



Case Study

MVT[®] Reduces Emergency Department Patient Dissatisfaction 78%

The Opportunity

A southeastern hospital's surveys showed that 27 percent of emergency department (ED) patients left unhappy with the care they received. This meant that 14,000 dissatisfied patients were walking out of the ED each year. Because many different ancillary departments are often involved in providing emergency services, improving patient satisfaction was not a simple process. Several previous efforts aimed at improving satisfaction had failed.

The Approach

The hospital assembled people from the ED and other departments and brought in QualPro to improve emergency department patient satisfaction. Project participants selected the proportion of dissatisfied patients as the key measure, and each day 40 randomly-selected ED patients were surveyed by telephone to determine satisfaction levels.

The Test

QualPro's 12-Step MVT Process[®] improved results significantly. Several specific causes of dissatisfaction were identified and removed, variations from established processes were reduced, and a better understanding of patient complaints was engendered.

As a result, the proportion of dissatisfied patients was reduced, but not enough. The hospital decided to use QualPro's MVT[®] experimentation to reduce dissatisfaction much further.

Brainstorming by physicians, nurses, ancillary staff, and current and past patients identified 79 ideas which might decrease patient dissatisfaction. Of these, 12 which were practical, fast, and cost free were selected to test using QualPro's MVT[®] process.

<i>Idea</i>	<i>Old</i>	<i>New</i>
Fast Track Patients	ED only	ED/Clinics
Nurse Follow-Up Call	No	Yes
Same Doctor Follow-Up	No	Yes
X-Ray Wait Location	ER	Radiology
ED Pamphlet	No	Yes
Triage Desk Partitions	No	Yes
Welcome Cards	No	Yes
Coffee in Waiting Area	No	Yes
Volunteers in ED	No	Yes
TV in Waiting Area	No	Yes
Coloring Books & Crayons	No	Yes
Pediatric Treatment Room Changes	No	Yes

The Results

Patient dissatisfaction with ED care was reduced 78% in just four months.

The MVT[®] experiment found that no single action would reduce dissatisfaction significantly. However, when fast track (segregating true emergencies from walk-in care) and cosmetic pediatric treatment room changes were combined, a substantial decrease in dissatisfaction was achieved.