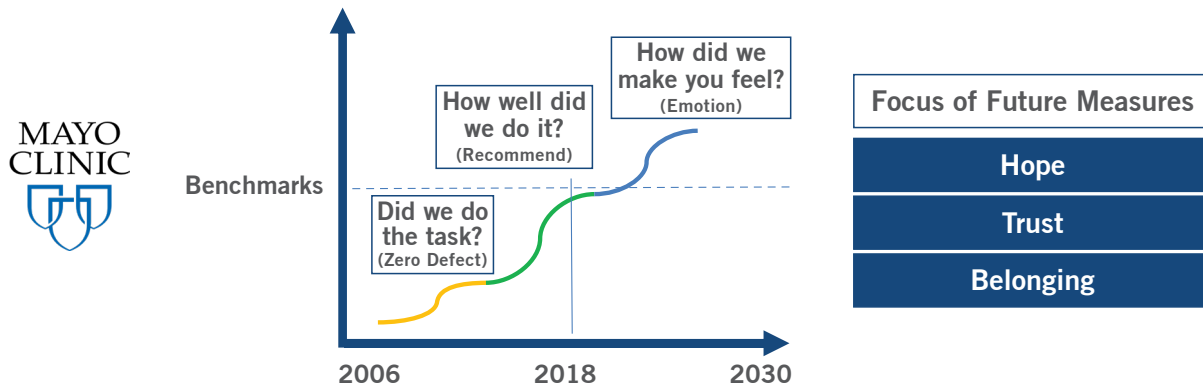


BACKGROUND

As healthcare systems become larger and more digital, care experiences can often feel fragmented, transactional, and less personal, for both patients and clinicians. As a result, the relationships that enrich and sustain patient and clinician engagement, and that prevent clinician burnout, have diminished. However, new research with over 20,000 Mayo Clinic patients reveals a better and simpler way forward for both patients and clinicians.

Renowned for excellence in patient care, Mayo Clinic’s vision is to “provide an unparalleled experience as the most trusted partner for healthcare.” In addition, the Mayo Clinic mission is “Inspiring hope and promoting health through integrated clinical practice, education and research.” Guided by these aims, Mayo Clinic’s approach to measuring progress on that vision through patient experience metrics has evolved over time, as illustrated below.



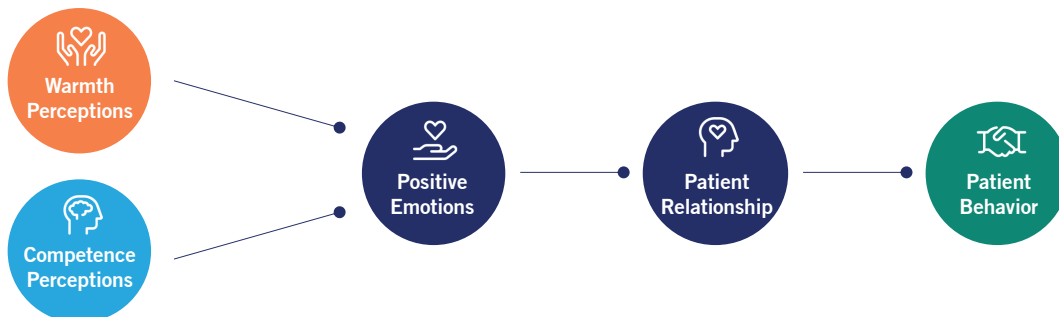
Continually seeking excellence, Mayo Clinic partnered with Fidelum Health to determine the impact of HUMAN Brand® insights to building patient Hope, Trust and Belonging for Mayo Clinic.

MAYO CLINIC STUDY OBJECTIVES

- Determine the impact and usefulness of HUMAN Brand® Warmth, Competence and relationship in-sights in building patient Hope, Trust and Belonging for Mayo Clinic; and
- Quantify how HUMAN Brand® patient experience metrics perform relative to existing measures in predicting and explaining patient experiences and relationships.

THE HUMAN BRAND® INSIGHTS MODEL

Universally, there are two domains of social perception, Warmth and Competence¹. The Warmth domain comprises behaviors and experiences that convey compassion, empathy, and caring. Competence, on the other hand, reflects the impression of whether or not a person or organization has the aptitude, knowledge, and skills to achieve the desired outcome. Together, these measures greatly impact affective and behavioral reactions². The HUMAN Brand® Insights Model illustrates the process through which human perceptions trigger emotions that result in relationships and behavior.



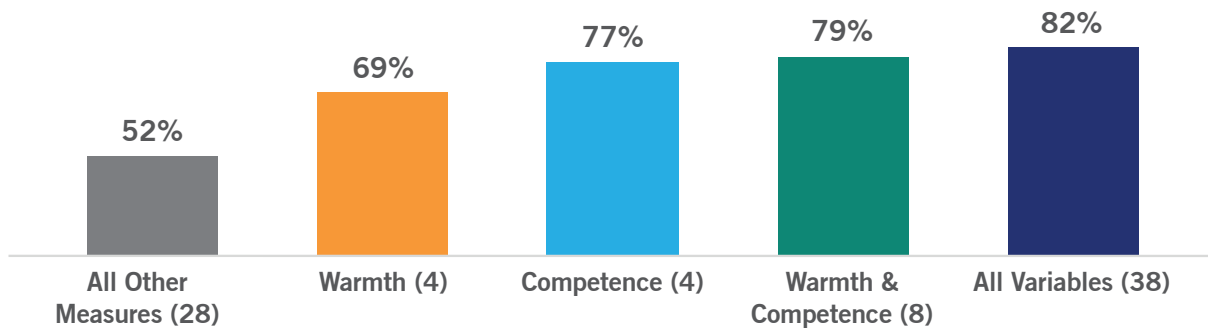
STUDY METHODOLOGY

Mayo Clinic was able to quickly and easily embed 10 supplemental HUMAN Brand® warmth, competence and relationship measures into the Mayo Clinic Medical Practice Patient Experience Survey administered by Press Ganey. A total of 21,437 patient responses were captured from across all Mayo Clinic locations. Fidelum Health then completed predictive analytics on the data set and provided key insights.

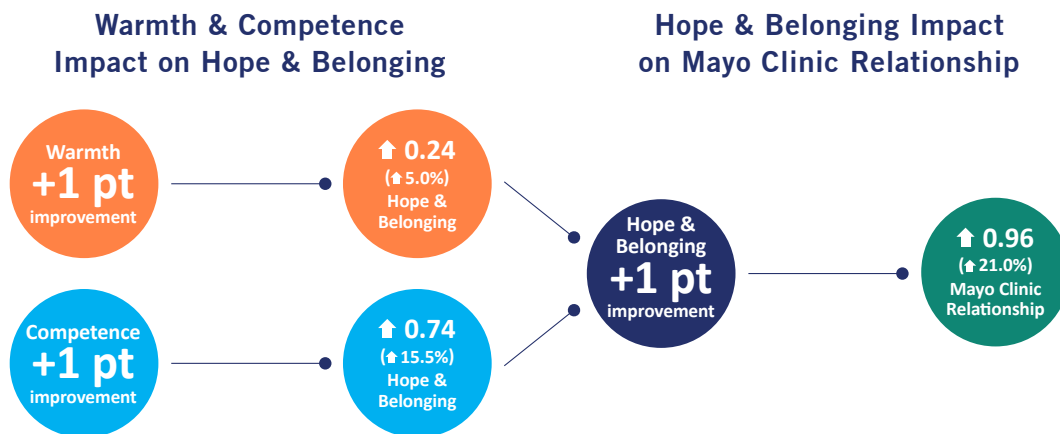
MAJOR FINDINGS

Feedback from Mayo Clinic patients strongly confirmed HUMAN Brand® insights to be more effective than existing measures at predicting the positive emotions intended. However, in contrast to studies with other healthcare providers, Mayo Clinic Competence ratings have a greater impact on Hope and Belonging, reflecting their reputation for world-class clinical quality. Nonetheless, Competence and Warmth together prove to be decisive indicators of positive patient emotions. In fact, just eight warmth and competence measures explained significantly more variance in Hope and Belonging ratings than all other measures combined (79% vs 52%).

Proportion of Variance Explained in Mayo Clinic Hope & Belonging Ratings
21,437 Patient Responses August – September 2023



In addition, across all Mayo Clinic specialty and primary care locations, warmth and competence measures are the strongest predictors of Hope, Belonging and relationship ratings. Specifically, each 1-point increase in Mayo Clinic Warmth and Competence ratings was associated with 5-16% higher hope and belonging ratings. Further, each 1-point increase in hope and belonging ratings was associated with 21% higher relationship ratings.



HEALTHCARE PROVIDER IMPLICATIONS

This study demonstrates that leveraging the HUMAN Brand® measures of Warmth and Competence, along with Hope and Belonging, provides deeper understanding of what really matters to patients, and builds stronger relationships with them for healthcare systems and providers. In addition it reveals that traditional transactional experience measures are poor predictors and drivers of the emotions needed to build lasting relationships with patients.

“Patients expect safe and reliable care - and we must continue to excel at the transactional elements of care delivery. However, to really deliver what they are seeking - hope for the best possible outcome - we need to understand how to truly connect with them through warmth, competence and relationships.”

Tripp Welch, Vice Chair - Quality, Mayo Clinic

References:

1. Cuddy AJC, Fiske ST, Glick P. Warmth and Competence as Universal Dimensions of Social Perception: The Stereotype Content Model and the BIAS Map. *Advances in Experimental Social Psychology*, Volume 40, March 2008, Pages 61-149
2. Fiske ST, Cuddy AJC, Glick P. Universal dimensions of social cognition: warmth and competence, *Trends in Cognitive Science*, Volume 11, Issue 2, February 2007, Pages 77-83