



# **The Growing Importance of the Patient Experience**

*A Focus on Service Helps Practices*

*Preserve Patient Loyalty and Attract New Patients*



At each point along the patient journey, from scheduling to ongoing engagement, the staff has the ability to positively or negatively impact the patient experience.

## A Service Mindset

While there are specific elements for which staff can be trained, for example on how to properly greet patients, the key to consistently delivering an exceptional patient experience is to foster a culture of service. Encouraging and empowering all staff members to provide outstanding service and to professionally manage issues as they arise gives staff the freedom to identify needs and work to fulfill those needs within the best of their ability. Further, promoting a culture of service also relates to how an organization's teammates relate to one another, helping to enhance job satisfaction and alleviate burnout.

Since its inception, QualDerm Partners has built a reputation for quality, and network-wide its affiliated practices have earned exceptionally high marks in online reviews. Still, in alignment with its core values of quality and continuous improvement, the QualDerm Quality Council recently launched a Service Excellence initiative. The goal of this initiative is to elevate the focus on the patient experience so practices will work to exceed patient expectations.

Earlier this year, the Quality Council established a Service Excellence subcommittee to guide, implement and provide ongoing support for the initiative. The physician-led subcommittee is made up of 16 members, including 7 MDs and APPs, 5 practice operators who represent each region, as well as 4 Qualderm leadership team members.

The Service Excellence initiative is not a step-by-step playbook, but an ongoing mindset of values to be instilled within the organization's culture. It is not a cookie-cutter approach, but rather a sharing of best practices centered around the QualDerm Pillars of the Patient/Teammate Experience.

## QualDerm Affiliated Practices' Online Reviews

Network-wide, QualDerm-affiliated practices have earned an average of 4.8/5 star reviews. Here is what patients are saying about our providers:

- Compassionate
- Listens to me and explains
- Truly cares
- Friendly and kind
- Takes their time
- Made me feel comfortable

## QualDerm Pillars of the Patient/Teammate Experience

Every patient and teammate should feel:

*Valued*  
*Heard*  
*Respected*  
*Cared for and about*

The committee first identified opportunities for and challenges to enhancing service, with the understanding that for the initiative to gain traction, affiliated physicians throughout the network must be engaged. The committee also acknowledged that this initiative could not be too cumbersome or overly time consuming for the practices. Therefore, it developed material to be shared with practices via team huddles.

During each “Practice PULSE” meeting, the practices’ teams explore 1 service-oriented theme. The goal of these sessions is to spur meaningful dialogue and reflection, and also highlight the importance of providing professional, compassionate and efficient high-quality care. To launch the initiative, the committee chose 3 themes for the Practice PULSE sessions: *Significance of Patient Service Excellence, Leadership & The Team, and Patient Perception*. Each month, the theme is introduced to the practice by the physician leader, then the theme is further discussed on a weekly basis during brief team huddles. The committee also created methods to recognize and reward service excellence within the practices.

Practice PULSES were piloted at 8 affiliated practices. Prior to the roll out, service champions were identified at each practice to facilitate the sessions, as well as to be responsible for the ongoing accountability and engagement at their practice. The pilot program garnered a positive reception from team members and highlighted areas in which the committee can enhance the initiative as it is instituted network-wide in 2023.

The Service Excellence committee has set goals for next year to build upon its initial success. In addition to expanding its membership to include other levels of practice staff, the committee will develop additional PULSE themes to share. Service Excellence measurements will be incorporated into operations reports and as an element of performance reviews. The committee will also work to develop company-wide templates and standards for introducing Service Excellence during the onboarding process, both for new practice staff members as well as for new practice partners. The committee’s ultimate goal is to make its programs meaningful and productive in order to ensure Service Excellence is engrained within QualDerm’s culture.

### The QualDerm Practice PULSE

Plan for excellence

United in all we do as a team

Listening to our patients and team

Serving others is what we do

Excellence with every touch point

# About QualDerm Partners

QualDerm Partners helps top-tier dermatologists position their practices for sustainable growth and profitability. The company creates market-leading practice partnerships through affiliations and de novo development. QualDerm provides the management support, capital, and guidance for growth. Under QualDerm's True Partnership<sup>SM</sup> model, physicians are partners, not employees, and retain their own practice brand. This doctor-driven model is designed to maintain physicians' clinical autonomy and ensure the highest-quality patient care. QualDerm offers physicians tailored partnership structures to meet their needs, as well as the option to sell their practices.



QualDerm currently has 63 affiliated practices in North Carolina, South Carolina, Ohio, Tennessee, Virginia, Georgia, Pennsylvania, Delaware and New Jersey, with plans to expand further. For more information, visit [www.QualDerm.com](http://www.QualDerm.com).

To learn more about partnership opportunities or to discuss selling your practice, contact Ashley Johnson, Chief Development and Integration Officer at [ashley.johnson@qualderm.com](mailto:ashley.johnson@qualderm.com) or 615.250.6736.

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Sources:

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2019 PatientPop survey of 800 patients, reported by HealthLeaders Media

2021 Reputation.com QualDerm network-wide report