



FINDING OZ: COMMUNICATION TRAINING TO IMPROVE PATIENT SATISFACTION



ARNOLD PALMER HOSPITAL
For Children
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WINNIE PALMER HOSPITAL
For Women & Babies
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Background

- Families have identified respectful and timely communication as important factors affecting parental satisfaction with care provided in Neonatal Intensive Care Unit (NICU)
- Increased patient satisfaction can potentially result in increased financial performance, compliance with treatment regimens, care outcomes, and patient loyalty.
- The NICU is a mysterious place where parents experience sensory overload, much like Dorothy when she first arrived in Oz. .
- Communication is key to decreasing the mystery and overload of the NICU environment.



Project Aim

The aim of this project was to improve NICU patient satisfaction scores by enhancing team member and parent communication.

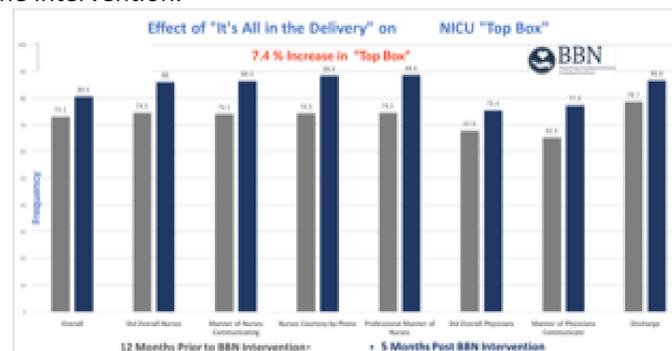


Design and Methods

- We utilized the “It’s All in the Delivery®” communication training program provided by BBN®, a third-party company specializing in communication in healthcare.
- Training consisted of 3 parts:
 - initial “train the trainer” simulations conducted by BBN instructors
 - a mandatory 2-3 hour interactive workshops on the “It’s all in the Delivery” communication technique
 - patient experience simulations focusing on discharge and rounding.
- A comprehensive debriefing was held following the simulation experience..
- Dr. Anthony Orsini, the founder and president of the BBN®, taught all of the training sessions to provide consistency.
- Trainers consisted of Developmentalists, Lactation Consultants, Discharge Coordinators, Educators, Clinical Assistant Nurse Managers, and Managers who had bedside care responsibilities.

Results and Outcomes

- Pre and post intervention patient satisfaction scores were compared.
- Overall patient satisfaction scores increased for 6 months following completion of the intervention by 31 percentile points compared to the 6 months prior to the intervention.
- Standard nursing overall percentile increased from the 31st percentile for 12 months pre intervention to the 87th percentile 6 months post intervention.
- Manner of physician communication increased from the 22nd to the 74th percentile.
- Overall physician scores increased from the 37th to the 67th percentile.
- “Top Box” data showed an increase in 7.4% compared to 6 months prior to the intervention.



Implications and Conclusions

- We conclude that patient satisfaction scores can be significantly improved through extensive communication training.
- Unlike Dorothy we don't need ruby slippers; our findings provide objective data that reinforce the need for comprehensive communication training.



References

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