

Client Success Story



BESTUPONREQUEST®
Unleashing the potential of each day®

AN EMERGENCY DEPARTMENT'S QUEST FOR THE BEST

St. Elizabeth Healthcare is one of the oldest, largest and most respected medical providers in the Greater Cincinnati and Northern Kentucky regions. For more than 150 years St. Elizabeth's mission has been providing comprehensive and compassionate care that improves the health of those they serve.

Founded with one small hospital in 1861, St. Elizabeth Healthcare now operates six facilities throughout Northern Kentucky and Southeastern Indiana. This includes six full service, 24-hour emergency departments that see over 200,000 patients annually, treating everything from cuts and bruises to major life-threatening events.

Of the six emergency departments within the St. Elizabeth system, St. Elizabeth Edgewood Emergency Department (Edgewood ED) is the busiest, seeing more than 70,000 patients annually.



CHALLENGE

The Edgewood ED, much like EDs across the nation, was struggling to manage patient and guest satisfaction in the face of increasing demand, but reduced capacity. As a result, their satisfaction rates were suffering.

Gary Blank, COO at St. Elizabeth Healthcare, consulted with Best Upon Request (BEST) to find a customized solution that met the unique needs of the Edgewood ED.

Anywhere from 60-80% of St. Elizabeth's inpatient population is admitted through the ED, making it the single largest source of introduction to their healthcare system and the biggest opportunity to create life-long, loyal customers.

The demand for emergency medicine has risen dramatically across the globe. In the United States, EDs have become overcrowded due to surging referrals from ambulatory and urgent care networks, increased complexity of care required by our aging nation and a large underinsured population.

(over)

AT A GLANCE:

Data represents first year of BEST's services

INDUSTRY

Healthcare

LOCATION

Edgewood, Kentucky

UTILIZATION

- 64,000 visits to the ED
- 30,417 Patient concierge services
- 94,317 Rounding services
- 795 Front desk services

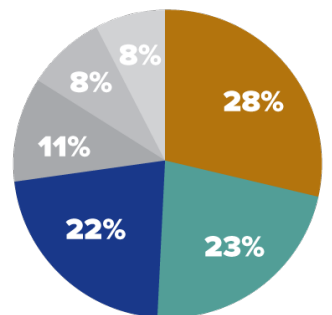
AWARDS

U.S. News & World Report Best Hospital Rankings.

St. Elizabeth Edgewood ranked second in Kentucky and is recognized among the Best Hospitals in the Bluegrass Region (KY).

Ranked second among Greater Cincinnati hospitals.

Time Spent With Patients
In First Year (Hours)



- Welcome Visits - 1,623
- Patient Room Rounding - 1,284
- Care & Comfort - 1,258
- Advocacy - 648
- Waiting Room Rounding - 453
- Other - 439

SOLUTION:

BEST implemented a customized Patient Concierge Program that manages the non-clinical wants and needs of patients and guests, seven days a week through multiple shifts.

“As a nurse I can say BEST’s Patient Concierge Team has gone above and beyond; they really put their heart out there for patients.”

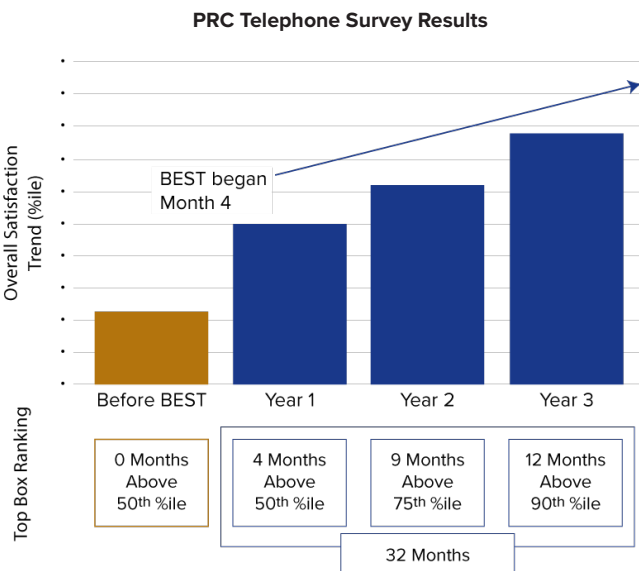
—St. Elizabeth ED Nurse

St. Elizabeth Edgewood ED’s customized Patient Concierge Program includes a high-touch, guest-centric waiting room experience and floating concierges, who round in the waiting room and patient rooms.

Our Patient Concierge team manages the expectations of patients and guests. During periods of heavy traffic, Patient Concierges communicate estimated wait-times to patients throughout their treatment lifecycle. Rounding concierges work closely with the ED staff to triage and manage the non-medical needs that decrease clinical productivity and the Edgewood ED’s overall capacity.

OUTCOME:

St. Elizabeth’s Edgewood ED increased their Professional Research Consultants (PRC) survey’s overall satisfaction trend year over year.



Coupled with outstanding nurse leadership and targeted efforts, the Edgewood ED achieved and maintains historically significant success.

Overall, patients are now close to 10% more likely to recommend the Edgewood ED to others.

BEST’s ED Concierge Program didn’t just help improve numbers, it touched lives. More than **125,000 patients**

BEST’s Patient Feedback Form Results

(YTD%ile, Overall Satisfaction)



100% agree that BEST made their **time at the hospital more pleasant.**

100% agree that BEST helped **reduce their stress levels.**

98% agree that they are **more likely to refer** someone to this hospital because of the Patient Concierge Program.

“Our ED was at the 60th percentile and the Patient Concierge Program brought us to the next level. We couldn’t have gotten to the 90th percentile without them. For a large ED with 150 staff, the concierge team was the PX constant.”

—Ashel Kruetzkamp, Director of Nursing

and guests have experienced St. Elizabeth’s commitment to providing a better experience.

That’s 125,000 positive interactions that would have never occurred without a customer service-focused program.

125,000 “Absolutely, I can help you with that,” instead of, “That’s outside our scope.”

125,000 “Let me find the right person,” instead of, “That’s not my department.”

125,000 warm blankets and pillows given, mobile phones recovered, errands ran, and meals delivered.

125,000 guests and family members scared during a medical emergency, given the ability to voice their fears, frustrations and hopes with a highly-trained concierge that’s equipped to actively listen and defuse.

Customer service plays a significant role in patients’ conception of compassionate care. Perhaps this is why seven out of 10 of the most critical factors related to patient experience are people-based, according to research from The Beryl Institute.

This research, in addition to our ED outcomes, suggests that the most efficient and cost-effective way for healthcare systems to improve HCAHPS and other measurements is by continuing to focus on delivering compassionate care while adding a high-touch customer service program to manage the non-clinical needs of patients, their guests and family.