

Physician CARE: Best Practices in Patient-Centered Care

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APPROACH TO PROBLEM SOLVING

During fiscal year 2013, TJUH targeted “communication with physicians” for improvement as this HCAHPS domain was at 76% (trended July to September, 2010). The primary challenge to improving this score was that of physician investment and buy-in.

Engagement of physicians was achieved through the creation of the Physician CARE (Communication, Attention, Respect, and Expertise) task force. Identified as essential for success were:

- Investment by physician specialty departments/stakeholders
- Strong support by hospital leadership and the engagement of physician stake holders and physician leaders
- Increasing physician understanding of and access to patient experience scores

INTERVENTIONS

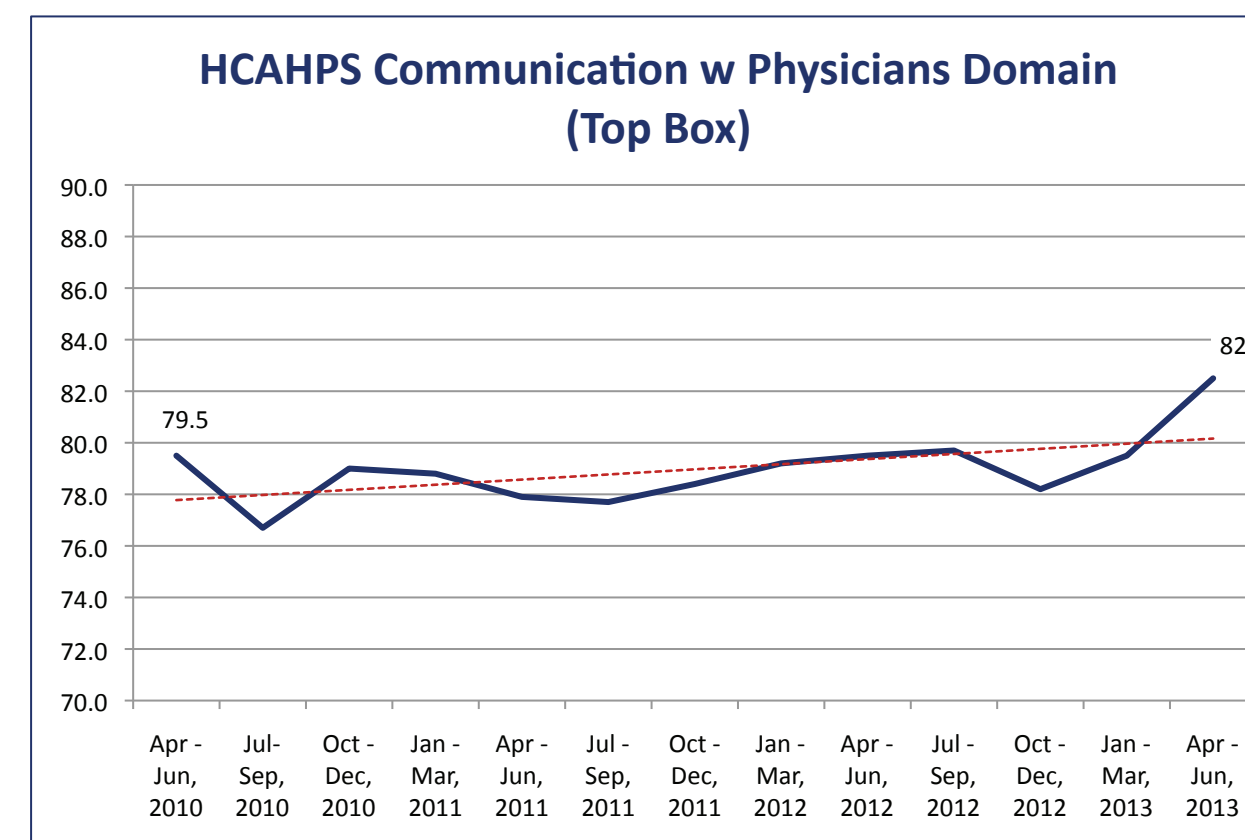
The TJUH Physician CARE Task Force engaged in several key activities to improve performance:

- Increasing physician awareness of service excellence (buttons, videos)
- Engaging physician champions for every department
- Developing quarterly HCAHPS & PG physician specialty and service line reports
- Holding Chairs accountable for physician communication data
 - Recognition for performance at the specialty department level instead of nursing unit-based performance
 - Quantitative feedback, patient comments, and trended data are shared
 - Incentives for high performance
- Training on valued-based purchasing, physician communication domain questions, sitting down, and use of Studer™ AIDET mnemonic;
- Rollout of two physician-led pilots

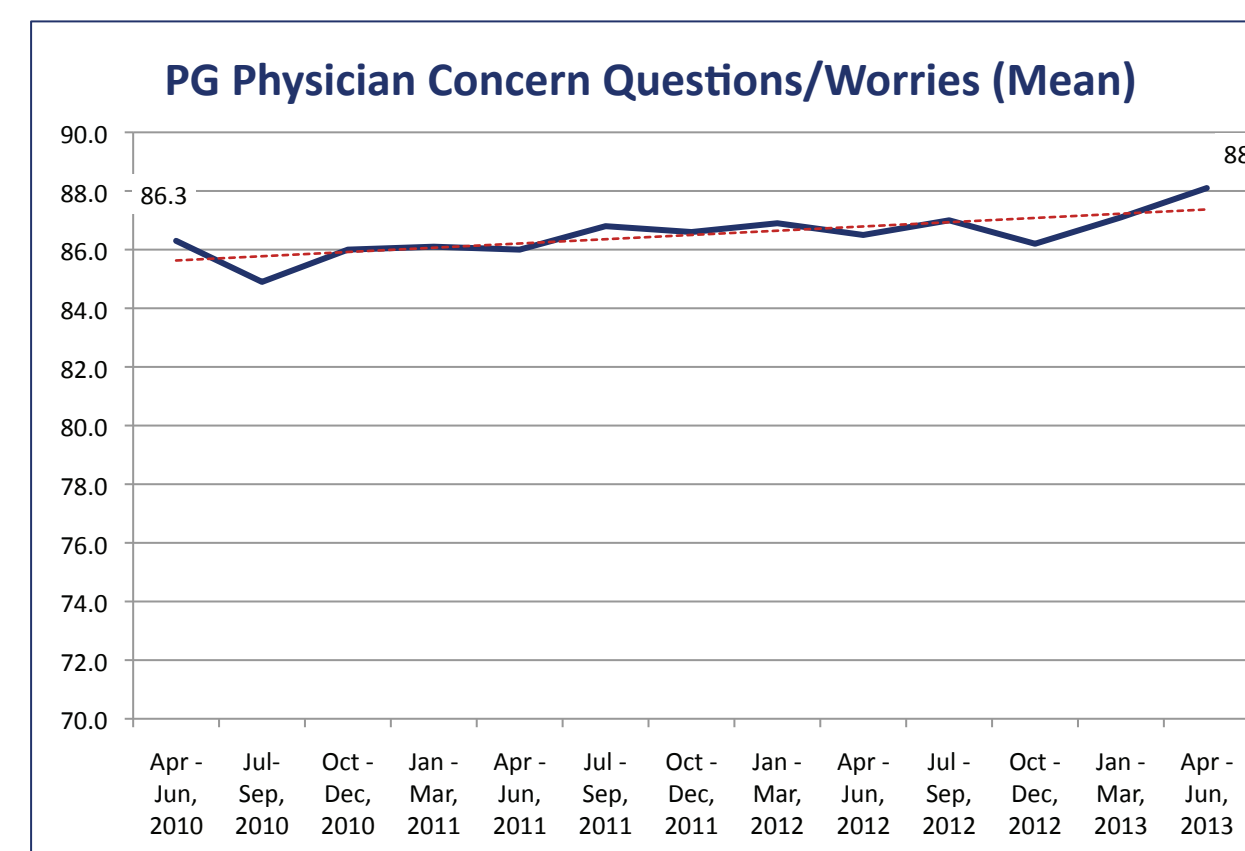


RESULTS

Trended data for HCAHPS communication with physicians domain show a steady increase from 76% (July to September, 2010) to 82.5% (April to June, 2013).

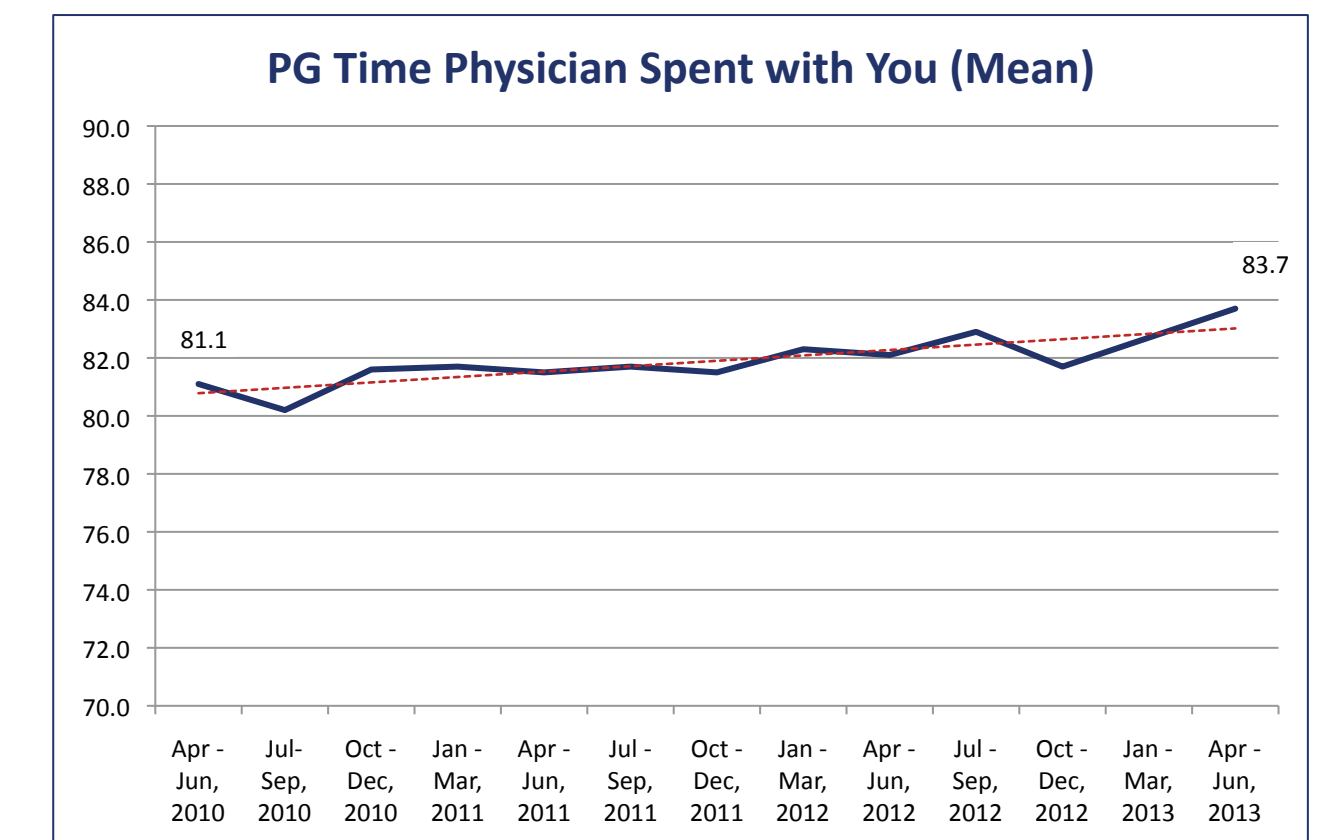


These upward trends also occurred for specific PG questions, including “*Did the physician show adequate concern for your questions and worries?*”, which moved from 84% in 2010 to 88.1% in 2013.



RESULTS

Increases were also seen in mean scores for the PG question “*Time physicians spent with you*”, which went from 80.2% in 2010 to 83.7% in 2013.



CONCLUSION

Success at TJUH in improving physician communication scores demonstrates the value of physician champions, physician access to and utilization of satisfaction data, and the value of training and accountability. Hospital leadership’s support for these endeavors demonstrates their value and ensures their success.

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