Improve Every Patient's Experience, Every Day

Use Real-Time Feedback to Improve Service and Drive Growth

Growing Urgency to Transform Patient Experience

Dollars at-risk through Value-Based Purchasing continue to rise, while increasingly assertive consumers are putting more emphasis on their experience. Improving service can really pay: hospitals that turn even 5% of dissatisfied patients into loyal consumers could realize $2.5 million in additional revenue in just one year.[1]

Yet Many Hospitals Still Struggle to Inflect Scores

Patient experience tactics used widely today simply do not deliver needed results. Short-term campaigns to address specific issues, such as noise or communication, yield temporary gains but not lasting change. Post-discharge patient satisfaction surveys provide no opportunity to remedy service failures while the patient is still in the hospital. Also, most surveys are too superficial to pinpoint drivers of dissatisfaction.

Daily Rounding: A Sub-Optimized Practice

Daily rounding can surface critical issues before discharge and provide rich real-time information, but hospitals struggle to capture that data and translate it into priorities and lasting improvement. Most have trouble reliably addressing identified needs—particularly those requiring cross-department coordination—or utilizing rounding data to uncover trends.

Improve Service by Leveraging Real-Time, Patient-Level Experience Data

Advancing the experience for every patient every day requires a systematic, patient-centered approach. iRound® for Patient Experience enables hospitals to easily collect data on all kinds of mobile devices, address needs in the moment, and manage responses across departments. It allows hospitals to leverage real-time experience data to fix today's issues, while presenting insight to drive long-term, sustainable improvement.

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iRound: A Systematic Approach to Ensuring Excellent Service

Real-Time, Patient-Centric Experience Data

- Patient feedback is captured in real-time at the bedside
- Tailored smart forms with quick-text and prompts uncover critical needs
- Detailed rounding data automatically uploads to backend analytical system
- Information captured in prior rounds, even in other units, is easy to view before or during rounds, enabling a continual, informed conversation about each patient's experience

Hardwired Service Recovery and Recognition

- Responsible service department immediately notified of problems identified during rounds
- Service recovery status is visible to leaders, ensuring timely resolution
- Individual drivers of satisfaction are addressed during the patient's stay
- Patient comments about staff and service captured to enable rapid, meaningful recognition or targeted coaching when needed

Accountability for Results

- Executives receive regular emailed reports with summaries and drill-downs
- Leaders at all levels able to make decisions based on timely, robust data
- Real-time unit-level and aggregated metrics, historical trends, and key problems affecting performance highlighted
- Correlations are revealed between HCAHPS and specific rounding data, service recovery trends, and more

iRound for Patient Experience Automates

| Daily Patient Satisfaction Rounding | Service Recovery | Employee Recognition | Leadership Rounds on Staff and Patients |

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1) Based on Advisory Board analysis, if a typical 300-bed hospital converts 5% of patients who do not currently rate the provider "likely to recommend" on HCAHPS surveys into repeat customers, reimbursements would increase by $2 to $3 million. Assumes 17,500 annual admissions, national average 71% likely to recommend, and $8-12K average value of follow-up and ancillary care resulting from typical admission.

iRound Includes Unparalleled Ongoing Services

Supporting Both Quick Implementations and Lasting Results

Dedicated Support Teams

Business Analyst
Works closely with the member to manage all aspects of the implementation process

Dedicated Advisor
Serves as an ongoing educator, analyst, and advisor to ensure long-term success and ROI

Opportunity Analysis and Ongoing Education

Customized based on member needs assessment. May include:

- Analysis of key risk-based payment opportunities
- Targeted patient satisfaction improvement plan development
- HCAHPS education and facilitation

Progressive Peer Network

Annual Summit
Members meet to share best practices, highlight successes, and network with peers

National Webinars
Online events in which members learn from both Advisory Board experts and peers in the membership

Heard from the Membership

"We were tackling patient experience before iRound – and we struggled for years. But iRound helps tie everything we were doing together and makes sure no one takes their eye off the ball."

Chief Nursing Officer,
500-Bed Hospital

"We use iRound to ensure we are getting results from leadership rounding. The tool is very effective in ensuring that our team is following up on issues identified by staff during rounds."

President and CEO,
Five-Hospital System

"iRound gives our leadership team real-time visibility on all aspects of the patient experience; we're finally able to hold everyone accountable for service delivery."

Executive VP,
Two-Hospital Region
of Larger System

"Perhaps most surprising was the impact iRound has had on our safety metrics: falls are down significantly since we implemented the system."

Chief Nursing Officer,
250 Bed Hospital

Highlighted Cohort Results

$750K+
Year 1 impact for typical cohort member

$2,500+
Annual impact per licensed bed

$40+
Annual impact per patient discharge

Also ask about iRound Enterprise, which extends iRound into a wide-range of additional applications, including Environment of Care rounds, regulatory readiness assessments, safety and quality audits, and rounding in outpatient and ambulatory settings. To learn more, iRoundInfo@advisory.com

Learn more about how iRound can help **deliver excellent service to every patient every day**
by visiting advisory.com/iround