Patient Experience at Hospital Moinhos de Vento

Mohamed Parrini Mutlaq | CEO, Hospital Moinhos de Vento
Partners Forum 2016
Moinhos de Vento
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Moinhos de Vento
1927
Opening of the 80-bed German Hospital

1942
Name altered to Hospital Moinhos de Vento

1950s
1ª phase of expansion
- Delivery rooms
- X-ray
- Surgery rooms

1960-1970
- Professionalization
- Opening of the Outpatient Center and Maternity Ward (1967)
- ICU (1974)

1980s
- Cardiology, Pneumology, Neurophysiology and Nuclear Medicine
- Maternity Ward renovation

1990s
- 2ª phase of expansion
  - PICU
  - Outpatient service of diagnosis and therapy
- Management by Total Quality
- HospitaLar Home Care

2000-2010
- IEP – Institute for Education and Research
- JCI Accreditation
- Openings:
  - Tiradentes Center
  - Parking lot
  - HMV Iguatemi

2010
Expansion project financed by the National Bank for Development (BNDES), Health – Institutional Development

2013
- Johns Hopkins Medicine International Affiliation

2014
- Opening of HRES

Consistent Growth
Quality & Safety

1994 Accession of PGQP
1997 Bronze Trophy
1998 Silver Trophy
1999 Silver Trophy
2001 PAMQ Program of Internal Auditing
2002 Accreditation JCI
2005 Re-accreditation JCI
2007 Gold Trophy
2008 Re-accreditation JCI
2011 Re-accreditation JCI
2014 Re-accreditation JCI
2016 Hospital of Excellence of the Ministry of Health
MISSION
“Well to care for lives”,
asserting our commitment to
patient safety and the quality of
medical and nursing care.

VISION 2020
To be recognized internationally
for providing excellent medical
and nursing care and for
the generation of knowledge
and innovation, supported by a
high-performing team.
Capacity

380 beds

Inpatients

278 beds

ICU

72 beds

Maternity

30 beds

3,258 physicians
Number of Employees

87.39% increase

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>1,737</td>
</tr>
<tr>
<td>2006</td>
<td>1,775</td>
</tr>
<tr>
<td>2007</td>
<td>1,838</td>
</tr>
<tr>
<td>2008</td>
<td>1,912</td>
</tr>
<tr>
<td>2009</td>
<td>1,978</td>
</tr>
<tr>
<td>2010</td>
<td>2,194</td>
</tr>
<tr>
<td>2011</td>
<td>2,585</td>
</tr>
<tr>
<td>2012</td>
<td>2,854</td>
</tr>
<tr>
<td>2013</td>
<td>3,150</td>
</tr>
<tr>
<td>2014</td>
<td>3,141</td>
</tr>
<tr>
<td>2015</td>
<td>3,255</td>
</tr>
</tbody>
</table>
Gross Revenue
(in thousands R$)

2005: 157
2006: 176
2007: 184
2008: 207
2009: 225
2010: 260
2011: 314
2012: 370
2013: 427
2014: 518
2015: 594
2016 prediction: 644
2016 Jan-Sep: 483

Total increase: 278,34%
New Strategy is being created
2017-2021

PEOPLE
To attract, engage and keep top medical talents.

MEDICAL EXCELLENCE
Best medical practices generating value to the patient, their families and the society.

HIGH COMPLEXITY
Technological specialization, high performance teams and optimized processes for complex cases.

SUSTAINABILITY
Economical, ethical and moral sustainability.

PROTAGONISM AND INNOVATION
Constant search for pioneering and innovative medical practices.

PATIENT CENTERED CARE
The patient comes first.

CARE, EDUCATION AND RESEARCH
As INTEGRATED fields.
New Strategy is being created

Patients & Families in the Co-Creation Strategy

Pacientes e Familiares
Corpo Clínico
Colaboradores
Operadoras
Empresas
Fornecedores
PLOTAGEM DAS ÔNFASES DE ATUAÇÃO

Resultado Consolidado

Medicina Interna
Emergência
Anestesia
Doenças Respir.
Doenças Metabólicas
Psiquiatria
Otorrin.
Neónicos
Pediatra
Urolog.
Gastro
Traumat. Ortop.
Reprod. Humana
Cardiovascular
Neuro
Imagem
Medicina Intensiva
Oncologia

BAIXO

Know-how HMV

BAIXA
Sustentabilidade Econômica no Setor
ALTA
Patient Pathways

- Intensive Care Patient
- Oncology Patient
- Cardiovascular Patient
- Neurology Patient
- Surgery Patient
- Maternal and Pediatric Patient
### Strategic Actions

<table>
<thead>
<tr>
<th>Number</th>
<th>Priority</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Protocol management and outcome indicators monitoring</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Institutional plan for Clinical Staff credentialing and implementation of operational guidelines</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Implementation of priority patient pathways</td>
<td></td>
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<tr>
<td>4.</td>
<td>Establishment of a evaluation program in order to monitor and acknowledge the Clinical Staff</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Composition of an institutional model for residency and medical education</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Integration between research and clinical practices</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Development of a network throughout the state to reach out for new patients</td>
<td></td>
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<tr>
<td>8.</td>
<td>Development of new business and alternative income streams</td>
<td></td>
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<tr>
<td>9.</td>
<td>Promotion of a medical succession strategy</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>HMV Medical School – planning and feasibility of the project</td>
<td></td>
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</tbody>
</table>
Planetree Accreditation Jorney

Model for hospital care that favors the recovery of patients at all levels:

physical – mental – emotional – social – spiritual
Planetree Accreditation

1 – HUMAN INTERACTION

2 – SUPPORT FOR FAMILIES

3 – PATIENT AND FAMILIES’ EDUCATION

4 – FOOD AND NUTRITION

5 – ARTS, MUSIC AND ENTERTAINMENT

6 – ARCHITECTURE AND DESIGN

7 – COMPLEMENTARY THERAPIES

8 – HUMAN TOUCH

9 – SPIRITUALITY

10 – COMMUNITY AND CELEBRATION
Our History
HMV “Integral Assistance”

TO ASSIST
↓
RESPECT
PEOPLE-FOCUSED
WELCOMING
SUPPORT
EMPATHY
SENSIBILITY

ASSISTÊNCIA INTEGRAL © INTEGRAL ASSISTANCE
↓
THE PATIENT IS AN AGENT IN THE PROCESS
↓
TO ASSIST AND TO SERVE
↓
TO ASSURE THE BEST CLINICAL PRACTICES WITH THE BEST OUTCOMES

TO SERVE
↓
PROFESSIONAL AND PERSONAL POSTURE
TECHNICAL COMPETENCE
INTEGRATION OF DISCIPLINES AND PROFESSIONS
ASSESSMENT

HEALTH CARE EXCELLENCE
MEASURED PROCESSES, TECHNOLOGY AND PEOPLE
Why patients choose Hospital Moinhos de Vento?

1923 interviews – June/2016

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician referral</td>
<td>36.16%</td>
</tr>
<tr>
<td>Other answers</td>
<td>8.10%</td>
</tr>
<tr>
<td>Friends and family’s referral</td>
<td>7.53%</td>
</tr>
<tr>
<td>Insurance plan referral</td>
<td>3.79%</td>
</tr>
<tr>
<td>Company’s referral</td>
<td>3.74%</td>
</tr>
<tr>
<td>Other</td>
<td>4.94%</td>
</tr>
<tr>
<td>Brand Credibility</td>
<td>35.74%</td>
</tr>
</tbody>
</table>
What was better than your expectations?

1923 interviews – June/2016

**Quality of clinical team:** 40.15%

**Employees cordiality:** 23.51%
(care teams, administrative staff)

**Quality of nursing team:** 19.66%

**None of the alternatives:** 9.85%

**Comfortable environment:** 3.60%

**Cleaning:** 2.14%

**Food:** 0.57%

**Quality of physical therapy team:** 0.36%

**Emotional support – Pastoral Care and psychology:** 0.16%

Other answers
Percentage of Very Satisfied Customers
Are our patients promoters of Hospital Moinhos de Vento?

Net Promoter Score

77,2
NPS Result
September 2016
Excellence Zone 75 – 100
Dia da Alegria
(Day of Happiness)

- Inpatient Unit C1 (26 beds) – patients in long-term care and/or isolation
- Making patients’ wishes come true:
  Haircut, Ambrosia dish, massages, singers to sing Roberto Carlos’ songs
Patient’s Care Plan

Improving communication between patient, family, physician and nursing staff in the inpatient units

- Daily plan and goals
- Education and discharge plan
- Risks (allergies, fall risk, vulnerable patient, glicemic control, pressure ulcer)
- Instructions for preventing falls
- Isolation
Doutorzninhos
(Clown Doctors)
Mother’s Day at NICU
Patient Experience at Inpatient Units

We will take good care of you !!!!!!!!

What generates value as “the best experience” during your stay?
Can I do anything else?

Reassessment of the situation

In your perception which are the three priorities for an excellent care?
Are we meeting your expectations?
What is your opinion about our services?
Can I do anything else?

>> Reassessment of the situation

- The traffic light gap is filled at each reassessment.
- Each color indicates how many times a patient should be reassessed, in order to improve his/her experience at HMV:
  - **Green**: patients whose expectations are met. They are not reassessed.
  - **Yellow**: One expectation not met. Reassessment in 48h.
  - **Red**: More than one expectation not met. Reassessment in 24h.
Patient Experience at Inpatient Units

Tree of Experiences
Patients register their experiences in leaves. Every Inpatient Unit has a tree with a collection of its patient’s experiences.
Goodnight cards

“Certas palavras podem ser curtas e fáceis de falar, mas o seu eco pode ser infinito.”
(Madre Teresa de Calcutá)
A Assistência deseja uma boa noite.

“Agora pois, permanecem a fé a esperança e o amor. Porém o maior desses é o amor.”
(1Co 13:13)
A Assistência deseja uma boa noite.

“A medida do amor é não ter medida.”
(Santo Agostinho)
A Assistência deseja uma boa noite.
Pet Therapy
Hospital Moinhos de Vento is an open institution for religious faiths. The Ministry Care is a service that offers **emotional, spiritual and religious support** to the hospital community.

Our team welcomes all people, regardless of their beliefs or values, and consists of members of the Lutheran confession and a network of religious ministers of other beliefs.
Easter
Pediatric Units
We care about our children’s needs

Oncology Center
Pedrinho and his friends

PICU
Under the sea
Cases from Hospital Moinhos de Vento and Hospital Resting e Extremo-Sul
121 beds
5 units:
- Emergency
- Hospital
- Diagnostic Center
- Specialties Ambulatory
- School of Health Management
81.184 Emergency visits in 2015
2.211 Inpatient admissions in 2015
92,1 points of satisfaction for emergency patients (scale 1-100)

94,6 points of satisfaction for inpatients
Patient Daily Goals:

Getting patient and family involved in the care process
You are the Experience

Person- and Family-Centered Care
Thank you

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