

# RELATE™

## Patient and Family Centered Communication



Effective communication has a tremendous and immediate impact on your patients. Their *entire* experience is driven by the level of positive interpersonal interaction at every touch point. That is good news! Because as healthcare providers, even though the care delivery environment is often out of our control, we *can* control our ability to communicate effectively.

The not-so-good news is that the most common cause of malpractice litigation is failed communication<sup>1</sup>. In fact, 60% of medical and 56% of surgical safety incidents are related to poor communication<sup>2</sup>. How can we change these startling statistics?

### Sarah Bush Lincoln Health System

#### **Inpatient Results:**

- 10% increase from 67% to 77% in HCAHPS Overall Hospital Rating
- Increase of 30 percentile points positioning facility results in the top decile

#### **Emergency Department Results:**

- 11% increase from 62% to 73% under *Would Definitely Recommend ED Services*
- Increase of 30+ percentile points

At Baptist Leadership Group, we developed an evidence-based model for consistent, two-way patient and family communication called **RELATE – Reassure, Explain, Listen, Answer, Take action and Express appreciation**. This simple model is not time consuming, yet it ensures consistent, impactful communication with every patient, every encounter, from pre-registration to discharge. It helps:

- Ensure dignity
- Promote safety
- Increase positive perception
- Reduce patient and family stress
- Improve patient outcomes
- Provide comfort

**This effective and receptive communication model has made even the most difficult patient scenario (waiting in the ED) a positive, “WOW” experience for many patients/families.**

*Mary Lou Randolph,  
VP Patient Care Services  
Sarah Bush Lincoln Health System*

### **Curriculum and Certification Process**

The best way to create an environment of “every patient, every time” is through consistent training, usage and accountability. RELATE is delivered to our partners through a multi-day “train the trainer” process where we develop 6 to 8 in-house facilitators who become proficient in the model, so they can train all your staff (and physicians) and provide ongoing support. We also certify these facilitators, as their proficiency will drive organizational self-sufficiency, as well as sustainable outcomes.

Specific deliverables of RELATE include:

- Expert onsite orientation and training
- Certification of 6-8 in-house RELATE facilitators
- Facilitation Guides
- Participant workbooks
- RELATE Real-Life Vignettes
- “I Can RELATE” pins



<sup>1</sup> *The Physician Executive*  
<sup>2</sup> *HealthLeaders February 2009 Fact File*

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### Patient Centered Excellence and HCAHPS

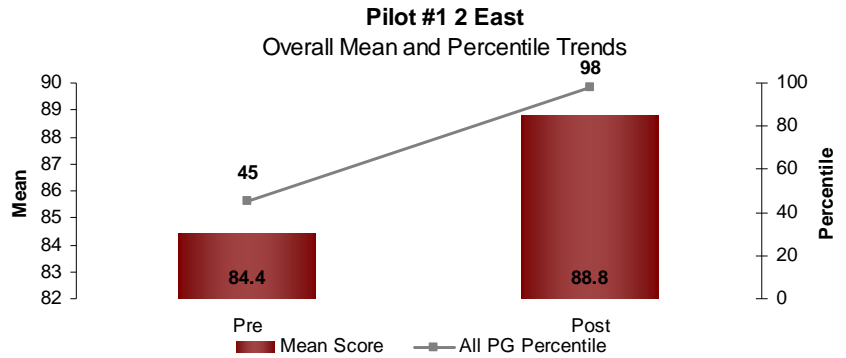
The HCAHPS survey, which is the only national survey measuring patient perceptions of healthcare organizations, has given consumers a formal way to evaluate their hospital experience, and these evaluations are available to the public. For hospitals all over the country, HCAHPS scores are driving positive or negative perceptions of quality of care, and play an important role in how patients and their physicians decide where to go for treatment. Patient satisfaction and service excellence are more important than ever before as a driver of improved outcomes and the bottom line. RELATE is a proven methodology to help improve the patient experience.

*The best part about the process – it does not take anymore time. We can spend less time going over things with patients because we are communicating more effectively instead of rushing through important topics that are essential to their care.*

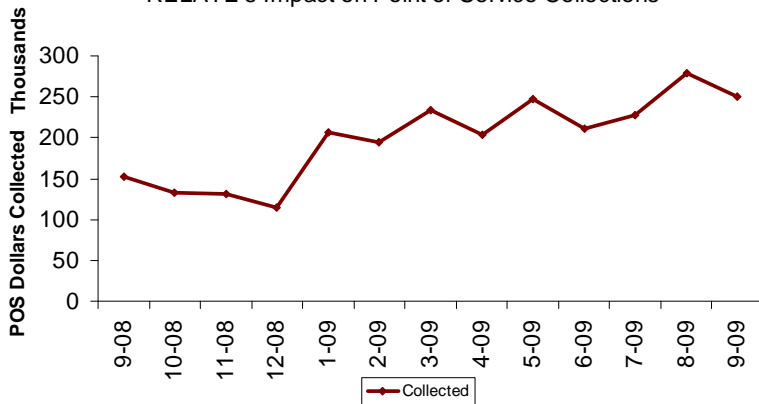
**Christine Haynes, CNA  
Neurosciences**

#### Baptist Hospital

- 53 percentile increase in patient satisfaction
- 60 percentile increase in HCAHPS overall hospital rating
- Improved overall perception of the Unit



RELATE's Impact on Point of Service Collections



**Point of service collections have improved an average of \$100,000 per month (150% above goal), while patient satisfaction has risen from 35-percentile points to the 98th percentile**

For more information, contact Marcy Vlachos at [marcyv@bhclg.com](mailto:marcyv@bhclg.com) or (850) 469-7857.