

James L. Holly, M.D.

Improving HCAHPS Scores for SETMA – A Disgusting Event and SETMA’s Plan - Rick Bryant's Response

From: James L. Holly
Sent: Thursday, July 18, 2013 7:25 AM
To: Providers
Cc: Executive Management; Medical Records Service; Care Coordination
Subject: RE: Second day of SETMA's HCAHPS Program July 18, 2013 Who is included in and who is excluded from HCAHPS -- Hospital Consumer Assessment of Healthcare Providers and Systems -- Baptist Healthcare Group

As you watch and listen to the conversation SETMA is having over HCAHPS and CAHPS-PCMH, you are watching and listening to a LEARNING Organization operate and do what it does best - learn!!!

From: Richard Bryant
Sent: Thursday, July 18, 2013 7:06 AM
To: James L. Holly
Subject: Re: Second day of SETMA's HCAHPS Program July 18, 2013 Who is included in and who is excluded from HCAHPS -- Hospital Consumer Assessment of Healthcare Providers and Systems -- Baptist Healthcare Group

I never thought I would hear you say those words. I am very impressed as I know this was tough for you. I believe that if all of SETMA can embrace this concept it will once again set us far apart from the competition. We always knew we were light years ahead of everyone else, but that is hard to convey to a patient without sounding arrogant. This provides that "high touch" factor and I believe it will make a difference as we move forward. (emphasis added)

Nice job.

Rick

**Richard A. Bryant RN, MBA
Chief Operations Officer
Southeast Texas Medical Associates L.L.P.**

From: James L. Holly
Sent: Thursday, July 18, 2013 7:15 AM
To: Providers; Executive Management; Medical Records Service
Subject: FW: Second day of SETMA's HCAHPS Program July 18, 2013 Who is included in and who is excluded from HCAHPS -- Hospital Consumer Assessment of Healthcare Providers and Systems -- Baptist Healthcare Group

Please read Rick's note below:

It is easier to get forgiveness than permission so I am sharing this note from Rick with all of you without permission, because I suspect some others may have the same problem I had our new initiative. **A fool is not one who never makes mistakes but a fool is one who is unable able to learn from his mistakes once he discovers them. I don't mind discovering that I am wrong; I just never want to be a fool!** As we learn HCAHPS in the hospital; we need to learn CAHPS-PCMH in the clinic. It is always easier to learn while it is still optional than try to learn once it becomes compulsory.

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Sent: Thursday, July 18, 2013 7:15 AM
To: James L. Holly
Subject: Re: Second day of SETMA's HCAHPS Program July 18, 2013 Who is included in and who is excluded from HCAHPS -- Hospital Consumer Assessment of Healthcare Providers and Systems -- Baptist Healthcare Group

What you did....are doing.....and will continue to do IS excellent. The problem is that the patient doesn't always recognize excellence as they don't have the same knowledge base. This they will recognize.

Here may be the problem. I didn't tell anyone except Margaret but last quarter we had the highest patient satisfaction of any quarter since 2004 when we started the survey. Will be interesting to see if what you are doing in the hospital will carry over. I think it will.

Rick
Richard A. Bryant RN, MBA
Chief Operations Officer
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