

The 2011 Press Ganey Pulse Report: Medical Practices Must Personalize Their Interactions With Every Patient

Who Is Press Ganey and why are they measuring patient satisfaction?

In 1979, Irwin Press, PhD focused his interest on the modern patient experience, the study of which would lead him to become known as a patient satisfaction expert. In 1984, Dr. Press introduced the importance of survey methodology when establishing a patient satisfaction program and by early 1985, he had developed a survey that would measure patient satisfaction as a means to improve performance. To address the need for statistical analysis and survey methodology, he collaborated with Rod Ganey, PhD and together, the two formed Press Ganey Associates in 1985.

According to their website, today Press Ganey “partners with more than 10,000 health care organizations worldwide to create and sustain high performing organizations, and, ultimately, improve the overall health care experience. Press Ganey works with clients from across the continuum of care – hospitals, medical practices, home care agencies and other providers – including 50% of all U.S. hospitals.”

The Press Ganey Pulse Report is an annual report which collates research and analysis of public and proprietary data and the perspectives of patients, employees and physicians to uncover trends in healthcare. The 2011 report reveals:

“The top priority item for medical practices is sensitivity to patient needs, indicating a need for medical practices to personalize their interactions with every patient.”

The remaining top-priority items for medical practices all reference patient satisfaction with the care provider, and include:

- Physicians and medical practices need to serve the “whole” patient.
- Physicians and medical practices need to understand a patient’s culture, the relationship with a patient’s family or caregivers, and the unique communication needs of individual patients.
- Physicians and medical practices need to validate patient concerns and confirm comprehension, which are critical to ensuring compliance with treatment protocols, and also increases the likelihood for better outcomes and greater patient satisfaction.

The report also has some pretty fascinating information on the **Overall Satisfaction in Top 25 Medical Practice Specialties (!)** and **Medical Practice Satisfaction by Waiting Times**. Press Ganey outpatient questions are answered by over 3 million people annually over the course of 12 months. You can download the 2011 Press Ganey Pulse Report [here](#).

Press Ganey also has other free resources available on their site:

Improving Health Care Blog

For Medical Practices and Outpatient Facilities – case studies, recorded webinars, ROI resources and White Papers

here

For Hospitals – case studies, Pulse Reports, Emergency Department resources, recorded webinars, ROI resources and White Papers **here**

For Home Care -case studies, recorded webinars, ROI resources and White Papers **here**

Government Initiatives for Public Reporting – including the Clinician and Group Consumer Assessment of Healthcare Providers and Systems (CGCAHPS) survey, the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey, the Home Health Consumer Assessment of Healthcare Providers and Systems (HHCAHPS) survey, and Meaningful Use and Value-based Purchasing **here**