Analyzing Patient Satisfaction and Improved Physician-Patient Communication Using Introductory Brochures

Raza A. Hasan, MD  
*Thomas Jefferson University Hospital*

Lily Ackermann, MD  
*Thomas Jefferson University Hospital*

Follow this and additional works at: https://jdc.jefferson.edu/patientsafetyposters

Part of the *Medicine and Health Sciences Commons*  
Let us know how access to this document benefits you

**Recommended Citation**  
https://jdc.jefferson.edu/patientsafetyposters/4

This Article is brought to you for free and open access by the Jefferson Digital Commons. The Jefferson Digital Commons is a service of Thomas Jefferson University's Center for Teaching and Learning (CTL). The Commons is a showcase for Jefferson books and journals, peer-reviewed scholarly publications, unique historical collections from the University archives, and teaching tools. The Jefferson Digital Commons allows researchers and interested readers anywhere in the world to learn about and keep up to date with Jefferson scholarship. This article has been accepted for inclusion in House Staff Quality Improvement and Patient Safety Conference (2016-2019) by an authorized administrator of the Jefferson Digital Commons. For more information, please contact: JeffersonDigitalCommons@jefferson.edu.
METHOD

• Randomized cross-sectional study of patients admitted to the pulmonary inpatient service between Jan 4 – 29, 2016
• 30 patients randomized into two groups; 15 patients received the introductory brochure while 15 patients did not get a brochure
• Patients at the time of discharge received a survey assessing satisfaction with their medical team and hospital stay
• The survey also assessed the patient’s ability to effectively communicate with their physician
• Surveys to assess physician communication with patients were similar to those used in HCAPS surveys

INTRODUCTION

• Studies have proven a relationship between increased patient satisfaction and quality care: greater adherence and compliance to medical treatment, decreased readmission rates, decreased malpractice risk, and decreased mortality rates
• Our project focused on hospital factors – communication between physicians and patient, and patient involvement in decision making
• Brochure included the name, picture and title of attending, resident and intern on their service

AIM

Assess how the use of introductory brochures added to patient satisfaction at time of discharge. Also, assess whether the brochure helped foster improved physician-patient communication

RESULTS

• Each brochure question answer was split into 5 categories, strongly agree, agree, neutral, disagree, and strongly disagree
• Patients with the brochures had a more positive response (strongly agree and agree) to questions addressed on the discharge survey
• The number of ‘strongly agree’ responses increased three-fold in the brochure group
• The number of ‘neutral’ responses went to zero in certain questions for the brochure group

• Analysis of patient satisfaction showed a p-value of 0.0016 (CI 7.77 to -2.63) when differentiating the average number of strongly agree responses in both groups - showing statistical significance
• When asked whether the patient was able to differentiate each member of the medical team, 73.3% of the group without the brochures replied ‘yes’ versus 93.3% of the group with brochures

CONCLUSIONS

• The introductory brochure was able to effectively help improve patient satisfaction
• These patients were able to appropriately communicate with the medical team as they were more comfortable in recognizing each member of the team
• These patients overall stated an improved hospital stay with the use of the brochures
• Patients with brochures reported significantly higher physician communication scores; this is a lost-cost simple and effective intervention to improve patient satisfaction scores

WORK CITED