

INSIGHTS INTO EMPATHY THROUGH LIVE EMOTION GATHERING

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Insights Into Empathy

Through Live Emotion Gathering



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Yale New Haven Health: Chairman, Patient Experience Council

Vincent Salvo

Humm: Chief Growth Officer

Bernard Briggs

Humm: CEO & Founder

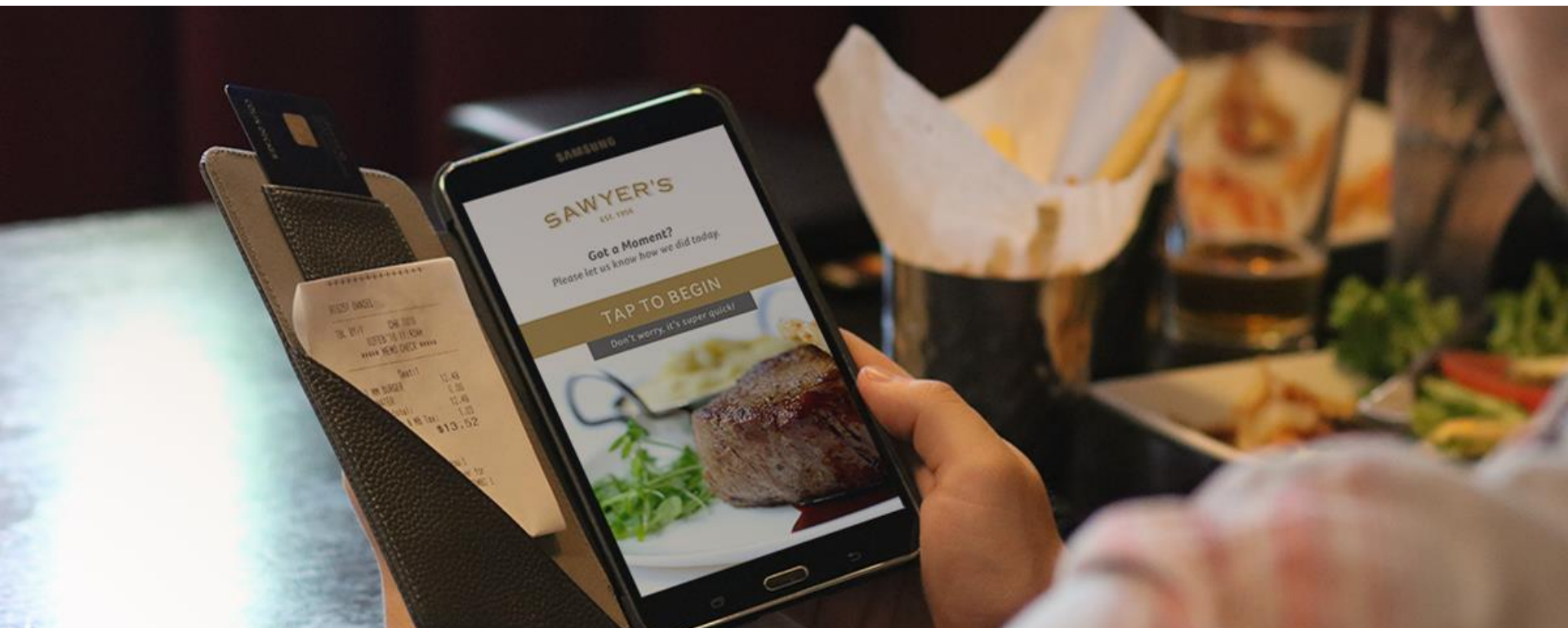
Our Mission

Help every service-based business in the world reach their full potential through innovative feedback technologies.

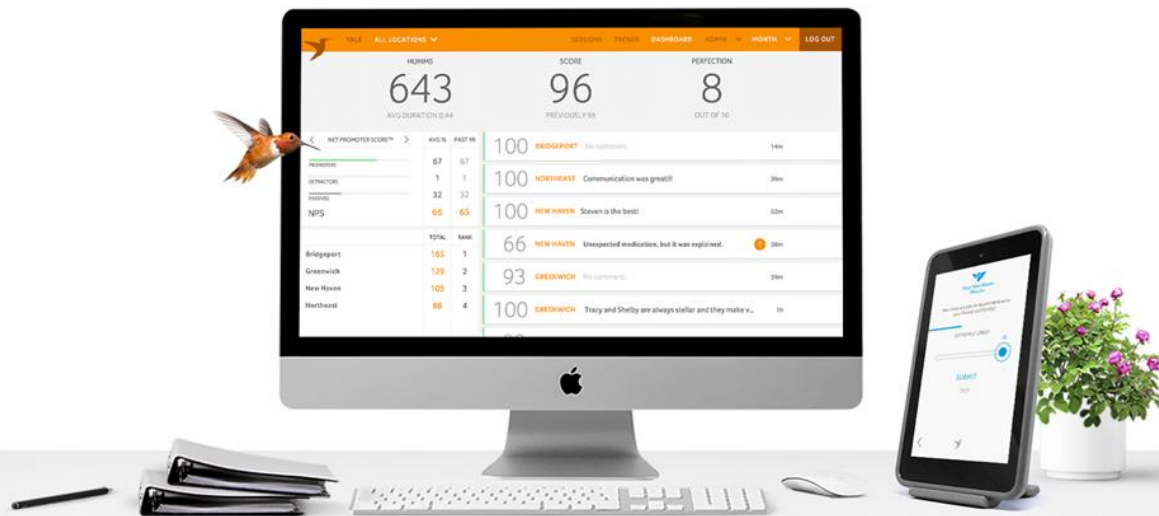
We Got Our Start Over Some Hushpuppies...



Our Introduction to Healthcare



Why Healthcare Needs Realtime Feedback



Everyone loves to share opinions...



And everyone gets a little emotional...



Happy



Angry



Sad



Afraid



Surprised



Disgusted

Current Feedback Reality

Great Intent. Poor Execution.

A screenshot of a mobile app interface for a survey. The survey asks for the primary purpose of a visit and lists several options. The options are: Learn about Pella products, Learn about services that Pella offers, Obtain pricing for Pella products and/or services, Locate a Pella Showroom or a store that sells Pella products, Make appointment with a Pella sales representative, Contact or visit Support Center, Get information for a Pella product I already own, Find replacement parts, repair or service information, Find Company Information / Investor Info / Job Opportunities, and Other, please specify. The app has a Pella logo at the top and a Trust+ logo at the bottom.A screenshot of a survey form for Home Depot. The form asks for a chance to win a \$5,000 Home Depot gift card. The form includes the following text: "ENTER FOR A CHANCE TO WIN A \$5,000 HOME DEPOT GIFT CARD!", "Share Your Opinion With Us! Complete the brief survey about your store visit and enter for a chance to win at:", "www.homedepot.com/opinion", "COMPARTA SU OPINION EN UNA BREVE ENCUESTA PARA LA OPORTUNIDAD DE GANAR.", "User ID: HTM 54742 45749", "Password: 14552 45747", "Entries must be entered by 12/02/2014. Entrants must be 18 or older to enter. See complete rules on website. No purchase necessary.", and "DOWNLOAD THE HOME DEPOT MOBILE APP View item location, inventory & reviews Download from App store or text RECEIPT to 65624. Message & Data rates may apply".

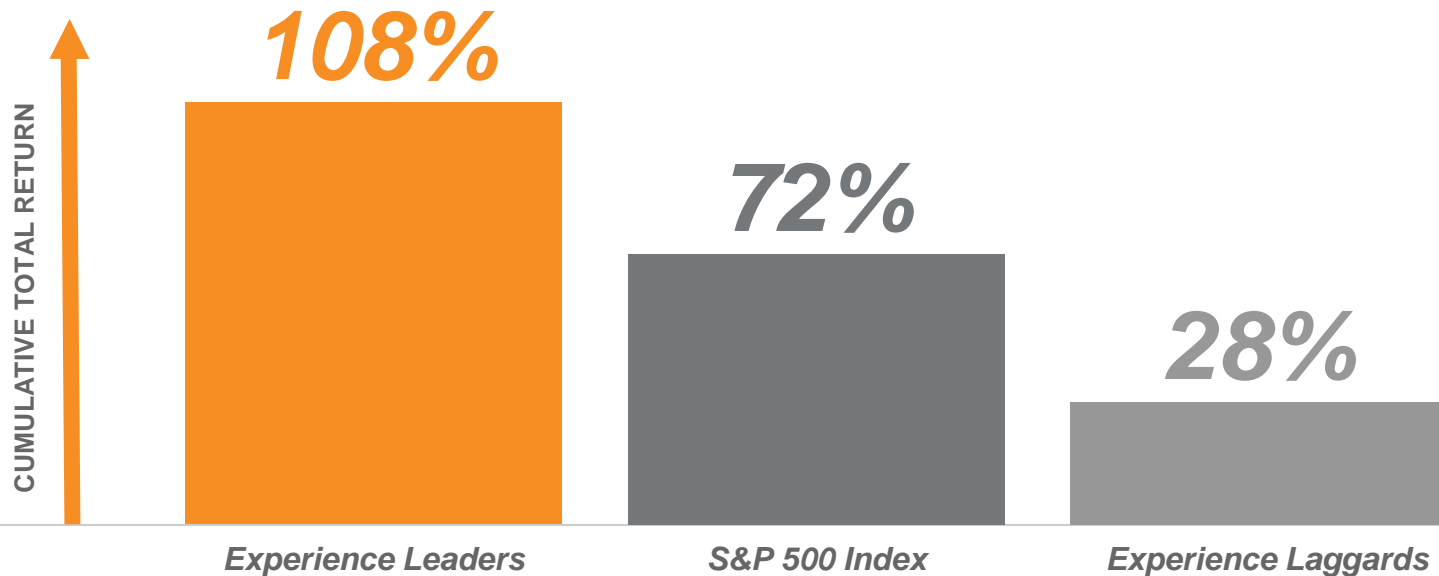
5 Star Systems

Emotional ROI Gap



It's All About The Customer Experience...

8-year stock performance



The Survey Industry is an Epic Fail



\$2.5 B

2% Capture Rates

75% Responses Don't Reach Executives

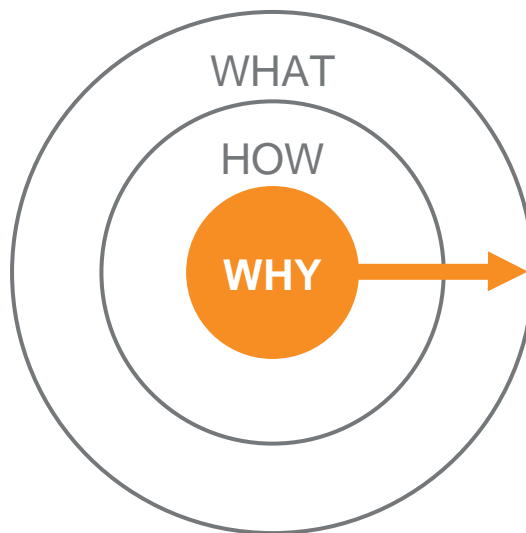
95% Dissatisfied Guests Remain Silent

86% Of Customers Switch

***There's no appropriate way for guests to voice themselves.
So they don't. They switch.***

Zero to Hero

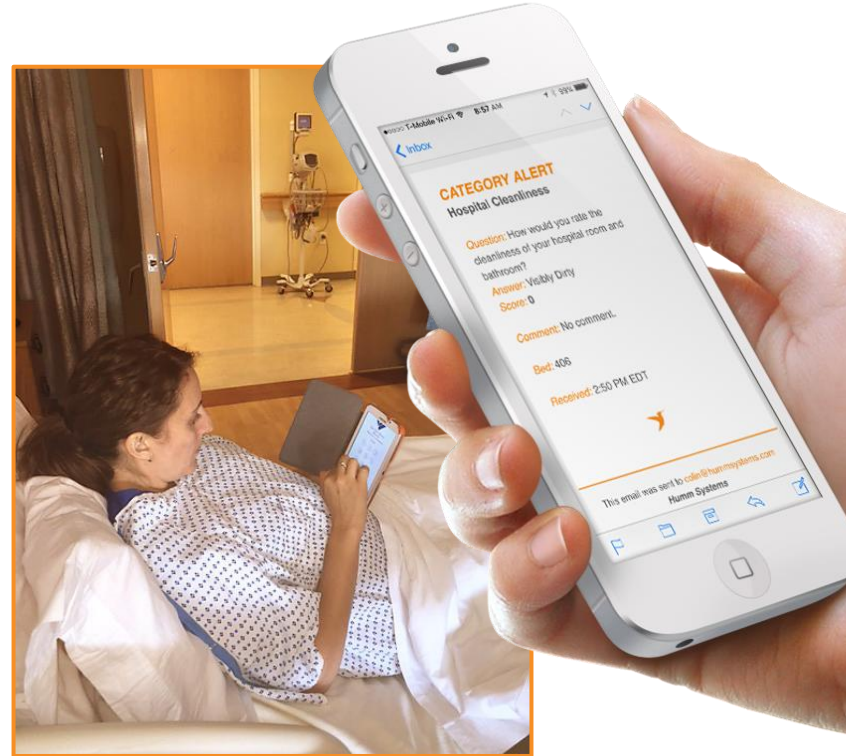
Phases of The Customer Experience Journey



Practicing Empathy



VS



80/20

Must Enable & Amplify

Speed

Ease

Insight

Culture

Action



The YNHH Story



*The Halo Effect of Speed, Ease, Insight, Culture and Action
Improving the Patient Experience With Realtime Feedback*



Speak Up! Addressing the Paradox Plaguing Patient-Centered Care

Mazor, Kathleen M.; Smith, Kelly M.

“Current approaches place the burden on patients to voice their concerns. However, patients tend not to speak up, even when they believe that something has gone seriously wrong.”

“Most healthcare institutions cannot respond in real time if patients do express a concern, reinforcing their belief that speaking up is not worth the effort and risk.”

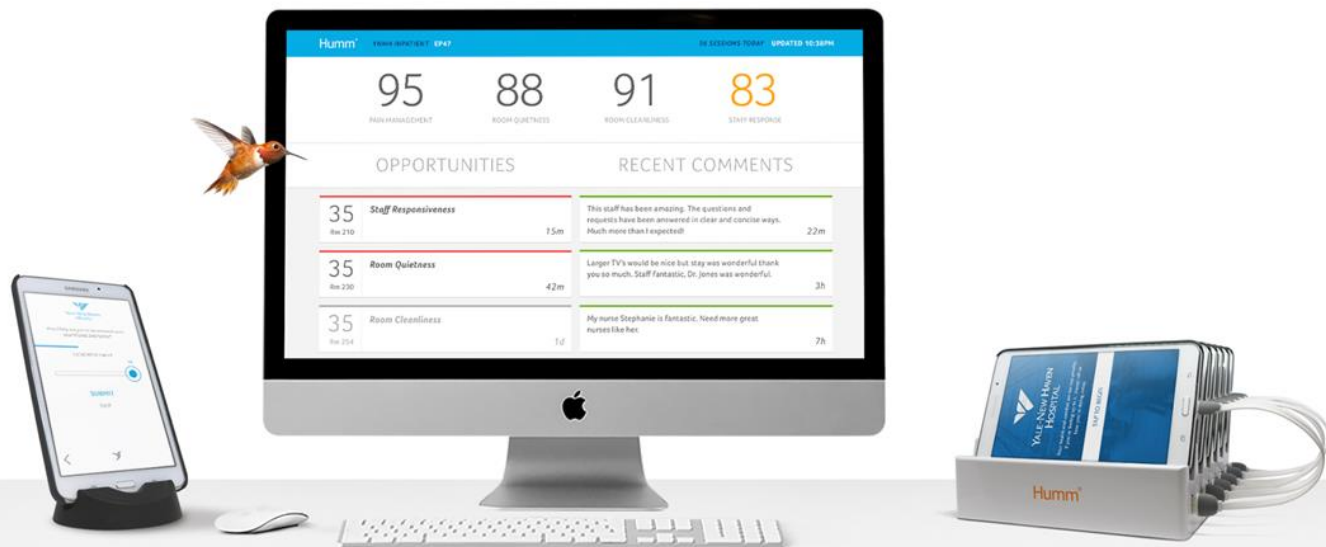
“Systems must be established that enable health care institutions and providers to address patients’ concerns in real time and to learn how to prevent recurrences.”

Goal:

Leverage Humm's platform to elevate our patient experience.

Pilot:

Six months across seven targeted floors.



Communication

- Full Transparency of Data
- Realtime Alerts & Recovery

Positive Comments

- Trendlines Changed to Comments
- Clear Boost to Morale

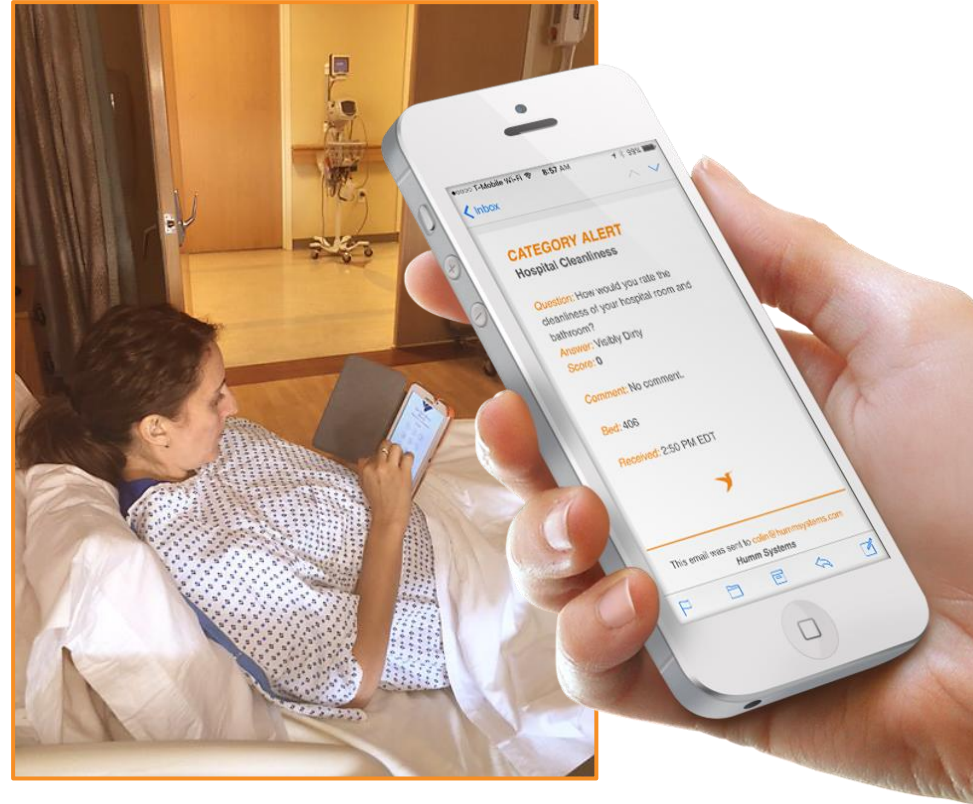


Patient Quote

“ Floor was not clean. Did not see anyone come and clean the room or bathroom”

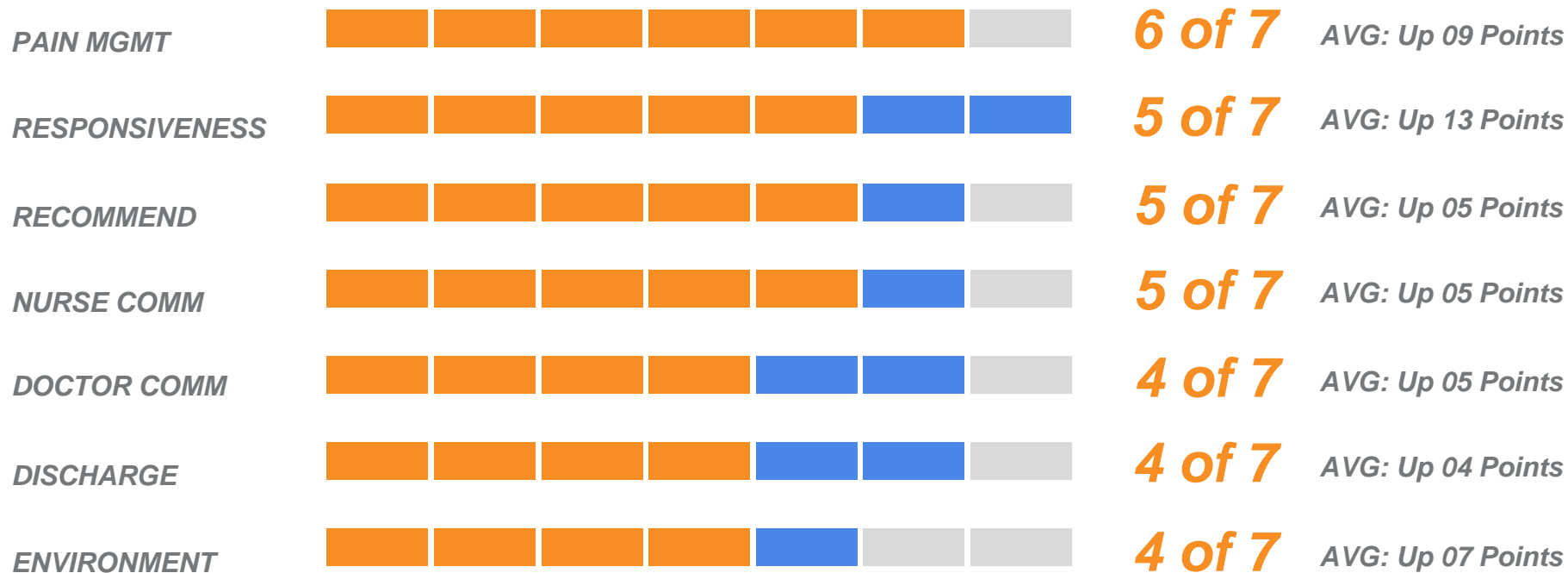
Nurse Quote

“ Prior to Humm, the communication between EVS and Nursing regarding patient complaints was challenging. The realtime alerts have allowed us to collaborate as a team to improve the patient experience.”



The Halo Effect Over 7 Pilot Locations

YaleNewHavenHealth + Humm®



858 Humm Sessions / **106** HCAHPS Collected (Location 6-month Average)

● Consecutive Quarterly Improvement ● Improvement In At Least 1 Quarter

***Ultimately, Realtime Feedback
Has Made Us Better At:***

- *Listening*
- *Reacting*
- *Rewarding*



Thank You!

<https://www.ynhh.org/>

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Q&A

EVALUATE THIS SESSION



PRESS THE SURVEY BUTTON
ON YOUR MOBILE APP HOME PAGE

Visit: <https://goo.gl/ncSEBi>

OR SCAN THE QR CODE PROVIDED

Your feedback is appreciated!

TRUTHPOINT
SURVEY