



## Partnerships to Drive Performance, Innovation, and High Reliability in Patient Experience Webinar Toolkit

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#### I. Webinar Presentation

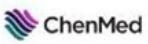
Learn more by visiting [qualtrics.com](https://qualtrics.com) or by contacting the presenters at [adrienneb@qualtrics.com](mailto:adrienneb@qualtrics.com) or [msmithbentley@stanfordhealthcare.org](mailto:msmithbentley@stanfordhealthcare.org)

# Partnerships to Drive Performance, Innovation, and High Reliability in Patient Experience

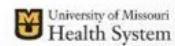
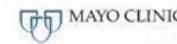
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Health Care

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Chief Medical Officer - Qualtrics





Indiana University Health



PORSCHE

KOHL'S

STAPLES



GEICO



WOLVERINE

MIT

P&G

LANDS' END



AUTODESK



HYATT



Allianz

FedEx



3M

T.RowePrice

AutoZone

GROUPON

ALCOA

CITRIX

Disney

Yum!

jetBlue

Marriott

Walgreens

3M

T.RowePrice

AutoZone

COLUMBIA UNIVERSITY

SUNTRUST

RICOH



ally



vmware



JPMORGAN CHASE & CO.



Swiss Re

Expedia

gogo

MICHIGAN

Ferrari

NEW  
LIFE



TRAVELERS



Coca-Cola



Marketo

INTUIT

American Airlines

LOWE'S

citigroup

qualtrics<sup>XM</sup>

# An all -in-one experience management platform

The Qualtrics XM Platform is an all-in-one platform built with the breadth to cover every touchpoint –and purpose -built apps to empower every experience team –today, tomorrow, and in the future.

**XM FOR Customer Experience**  
Make customer experience your competitive advantage - reduce cost to serve, predict churn, and accelerate upsell.

**XM FOR Employee Experience**  
Engage every employee, empower every manager, and continuously stay ahead of workforce experience gaps to improve productivity, reduce attrition, and optimize performance.

**XM FOR Strategy & Research**  
Capture the insight you need to stay ahead of the competition, drive strategic decisions, and increase market share with your all-in-one research platform.

**Qualtrics Edge**  
Make the right call when it matters most. Track competitor positions, explore emerging trends, and anticipate consumer behaviors in order to accelerate growth and mitigate risks. With faster and richer answers, decisions become more confident.

**Instant Insights**   **Audiences**

**QUALTRICS XM Platform**  
Turn feedback from multiple channels into clear, predictive insights and actionable recommendations. Transform every interaction with customers, employees, and prospects into moments that matter.

+ Enterprise-grade  
+ Unified Experience Profiles  
+ Intelligent Workflow Automation  
+ Advanced AI-Powered Text Analytics

**POWERED BY Qualtrics AI**

**Start small:** Set up listening posts to capture customer feedback across every channel and touchpoint

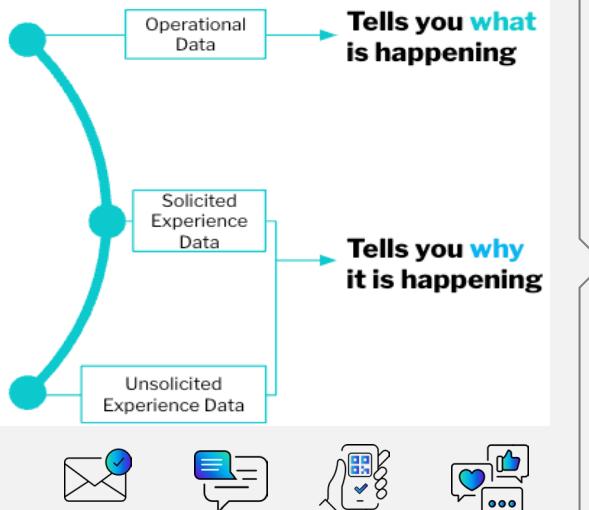
**Scale quickly:** Leverage AI to understand every individual's experience to inform your business strategies

**Win big:** Deliver fully autonomous, personalized customer and employee interactions to make every experience the best experience

# A powerful platform to bring everything together for intelligent actioning

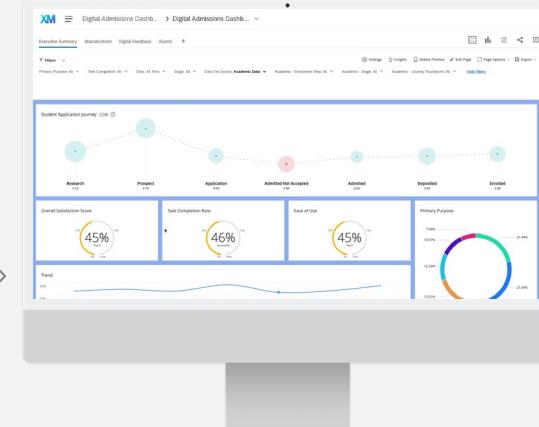
## LISTEN

Collect data and feedback from stakeholders at key touchpoints



## UNDERSTAND

Analyze data through dashboards and advanced analytics



vizient



HCAHPS  
Hospital Consumer Assessment of Healthcare Providers and Systems

Epic



## ACT

Distribution of insights, ticketing, and closed loop feedback

Select an app that matches what you want to do

Search

SAP Customer Experience By Qualtrics Send Qualtrics data to SAP Sales Cloud, SAP Service Cloud, and SAP Marketing Cloud	Tickets By Qualtrics Create a ticket in Qualtrics	Email By Qualtrics Send an email
XM Directory By Qualtrics Add contact info or distribute a survey	Microsoft Dynamics By Qualtrics Send Qualtrics data to your Dynamics entity	Tango Card By Qualtrics Give a gratuity from your Tango Card program
Freshdesk By Qualtrics Create or update tickets in Freshdesk	Jira By Qualtrics Create or update a Jira issue	Create a notification By Qualtrics Create a new desktop and mobile notification
ServiceNow By Qualtrics Create or update records in your ServiceNow instance	Zendesk By Qualtrics Create Zendesk tickets to act on responses	HubSpot By Qualtrics Send Qualtrics data to your HubSpot object

# Stanford Health Care

2024 – 2025

Stanford Health Care, along with Stanford Health Care Tri-Valley and Stanford Medicine Partners, is part of the adult health care delivery system of Stanford Medicine. Combining clinical care, research, and education to advance the understanding and practice of medicine, Stanford Health Care provides compassionate, coordinated care personalized for the unique needs of every patient.

## By the Numbers

### Services



426 Life Flight Transports



643 Licensed Beds



119 Licensed ICU Beds

### Patient Visits



1,424,913 Outpatient

82,971 Adult Emergency Room

29,830 Pediatric Emergency Room

501,961 Video Visits

### Community Support



\$791M Community Benefit Investment

\$1.3B Financial Assistance for  
Medicare Patients

## Our People



18,400 Employees

2,755 Physicians on Active  
Medical Staff

4,712 Nurses

1,504 Residents & Fellows

98.4%

Stanford Health Care Physicians

With a Star Rating of 4.5 or Higher



Stanford Medicine  
Nobel Prize Laureates

## Awards & Recognition



The Joint Commission's Sustainable Healthcare Certification  
Stanford Health Care is among the first hospitals in the nation to receive the certification, which celebrates our progress toward reducing emissions that contribute to climate change.



NCI-Designated Comprehensive Cancer Center  
The Stanford Medicine Cancer Center is part of the Stanford Cancer Institute, the only NCI-Designated Comprehensive Cancer Center between San Francisco and Los Angeles.



Comprehensive Stroke Center  
The Stanford Stroke Center is designated by The Joint Commission as a Comprehensive Stroke Center, providing the most advanced and rapid stroke care for patients.



Magnet Hospital  
Stanford Health Care was first designated as a Magnet hospital in 2007. Magnet Recognition is a prestigious award developed by the American Nurses Credentialing Center to recognize health care organizations that provide nursing excellence. Only 9% of U.S. health care organizations achieve this honor.



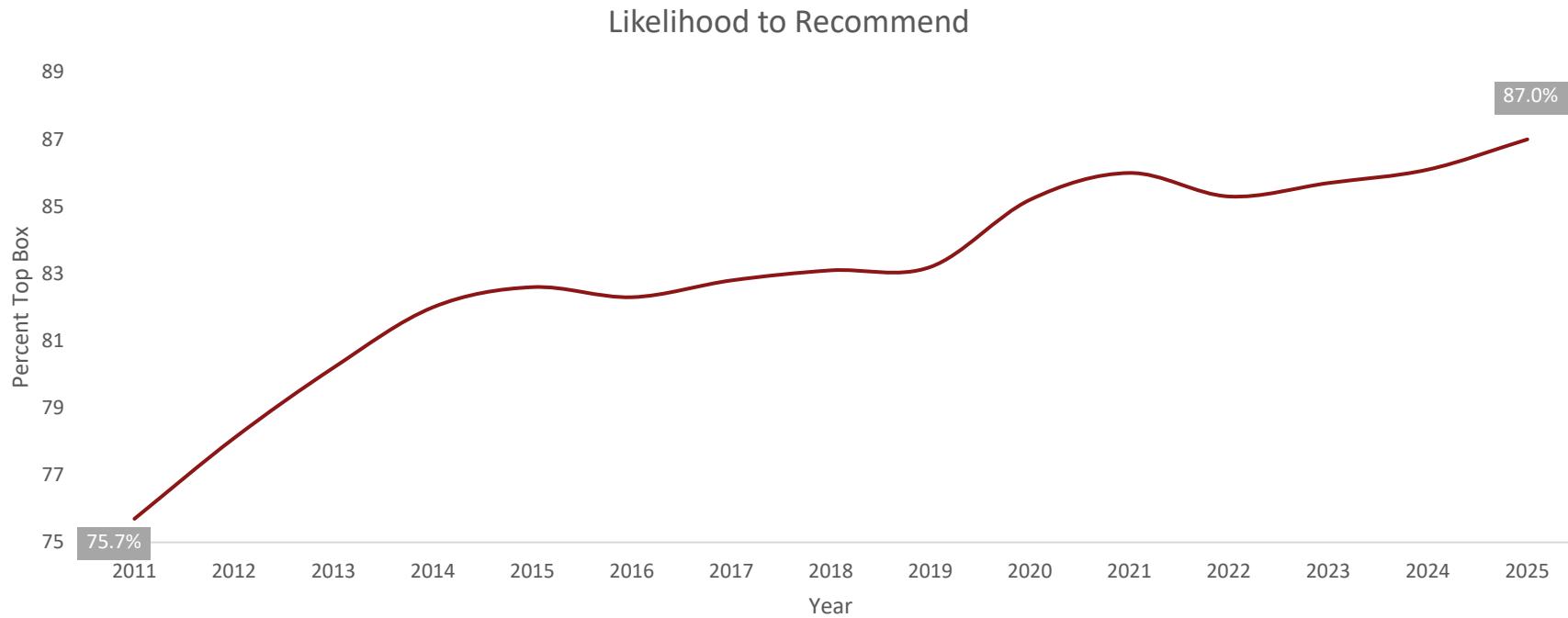
Healthcare Equality Index (HEI)  
Stanford Health Care earned a top score on the HEI from the Human Rights Campaign Foundation, a leading LGBTQ+ rights organization. The HEI is the national LGBTQ+ benchmarking tool that evaluates health care facilities' policies and practices related to the equity and inclusion of their LGBTQ+ patients, visitors, and employees.

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Star rating



# Stanford Likelihood to Recommend Trend



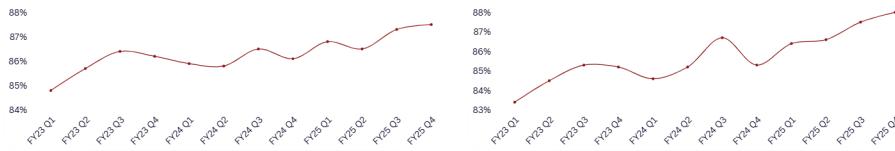
# FY 2025 Patient Experience Outcomes

**Likelihood to Recommend**  
87.0% +2.1%  
from FY20

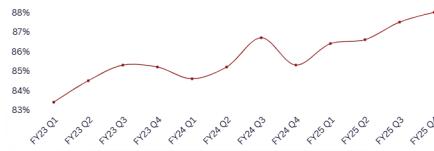
**Video Visit Overall Rating**  
88.8% +2.0%  
from FY21

**Vizient Patient Centeredness Rank**  
5 / 118 +20  
from 2020 Annual Report

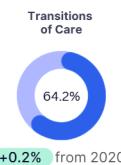
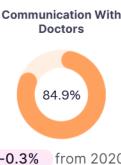
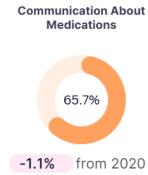
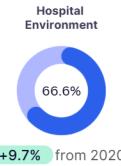
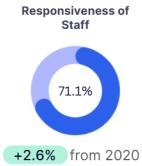
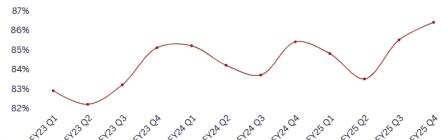
**SHC**



**SMP**



**SHC Tri-Valley**



# Stanford Patient Experience

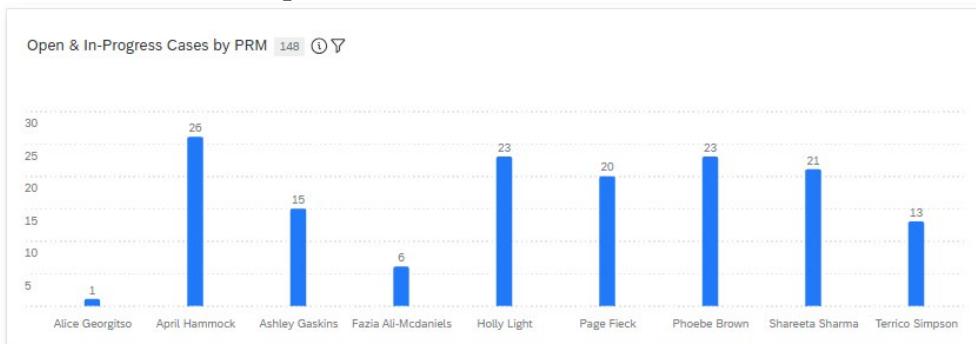


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<ul style="list-style-type: none"><li>✓ Above National Average for 9/10 Domains</li><li>✓ Above California Average for 10/10 Domains</li></ul>	<ul style="list-style-type: none"><li>✓ Exemplar Designation for 8/16 Magnet Categories in Patient Experience:<ul style="list-style-type: none"><li>✓ Care Coordination</li><li>✓ Patient Education</li><li>✓ Safety</li><li>✓ Careful Listening</li><li>✓ Courtesy &amp; Respect</li><li>✓ Responsiveness</li><li>✓ Caring Science Enculturation</li></ul></li></ul>	<ul style="list-style-type: none"><li>✓ A grade rating in Spring 2025</li><li>✓ Achievements in Doctor + Nurse Communication &amp; Responsiveness</li></ul>	<ul style="list-style-type: none"><li>✓ Ranked #5/119 in Patient-Centeredness Domain for Academic Medicine</li></ul>
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# Complaints and Grievances

- Co-developed a new case management platform for complaints and grievances
  - ✓ Employee dashboards to manage case loads
  - ✓ Improved clarity and storytelling at individual case level
  - ✓ Easier quality assessment and performance evaluation
  - ✓ Improved reporting quality
  - ✓ Greater transparency between teams
  - ✓ Faster metric calculations and reporting
- Ongoing training and workflow optimization
- Designed a Recognition Dashboard, enabling SHC leaders to send patient acknowledgements to their teams
- Launched patient satisfaction survey to measure Patient Relations experience



**30%**

Reduction in open cases related to documentation efficiency

**1.6**

FTE reduction due to efficiency gains

**2**

Successful TJC surveys



Employee Engagement

## What's Next



Enhance platform to access new features



Proactive leader dashboard dissemination



Close-the-Loop Agent

# Thank you!