Welcome from the President

Welcome and thank you for volunteering. You are joining a talented and generous group of 1,600 men, women and students who share their time and talents to improve the Patient experience at Sparrow.

Volunteers help us keep our promise of delivering quality, compassionate care to everyone, every time...with no exceptions and no excuses. The work of our volunteers has an enormously positive impact on safety, quality and Patient satisfaction.

You are becoming a key part of a unique group which is committed to making sure that the needs of our Patients always come first. Your service as a Sparrow volunteer will help provide the personal touch appreciated by Patients, visitors, guests and staff.

The strength of Sparrow is based upon a tradition of excellence and “radical loving care” not only for our Patients, but for their loved ones, and your colleagues as well. You will find being a Sparrow volunteer a profoundly rewarding and satisfying experience.

On behalf of our Physicians, Nurses, Caregivers and Board members, thank you for your dedication and loyalty to Sparrow. You are an important addition to the Sparrow family, and we are grateful for your willingness to share your time, energy and enthusiasm.

Sincerely,
Dennis A. Swan
President & CEO
Sparrow’s Mission
Mission = Why we exist

The mission of Sparrow is to improve the health of the people in our communities by providing quality, compassionate care to everyone, every time.
Sparrow’s Vision

Where we want to go. . . . .
Sparrow’s vision is to be recognized as a national leader in quality and patient experience.
Sparrow’s ICARE Values
ICARE Values

Throughout Sparrow’s history, our values have always been guidelines for how we should treat our patients and each other.

All caregivers at Sparrow are expected to model the ICARE Values and adhere to the following Standards of Behavior to provide the best experience possible.
ICARE Values

**INNOVATION** - finding new ways to improve the quality of health services.

- Routinely explore groups’ procedures to determine if processes are effective and efficient. Does this best meet the needs of our patients?
- Share information on concerns, decisions and changes with the group president, volunteer services director or coordinator.
COMPASSION - providing loving care to everyone

We should use compassion in our everyday communication with our patients and visitors. To help us with this we use a communication tool called AIDET.
Advantages of AIDET

• Provides a common language for caregivers so every patient experience is consistent.

• Helps decrease anxiety while improving patient compliance. This results in improved clinical outcomes and increased patient satisfaction.
The 5 Fundamentals of Communication

A - Acknowledge
I - Introduce
D - Duration
E - Explanation
T - Thank you
Acknowledge – Impacts Safety

- Be alert – make eye contact.
- Knock, ask permission to enter.
- Verify you have the right patient by saying his/her name.
- When you enter the room for the first time, avoid having things in your hands and keep palms open/facing upward. This is the universal sign of peace.
- Stop whatever you are doing so your customer knows they are important.
- Anticipate the question or need of your customer.

For example:

“Good Morning, Mrs, Smith”
Introduce – Decreases Anxiety

• Share your experience, expertise and skill set
  – Manage up yourself
  – Manage up your co-workers
  – Manage up other departments

Managing up reduces anxiety and affects clinical outcomes

For example:
“...My name is Jane, I’ve been a volunteer at Sparrow for over a year now and will be working in the lounge today until 1 pm. I am here to make sure you are comfortable and well informed while you wait for your loved one.”
Duration – Increases Compliance

How long . . . . . .
• until I get my tray?
• will I be sitting here?
• does registration take?
• until I can go home?

Under-promise and over-deliver.
Give a time expectation that will surely be met.
Explanation – Improves Outcomes

Anticipate and answer questions for the patient/family member before they are asked.

• What will you be doing and why?
• What should they expect?

For example (duration & explanation):
“I see that your loved one will be in surgery for approximately two hours. I’m going to give you this pager, so that when they are done or should I need to update you on the progress, I will be able to reach you easily.”
Thank you –
Patient Satisfaction and Loyalty

“Thank you for choosing Sparrow.”

“Thank you for allowing me to serve you today.”
ICARE Values, cont.

ACCOUNTABILITY – accepting responsibility for our actions

Volunteers should always.

• Maintain confidentiality about the organization and those served.
• Demonstrate truthfulness by acknowledging limitations, uncertainty or mistakes – If you are not comfortable with your position, please tell us.
ICARE Values, cont.

RESPECT – Value diversity, inclusion and working well together

Volunteers should . . . .

• Treat all people with respect, and empathy in word and action.
• Understand how our behaviors and actions affect everyone we come in contact with.
• Demonstrate a spirit of accomplishment, enthusiasm, and cooperation with all partners.
ICARE Values, cont.

**Excellence** – Achieving the best results in all we do

- Demonstrate the vision of being a national leader in our daily performance.
- Take the initiative to continuously enhance skills and expertise.
- Demonstrate professionalism in appearance and action.
Patient Satisfaction

Sparrow takes a proactive approach to ensure patient satisfaction by rounding on every patient every day while they are an inpatient to see how they are doing and to identify concerns and complaints early.

Patient satisfaction is measured in many ways including:

- Press Ganey survey - Emergency Department
- HCAPHS survey – Inpatient Units
- Discharge phone calls – All units
HCAHPS

Acronym stands for
Hospital Consumer Assessment of HealthCare Providers and Systems

What is HCAHPS?

• Nationally standardized survey that captures patients’ perspectives.
• Allows consumers to compare hospitals based on how effectively they are satisfying patients’ needs and expectations.
• Sponsored by the Centers for Medicare and Medicaid Services.
What is covered in the survey?

The survey is 27 questions and looks beyond clinical outcomes and technical capabilities of hospitals and focuses instead on aspects of the care experience that are meaningful to patients, including:

- Communication with doctors & nurses
- Communication about medications
- Pain management
- Quality of discharge instructions
- Responsiveness of hospital staff
- Cleanliness of hospital
- Quietness of hospital environment
How questions are rated?

The responses are scored on a 4 point scale

– Always
– Usually
– Sometimes
– Never
HCAHPS – what’s the big deal?

- The score for HCAHPS is tied to reimbursement of Medicare funds.
- The hospital is currently in the “base year” in gathering HCAHPS data for reimbursement.
- Reimbursement begins with 1% of Medicare funds in Fiscal Year 2013 and will rise to 2%
- Reimbursement will be combined with quality core measures.
3 things to remember about HCAHPS

• The survey responses come from a limited number of patients and the survey is focused on how often the need was met from the patient’s perspective.

• Using best practices such as AIDET will ensure a consistent customer service experience for every patient, every time.

• The carrot at the end of the stick is tied to reimbursement dollars that Sparrow needs to ensure we have the services, equipment and facilities to care for our patients.
Brand promise

How we want our customers to think of us. . . .
Brand promise

To make health care simpler for everyone - patients, family members and the internal customers we serve.
Mission, Vision and Values. . .
The end

Before moving on to the next section, please take time to answer the questions in Section 1 of your orientation quiz.

Thank you!