Communication Skills: Key to Better Patient Satisfaction Scores

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Introduction

Journalist

Marketing Consultant

MBA from UCLA
Agenda

• Evidence-based Communication Skills
• Case Study – Greater Baltimore Medical Center
• Case Study – Physician Group
• Survey
Evidence-Based Importance of Communication Skills

- Improve medical outcomes
- Decrease malpractice claims
- Enhance physician/provider satisfaction
- Improve patient satisfaction scores
  - CG & H CAHPS surveys mandated by the government if hospital receives Medicare funds from the government
  - Analysis demonstrates that 2 communication dimensions drive scores.
Greater Baltimore Medical Center Case Study

Surendra Marur, MD
Associate Program Director, Internal Medicine Residency
Greater Baltimore Medical Center

- Serves >20,455 inpatient cases a year
- Handles ~52,000 emergency room visits a year
- 245 beds
- 44 IM residents.
Problem

- June orientation – assess & remediate (Entrusted Professional Activities)
- History & Physical
- Quality H&Ps not high
- Knew WHAT to ask, not HOW.
Solution

• DocCom – on-line easy access any where any time

• Initially - Assignment at orientation

• Following Year - Assignment after the Match in March
  • Learners have the time
  • Learners want to impress

• Noticed that incoming interns had better communication skills

• Following Year – Test.
DocCom Overview

• Module authors - leading faculty & experts in their fields
• 42 multimedia-rich interactive on-line modules (1 hour)
• >400 videos realistic interviews
• Annotated interactive videos
• 40.75 AMA PRA Category 1 Credits™.
DocCom Facts

Non-profit co-founded in 2003 by AACH & DUCOM

~90 Institutions:
Yale, Stanford &
Johns Hopkins, etc.

>25,000 Subscribers

6 Journal articles re value of DocCom

14 Countries
4 Languages: English,
German, Japanese &
Portuguese
Communication Skills Test Before and After DocCom

• Empathy Understanding Test (Module 6 – free demo)
• Selected Multiple Choice questions from modules most closely aligned with HCAHPS (5 to 13)
• DocCom suggested introduction & directions.
## Module Assignment ~1 hour

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<th>Modules</th>
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<td>1</td>
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<td>3</td>
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<td>Essential Elements</td>
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<td>17</td>
<td>Communicating in Specific Situations</td>
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<tr>
<td>27</td>
<td>Communicating with Colleagues</td>
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</table>
Benefit

• H&P assessments far fewer remediation candidates
• Improvement in scores.
Scores – Before/After DocCom

Empathy Understanding Test

- Before DocCom: 41%
- After DocCom: 96%

MCQs Delta

- MCQ 1: 75%
- MCQ 2: 66%
- MCQ 3: 52%
- MCQ 4: 49%
- MCQ 5: 34%
- MCQ 6: 32%
- MCQ 7: 25%
- MCQ 8: 24%
- MCQ 9: 9%
- MCQ 10: 7%
Physician Communication Training Improves Patient Experience Performance

CASE STUDY

This organization is comprised of 1,000 physicians that serve as faculty for an academic health system in the eastern region of the U.S.

Where They Were

- The organization was struggling with physician communication scores and did not have a standardized communication model
- Despite having strong and committed physician leaders, they struggled to engage the rest of the medical staff in meaningful improvement efforts

Our Partnership Approach

Press Ganey and American Academy on Communication in Healthcare (AACH) supported the customization and implementation of “Relationship-Centered Communication” Workshop

- Developed messaging campaign and implementation strategy (including prioritization of providers for participation)
- Supported tactics for organizational ‘readiness’
- Trained internal client trainers

Client trainers conducted 2 Workshops per month (During JAN-OCT 2016 > 150 providers participated)
Physician Communication Training Improves Patient Experience Performance

CASE STUDY

Medical Practice Results

All Facilities Ranking: PG Med Practice Survey Item - “Likely to Recommend”

CGCAHPS Item: "Provider explained in a way you understand"

Physician Communication Training Improves Patient Experience Performance

**HCAHPS Improved 14th – 58th percentile (2014 – 2016)**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Unit of Measure</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>Physician Communication Quality Domain</td>
<td>N-size</td>
<td>611</td>
<td>931</td>
<td>1903</td>
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<tr>
<td>% Top Box</td>
<td></td>
<td>89.2</td>
<td>90.8</td>
<td>93.3</td>
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<tr>
<td>All Facilities Rank</td>
<td></td>
<td>14</td>
<td>21</td>
<td>58</td>
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**Provider Participants’ Feedback**

- **How would you rate the overall course?**
  - Very Poor: 0.0%
  - Poor: 1.7%
  - Average: 9.4%
  - Good: 84.78%
  - Very Good: 5.17%

- **Would you recommend this course to your colleagues?**
  - Yes: 85.22%
  - No: 14.78%

- **What degree of confidence do you have that you will apply your learning in your practice?**
  - 0%: 8.83%
  - 25%: 7.92%
  - 50%: 8.77%
  - 75%: 49.47%
  - 100%: 43.08%

- **I plan to make changes in my professional work as a result of this training**
  - Strongly disagree: 3.54%
  - Disagree: 7.08%
  - Neither agree nor disagree: 7.36%
  - Agree: 44.29%
  - Strongly agree: 39.17%
Sample Module

• Consistent format across modules
• Rationale
• Key concepts
• Learning goals
• Content
• Videos interspersed
• Behavior checklist
Patient & Clinician Views

The Doctor's View

Rob Shochet, MD

16: Promoting Adherence and Health Behavior Change - by Carol Chou MD, Michael B. Goldstein, MD, F. Daniel Duffy, MD, Rob Shochet, MD
Annotated Video Examples

- greet verbal and nonverbal
- ask: what do you know?
- ask: do you want to know? Are you ready for news?
- tell: news direct words; self-reflection; warning
- name, legitimize emotion
- tell: news direct words; attentive listening
- ask: what do you want to know?
- attentive listening
- reflection both events and emotions
- tell: potential plans takes charge
- I wish it were different shares distress
- legitimize anger, sadness supports husband and wife
- tell: news direct, and supportive nonverbal
- allows interruption supportive nonverbal
- attentive listening "am I going to die?"
- tell: prognosis gives range
- balance truth with compassion do not give false hope
- tell: potential plans
- partnership explore together
- tell: advice explore options
Annotated Videos

Pop-out Video of Clinician or Patient
Facial Recognition
Take Aways

• Communication skills drive patient satisfaction scores
• Educating residents before orientation has an impact on communication scores and H&P skills
• Coaching clinicians in communication skills increases HCAHPS and CG-CAHPS scores.
Questions
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