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The changing healthcare landscape demands that practices and health systems assume more health-outcome and patient-satisfaction risks. Sustained financial results requires effectively managing these risks. Hospital payments are reduced for readmissions and failure to satisfy patients—no matter the reason and irrespective to the gap between patients' perceptions and reality. The same forces are coming to practices and care-givers—physicians, dentists and chiropractors.

**WHO WE ARE.** Anchor & Helm Decision Advisors was launched to help practices and health systems improve both technical and interpersonal performance, and make better decisions based on improved insights.

**GETTING BETTER EVERY DAY.** The difference between a craftsman and a hobbyist, a professional and an amateur, is the ability to perform consistently and better every day. Sometimes performance improves by small steps; sometimes by leaps; but always more consistent, more satisfying to clients and with less waste.

Healthcare is the same. Great clinicians work continuously to improve their practice of both technical and interpersonal medicine. The shifting landscape and risk sharing are driving this need to improve across all aspects of healthcare.

**THE FIRST STEP.** Serious effort to improve results—outcomes, satisfaction or economics—begins with measurement. Knowing the present state and measuring progress toward the goal is key. But measurements need context—what

they mean, how they are related and how they change, subject to improvement efforts.

**INSIGHTS EMERGE.** Careful measurements, in context, produce meaning. This is the beginning of insight. Which patients perceived unacceptable wait times? Did their perceptions match reality? What factors were common among satisfied patients? Among dissatisfied patients? Did a change in process cause a shift in perception or reality? How much? Among whom?

These insights are the fuel of continuous improvement.

**WHAT WE DO.** Anchor & Helm's unique skill set enables us to work at the intersection of the most important drivers of success—*patient satisfaction*, *care economics* and *health outcomes*. We help power systematic improvement.

We are operations focused—identifying how to deliver greater satisfaction and improved outcomes.

This is different from market research that focuses on positioning. It is also different from



regulatory surveys (e.g., HCAHPS and CAHPS) that measure generalized experiences, but can't tie satisfaction results to encounter and outcome details. We bring together perceptions and facts to develop specific, actionable insights.

**WHY IT'S IMPORTANT.** Patient satisfaction is the key to patient loyalty and word-of-mouth referrals. Satisfaction among professional referral sources is also critical improving business results. Understanding the relationship between satisfaction, economics and outcome is fundamental to leveraging these drivers.

**ACT.** Explore the data at hand. Learn its meaning. Make better decisions. Improve results. This is what we do.