



The 5 Star Physician™



**Make Trust Your Pathway to a Personally
Rewarding Medical Practice**

powered by:



**Everyone's
a Caregiver**

CONTENTS

The 5 Star Physician™ & Advanced Care Practitioner

Curriculum of Relevant, Timely Patient Experience Education

FOR PHYSICIANS, NURSE PRACTITIONERS AND
PHYSICIAN ASSISTANTS, CEO, CNO, AND
CLINIC PRACTICE LEADERS

8 ways to educate, engage and inspire medical staff

PAGE

3

Foundational Education

The 5 Star Physician HABIT #1 featuring the TRUST Checklist

4

The 5 HABITS TRUST Checklists

• Clinic • Hospitalist • ED

5

Advanced Physician Education

The 5 Star Physician HABITs #2-5

6

Implementing a 5-Star Culture

Two sets of how-to implementation resources

7

The 5 Star Care™ Award

Celebrating Exceptional Patient Service

8

The Everyone's a Caregiver™ Physician & ACP Micro

webinar System: Creating TRUST the 5-Star Way in 5 Mins a Day

9

The Hospitalist HCAHPS Certification Course™

Master the People Best Practices of Skillful Physician HCAHPS Improvement

10

Medical Group Speaker's Bureau

How we Custom Tailor Education Just for You



The 5 Star Clinic Physician™ & Advanced Care Practitioner

Habit #1

Creating TRUST

Make trust your pathway to a personally rewarding medical practice

T

Take Time Beforehand

Gain a positive patient perception by knowing your patient's char in advance and sharing an example

R

Relationships First

Master the art of connecting with your patient at a human level first through send a ten simple communication skills and a message of kindness, care, and respect

U

Understand

Demonstrate your insights and grasp of the patient's perspective and essence through "Chat Time", small talk, and "AIDET"

S

Spotlight the Experience

Deliver very good care by asking about the little things that truly matter to the patient and help the patient clarify their daily goal

T

Transition with Kindness

Leave the patient with a positive appreciation of your consult by asking two questions that will confirm a five star patient experience

YOU WILL LEARN HOW TO:

- Educate providers to become actively engaged improving the patient experience
- Gain a buy-in and adopt the 5 Star HABITS model of creating TRUST through kindness & communication
- Embrace new patient driven best practices and processes that lead to a consistent 5 star patient & family experience

"We were very excited at how engaged and supportive our Physicians & NPS were with the 5 Star Physician presentation."

– Tylie Mills, CEO
Pike County Memorial
Hospital

"Focused and creative, immediately applicable to a forward thinking clinical practice. Excellent 'calls to action'..."
– Dr. Stephen Jennings
Family Medicine



The 5 Star TRUST Checklist

Educational Content Available in all three Critical Areas of Focus

“If you have a problem, make it a procedure, and it won't be a problem anymore.”

– Wayne Cotton

The 5 Star Physician

★ ★ ★ ★ ★ TRUST Habit Checklist™

- T** Take Time Beforehand
 - Review patient chart in advance
- R** Relationships First
 - Knock, ask permission before entering
 - Make eye contact & smile (appropriately)
 - Use patient preferred name(s)
 - Introduce yourself to patient and guests (make amends if delayed)
 - Shake hands & make physical contact/touch
 - Transition & manage up team members & colleagues
 - Use calm, assuring, empathetic voice
 - Mirror verbal and non-verbal body language
 - Check for discomfort and/or pain *“What can I do to make you more comfortable?”*
 - Request patient approval to proceed
- U** Understand Your Patient
 - Sit down for “chat time”
 - Honor patient privacy concerns
 - AIDET: Share your role, expertise, what you will be doing & how long it will take
 - Create rapport with small talk
 - Ask open-ended questions & mindfully listen
 - Identify what “very good care” means to the patient
 - Clarify patient’s “daily goal”
 - Triage expectations for the visit and create agreement
- S** Summarize the Visit
 - Empathetically explain clinical condition, confirm understanding, and plan of care
 - Teach back
 - Confirm next steps, what patient needs to do, and manage time expectations
 - Remind about patient portal
- T** Transition with Kindness
 - Create agreement expectations were met *“Did I answer your questions and address your concerns?”*
 - Close with an offer to assist *“before I leave, is there anything else I can do to make you feel better?”*
 - Manage up next provider/caregiver
 - Thanks for letting me take care of you

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“Checklists are quick and simple tools aimed to strengthen the skills of expert professionals.”

– Dr. Atul Gawande,
The Checklist Manifesto

The 5 Star Physician

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The 5 Star Physician™ & Advanced Care Practitioner

Habits #2-5

Patient Relationships Matter

Nothing about the patient without the patient

2.

Human connections first

Master the three skills that every patient wants from their provider

3.

Consistently meet and manage patient expectations

Get really good at the art and science of eliciting patient perceptions of symptoms, and presenting diagnostic treatment plans with realism, kindness and hope

4.

Make empathy your default communication style

Refocus on being open to patient's emotions and using empathy, kindness and compassion to improve your impact as a physician.

5.

Patient's First

Enhance patient compliance through two vital skills that overcome reluctance and ensure follow through with self-care

YOU WILL LEARN HOW TO:

- Create a more personally rewarding practice that patients will value and be attracted to
- Manage patient expectations and take control with our triage best practices
- Make empathy and the installation of hope their default communication style

"Excellent concepts provided in a concise, direct, easy-to-use format. This seminar really hit home! I can't imagine any physician's office not benefiting from it."

– Dr. Lawrence Wickham
NICU

"The good physician treats the disease; the great physician treats the patient who has the disease"

– William Osler MD

PAGE

5



Implementing a 5 Star Patient Driven Culture

Turbo charge the impact of 5 Star education by putting to work these two how-to implementation resource



Ten Best Practice Tools

Draw from a comprehensive set of turn-key customizable best practice tools



Gain a Buy-In for Ten Patient Focused Policies

Hardwire continuous patient experience improvement with provider support

Physicians rate the 5 Star Habits a 4.9/5!

“Excellent program. It taught me there are ways of providing outstanding service and treating staff well despite a difficult healthcare environment.”

– Dr. David Meyers, ECU

“Genuine and knowledgeable.”

– Casey Jennings
Physician / Chief of Staff

“Surprisingly excellent. I can’t wait to share some of these ideas with my colleagues.”

– Dr. Janahn Suzalapino
Rheumatologist

“Each webinar had pearls of ideas and potentially practice changing best practices.”

– Dr. Ben Krasin

“Overall, a positive learning experience that our Physicians liked and appreciated.”

– Dr. Joshua Rosenberg

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The 5 Star Care™ Award

Recognizing Exceptional Patient Service



Physicians and ACPs who earn patient experience ratings of 80thile+ for two consecutive quarters receive 5 Star Care™ Award and pin



5 Star Care™ Award presented by the CEO at a hospital board meeting

“No one can tell if you're a good physician or not - but they can tell if you are kind”

– Harlan M. Krumholz, MD
Yale School of Medicine

The 5 Star Physician™

Micro-Webinar System

T

Take Time Beforehand

PHYSICIAN - CLINIC & PHYSICIAN - HOSPITALIST

Timeliness

PHYSICIAN - ED

- 1 Review the Patient's Chart

- 1 The Five Imperatives of TRUST
- 2 Goal #1 - Join the Triage Nurse During Assessment
- 3 Goal #2 - See your Patient within 15 minutes of arrival
- 4 Preview Patient's Chart

R

Relationships First

PHYSICIAN - CLINIC & PHYSICIAN - HOSPITALIST

PHYSICIAN - ED

- | | |
|---|-------------------------------------|
| 1 The Power of the Checklist | 7 Transition from Previous Provider |
| 2 The Five Star Physician Checklist | 8 Manage Up Caregivers |
| 3 Knock before Entering | 9 Your Voice is an Instrument |
| 4 Smile and Make Eye Contact | 10 Your Body Never Lies |
| 5 Engage with Patient Names | 11 Check on Patient Comfort |
| 6 Shake Hands and Make Physical Contact | 12 Relationship Summary |

- 1 Smile and Make Eye Contact
- 2 Engage with Patient Names
- 3 Introduce Yourself
- 4 Shake Hands and Make Physical Contact
- 5 Manage Up Caregivers
- 6 Small Talk is Big Talk
- 7 Request Patient Approval
- 8 Use a Calm & Empathetic Voice
- 9 Mirror their Verbal & Non-Verbal Body Language
- 10 Check on Patient Comfort

U

Understand Your Patient

PHYSICIAN - CLINIC & PHYSICIAN - HOSPITALIST

PHYSICIAN - ED

- | | |
|--------------------------|--------------------------|
| 1 Honor Patient Privacy | 5 Skillful Manner |
| 2 Sit Down for Chat Time | 6 Skillful Listening |
| 3 Small Talk is Big Talk | 7 Skillful Teaching |
| 4 Mindfully Listen | 8 Communicate with AIDET |

- 1 Honor Patient Privacy Concerns
- 2 Sit Down Where Possible
- 3 Communicate with AIDET
- 4 Use Open Ended Questions & Listen
- 5 Repeat Back, Paraphrase

S

Spotlight the Patient

PHYSICIAN - CLINIC & PHYSICIAN - HOSPITALIST

PHYSICIAN - ED

- 1 Show Interest in Very Good Care
- 2 Confirm Patient's Daily Goal
- 3 My Provider DO IT Plan

- 1 Show Interest in Very Good Care
- 2 Ask "While you're here, what can I do to make your stay more comfortable?"

T

Transition with Kindness

PHYSICIAN - CLINIC & PHYSICIAN - HOSPITALIST

PHYSICIAN - ED

- 1 Clarify Expectations Were Met
- 2 Close With Kindness

- 1 Empathetically Explain Clinical Condition
- 2 Confirm Next Steps & Manage Expectations about Time
- 3 Teach back
- 4 Close with Kindness & Thanks

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The HCAHPS Hospitalist Certification Course™

Master the people best practices of
skillful Physician HCAHPS Improvement

1.

The 5 Star Physician™ Habit #1
Creating TRUST

5.

Nurse Mentoring in a Healing Environment™
The Physician's role in creating a patient driven culture

2.

The 5 Star Physician™ Habit #2-5
Patient relationships matter

6.

Seamless Patient Experience: Transition and Discharge™
Create a safe, seamless patient journey from admission to recovery at home

3.

The Physician as a HCAHPS Expert™
Facilitating patient experience improvement

7.

Compassion Patient Healing: Pain Care & Medication™
Creating a culture of successful patient medication education and empathetic pain care

4.

Skillful Physician Communication™
Evidence-based people skills for physicians and medical providers

8.

Hospital of Choice™
Creating a responsive experience patients will enthusiastically recommend

**Relevant, timely & implementable curriculum
designed to introduce and reinforce
communication habits that heal**

"The HCAHPS webinar series was foundational to our successful journey to a 5 Star CMS designation."

— Ada Bair, CEO
Memorial Hospital Carthage

Medical Group Speaker's Bureau

Two Examples of How We Custom
Tailor Education Just for You



Healthcare Professional Survival™

Avoiding Burnout Playbook



Resilience, Self-Care and Civility™

Creating a Culture to Thrive In

6 Ways we Custom Tailor a Presentation to fit Your Medical Faculty's Needs

- STEP 1 Research**
Conduct a thorough needs analysis
- STEP 2 Design**
Relevant leading edge implementable content is created
- STEP 3 Customize**
Learning Guide and message tailored to fit your unique goals
- STEP 4 Educate and Engage**
Expect a compelling and interactive learning experience
- STEP 5 Adopt New Policy**
Attendees buy-in to new ongoing best practices and processes
- STEP 6 Follow Up and Hardwire**
Your team now has consensus for continuous improvement

"Really motivational; crisp, clear and well presented. It will surely help me in my work and relationships with my patients."

— Dr. Ann Larzarraga, MD

Meet the Educators and Authors



Brian Lee CSP, HoF

- Is one of North America's leading experts in the field of improving the Patient Experience and Staff Engagement
- Is the author of 8 books, including "Skillful Physician Communications"
- Brian founded CLS in 1984, and the HealthCare Service Excellence Conference in 2000



Dr. Michael Klein

- Holds Boards in Internal Medicine, Anesthesiology and Subspecialty Boards in Pain Management
- He has practiced clinical medicine for over 35 years
- Dr. Klein has held leadership positions in several successful medical organizations and served as medical director, department chairman, and as an executive board member for several health care entities

Meet the 5 Star Implementation Specialists



Andrew Lewis
MTS, BCCC, Q.Med



Lynn Sullivan
CHRE, CCP



Michael Bayer
MBA, CSP, LEAN Black Belt in Healthcare



Michele Matt
CSP, CVP



Tim Durkin
CSP



Kevin Robbins



Richard Hadden
CSP, MBA



Fran Kick
MA, CSP



Mira Rollins
ORT



Larry Chatterton

powered by:



"Knowledgeable about making patient experiences great!"

– Emily Jensenk, PA-C
Director of Emergency Services

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Make Trust Your Pathway
to a Personally Rewarding
Medical Practice



More Information

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