

Doctor Communication

During this hospital stay, how often did doctors....

- treat you with courtesy and respect?
- explain things in a way you can understand?
- listen carefully to you?

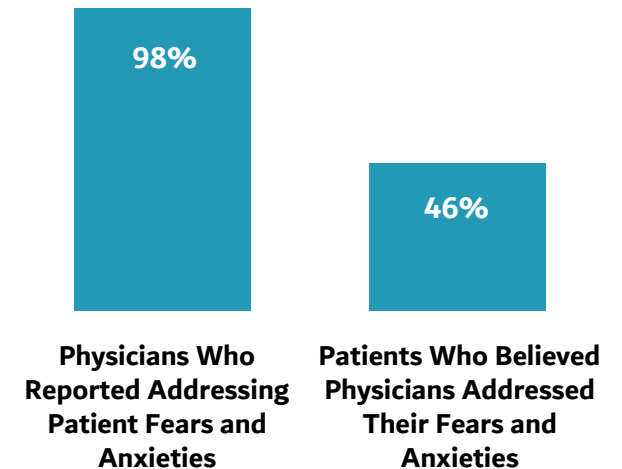
RESPONSES: ALWAYS, USUALLY, SOMETIMES, NEVER

CULTURE

In order for physicians to be successful with patient perceptions of care as measured by HCAHPS, they must be sensitive and aware of their interpersonal and communication skills. Patient comfort with their physician creates a foundation for quality patient-centered care. Just as HCAHPS is a call to action for nurses and hospital leaders, it is also a tremendous opportunity for physicians.

Creating a culture of thriving physician communication begins with hospital leaders communicating effectively with physicians. This purposeful rounding on physicians should give both the leader and the physician a routine time for sharing and accountability and also to share the 'why' behind HCAHPS and giving researched based evidence for communication. Using rounding time to share the physician's personal HCAHPS scores, strategize around improvement, and reward the physicians who are doing well with their communication measures will help align physicians to the mission and gather some great ideas for improving patient-centered care.

The Discrepancy in Physician Communication



Olson, DP, et al. Communication Discrepancies Between Physicians and Hospitalized Patients. Archives of Internal Medicine. 2010; 170(15): 1302-1307



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- “During this hospital stay, how often did doctors explain things in a way you can understand?”
- “During this hospital stay, how often did doctors listen carefully to you?”

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Patient Perspective:

Our Perspective:

At Admission

During Stay/Rounding

At Discharge

Create a Profound Memorable Experience



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USE THE BELOW WORKSHEET TO CREATE YOUR OWN CARES PROCESS MEASURES AND COMMUNICATION METHODS

PROCESS

COMMUNICATION

C

Confidence

a

Anticipate Needs

r

Respectful
Communication

e

Engage in Care and
Process

s

Say Thanks /
Safe Transition



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Empathy-based, high reliability set of behaviors designed to impact:



We understand that experiences are shaped by more than the words spoken and actions taken. Real encounters are complex and interactive, requiring planning and practice to achieve the best experience for both caregivers and their patients.

While healthcare began with scripted messages and moved to planned conversations, we now know that achieving safety, quality, and experience goals requires a comprehensive approach to providing care. That method must include not only how to deliver a message but also an understanding of the components for ensuring it is received.

CARES™ is a training tool designed to equip every team member in a healthcare organization with a common understanding and set of behaviors to deliver an exceptional patient experience. With a simple yet effective framework, CARES helps you to create an environment for delivering highly reliable patient experiences of care. CARES bundles best practices demonstrated to support the patient experience so that your participants are instructed in the Master Competency rather than in multiple, discrete initiatives. Whether you are concerned with realizing your vision or with applying a consistent approach across the organization, CARES offers both a cultural way of being and a robust, repeatable practice.

Ways to adopt **cares**

- **Through** onsite coaching, Train-the-Trainer, Virtual training with or without onsite coaching
- **Delivered to** Clinical Staff, Non-Clinical Staff, Providers
- **Settings** Acute, Emergency Department, Ambulatory Care

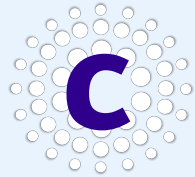


Not just another acronym



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Confidence

When caregivers are more confident in the experience they are providing, patients perceive a better experience. Similarly, when we build patient confidence, they are more likely to ask relevant questions and participate in their care.

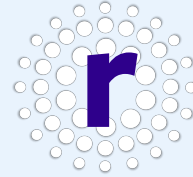
- **Can be built or destroyed in 7 seconds**
- **Not a conscious decision**
- **Highly influenced by non verbal communication**



Anticipate Needs

With every encounter, caregivers have the opportunity to “walk in the slippers” of their patients. This approach means we have the empathy to ask about patients’ needs and address both clinical and emotional components.

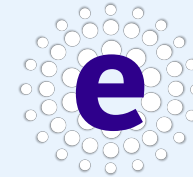
- **Ask yourself “What would I want/need if I were this person?”**
- **What are their clinical and emotional needs?**
- **What is their level of health literacy?**



Respectful Communication

93% of communication is received through tone of voice and body language. We understand communications skills and can either teach those skills or support your organization with acceleration of your preferred approach (e.g., AIDET, HEART).

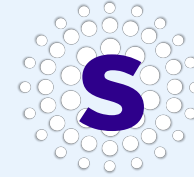
- **Kind, compassionate words**
- **Develop words and phrases to help communication**
- **Pay attention to how you look and sound**



Engage in Care and Process

Engaging in care and process is highly interactive, and listening is a crucial component. Helping caregivers learn to narrate processes and explain the “why” enables them to provide care more effectively.

- **Narrate care or process**
- **Listen well and answer questions**
- **Set expectations early and often**
- **Validate; have them teach back**
- **The more patients are engaged, the more they remember and become partners in care**



Say Thanks / Safe Transition

We must remember that working with people in their most vulnerable times is a privilege. Sharing our gratitude or helping patients to the next stop in their journey lets them know we value and honor them.

- **Show gratitude; encourage referrals and reviews**
- **Hand off to the next person by introducing the patient and managing up staff**

ALL FROM A POINT OF EMPATHY