

HUMAN-CENTERED PATIENT EXPERIENCE CASE STUDY

The results from a comprehensive campaign to improve Patient Experience KPIs for a Community Health Center Serving a Marginalized Community

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EXECUTIVE SUMMARY

Concordant Healthcare Solutions, Inc. was tasked with designing a training and development strategy for the entire staff to improve customer service KPIs for a Midwest multi-service Community Health Center



Federally Qualified Health Centers (FQHCs) face substantial challenges in serving marginalized communities, where historical mistrust, social determinants of health, and communication barriers significantly impact patient experiences. Concordant Healthcare Solutions partnered with a progressive Midwest-based Community Health Center to address these complex challenges by designing and implementing the transformative campaign: "Human-Centricity: Every Person, Every Opportunity."

Leveraging our proven Human-Centered Design Model and robust data analysis (CG CAHPS Patient-Centered Medical Home subset), we identified and prioritized the most critical areas for improving patient-provider interactions, cultural responsiveness, and care accessibility.

Over an intensive eight-month period, we employed tailored training strategies informed by adult learning principles—including interactive workshops, experiential activities, scenario-based learning, multimedia resources, and reflective exercises—to engage over 600 staff members effectively.

Key Results:

- 20% improvement in Patient Experience KPIs, reaching a 12-year organizational high.
- 5% increase in the Net Promoter Score (NPS), surpassing the national average for Community Health Centers.
- Exceptional staff engagement, with an overall training campaign rating of 4.5 out of 5 from 600 participating employees.
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This focused, data-informed, human-centered strategy not only improved measurable outcomes but also fundamentally shifted the organizational culture towards sustained patient-centered excellence.

“Thank you for your knowledge, humor, and transparency and for leading us to move our culture forward.”
— Chief Medical Officer, Community Health Center

We invite you to explore how Concordant Healthcare Solutions can help your organization achieve similar transformative outcomes.

THE CHALLENGE



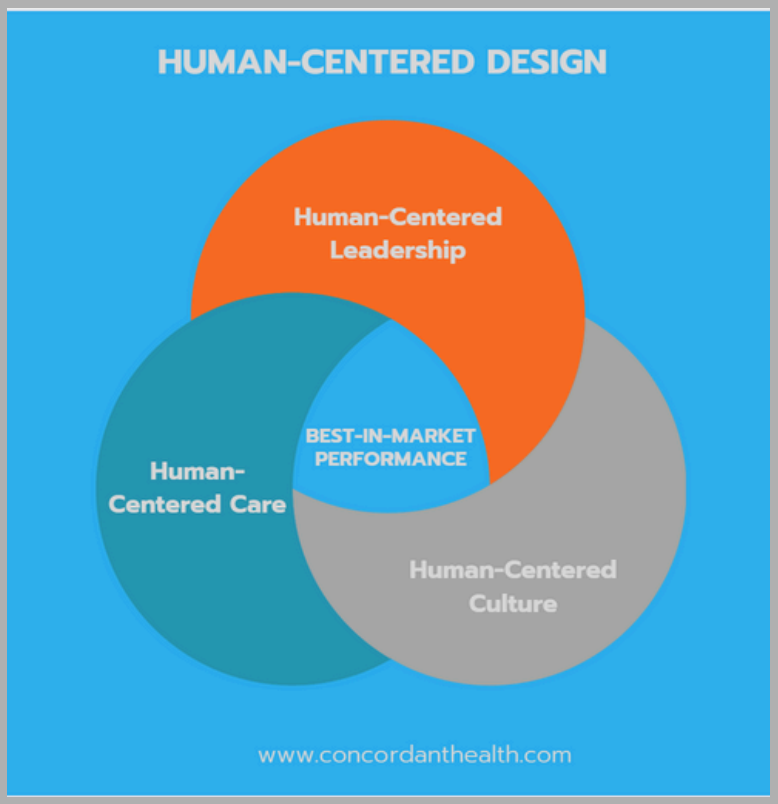
Given the multifaceted barriers faced by patients in marginalized communities, attaining high patient experience scores at Community Health Centers is particularly challenging. Patient experience assessments, such as overall ratings and Net Promoter Scores (NPS), measure not only clinical outcomes but also the quality and empathy of interactions with healthcare providers and staff. Patients' perceptions are strongly influenced by their sense of being respected, understood, and listened to, which can be difficult to achieve when historical mistrust and negative perceptions persist consistently.

Research consistently indicates that healthcare providers serving vulnerable populations typically receive lower patient satisfaction ratings than those serving more affluent or less marginalized populations, primarily due to the significant systemic and social challenges inherent in these environments. Therefore, when Community Health Centers successfully achieve high patient experience ratings, it underscores an extraordinary level of commitment to patient-centered, culturally responsive, and human-centered care.

APPLYING OUR HUMAN-CENTERED DESIGN MODEL

To achieve sustainable, transformative results at the Community Health Center, our team utilized our proven Human-Centered Design Model, a structured yet flexible methodology specifically designed to put human needs, values, and experiences at the forefront of every initiative.

Our human-centered design model consists of four critical phases, each of which guided the intentional creation of the campaign for the Community Health Center, "Human-Centricity: Every Person, Every Opportunity":



THE CHALLENGE



To ensure our campaign, "Human-Centricity: Every Person, Every Opportunity," accurately addressed the unique needs and expectations of the community served by the Community Health Center, we utilized patient experience data collected through the CG CAHPS (Clinician and Group Consumer Assessment of Healthcare Providers and Systems) survey, specifically employing the Patient-Centered Medical Home (PCMH) subset of questions.

CG CAHPS is a validated survey tool widely utilized to measure patient perceptions regarding healthcare experiences across various dimensions, including provider communication, care coordination, access to care, and staff courtesy. The PCMH subset within CG CAHPS particularly addresses elements critical to patient-centered primary care, such as comprehensiveness of care, patient involvement in decision-making, and overall patient-provider relationships.

DATA COLLECTION AND SEGMENTATION

We began by analyzing recent CG CAHPS data from the Community Health Center, specifically isolating responses within the PCMH subset that focus on dimensions of care highly relevant to our human-centered model:

- Provider-patient communication quality
- Patient involvement in decision-making
- Care coordination efficiency
- Timeliness and accessibility of care
- Staff respect, courtesy, and helpfulness
- Overall patient satisfaction and willingness to recommend (Net Promoter Score)



We also conducted a sentiment analysis from the qualitative data included in their CG-CAHPS surveys.

These data points provided a comprehensive understanding of the patients' lived experiences and perceptions of care quality.

Introduction to The Proposed Training and Development Strategy:

Creating a Human-Centered Culture

At the heart of healthcare lies the profound connection between providers, staff, and patients. We aim to cultivate an environment where every interaction is marked by understanding, empathy, and genuine care. This initiative is designed to equip your teams with the skills and knowledge necessary to foster a truly human-centered culture, enhancing patient experiences and workplace harmony.

Embracing the "True Colors" Personality Traits

Understanding the diverse personalities within our team and the diverse community we serve is crucial for effective communication and collaboration. The "True Colors" personality assessment is a cornerstone of our training strategy. By exploring these personality traits, we aim to:

- Enhance Self-Awareness
- Improve Interpersonal Relationships
- Promote Effective Communication



Improving Patient Experience Scores

A positive patient experience is a key indicator of our success. Our training will focus on:

- Empathy and Compassion
- Judgment-Free Interactions
- Active Listening
- Cultural Competency and Awareness

Reducing Conflicts through De-escalation and Conflict Resolution Techniques

Conflict in healthcare settings can impact both patient care and staff morale. Our program will provide:

- De-escalation Techniques
- Conflict Resolution Skills
- Soft Skills Development

Building a Human-Centered Culture

Creating a culture that prioritizes human-centered care involves a collective effort. Our training will include:

- Team-Building Activities: Exercises designed to strengthen team cohesion and mutual respect.
- Role-Playing Scenarios: Real-life simulations to practice applying new skills in a supportive and controlled setting.
- Continuous Learning Opportunities: Ongoing education and training sessions to reinforce and build upon the skills learned.

By integrating these elements into your daily practices, we aim to create a thriving, human-centered culture at ...Health Center. We look forward to your leadership support, active participation, and dedication as we embark on this meaningful journey toward a more human-centered healthcare environment.

CONDUCTING CORRELATION ANALYSIS

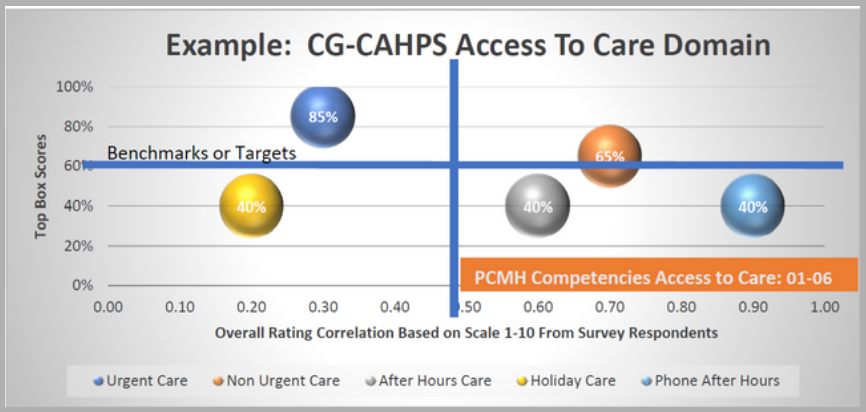
Conducting Correlation Analysis

Next, we performed a detailed statistical correlation analysis to identify relationships between individual CG CAHPS PCMH subset measures and overall patient satisfaction scores (including Net Promoter Scores).

- Using correlation analysis, we pinpointed which specific dimensions of the patient experience most strongly correlated with overall patient ratings and likelihood to recommend the center.
- High-correlation dimensions indicated areas most influential in shaping the community's perception of the quality of care and their overall satisfaction.
- Conversely, dimensions with weaker correlations were identified as lower priorities.

This correlation analysis allowed us to objectively determine and prioritize aspects of patient care that directly impacted community perceptions and satisfaction levels, ensuring our campaign effectively targeted the most meaningful aspects of the patient experience.

CREATING EVIDENCE FOR COURSE DEVELOPMENT



To help us prioritize and design training and development courses that would improve the Patient Experience KPIs, we created a correlation analysis using a bubble graph—an effective graphical tool for illustrating multiple dimensions of patient-centered care simultaneously:

Axes Explained:

- Horizontal Axis (X-axis):
- Represents the correlation strength between each aspect of care (e.g., Urgent Care, Non-Urgent Care, After Hours Care) and the overall patient rating scores (scale of 1-10).
- The closer a bubble is to the right side of the graph (1.0), the stronger its relationship to the overall patient satisfaction rating. This indicates higher importance to patients.
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Vertical Axis (Y-axis):

- Represents Top Box Scores, or the percentage of patients giving the highest possible ratings for each specific aspect of care.
- Higher bubbles indicate higher performance scores, suggesting the organization performs well in these areas, while lower bubbles indicate lower performance. (This is an example. Actual data not shown for confidentiality)

SOLUTION: HUMAN-CENTERED TRAINING AND DEVELOPMENT

Based on the goals of the campaign and our analysis of the Community Health Center's needs, it was decided that an eight-month campaign would be required to achieve all of the learning and patient experience objectives.

August and September 2024 Focus:

Introduction to Patient Experience Strategies

Learning Modules:

Understanding the principles of patient experience: Participants will explore the core principles of patient experience and value expectancy. These will include respect for patient preferences, coordination and integration of care, healthcare literacy, physical comfort, emotional support, involvement of family and friends, and predictive health behaviors.

Importance of patient experience in improving health outcomes: Based on health belief models, explore the impact of human-centered care on patient experience, adherence to treatment plans, equitable health outcomes, and healthcare utilization.

Exploring the challenges and opportunities in serving marginalized communities: Examine the unique challenges marginalized communities face, such as social determinants of health, cultural differences, language barriers, and historical distrust of healthcare systems, and explore opportunities within the Patient Centered Medical Home Model for providing equitable and inclusive care.

Theme: "At the end of the day, people won't remember what you said or did, they will remember how you made them feel."
— Maya Angelou



October 2024 Focus:

De-escalation Techniques and Service Recovery Strategies

Learning Modules:

Understanding the concept of de-escalation: Define de-escalation as a set of techniques used to defuse tense situations and prevent escalation to violence or conflict. Demonstrate how journey mapping can be used to identify hot spots and opportunities to improve interactions and service recovery outcomes.

Identifying triggers and early signs of escalation: Train participants to recognize common triggers and early warning signs of escalating behavior, such as agitation, raised voice, pacing, and clenched fists.

Learning effective communication techniques for de-escalation: Teach active listening, empathy, non-verbal communication, validation, and problem-solving skills as effective de-escalation techniques.

Service Recovery, H.E.A.R.T: Examine the process of addressing and resolving service failures or customer dissatisfaction in a manner that restores customer satisfaction and trust.



November 2024 Focus:

Cultural Competency and Sensitivity to Improve Experience and Clinical Outcomes

Learning Modules:

Understanding cultural differences and their impact on healthcare interactions: Explore the concept of culture and its influence on health beliefs, behaviors, and communication styles. Discuss the importance of cultural humility and self-awareness in providing culturally competent care. Reivew CLAS standards as they relate to culturally competent care within the Patient Centered Medical Home Model

Recognizing biases and stereotypes in healthcare delivery: Raise awareness of implicit biases and stereotypes that may affect clinical decision-making and patient interactions. Provide strategies for mitigating bias and promoting equity in healthcare delivery.

Strategies for providing culturally competent care to marginalized communities: Discuss approaches for tailoring care to meet the cultural, linguistic, and social needs of diverse patient populations, including the use of interpreters, cultural brokers, and community resources.

Theme: "Seek first to understand, then to be understood"

Stephen R Covey



December/January 2024-5 Focus:

Building Empathy and Compassion

Learning Modules:

Importance of empathy in patient care: Highlight the role of empathy in fostering trust, rapport, and therapeutic relationships with patients. Discuss the impact of empathetic communication on patient satisfaction and treatment outcomes.

Techniques for cultivating empathy and compassion: Provide exercises and reflective activities to help participants develop empathy, such as perspective-taking exercises, storytelling, and mindfulness practices.

Role of active listening in understanding patient needs and concerns: Train participants in active listening skills, including paraphrasing, summarizing, and asking open-ended questions to demonstrate empathy and understanding.



February/March 2025 Focus:

Conflict Resolution Skills

Learning Modules:

Identifying sources of conflict in healthcare settings: Explore common sources of conflicts in healthcare, such as miscommunication, differing expectations, and resource constraints. Discuss how unresolved conflicts can impact patient care and staff morale.

Strategies for resolving conflicts peacefully and constructively: Introduce conflict resolution models, such as interest-based and collaborative problem-solving approaches. Provide techniques for managing emotions, facilitating communication, and finding win-win solutions.

Collaborative problem-solving techniques: Engage participants in group activities to practice collaborative problem-solving skills, such as brainstorming, consensus-building, and negotiation.



RESULTS

Increase in Patient Experience KPIs — 20%

Increase in Net Promoter Score — 5%

Overall Rating of Training Campaign — 4.5/5



CASE STUDY SUMMARY:

"Human-Centricity: Every Person, Every Opportunity"

Over an eight-month engagement, our team partnered with a progressive Federally Qualified Health Center (FQHC) to transform the patient experience, organizational culture, and leadership performance through targeted, evidence-guided human-centered design strategies. Understanding the unique and significant challenges faced by community health centers serving marginalized communities, we applied a structured, data-driven approach to identify critical areas influencing patient satisfaction and staff engagement.

We began by analyzing patient experience data collected through the CG CAHPS (Clinician and Group Consumer Assessment of Healthcare Providers and Systems) survey, focusing specifically on the Patient-Centered Medical Home (PCMH) subset. Through correlation analyses and intuitive visualization tools such as bubble graphs, we effectively pinpointed the most impactful opportunities for improving patient satisfaction and staff engagement.

These insights informed our comprehensive campaign, aptly titled "Human-Centricity: Every Person, Every Opportunity," allowing us to strategically prioritize courses addressing urgent care delivery, after-hours accessibility, patient-provider communication, and culturally responsive interactions.

Our team skillfully leveraged expertise in adult learning principles to design and deliver content that specifically addressed the diverse learning preferences of the 600 staff and leadership participants.



Recognizing the importance of individualized learning, we incorporated a variety of instructional methods—including interactive workshops, scenario-based learning, experiential activities, multimedia resources, self-assessments, and facilitated group discussions—to ensure meaningful engagement and optimal learning outcomes across all participant styles.

As a direct result of these tailored, evidence-guided training and development strategies:

- The health center achieved its highest Key Performance Indicators (KPIs) in 12 years.
- Overall patient ratings and Net Promoter Scores (NPS) surpassed national averages for community health centers, clearly reflecting enhanced patient trust and satisfaction.
- Employee feedback from over 600 staff participants yielded an impressive overall course rating of 4.5 out of 5, underscoring high engagement, buy-in, and appreciation for the inclusive, adaptive, and practical training approach.

This intentional, data-informed, and learner-centered approach not only produced measurable performance outcomes but also fundamentally strengthened organizational culture, fostering enduring improvements in trust, communication, and organizational effectiveness.

CLIENT FEEDBACK

"Dear Dr. Young and Team:

On behalf of the team. Thank you for your knowledge, humor, and transparency and for leading us to move the culture of … forward"

Chief Medical Officer

·"I like the video presentations as it offers real-time examples and fosters a more interactive learning environment."
·"The trainer was very personable. I appreciated the stories he told."
·"I believe the materials on how to do it were helpful."
·"I loved the exercises. It's a great way to get everyone to engage."
·"The videos and discussions as a whole group afterward are more fun and informative rather than the partnered or small group discussions!!"

Interested in achieving similar transformational outcomes? Schedule a conversation with our human-centered leadership team today.

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CERTIFIED PROFESSIONAL CPHQ IN HEALTHCARE QUALITY

CONCORDANT HEALTHCARE SOLUTIONS, INC

CERTIFIED PATIENT EXPERIENCE PROFESSIONAL CPXP

ABOUT

Dr. James P. Young, Jr., PhD, CPXP, CPHQ

Dr. James P. Young, Jr., founder and CEO of Concordant Healthcare Solutions, Inc., is an accomplished leadership consultant and course designer specializing in human-centered leadership, patient experience transformation, and culturally competent care delivery. Dr. Young holds distinguished certifications as a Certified Course Designer, Certified Patient Experience Professional (CPXP), and Certified Professional in Healthcare Quality (CPHQ), and he has served for over 13 years as an NCQA Patient-Centered Medical Home (PCMH) Content Expert and Assistant Professor for Master's Degree Programs in Healthcare, Business Administration, Human Resource Management, and Marketing.



With a unique blend of scholarly rigor and practical insight, Dr. Young skillfully guides healthcare organizations toward measurable excellence in leadership, patient experience, and organizational culture. His innovative training programs integrate evidence-based strategies, adult learning principles, and compassionate human-centered approaches, consistently resulting in significantly improved patient outcomes, employee engagement, and sustainable organizational success.

Dr. Young is deeply committed to transforming healthcare environments, particularly those serving historically marginalized communities, by fostering cultures of empathy, inclusion, and continuous improvement.

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ABOUT

Concordant Healthcare Solutions, Inc.

Concordant Healthcare Solutions, Inc., is a certified minority and veteran-owned firm dedicated to improving health outcomes and organizational performance through human-centered leadership strategies.

Concordant is known nationally for its innovative approach to training, development, and cultural transformation, emphasizing Human-centered Leadership, Care, Cultures, and Best-in-Market Performance.

Leveraging extensive expertise in patient experience improvement, healthcare quality, and health equity, Concordant Healthcare Solutions specializes in delivering targeted, evidence-informed training and consulting services.

Their approach uniquely integrates advanced data analytics, including robust patient satisfaction survey analyses (CG CAHPS), strategic visualization tools, and practical, inclusive learning methodologies customized to address diverse organizational needs and learning styles.

Concordant Healthcare Solutions is driven by a clear mission:

"To inspire excellence through human-centered leadership, ensuring every interaction positively impacts the lives of patients, healthcare professionals, and the communities we serve."

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