

6-9-2016

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

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Recommended Citation

Hasan, MD, Raza A. and Ackermann, MD, Lily, "Analyzing Patient Satisfaction and Improved Physician-Patient Communication Using Introductory Brochures" (2016). *House Staff Quality Improvement and Patient Safety Posters*. Poster 4.
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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

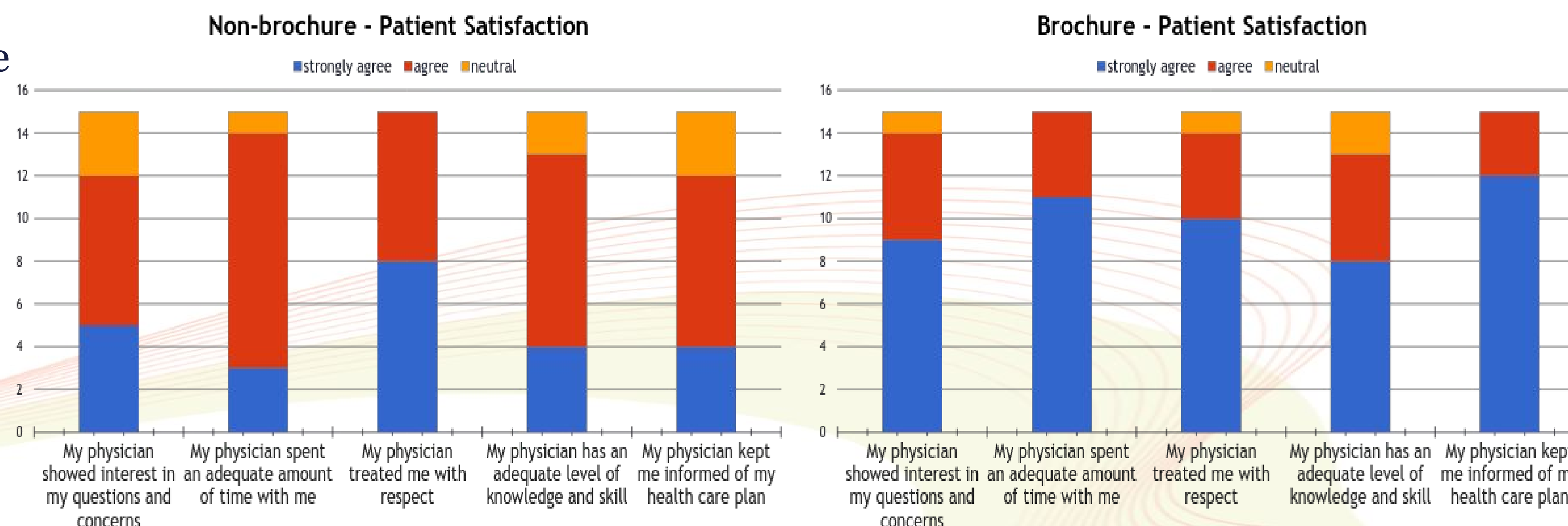
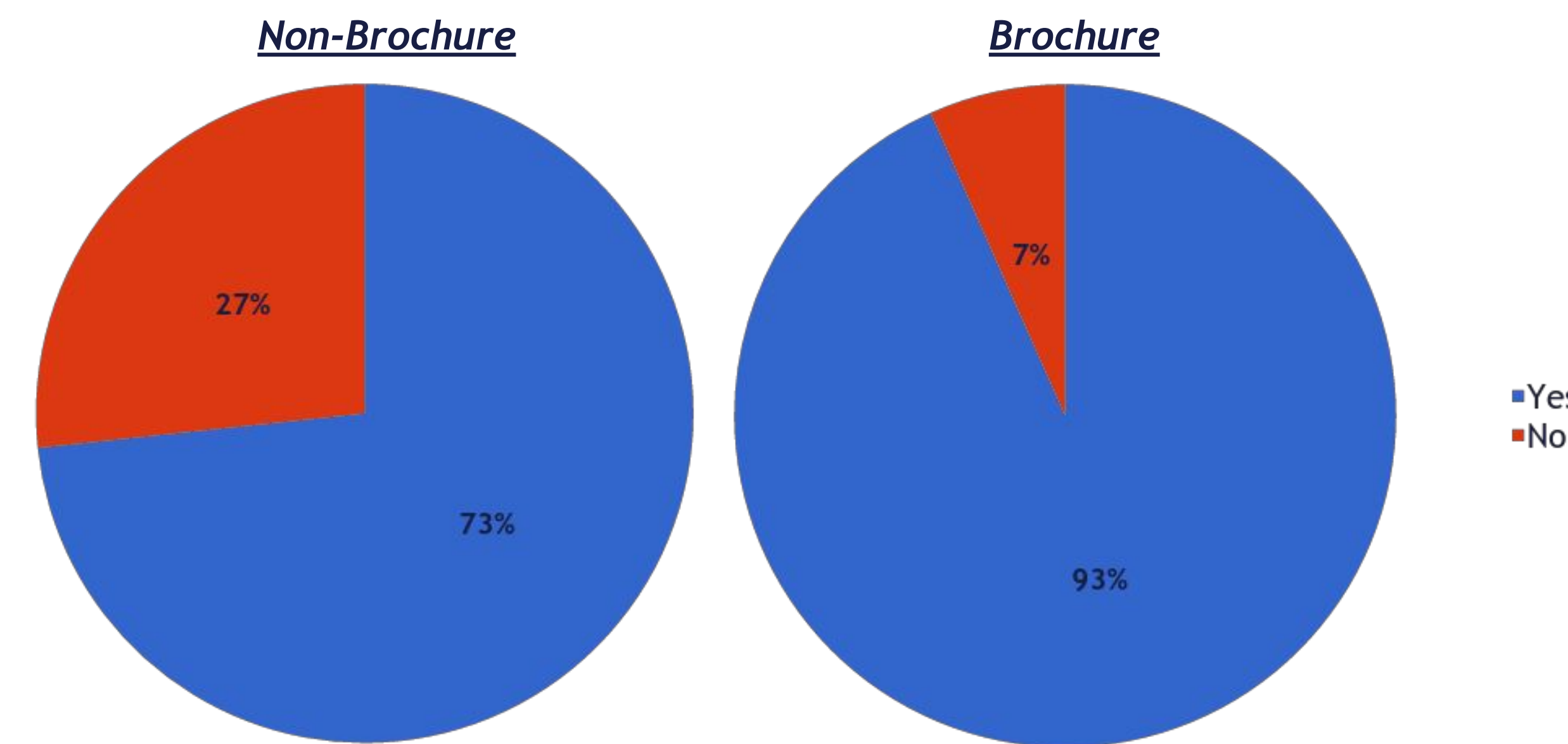
METHOD

- 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 discharged 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

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

Were you able to tell the difference between each of the members of the team?



RESULTS

- 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

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