



Moving the Needle on Patient Satisfaction Without Adding to Provider Burnout



PATIENT SATISFACTION
is more important than ever.

High patient satisfaction is associated with¹:

- Increased patient engagement
- Improved treatment adherence and health outcomes
- Increased quality of life

That makes it especially critical in oncology care.



BUT ONCOLOGY CARE TEAMS
are already overwhelmed.

On a daily basis, oncology care teams face multiple risk factors for provider burnout²:

- Continuous exposure to fatal illnesses and life and death decisions
- Long work hours with increasing administrative and electronic documentation time demands
- Limited autonomy over daily responsibilities and a shifting medical landscape

Improving satisfaction without adding stress.

Models like the 5 Dimensions of Service (see diagram) and the Studer Group's AIDET communication framework can offer insights into the factors that have the biggest impact on patient satisfaction.^{3,4}

Healthcare providers tend to overestimate the importance of tangibles, like the appearance of the treatment facilities, equipment, personnel, and communication materials

5 Dimensions of Service

1. Reliability
2. Tangibles
3. Responsiveness
4. Assurance
5. Empathy

WHERE PROVIDERS CAN HAVE THE GREATEST IMPACT

Minimize wait times—one thing oncology patients value most

Convey trust by greeting patient by name, making eye contact, smiling, and sharing step-by-step information about their cancer and treatment

Treat patients with respect and empathy:

- Be sensitive to cultural or religious beliefs when discussing options⁵
- Acknowledge, "I know this is a lot of information to digest"
- Thank caregivers for being there to support the patient

95% OF CANCER PATIENTS RECEIVING RADIOTHERAPY AGREED OR STRONGLY AGREED about the importance of physicians being sensitive and compassionate⁶

TOP 5 MOST IMPORTANT QUALITIES AMONG HCPS REPORTED BY CANCER PATIENTS⁶:

1. Knowledge.
2. Kindness.
3. Honesty.
4. Good communicator.
5. Cheerful attitude.



The Organizational Impact of Improving Patient Satisfaction



Having a strategic focus on patient satisfaction can help organizations⁷:



Understand opportunities for improvement



Gain/maintain accreditation



Enhance performance in value-based contracts



Optimize market share

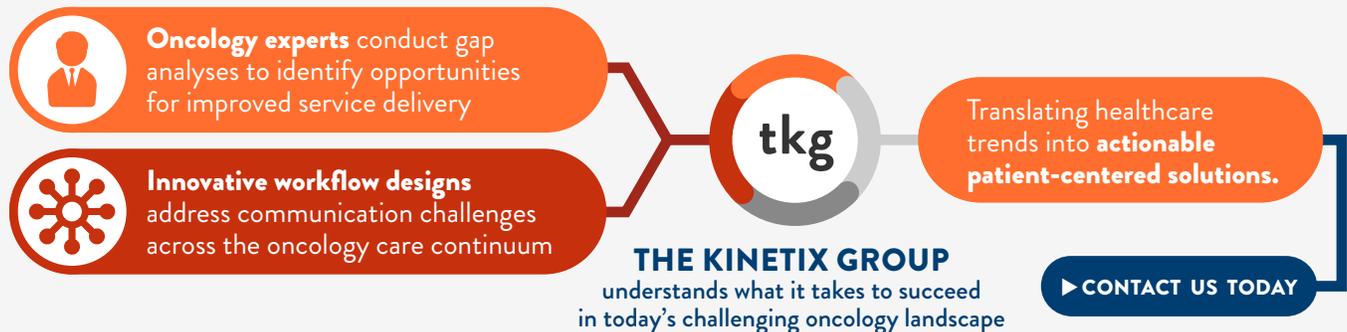
Patient Satisfaction and Telemedicine²

COVID-19 has created the need to better understand how the proliferation of telemedicine is impacting patient satisfaction. Early reports have shown a positive impact on satisfaction with radiation oncology patients, likely due to time and energy savings for the patient.^{6,8}

However experts noted that as time passes, “There is a real hunger for in-person interaction that will come into play and will drive people back to trying to get that in-person interaction.”

– Physician, Economic Affairs Committee Chair

Do you need help understanding how to meet and exceed patient satisfaction in oncology? TKG can help you evaluate your patient satisfaction survey data and develop a personalized plan to minimize the gap between patient expectations and care delivery.



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