



## **Hospital Israelita Albert Einstein: Humanizing Healthcare in Sao Paulo, Brazil**

The first healthcare organization in Latin American to implement the Planetree model of patient-centered care, Hospital Israelita Albert Einstein (HIAE) is located in Sao Paulo, Brazil. A large hospital with more than five thousand employees, including 500 full-time physicians, HIAE also is the world's first hospital to receive Joint Commission International accreditation.

HIAE provides an extensive range of services for patients from Brazil and from visiting patients from around the world, with numerous specialties including integrated cardiology, neurology, and oncology diagnosis and treatment, as well as organ transplantation, orthopedics, dermatology, gastroenterology, hematology, ophthalmology, plastic surgery, and urology. Einstein also has a Diagnostic and Preventive Medicine Center that offers numerous tests. HIAE is Latin America's largest liver transplant center, performing some 200 transplants annually, and achieves a consistent liver transplant success rate of 90 percent, on par with the best US and European hospitals.

In 2009 HIAE joined Planetree to advance the humanized and personalized qualities of its services for all of its clients, including patients, family members, and employees. Since its first assessment by Planetree in Spring 2009, HIAE has achieved substantial advances in patient-centeredness.

### **Results**

Though Brazilian hospitals are not required to use patient experience measurement tools such as the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), HIAE has begun implementing HCAHPS both as a strategy for evaluating internal performance and identifying priority areas for improvement, but also for benchmarking with US hospitals. Since 2009, when the hospital starting working with Planetree, HIAE has achieved substantial improvements in patient experience scores across the hospital. For example, increasing percentages of patients report that they are satisfied or very satisfied with their experiences and that they would definitely or probably recommend the hospital to family and friends. HIAE also consistently collects feedback from patients through the widespread utilization of comment cards throughout the hospital. Utilizing this feedback HIAE has calculated an indicator of humanization [*# of compliments - # of complaints / 100*] with very impressive results. Simultaneous with these advances in patients' experiences, HIAE also has evolved its culture to be more humanized, with the high quality technical skills of well-trained healthcare professionals becoming balanced with "high touch" interpersonal skills of all HIAE employees. In focus groups conducted with patients, family members, and staff from across the hospital, the care provided at HIAE was characterized as humanized in alignment with the hospital's Planetree efforts. "Remembering the human part" of HIAE's patients was repeatedly emphasized as an important achievement, and Planetree, it was succinctly explained, "is a way of humanizing."