

HIDA Research & Analytics 2016 Horizon Report – Patient Satisfaction

- Detailed attention to all aspects of the patient experience on the part of provider makes patients feel valued and drives the highest ratings by patients of their experiences.
- Patients are paying attention to the care they receive, and medical products play an important role in influencing whether they have an overall positive experience with their providers including amenities, up-to-date, medical equipment, quality of medical products
- Nearly ¼ of these patients switched providers because of their experience
- Nearly all hospitals, physician offices, and skilled nursing facilities have specific plans to improve patient satisfaction
- This presents a timely opportunity for medical, surgical and laboratory manufacturers and suppliers to partner with providers in these areas **by providing solutions to help patients feel they are receiving high-quality, patient-centered care.**
- Ensuring patients receive care in a comfortable environment is critical to providing an optimal experience: high quality, well-stocked supplies; **pleasant calming atmosphere**
- Patients place the highest value on: **provider cleanliness/infection prevention, use of up-to-date technology/ equipment**
- Patients say their impression of a provider is influenced by every aspect of a visit – need for comprehensive approach to delivering care which drives patient satisfaction
- Patients are making positive and negative evaluation of each aspect of their visits – younger patients are less loyal to providers
- Hospital executives are looking for **supplies to enhance convenience, comfort, safety** : products to improve patient comfort (i.e. personalized admit packages that follow patient through the continuum; patient comfort products)
- Extended care providers focus on patient safety, dignity, comfort: **improving ambiance/comfort of patient rooms, focusing on providing a clean environment, purchasing new/different medical products (i.e. DIGNITY – hygiene fluid control solutions)** – “I believe products that provide more dignity improve satisfaction” CEO Skilled Nursing Facility NE
- Patients want providers to create an environment that gives them a high level of confidence in the care they are receiving. They look for the following as indicators a facility delivers high quality care:
 - 1- **Visible display** of high standards of cleanliness
 - 2- **Modern, high-quality** medical products
 - 3- **Patient centered amenities**