Creating a Culture of Safety: It’s Easy to Do

Jeffrey Segal, MD, JD
Disclosures
• Doctors are busy
• They don’t want more boxes to check.
• Promoting culture of safety is often perceived as more boxes to check.
• Case study

• Getting doctors to wash their hands
  • Baseline ~50%
  • Goal 95+%

• Sign at check-in
  • “At end of your visit, we will offer you survey. One question will be: Did you observe the doctor wash his hands before examining you. Please observe.”
• Case study
• Getting doctors to wash their hands
• Goal achieved in 1 week!
  • Non-adversarial
  • Required no maintenance
• Corporate world does this too
  • Mailers to consumers on electricity usage
  • Signs on registers: Receive receipt or purchase is free.
Patient safety is a journey, not a destination
Many reasons patients are injured.

- Communication snafus
- Handoff errors
- System problems
- Bad judgment properly executed
- Good judgment poorly executed
- And more....
For many system errors:

Good news:
...they occur over and over before a patient is actually injured.

Bad news:
...they are often ignored or not recognized until a patient IS injured.
The Solution

Deputize your patients to be your eyes and ears.

Patient feedback and online reviews
The secret:

TRANSPARENCY

Patient surveys uploaded to online review sites
My Journey:

I once believed online reviews were valueless.
My Journey:

Study* of 600 surgeons…

Online reputation correlates with QUALITY

Real World Results:
Our Practitioners

- Dr. Susan Hardwick-Smith
- Dr. Sara Jurney
- Dr. Lisa Beard
- Dr. Jessica Ohlemacher
- Dr. Kristin Brigger

OUR PRACTITIONERS

Our goal is to help you learn about your body and to be as healthy as you can be.
Searching “OB GYN” + “Houston TX”

Where are pts clicking first?
Dr Hardwick-Smith Reviews

Dr. Susan Hardwick-Smith - Complete Women's Care Center
https://www.completewomenscarecenter.com/about/dr-hardwick-smith
Dr. Susan Hardwick-Smith is Board Certified in Obstetrics and Gynecology and has "Choice" and "Compassionate Doctor" awards from online patient reviews.

Complete Women's Care Center - OB/GYN, Gynecologist ...
https://completewomenscarecenter.com/
At Complete Women's Care Center we treat each patient as an individual by our specially staff providing attention for obgyn, pregnancy, labiaplasty, pap smear, ...

Susan Hardwick-Smith, MD - Complete Women's Care ...
www.yelp.com ››››› Doctors ››››› Obstetricians & Gynecologists ››››› Yelp ›››››
⭐⭐⭐⭐⭐ Rating: 4.5 - 158 reviews
5 reviews of Susan Hardwick-Smith, MD - Complete Women's Care Center. "I am not ...
... Being a holiday. I was assigned to the Doctor on call, Dr. Hardwick-Smith.

Dr. Susan Hardwick-Smith - Healthgrades
www.healthgrades.com ››››› Texas (TX) ››››› Houston ›››››
⭐⭐⭐⭐⭐ Rating: 4.8 - 148 votes
Visit Healthgrades for information on Dr. Susan Hardwick-Smith. Find Phone & Address information, medical practice history, affiliated hospitals and more.

Dr. Susan Hardwick-Smith, MD - Complete Women's Care ...
www.yellowpages.com ››››› dr-susan-hardwick-smith-md... ››››› Yellowpages.com ›››››
⭐⭐⭐⭐⭐ Rating: 4.5 - 155 reviews
Get reviews, hours, directions, coupons and more for Dr. Susan Hardwick-Smith, MD - Complete Women's Care Center at 7900 Fannin Street, Houston, TX.

Dr. Susan Hardwick-Smith MD - UCompareHealthCare
www.ucomparehealthcare.com ››››› Houston ›››››
Review detailed information on Dr. Susan Hardwick-Smith, an Obstetrician / Gynecologist with 20 years' experience in Houston, TX. 95 Patient Reviews. BIO. ...

Dr. Susan Hardwick-Smith - Houston, TX - Gynecologist ...
www.ratemds.com ››››› Doctors ››››› Houston ››››› Gynecologist (OB/GYN) ›››››
Visit RateMDs for information on Dr. Susan Hardwick-Smith in Houston, TX.

#ACIObstetricMal
What is the GOAL?

Adjusted Quantity:
- Google Relevance, “Freshness”
- Volume
- Sentiment

Center of Excellence

Adj. Quantity: mm/dd/yy

(-) Trust (+)

(-) Consistency (+)

Invisible

“Bankruptcy”

Quality of Interactions

Quantity of Reviews
Mapping: >1 Year later!

- Now with over 6,000 reviews the practice AND its doctors (5 → 11 doctors)
- Strong presence Google Page #1
- No difference between “new” and “veteran” doctors. Newest doctors have flown out of the starting gate.
Collecting & Posting Pts’ Feedback

#ACIObstetricMal

AmericanConference.com

+ OTHERS

Feedback to MDs & Staff

ACI
American Conference Institute
Business Information in a Global Context
Beneficial Consequences

The new normal

- Family & Friends, 37%
- Internet/Reviews, 27%
- Another Provider, 27%
- Other, 9%

Pts increasingly validate Friends/Family and Referring Provider recommendations
Beneficial Consequences

$
Beneficial Consequences

- Great marketing tool
- Great recruiting tool
- Plaintiff’s lawyers looking at reviews
- And jurors
Summary

- Survey capture and online reviews nurture culture of safety
- Promotes “better practices”
- Thousands of eyes and ears out on the field
- Like getting a bucket of thank you notes every day
Questions?

Contact:

Jeffrey Segal, MD, JD
jsegal@emerit.biz