



# PATIENT EXPERIENCE **Ethnography Study**

**Documenting every aspect of the patient experience through comprehensive observations and focused patient interviews**

If your organization's goal is to fully understand the patient experience, no form of research surpasses ethnography for achieving experiential depth and insight. By placing ourselves in the patient's environment for an extended period of time we are able to bring to light the barriers to an exceptional experience that can only be seen by looking from the patient's perspective.

The discovery process will be centered around people, process and environmental observations that are degrading your patient experience and leading to low CAHPS scores. Using bedside observations and both patient and employee interviews, the process allows our team to offer you a unique lens into the gaps in consistency of care that are not visible with patient experience survey results alone. Researchers will immerse themselves in the patient care area during different times of the day to take full advantage of the actual patient and brand experience.

Observations are primarily based on CAHPS-related issues such as nurse communication, physician communication and environment but can be customized based upon known pain points.

## **Purpose**

to give leaders a unique lens into the gaps in consistency of care that are not visible through patient experience survey results alone—provided through an in-depth assessment of the patient and family perspective

## **Discovery**

includes extensive patient observations and interviews within a particular patient care environment identifying: people, process, and environment challenges

## **Deliverables**

includes robust review of the patient experience which including:

- Interview data analysis
- Non employee photograph examples
- Detailed recommendations for addressing challenges

Our researchers will record observational data through written notes and non-employee photographs of specific examples to allow leaders to see exactly what a patient sees while in your care environment.

Prior to departure, we will conduct a briefing with participating unit/department leadership and senior leadership to report preliminary findings. A more robust review and report will follow in the following weeks that includes interview data analysis, people, place and process related themes, and non-employee photographs. We can integrate the findings to align with your organizations strategic plan, training/competency expectations and overall climate in the unit(s).

Through an in-depth recommendation section of the report, we can pinpoint the unique opportunities for improvement that are keeping you from achieving your performance goals and provide you a detailed roadmap for improvement.



The Ethnography study affirmed opportunities to improve patient care experiences and identified additional opportunities that will enhance the care of our patients. The extensive report provided every level of detail to make dramatic improvements for our organization. We are confident we will see improvement in the care we deliver allowing us to achieve our Vision – Building Relationships that Touch the Heart.

— HEALTH SYSTEM CEO



### Care Environment Observations in:

**Space:** *Physical layout of the place(s); patient room, hallways, restrooms*

**Human Participation:** *Range of people involved; family, friends, clinical, non-clinical*

**Activity:** *A set of related activities that occur; clinical care & teamwork*

**Object:** *The physical things that are present; observers will take photos when possible of the patient rooms, white boards, medical equipment, linens, food trays, etc.*

**Act:** *Single actions people undertake*

**Event:** *Activities that people carry out; clinical and non-clinical teamwork*

**Time:** *The sequencing of events that occur; patient response time, food delivery, housekeeping, medications, etc.*

**Goal:** *Things that people are trying to accomplish; rounding, patient whiteboard, patient communication*

**Feelings:** *Emotions felt and expressed*

Reach out to schedule your PX Ethnography Study today—[BFlemming@prccustomresearch.com](mailto:BFlemming@prccustomresearch.com)