



### **Jay Hospital**

**Jay, Florida**

**A rural, community-based not-for-profit hospital that is a part of Baptist Health Care, with 55 beds.**

### **Jay Hospital – Inpatient**

#### **Area of Focus:**

The one challenge that we focused on was increasing the number completed satisfaction surveys from our patients. We chose this area of focus because due to the fact that we are a small rural hospital, our patient volume is not as large as other local healthcare organizations. However we consistently maintain high patient satisfaction scores for several years. Therefore, patient satisfaction survey results are an important tool for guiding decisions, focusing efforts and driving outcomes.

#### **Actionable Steps:**

Our front-line staff's highest priority is to provide the very best in patient care and quality outcomes possible, and high numbers of returned patient satisfaction surveys help us achieve this. The message we conveyed to our patients is that every person at our organization takes ownership of their satisfaction and delivering quality care. We are all here to serve our patients.

Our actionable steps included the following:

1. We utilized our RELATE™ model for patient and family communication.
2. We use the method of Scripting, first developed and implemented by Baptist Health Care over ten years ago, to communicate with patients the importance of completing our survey. Scripting provides consistent and effective words for staff to use as they talk to patients, and significantly impacts patients understanding of the purpose of the survey and how to complete it.
3. Achieving and maintaining patient satisfaction is taught from the beginning, as new employees are immersed in the Baptist Health Care culture of patient centered excellence during orientation. Patient satisfaction scores are shared openly at staff meetings, and on communication boards.
4. Leader rounding has been a part of the Baptist Health Care culture for many years, however we reinvigorated our effort this year. Department heads were assigned one day each week to round on all new admissions to the hospital. A dry erase board was used to track new patients, and to identify patients who need to be visited by a leader. Our goal was that each patient admitted to the hospital see at least one department head during their stay.

**ROI:**

Our small town touch sets us apart. We offer high patient satisfaction and quality of care to our local community. It is what keeps our customers loyal and our doors open.