Immediate Feedback: A Collaborative Effort Between Nursing and Physicians to Improve Physician Communication

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Patient Satisfaction: It is More Than a Score

• Creates patient loyalty

• Increasingly important as more patients search publicly reported measures when choosing a provider

• Improves health care worker satisfaction

• Most importantly: Improves patient outcomes
Satisfaction Drives Outcomes

Patient Satisfaction and Its Relationship With Clinical Quality and Inpatient Mortality in Acute Myocardial Infarction

*Circ Cardiovasc Qual Outcomes.* 2010;3:188-195; originally published online February 23, 2010:

Study highlights the correlation between physician communication and overall patient satisfaction. The positive correlation is then drawn to overall outcomes.
Barriers to Improved Physician Communication

• No formal training
• The “attribution” issue = No ownership
• No immediate feedback
Strategies for Pilot

• Hypothesis: Small incremental changes in physician behaviors during patient rounds will positively impact patient satisfaction with the physician concerns for their questions and worries and likelihood to recommend LGH

• Three behaviors:
  • Sit down. Providers who sit down during their visits are rated by patients as having spent more time than those who remain standing.
  • Make yourself (the provider) available to the patient and family. Make certain they know how to contact you with any questions, even if you are consulting.
  • Inquire, before departing, if there is anything else that the patient would like the provider to address. Studies show that, often, patients save the most salient or troubling questions for the end of the encounter.

Strategy

• Initiative launched on Arrhythmia Unit

• Arrhythmia Unit chosen because of relatively small number of physicians performing patient rounds and stable nursing staff

• Arrhythmia Unit also has venue to rapidly communicate overall results
Feedback Loop : Tablet Survey

• Nurse Manager interacting with patients at time of discharge utilizing tablet based questionnaire with the following physician communication focused questions:

1. Did you receive information on your disease process?

2. Did your health care team explain your medical condition in a way that allows you to understand future needs/steps in your treatment after you leave the hospital?

3. What concerns you most as you leave the hospital?
Strategy

• Nurse Manager follow up with physician same day as discharge to allow service recovery if needed.

• Immediate feedback allows for self training in communication

• Blinded observation also carried out with feedback
Strategy

- HCAHPS physician communication, nursing communication and overall ratings assessed for 6 months prior to initiative as well as 6 months post initiative

- Length of stay for patients and readmissions for patients with atrial fibrillation were examined.
Physician Communication: HCAHPS Scores

Baseline: N = 252
Post Intervention: N = 246

% Top Box

Baseline: 72.8
Post Intervention: 81.4

p = .026
Nursing Communication
HCAHPS Score

Baseline
N = 252

Post Intervention
N = 246

p = NS
Global Rating
HCAHPS Score

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<th>% Top Box</th>
<th>Baseline</th>
<th>Post Intervention</th>
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<tbody>
<tr>
<td></td>
<td>N = 252</td>
<td>N = 246</td>
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<tr>
<td>p = 0.16</td>
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Lancaster Heart & Vascular Institute
Lancaster General Health
Choose well. Be well.
# RESULTS – Atrial Fibrillation

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<th></th>
<th>FY 13</th>
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<tr>
<td>AF Cases</td>
<td>3.7 days</td>
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<tr>
<td>Readmit</td>
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Physician Training: INSEAM

- **INtroduce**
  - Introduce self
  - Explain role
  - Connect
    - Hospitalist - connect with PCP
    - Consultant - connect with attending

- **Sit**
  - Providers who sit down during their visits are perceived patients as having spent more time and greater compassion than those who remain standing.

- **Engage with Empathy**
  - Eye contact
  - Attention
  - Listen
  - Understand their perspective

- **Ask** any other questions or concerns?

- **Make** ourselves available to the patient and family. Make certain they know how to contact us with any questions, even if we are consulting.
Conclusions:

1. Improvement in physician communication scores can be accomplished by modifying simple behaviors.

2. Nurse physician collaboration increases communication scores.

3. Real time feedback can be accomplished via a nursing administered questionnaire and may aid improvement in communication.

4. In this pilot, improvement in physician communication scores seemed to result in a trend towards improved global rating.

5. Immediate service recovery thru Marbella increases HCAPS scores.

6. Readmit rates decreased during time of increased communication.
QUESTIONS??