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.

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 percentiles 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