

Experience Innovation Network Advisory Services

Case Study Synopsis: Building Market Differentiation, Improving Patient Experience

St. Joseph Medical Center sought to differentiate its birthing center experience for patients and families as well as staff and physicians. Leveraging feedback from the care team and patients, they built stronger relationships between staff and referring physicians, which ultimately optimized the patient experience.



Strategy

Mapping Intervention

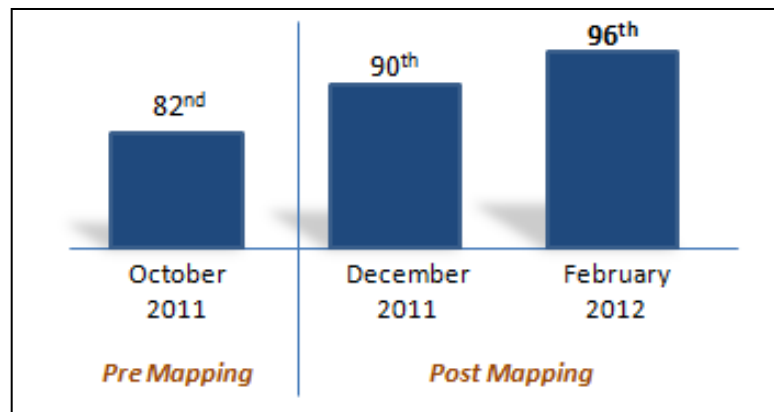
- Created physician/nurse leadership dyads.
- Analyzed patient navigation.
- Hosted physician/nurse "Fireside Chats."
- Customized birthing book and patient wish list.
- Conducted bedside care transition education.

Results

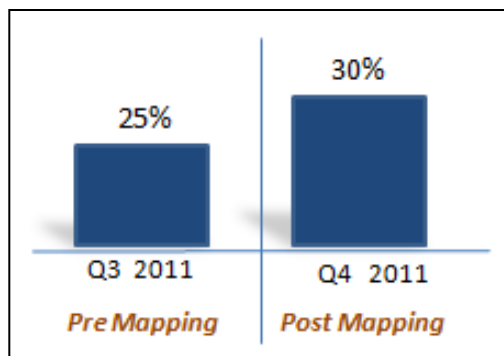
Post Mapping

- Improved HCAHPS ranking.
- Increased physician market share by 5%.
- Increased patient volume by 70%.

HCAHPS Percentile Ranking



Physician Market Share



Patient Volume

