

Improving physician communication & engagement

Real results using real-time feedback

FLOYD MEDICAL CENTER, ROME, GEORGIA

Barbara Burnes, MS, RN

Director of Workforce Development & Service Excellence

Daniel Valancius, MD

Hospitalist Medical Director



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Discussion Focus:

01

Using real-time results as guide for identifying improvement opportunities

02

Methods for sharing real-time patient feedback to encourage engagement

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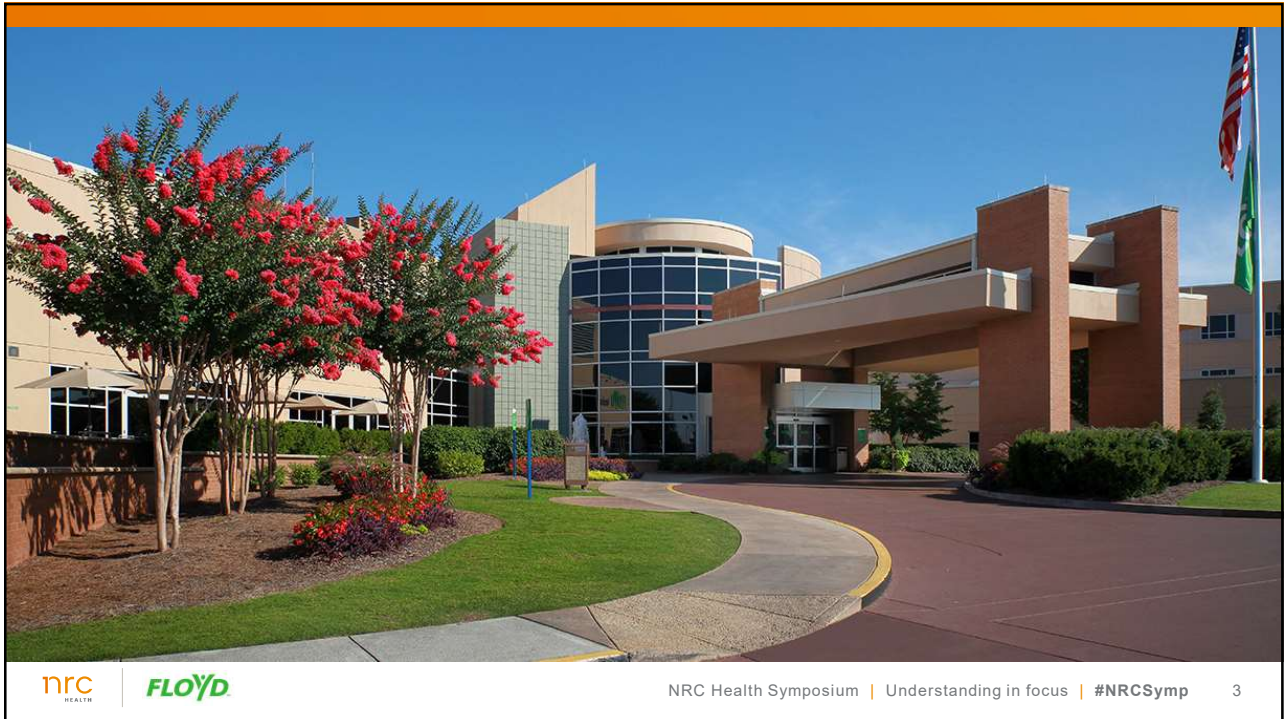
Share customized best practice strategies for coaching and training on essential service behaviors



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A REAL resource

Real-time results from NRC Health have proven to be a valuable resource for engaging physicians in improving their communication to deliver an improved care experience.



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26th Annual NRC Health Symposium – Virtual Event
August 24–25, 2020

Sharing Patient Feedback

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The Service Excellence Team – 2 key roles:

- Daily leadership review of scores and trends
- Inpatient unit daily updates
- Breakout of physicians and nursing performance
- Comment management
- Service Alert review, assignment and follow-up

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Sharing Patient Feedback

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The Service Excellence Team – 2 key roles:

Provide data analysis, along with improvement recommendations to the following:

- Primary Care Physician network
- Emergency Department providers
- Hospitalists

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A REAL Partnership

Identifying who, what & how.



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REAL Physician Goals



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Building the Organizational Connection

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The Value Compass

GUIDING PRINCIPLES
FOR SUCCESS



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REAL Strategy



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Feedback Friday

Share Hospitalist Team's scores and comments weekly:

- Celebrate wins
- Enlist frank discussion about data and patient feedback
- Scores and comments are a guide for improvement actions:
 - Training, Shadowing and Coaching

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Organizational and Community Involvement

Examples:

- Breast Cancer Awareness
- United Way



Patient Interaction Toolkit Rapport, Serious News and Emotions



Your GPS for Patient Communication

COMPASS

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COMPASS

- Corroborate
- Observe
- Take a Minute; Maintain Composure
- Positive Regard
- Acknowledge and Alliance
- Sit; Silence
- Support

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M	A	S	K
<p>Make a Connection. Make Eye Contact: When speaking, face the patient whenever possible.</p> <p><i>"I'm wearing this mask for your safety and mine."</i></p> <p><i>"Can you hear me well enough? Please ask me to repeat anything you didn't hear or understand."</i></p> <p>More Words: Because part of your face is covered, it's important to use more words. Express what you are feeling.</p> <p><i>"I'm so happy you are doing so well."</i></p>	<p>Acknowledge: Acknowledge the difficulties a patient may be facing.</p> <p><i>"It seems like you may be having difficulty understanding me while I'm wearing this mask."</i></p> <p>Ask: <i>"What are your main worries or concerns?"</i></p>	<p>Smile: It's still important to smile because it affects your tone of voice.</p> <p><i>SMILE - it shows from behind the MASK.</i></p> <p>Safety: When faced with questions about the mask, combine acknowledgment and safety.</p> <p><i>"It seems like you're frustrated that everyone is in a mask. We're doing everything we can to keep you safe during your stay."</i></p>	<p>Key Points: It's important to maximize the use of other communication resources:</p> <p>Use the WHITEBOARD to keep key information current.</p>

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The “eyes”
have it!



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The REAL Impact

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Organizational Recognition

Providing Inpatient Care

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Summary



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The REAL Difference

- Consistent review of hospitalist scores and patient comments provides guide for improvement.
- Enculturating hospitalists into organization and community creates engagement.
- Improved communication facilitates more time for the practice of medicine.
- **Perform as true heroes behind the mask.**

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Your Questions

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