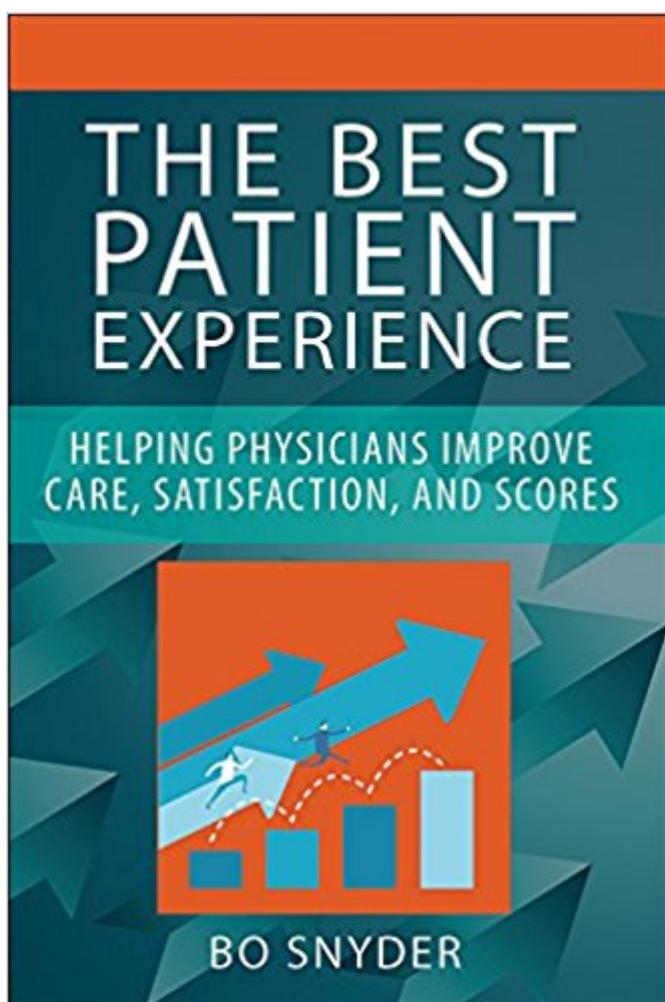


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# The Best Patient Experience: Helping Physicians Improve Care, Satisfaction, And Scores (ACHE Management)



## **Synopsis**

In today's healthcare environment, satisfying patients is essential to good medical care and business success. But physicians' chances of moving the needle on patient satisfaction are much higher if they have the support of their healthcare organization's leadership team. *The Best Patient Experience: Helping Physicians Improve Care, Satisfaction, and Scores* explains how healthcare leaders can help physicians improve their interactions with patients and achieve higher patient satisfaction scores. Written in a conversational style, the book is filled with tips, tools, templates, and resources leaders can employ to support physicians in their relationships with patients. Recognizing that the process for building a better patient experience is not easy, the book intersperses practical advice with anecdotes from the author and other healthcare leaders to provide context for working through these challenges. The resulting transformation creates an environment of personal gratification and professional pride that galvanizes not just the physicians but the entire organization.

## **Book Information**

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## **Customer Reviews**

Bo Snyder, FACHE, is a healthcare consultant, speaker, and coach. He began his career with Bronson Healthcare Group, serving in several administrative roles for 18 years. In his last few years with the organization, Snyder was deeply involved in efforts that led to Bronson's receipt of the Malcolm Baldrige National Quality Award in 2005. Inspired by the dramatic impact of the changes

there, he formed his own consulting firm, Bo Snyder Consulting, Inc., to help other organizations similarly transform. Snyder volunteers his time as a Baldrige examiner at the national and state levels, and he has led Baldrige teams and site visits. He has a passion for helping C-suite executives make decisions that have big impacts, and he is equally energized on the front line with the doctors, nurses, and others who directly benefit patients.

As the author points out, “physicians have uniquely intimate relationships with people who are sick, scared, and vulnerable.” As such, doctors have a huge impact on the patient’s perception of quality care—a key element of the Institute for Healthcare Improvement’s “Triple Aim,” and is increasingly a driver of healthcare reimbursement rates. The importance of patient experience is not lost on healthcare executives with physician leadership responsibilities; however, up to now, there have been few resources to help executives partner with physicians to improve patient satisfaction scores. Based on research and proven best practices, and written in an engaging conversational style, Bo Snyder has distilled much of his consulting and coaching expertise into book form. It provides clear, actionable advice on how to engage the medical staff, overcome objections, and lead change in order to deliver a consistently superior patient experience. I thoroughly recommend this book to healthcare executive colleagues, and I look forward to the author’s upcoming companion book which will speak directly to physicians.

Because you’re reading this review, you’re probably a health care professional interested in at least two things: 1) Improving your firm’s ability to provide quality health care to its patients, and 2) Running a more profitable business. This book can do both, and more. Just as good clinical skills and productivity are important measures of health care providers’ work, so are patient satisfaction scores. After all, patients are the customers, and the very reason that our health care establishments exist.“The Best Patient Experience” was written to help leaders to help physicians to help their patients. It offers methodologies, tools, suggestions, and real-world advice for improving patient satisfaction scores. The target audience for this book is health care administration and other leaders. A future book by Mr. Snyder will be published to help physicians and other hands-on health care staff. Readers can be assured of the credentials of the author. Bo Snyder, FACHE, is a consultant, coach, mentor, and speaker in the healthcare field. He has been in

the field for more than 27 years, he volunteers as a Baldrige examiner at the national and state levels, and also trains other examiners. Mr. Snyder began his career at Bronson Healthcare Group in Kalamazoo, Michigan, and was heavily involved in Bronson receiving the 2005 Malcolm Baldrige National Quality Award. Mr. Snyder holds two related degrees from the University of Michigan. So for hospital administrators who want to improve patient satisfaction scores, know that Mr. Snyder has walked in your shoes. I found this a very good book that is quite readable, with many useful tools, templates, and stories. Processes and methodologies are described in terms that are clear and easy to understand, common sense, and with good a good sense of humor. Quality approaches and their application are described in detail, and are data driven, based on the premise that activities must be measurable in order to be managed. Mr. Snyder indicates that one client to whom he provided consulting was able to improve its patient satisfaction scores from approximately 20% to near 100%, with other clients having similar improvements. Without giving away the secrets of the book, the general methodology involves a systematic approach requiring the inclusion of all stakeholders in the outcome, and making sure that all stakeholders realize the importance of the improvement process. My honest appraisal is that if you are interested in improving patient satisfaction scores, and thereby improving care provided by your firm, you will be very happy that you read this book.

I found this book very useful and easy to read. Snyder offers a framework for observation-based coaching and comparative performance evaluation that I think could be applied to many professionals in healthcare (not just physicians). I used this book in a graduate health management course that I teach and the students were able to discuss the issues, the underlying dynamics, and the complexity of changing behaviors of both individuals and groups. I plan to apply this in the nursing environment as well, as I think that the coaching process that Snyder offers would work equally well for many different types of professionals.

As my organization embarks on a journey to explore how to improve the patient experience I found Snyder's book a great guide for where to begin when approaching how to improve patient satisfaction with the physician experience. Snyder's framework, case examples and accessible writing made the book a great tool for identifying where and how to start to make improvements. I highly recommend this book for any healthcare leader looking to make inroads in improving care from the patient perspective - especially those working with dynamic physician groups.

Great, quick read that gives anyone in a healthcare organization the tools to begin to improve one of the most important factors in the value equation. Bo balances depth where it is needed with breadth and readability, all sprinkled in with a side of humor! This ought to be one of the books you keep handy at your go-to bookshelf!

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