

The Bigger the Challenge, the Deeper the Dive

Virtua Looks to DFSS¹ to Engineer Exceptional Breast Patient Experience



Dismal Retention Rates for Breast Patients

30

Days average wait time to see a Virtua breast specialist

50%

Percent of breast cancer patients leaving Virtua due to the psychological distress associated with getting an appointment

Goals for Navigation Program



Offer breast cancer patients a superior customer experience



Provide timely, coordinated, and integrated multi-specialty quality care



Decrease out-migration to competitors and increase referrals to Virtua oncology services

Design for Six Sigma Methodology

- 1** Know and understand your customers
- 2** Identify customers' critical to quality (CTQ)² requirements
- 3** Design a program or service to meet these requirements

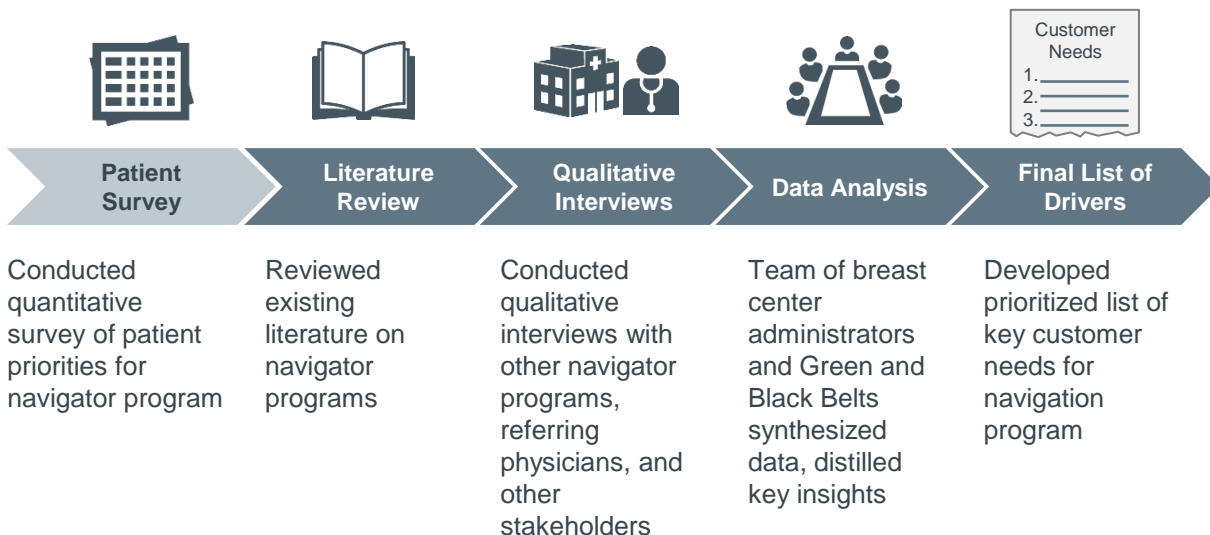
1) Design for Six Sigma.
2) Lean terminology designating essential program components.

Source: Shalkowski L, et al., "Designed for Success," *Oncology Issues*, January/February 2009, 24-33; Virtua, Marlton, NJ; Oncology Roundtable interviews and analysis.

Conducting a Rigorous Analysis of Customer Needs

Multi-Stage Process Needed to Distill Key Drivers of Patient Experience

Process to Determine Key Customer Needs for Breast Navigation Program



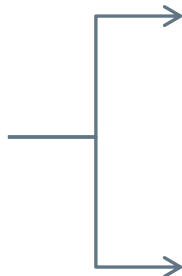
Translating Words into Actions

DFSS Team Turns List of Customer Needs into Navigator Design Elements

Turning Customer Needs into Program Design Elements

Key Patient Need:

“Sense of confidence that information is shared across disciplines”



Program Requirement:

Navigator acts as liaison between patient and care providers across all disciplines

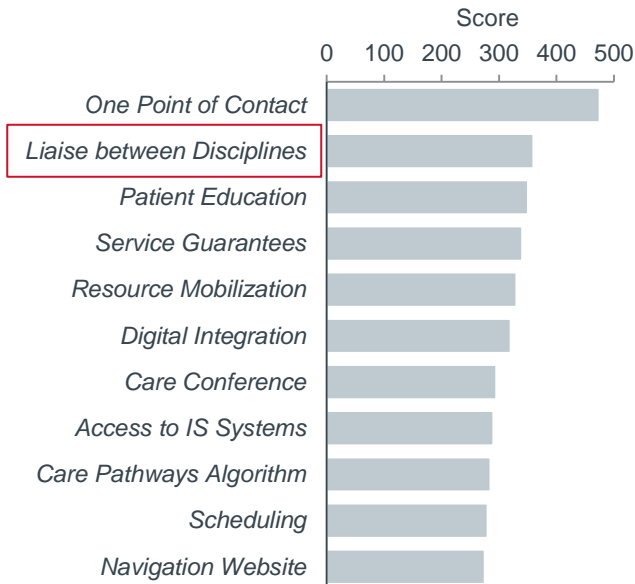
Output Characteristic:

Timeliness of information sharing

Getting the Most Bang for Their Buck

Prioritizing Investment in Database to Cover Multiple Design Elements

Prioritizing List of Program Design Elements



Virtua Breast Navigator Database



- Physician staff and nurse navigators enter patient data into web-based database after each patient touch point
- System sends automated reminders to the navigator indicating when it is time to carry out a task
- Navigator database generates automated patient itineraries and referring physician communication letters
- Captures key metrics for monitoring the program's success

Reaping the Benefits of a Comprehensive Solution



Breast Navigation Program Results

100% Percent patient satisfaction with breast navigation program overall

98% Percent retention for patients referred to Virtua breast specialists

48% Percent increase in patient referrals to Virtua due to navigation program



Case in Brief: Virtua Health

- Four-hospital health system headquartered in Marlton, New Jersey
- Identified need for breast navigation program to improve patient retention and time to diagnosis
- Used Design for Six Sigma methodology to develop navigation program, relying heavily on input from patients, caregivers, and referring physicians
- Mapped customer needs to critical design elements of a navigation program
- Patients report high satisfaction with navigation program; patient retention has significantly improved