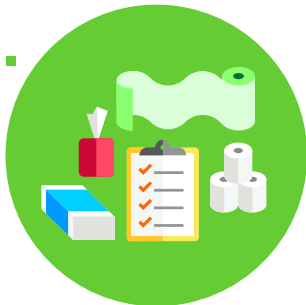


# Five valuable lessons hospitals can learn from the hospitality industry

7%

of hospitals nationwide received a 5 Star rating in a recent HCAHPS patient satisfaction score study.<sup>1</sup>

1.



## Set the tone from the get-go

From a warm welcome to well-stocked restrooms, anticipate patient needs, build trust and alleviate their stress.

52 brands of shampoo, conditioner, body gel, lotion and soap were tested by Marriott Hotels® before choosing the perfect one for its hotels around the world.<sup>3</sup>

Cleanliness is the #1 factor associated with guest satisfaction. If a traveler does not think the hotel he stayed in was clean, he likely will not return.<sup>5</sup>

Hospitals are starting to hire Chief Experience Officers from the hotel industry to help improve their patient experience.<sup>2</sup>

2.



## Hire the right employees for the job

Employ staff members whose upbeat attitudes will positively impact patient experience and retention.

By hiring only 2% of applicants, Ritz Carlton® ensures they're bringing on the right people for the right job. It helps build lasting careers and reduces turnover.<sup>4</sup>

Some hospitals are placing greeters on each level of their parking garage to help patients and guests find their way through their facilities.<sup>7</sup>

3.



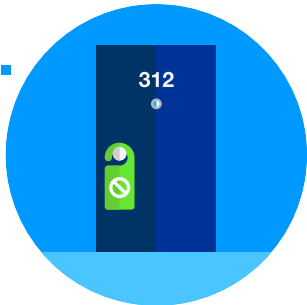
## Cleanliness is next to healthiness

Maintain clean and sanitary patient rooms that convey you care about preventing infections and patient well-being.

Hospitals that place hygiene posters and messages can help boost patient perception of their facility.

In 2015, hotels are expected to spend about \$1,200 per guest room on amenities like redesigned lobbies, faster Internet and MP3 compatible sound systems.<sup>6</sup>

4.

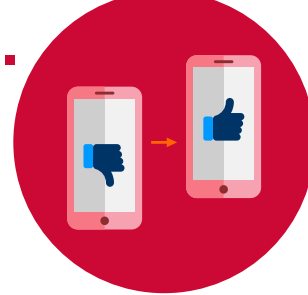


## Shhh... Do Not Disturb

Reduce noise in the hallways and in patient rooms so patients can rest more and recover faster.

Some hospitals are now installing noise free dispensers in patient rooms to help create a quieter and more restful environment for recovering patients.

5.



## Clean up your online reputation

Encourage satisfied patients to post positive online reviews about their experience with your facility.

According to a 2015 TripAdvisor® study, 60% of travel accommodation owners worldwide plan to increase spending on online reputation management.<sup>8</sup>

Hospitals are investing in social media and reputation management personnel to track and control their ratings on Yelp®, HealthGrades®, ZocDoc® and Vitals®.<sup>9</sup>

1. Centers for Medicare & Medicaid Services, Baltimore, MD. (2015, April 16). HCAHPS Summary Star Rating. Retrieved from [http://www.hcahpsonline.org/Files/Star\\_ratings\\_Distribution\\_April\\_2015.pdf](http://www.hcahpsonline.org/Files/Star_ratings_Distribution_April_2015.pdf) 2. Rabin, C. R. (2014, November 4). Hospitals learn lessons from hospitality industry. Retrieved from <http://www.healthcarefinancenews.com> 3. Touryalai, H. (2014, August 6). Hotel Science: How Marriott & Starwood Hotels Choose Your Room Amenities. Retrieved from <http://www.forbes.com> 4. Reiss, R. (2009, October 30). How Ritz-Carlton Stays At The Top. Retrieved from <http://www.forbes.com> 5. Mest, E. (2014, August 19). Guests much happier with their hotel stay. Retrieved from <http://www.hotelmanagement.net> 6. King, D. (2014, September 30). U.S. hotels forecasted to spend record amount on capital improvements. Retrieved from <http://www.travelweekly.com> 7. White, J. (2014, February 5). Why it's important to make your hospital easy for patients to navigate. Retrieved from <http://www.healthcarebusiness.com> 8. eMarketer. (2015, March 30). Hotels Reserve Spending for Online Reputation Management. Retrieved from <http://www.emarketer.com> 9. Sun, L. H. (2015, June 3). How hospitals hope to boost ratings on Yelp, HealthGrades, ZocDoc and Ratings. Retrieved from <http://www.washingtonpost.com> 10. SCA (2015, May). New SCA Survey in North America Shows Hand Washing Awareness Affects U.S. Patient Experience. Retrieved from <http://torkusa.com> 11. Moeller, N. (2014, January 20). Improving speech privacy and noise control for healthcare. Retrieved from <http://www.healthcarefacilitytoday.com>