GEISINGER PROVEN EXPERIENCE

April 21, 2017

Presented by Barbara Tapscott, CHFP
VP Revenue Management
Geisinger Health System
Geisinger

• Why ProvenExperience™

• The ProvenExperience™ Journey

• PX by the numbers
Geisinger Health System
An Integrated Health Service Organization

Provider Facilities
$3,268M

- Geisinger Medical Center and its Shamokin Hospital Campus
- AtlantiCare Regional Medical Center-Mainland and City campuses
- Geisinger Wyoming Valley Medical and its South Wilkes-Barre Campus
- Geisinger Community Medical Center, Scranton, PA
- Geisinger-Bloomsburg Hospital
- Geisinger-Lewistown Hospital
- Holy Spirit Hospital
- Marworth Alcohol & Chemical Dependency Treatment Center
- 8 outpatient surgery centers
- 2 Nursing Homes
- Home health and hospice services covering 20 counties in PA and 3 counties in NJ
- >144K admissions/OBS & SORUs
- 2,720 licensed inpatient beds

Managed Care Companies
$2,592M

- ~560,000 members (including ~89,000 Medicare Advantage members and ~194,000 Medicaid members)
- Diversified products
- ~68,000 contracted providers/facilities
- 45 PA counties
- Offered on public & private exchanges
- Members in 4 states

Physician Practice Group
$1,345M

- Multispecialty group
- ~1,500 physician FTEs
- ~970 advanced practitioners
- ~215 primary & specialty clinic sites (101 community practice)
- 1 outpatient surgery center
- ~3.8 million outpatient visits
- ~495 resident & fellow FTEs
- ~475 medical students

Moody’s Aa2/Negative
Standard & Poor’s AA/Stable
**Our vision**
To be the health system of choice, advancing care through education and research.

Our vision is focused on these strategic priorities:

**Quality and innovation**

**Market leadership**

**The Geisinger family**
ProvenExperience™

Recognize that every interaction you have is an opportunity to make positive impact on others.

– Shep Hyken
Population Health Delivered One Person At A Time

“If you strip down what we do in health care, we’re simply people caring for other people...I want to deliver care that’s not only the highest quality, it also has to have heaping levels of compassion. I have met people who have told me how phenomenal the care is at Geisinger...it’s much easier to understand the experience right from a patient... We have to get it right every time with every patient.”
ProvenExperience™

• Understand relationship to ProvenCare®
• Hardwire ALL core best practices
• Monitor compliance
• Push culture to singular service: Caring
• Stand behind the Promise — Patient as Family!
• Discover new service initiatives
• NEVER compromise on quality
• Compete with other industries
• Remain on task with laser focus
Geisinger is committed to delivering the ProvenExperience — the promise of providing the best patient experience for every patient, every time — by executing key best practices.

Key Best Practices

- ABIGAIL Standards
  - Rounding
  - Professional Attire
- C.I.CARE
  - Patient Surveys
  - Service Recovery
- Nursing Bundle
  - Transparency
  - App / Refund

ONE GEISINGER
GHS Revenue Management – Journey to Proven Experience

Communication Standards: ABIGAIL C.I.CARE

Scripting

Employee Education

Patient Friendly Billing Practices

Centralized Customer Service

MyVisit

MyEstimate®

Combined Patient Statement

MyGeisinger

Multi-Channel Patient Communication options

Open Notes

Performance Management

Price Transparency
GHS Communication Framework

**ABIGAIL**
- A - Accountable
- B - Befriend
- I - Inform
- G - Genuine
- A - Acknowledge
- I - Involve
- L - Listen

**C. I. CARE**
- C - Connect
- I - Introduce
- C - Communicate
- A - Ask/Anticipate
- R - Respond
- E - End with Excellence

**PATIENT FINANCIAL COMMUNICATIONS**

- Pre-Service
- At Check-In
- Financial Counseling
- At Discharge
- Post-Service

**Price Transparency**
Geisinger’s Bold Move: the Refund

“The most unexpected hospital billing development ever: Refunds” The Washington Post
Meet Patients Where They Are With Mobile

July – Mobile App Concept

August – App Design & Patient Feedback
  • Two patient advisory councils
  • Patients in clinic waiting room

September – App Build & Test
  • In-house developed

October – App Pilot
ProvenExperience Mobile App Pilot Overview

**Pilot Scope**

- Use a mobile app to collect feedback about patience experience
- Partner with innovative clinic team
- Allow for meaningful refund
- Acknowledge feedback and “make it right”

**Pilot Patient Population**

- Geisinger Health Plan insured Lumbar Spine and Bariatric surgery patients with a co-pay
  - $2,000 for Bariatric Surgery
  - $1,000 for Lumbar Spine Surgery
Happy Experience

Which aspects of your care were outstanding?

*Please select all that apply

- I felt like the team addressed my pain, if I had any
- Working with office or support staff
- Working with nurses
- Working with my doctor or physician assistant
- Learning what to expect about my care
- Billing
- Other

We'd like to hear from you.

What would you like to do next?

*Please select all that apply

- Talk to us
- Send us a message
- Submit my experience

Thank You!

We appreciate you taking the time to provide feedback on your experience. If there's anything else we can do, please call us at 570-808-7608.

Give us your e-mail and we'll send you a confirmation.

(Optional) Email

Send Confirmation Email

Connect with us on social media.
ProvenExperience Program Announcements

Health & Science
The most unexpected hospital billing development ever: Refunds

By Lorna M. Sera, April 13, 2016

Most Read
1. "Now with these refill arrangements, it's better to claim your prescription's price." The patient returns to work.
2. "The new refill program is great. It's a real time-saver." The patient returns to work.

Geisinger Health System is offering to refund its share of their surgery.

Geisinger to begin offering refunds to unsatisfied patients

By Lorna M. Sera, April 13, 2016

Geisinger Health System President and CEO David Feinberg, MD, and the Geisinger, Pa., based health system is going national offering refunds to unsatisfied patients who receive care at 14 facilities, according to a Times-Picayune report.
Patient Feedback Post-ProvenExperience

**Patient Feedback**
- Managed by local team if known at time of service
- Managed by Patient Advocate Team post service

**Feedback Management**
- Feedback logged in overall incident management system
- Feedback provided to service line/business unit for resolution

**Issue Resolution**
- Patient resolution managed by best resource
- Patient advocate
- Service line/business unit
# ProvenExperience™ by Source

## Table:

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## Graph:

PX by Source - 2016

- iOS
- Android
- Patient Advocates
- Refund Requested
Proven Experience from Feedback to Refund

Patient Feedback → Patient Advocates → PX Manager → Refund Issued

7-10 day commitment on refund
ProvenExperience™ Program Results

- Pilot Started in October 2015. Program Expanded to All Patients in November 2015.

*Proven experience results from October 2015 through October 2016.*
ProvenExperience™ Lessons Learned

- Staff Training
- Multi-Disciplinary Team
- C.I. CARE Compliance
- Reporting by Provider and Service
- Do we need “guardrails”?
- Policy Statement
- Routine evaluation of the program
QUESTIONS?
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