias and survey fatigue. (This is only applicable if the survey is completed.)

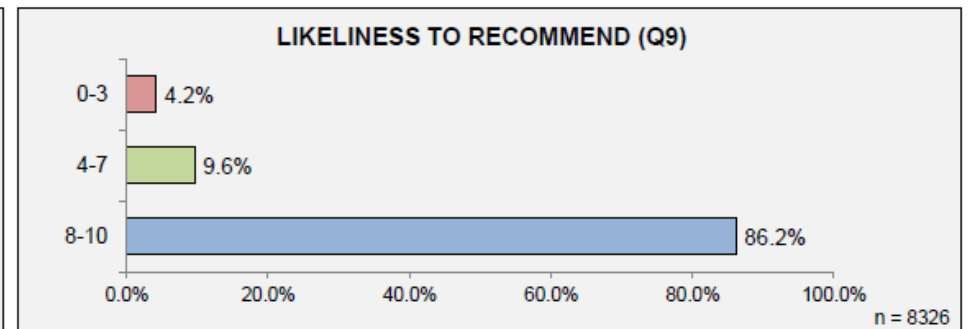
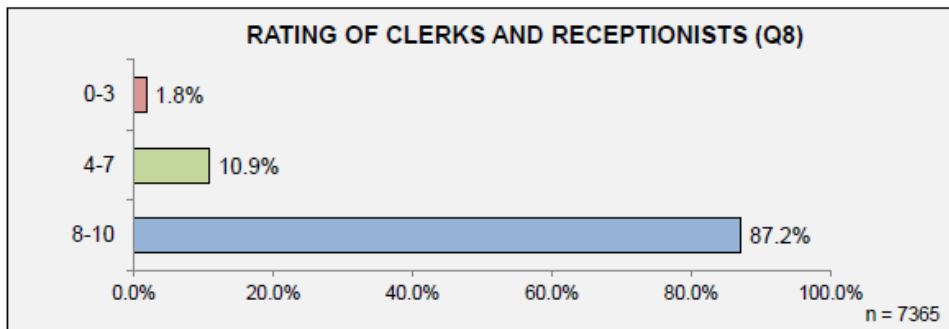
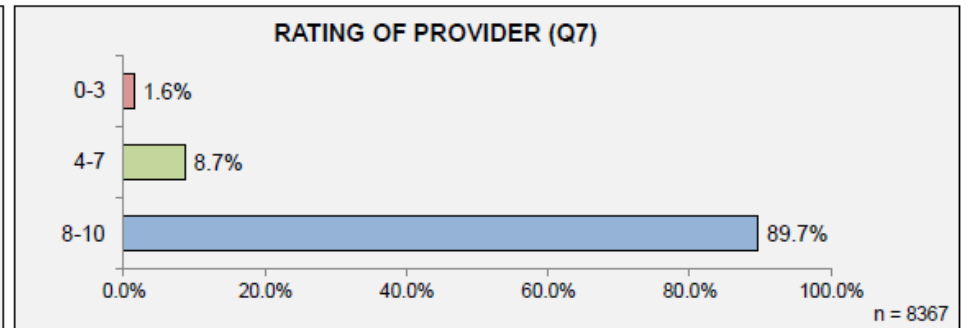
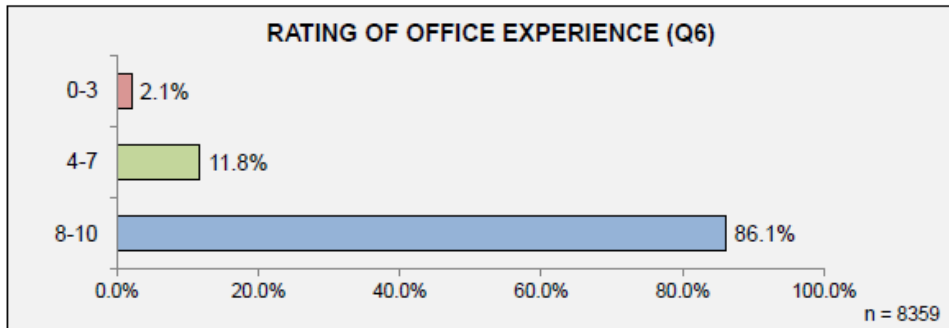
HPP Post-Visit Survey Data

Health Partners Plans

Aggregate Report Card

Post Service Outreach

8430 Total Respondents



Survey data collected from 4/12/2021-1/3/2022

HPP Post-Visit Survey – QCP Impact

- Benchmarks are influenced by industry standards but designed based on our network’s historical performance on this measure, which improved greatly since restarting the surveys in April 2021.
- The benchmarks are re-evaluated each year to align with network changes in performance.

2021 Benchmark	QCP Impact
<80.5	Penalty: -15% of Total QCP Payment
80.5-83.9	Penalty: -10% of Total QCP Payment
84.0-86.9	Penalty: -5% of Total QCP Payment
87.0-93.9	No Impact
>93.9	Incentive: +\$1.00 PMPM

2022 Benchmark	QCP Impact
<81.5	Penalty: -15% of Total QCP Payment
81.5-84.9	Penalty: -10% of Total QCP Payment
85.0-87.9	Penalty: -5% of Total QCP Payment
88.0-96.9	No Impact
>96.9	Incentive: +\$1.00 PMPM

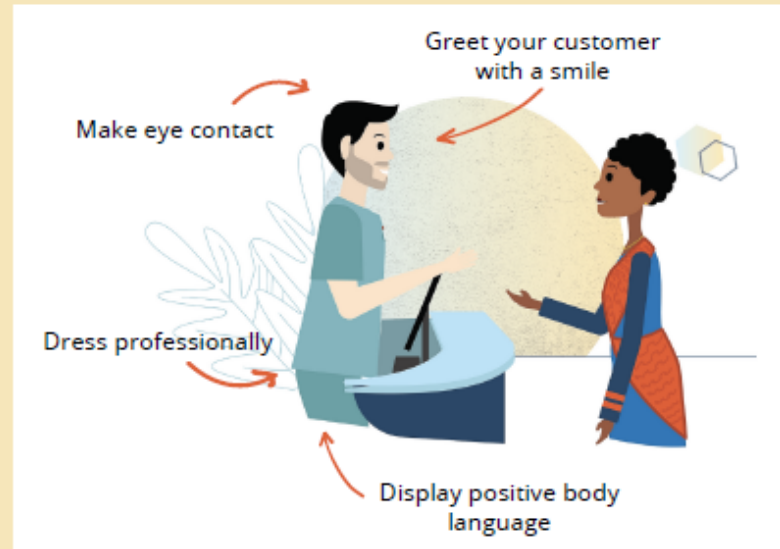
QCP Impact	# of Practices
-15%	39
-10%	23
-5%	27
No Impact	84
\$1 PMPM	38
Grand Total	211

Based on survey data collected from survey data collected from 4/12/2021-1/3/2022

Customer Service Tips and Tricks

BUILD RAPPORT

Rapport is another term for building a genuine connection and a sense of friendliness with another person. Rapport can be established quite quickly, right from the beginning of your interaction.



CHOOSE YOUR WORDS WISELY

RESPONSE
thought-out, calm,
measured

VS.

REACTION
quick, abrupt,
unprepared

"I understand. Let me find out how I can resolve this for you."

"Are you sure that's what happened?"

EMPATHY
being able to put oneself
another's shoes

VS.

SYMPATHY
agreeing with
another's feelings

"I'm sorry you don't feel heard by your doctor. I can provide your anonymous feedback."

"I'm not suprised he said that! I don't like the doctor much either."

Customer Service Tips and Tricks

EMPOWER CUSTOMERS TO OVERCOME OBSTACLES



Give yourself positive self-talk. “Yes, this is tough, but I’m going to stay calm and solve the problem.”

Take a deep breath. This isn’t personal. Ask, “Can you tell me what happened?”

Listen actively. Let your patient talk. If there is off-the-topic rambling, gently redirect the patient back.

Assume good intent. You don’t know what happened before your patient appeared at the counter. Perhaps they had a really difficult morning.

The Importance of Employee Engagement

Staff must be engaged and satisfied in order to provide a good customer experience for patients as well!



Photo credit: <https://carta.fiu.edu/gsc-creative/2015/09/23/snickers-won-the-lottery-with-the-youre-not-you-when-youre-hungry-campaign/>



HPP Focus: Working Wellness

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Self Check-In

What Zone Are You In?			
Blue	Green	Yellow	Red
			
<p>Sick Sad Tired Bored Moving Slowly</p>	<p>Happy Calm Feeling Okay Focused Ready to Learn</p>	<p>Frustrated Worried Silly/Wiggly Excited Loss of Some Control</p>	<p>Mad/Angry Mean Yelling/Hitting Disgusted Out of Control</p>

What is Wellness?

What does it mean *to you*?

Has it evolved since the onset of the pandemic?



What is Working Wellness?

- Our commitment at HPP is to recognize our staff members' well being inside and outside of work.
- It will look different to everyone based on where you are in life and your priorities.
- Wellness can be filtered through a myriad of lenses such as physical, mental or social.



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What Does Wellness Look Like for You and Your Team?

Feeling well at work looks different to each of us.

It can look like...

- Ability to work from home
- Taking a lunch during your day
- Having the opportunity to exercise
- Thank you notes; tokens of appreciation
- Feeling supported
- Access to health care and benefits such as paid time off
- Empathetic and understanding leaders

How We Embrace Wellness at HPP

Step One: The Tangible

- Health insurance
 - Gym membership
 - Incentives
- Resources for mental health and stress management
- 401k
- Education assistance program
- Wellness classes
- Outlook calendar management



Step Two: The Intangible

- Being flexible and empathetic
- Show compassion
- Be available
- Ask for help
- Set boundaries
- Make time to connect as people
- Create a “fake commute” (if working from home)

Action Steps

Wellness

- Brainstorm one tangible and one intangible method that you will use to prioritize your working wellness.
- It takes time to form a habit of prioritizing wellness. Give yourself the gift of grace.

Customer Service

Visit HPP's provider site for webinar recordings, tip sheets and more at:

<https://www.healthpartnersplans.com/providers/training-and-education/satisfaction!>



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Thank You!

Health Partners Plans

