

Master Class – Improving the Patient Experience

In this 24-hour course, candidates learn to master the careful qualitative and quantitative analysis that help health systems realize and sustain better outcomes from their patient experience (PX) initiatives.

Through online self-paced and blended instruction, real world case studies and practical exercises, TPMG promotes powerful patient experience skill building. The program uses multimedia presentations; value added tutorials and real-world application of patient experience practices. Successful completion will enable candidates to master the following competencies:

1. Establishing a well-defined patient experience strategy.
2. Pinpointing which drivers (HCAHPS, CAHPS) most strongly influence willingness to recommend and overall hospital ratings.
3. Tying drivers to directly to patient experience initiatives.
4. Creating PX objectives that clarify cause and effect relationships for HCAHPS ratings improvement.
5. Ensuring alignment between PX objectives and PX roadmaps.
6. Implementing industry best practices of award-winning healthcare organizations.

Policies

Consulting faculty and candidates are responsible for understanding and adhering to all policies contained within this document:

Course policies are subject to change at the discretion of the consulting faculty. In accordance with the standards set by TPMG's Competency Based Education Platform®, those who complete the program will not only receive a Master's Certificate for improving the Patient Experience and HCAHPS scores but will also earn Continuing Education Units (CEUs). The Continuing Education Units awarded are globally recognized units designed to provide a record of an individual's continuing education accomplishments. One CEU is awarded for each 10 contact hours of instruction and time allocated toward patient experience initiatives. TPMG Education Services will record a transcript at TPMG headquarters. It shall contain:

- Name of the certification course
- Name, dates and location of training
- Candidate name, email address, phone number, course candidate number.

In accordance with the standards set by the Project Management Institute (PMP® Credential Handbook), those who attend and complete this certification program will be awarded Professional Development Units (PDUs). The PDUs awarded are internationally recognized units designed to record a Project Management Professional's continuing education and quantify approved learning and professional service activities. As a "category B" learning event, each hour of instruction related to project management, as designated by "A Guide to the Project Management Body of Knowledge (PMBOK® Guide)", equals 1 PDU. Successful candidates are authorized to place the "MCPXP" designation, which acknowledges this credential, following their name.

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The topics in this Body of Knowledge (BOK) include descriptive details (subtext) that is used by TPMG Education Service Exam Development Committee as guidelines for writing test questions. Subtext is designed to help candidates prepare for the exam by identifying specific content that will be tested; and demonstrate competencies as part of the program of study. Subtext is not intended to limit the subject matter or be all-inclusive of what might be covered in an exam but is intended to clarify how the topics relate to a Master CPXP's function. The descriptor in parentheses at the end of each entry refers to the maximum cognitive level at which the topic will be tested or demonstrate competence. A description of cognitive levels is provided at the end of this document.

Patient Experience Body of Knowledge - Domain Overview

I. The Current State of the Patient Experience

A. The Patient Experience Defined

Define the patient experience from the perspectives of the patient, family, providers, clinicians and finance. Describe the value of the patient experience from a "systems thinking" point of view. (Understand)

B. The Patient Experience Industry Perspective

Describe healthcare industry current state of patient experience performance, its successes, challenges and perspectives (Remember)

II. Properties of a Well-Designed Patient Experience Model

A. A Patient Focused Culture

Define the importance of a patient focused culture, its virtues and its importance to the quality of care and financial health of a healthcare organization. (Understand)

B. Components of a Patient Experience Strategy

Describe the essential components of a patient experience strategy and how they are essential to patient experience results. (Apply)

C. Patient Experience Properties and Practices

Define the essential properties and practices of the patient experience. Demonstrate a situational analysis and PX due diligence identifying the strengths and weaknesses of a facility's current patient experience strategy. (Analyze, Evaluate)

D. Voice of the Patient

Understand the definition of the voice of the patient and critical to patient experience characteristics. Know the difference between qualitative and quantitative methods of research and analysis. Identify and select appropriate data collection methods (surveys, focus groups, interviews, observation, etc.) to gather patient experience insight and better understand patient needs, attitudes and perceptions. Ensure the methods used are reviewed for validity and reliability to avoid bias and ambiguity. (Apply)

III. Evaluating Patient Experience Data

A. Getting Started with Patient Experience Data

Know your facility's inventory of patient experience data. Determine who are reviewing the data where are the data being reviewed, and how data are interpreted – what are the conclusions. (Understand)

B. Analysis of Patient Experience Data

Understand how to determine and analyze baseline data performance, shifts, trends and patterns. Produce cause and effect "Driver" analysis for both linear and dependent relationships. (Analyze and Evaluate)

IV. Managing Patient Experience Initiatives

A. Execute the Playbook: The Critical Path to Improving the Patient Experience

Demonstrate how to set up a business case for improving the patient experience and manage patient experience initiatives to successful conclusions. Including: generating HCAHPS Baseline Analysis, pinpointing influential drivers (excluding insignificant drivers), creating meaningful objectives and key results (OKRs), charter PX Initiatives, define PX road maps, manage PX Initiatives, and create PX scorecards, dashboards and subject briefings. (Create)

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Levels of Cognition Based on Bloom’s Taxonomy – Revised (2001)

In addition to content specifics, the subtext for each topic in this BOK also indicates the intended complexity level of the test questions and levels of *competency builders* for that topic. These levels are based on “Levels of Cognition” (from Bloom’s Taxonomy – Revised, 2001) and are presented below in rank order, from least complex to most complex.

- I. Remember:
Recall or recognize terms, definitions, facts, ideas, materials, patterns, sequences, methods, principles, etc.
- II. Understand
Read and understand descriptions, communications, reports, tables, diagrams, directions, regulations, etc.
- III. Apply
Know when and how to use ideas, procedures, methods, formulas, principles, theories, etc.
- IV. Analyze
Break down information into its constituent parts and recognize their relationship to one another and how they are organized; identify sublevel factors or salient data from a complex scenario.
- V. Evaluate
Make judgments about the value of proposed ideas, solutions, etc., by comparing the proposal to specific criteria or standards.
- VI. Create
Put parts or elements together in such a way as to reveal a pattern or structure not clearly there before; identify which data or information from a complex set is appropriate to examine further or from which supported conclusions can be drawn.

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Units	Topics	Multimedia Case Studies	Key Exercises
Unit 1	What is the Patient Experience? <ul style="list-style-type: none"> The patient experience defined The current state of patient experience initiatives The maturity of patient experience strategies 	<ul style="list-style-type: none"> HCAHPS – The Burning Platform (Online Live and Self Paced) How do we measure the patient experience (Online Self Paced) 	Structured discussion: <ul style="list-style-type: none"> How mature is your organization's patient experience strategy?
Unit 2	A Well Deigned Patient Experience Model <ul style="list-style-type: none"> Defining the voice of the patient Qualities of a patient focused culture Properties of a well-designed PX model Assessing voice of the patient 	<ul style="list-style-type: none"> Qualitative Analysis - UCLA Medical Center & The Patient Experience (Online Live and Self Paced) 	Structured Discussion: <ul style="list-style-type: none"> UCLA listen & learn to engage with patients. Engage with families to serve their needs. What mechanisms, systems and processes did UCLA improve?
Unit 3	Getting Started with Patient Experience Data <ul style="list-style-type: none"> Quantitative Analysis - Getting Started Identifying Critical to Patient Experience Characteristics Case Study: "A Large Hospital, part of a Larger Healthcare System" 	<ul style="list-style-type: none"> Quantitative Analysis: How to Start Using Patient Experience Data (Online Live and Self Paced) 	Structured Discussion: <ul style="list-style-type: none"> Describing cause and effect relationships: linear and dependence. Business Case Analysis: HCAHPS - Hospitals in same system aren't alike
Unit 4	Evaluating Patient Experience Data <ul style="list-style-type: none"> Baseline Analysis Driver Analysis: Linear Relationships Driver Analysis: Dependent Relationships 	<ul style="list-style-type: none"> Understanding Correlation Analysis (Online Live and Self Paced) Correlation vs. Causation (Self Paced) 	RNs Treat C&R vs. Willingness to Recommend: <ul style="list-style-type: none"> Cause and Effect Diagramming Correlation Analysis HCAHPS Driver Analysis (linear and dependence)
Unit 5	The Play Book: The Critical Path to Improving the Patient Experience <ul style="list-style-type: none"> HCAHPS Baselineing Pinpointing Influential Drivers Creating Objectives and Key Results Chartering & Road Mapping PX Initiatives Scorecarding 	<ul style="list-style-type: none"> Improvement Science (Online Live and Self Paced) 	<ul style="list-style-type: none"> Critical Path to Improving the Patient Experience Case Study: Telemetry Unit Candidate Prospective Case Study