


# WHAT'S *Right* IN HEALTH CARE





WHAT'S *Right* IN HEALTH CARE™

## Teaching Physician-Patient Communication (AIDET) for Results in All Pillars

Joe B (Bill) Putnam, Jr., MD, FACS  
Professor and Chairman, Department of Thoracic Surgery  
Vanderbilt University Medical Center, Nashville, TN

Julie Kennedy, RN  
Studer Group Coach



## Presentation Objectives

- Identify the elements of AIDET and the results of this fundamental communication strategy in service, quality, safety, growth, cost and people pillar
- Understand the practical application of AIDET in physician-patient communication and connect it to current market issues
- Know how to make AIDET your own in your physician group through education, role modeling and creation of visual training module

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# WHAT'S *Right* IN HEALTH CARE

## Physicians and Communication

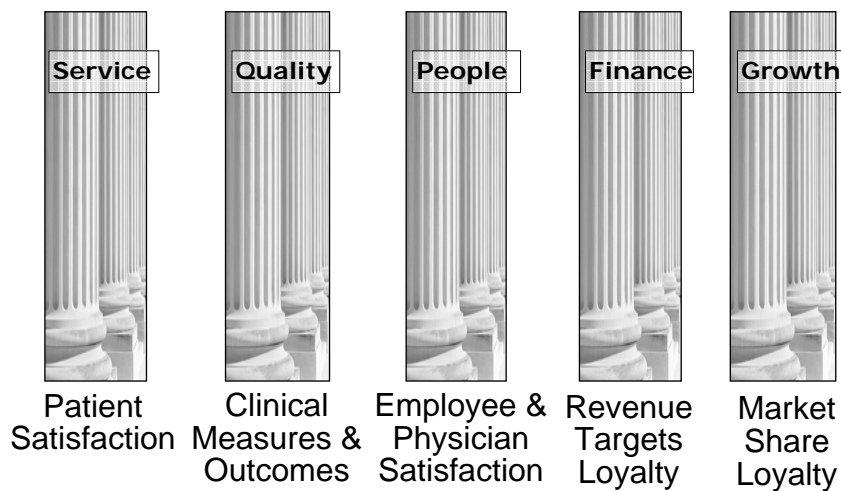
- 83% believe communication is as important as technical skill in patient outcomes
- 18% believe they have had good training in patient communication

-Physician Communication Skills Survey, 2001

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2007

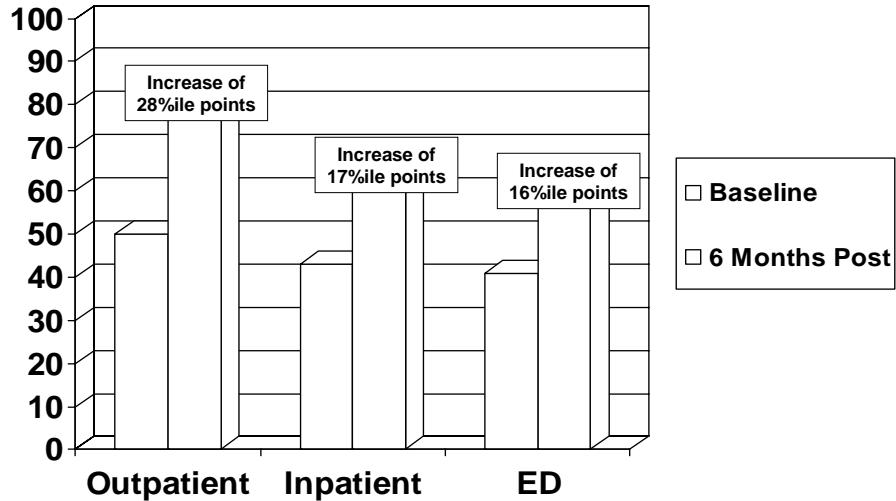
## AIDET – Results in All Pillars



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## Changes in Patient Perception of Care



Source: 2007 AIDET product evaluation survey of PARTNERS and NONPARTNERS, N=68

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## AIDET - Quality

*Physician communication, or the lack of it, is probably one of the most important factors for patient non-compliance*

Mayo Clinic Proceedings, 2005

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## AIDET - Quality

- 72% of patients unable to list medications they take
- 58% of patients unable to recite their own diagnosis

-Mayo Clinic Proceedings, 2005

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## AIDET - Safety

ORIGINAL INVESTIGATION

### An Evidence-Based Perspective on Greetings in Medical Encounters

Gregory Makoul, PhD; Amanda Zick, MA; Marianne Green, MD

***“Because greetings are one way to ensure proper identification of patients, they may well be considered a fundamental component of patient safety.”***

Source: *Arch Intern Med.* 2007;167(11):1172-1176.

An Evidence-Based Perspective on Greetings in Medical Encounters by Gregory Makoul, PhD; Amanda Zick, MA; Marianne Green, MD

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## AIDET – People - Physician Retention

**Physician turnover is a top concern and an important priority for leaders.**

Groups were asked to rank their concern of physician turnover. Forty-seven percent (47%) of all respondents indicate a strong concern about physician turnover.

*~ The most important determinant of clinician global satisfaction is the clinician-patient relationship.*

(275 AMGA Medical Groups)

-Suchmann et al, 1993

2005 Cejka Search and AMGA Physician Retention Survey

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## AIDET - Finance - Decrease Litigation

### IN THIS ARTICLE...

The most common cause of malpractice suits is failed communication with the patients and their families. Explore ways that better communication could lead to fewer malpractice claims and allow health care organizations to reduce litigation costs.

*The Physician Executive, June 2004, Reducing Litigation Costs Through Better Patient Communication*

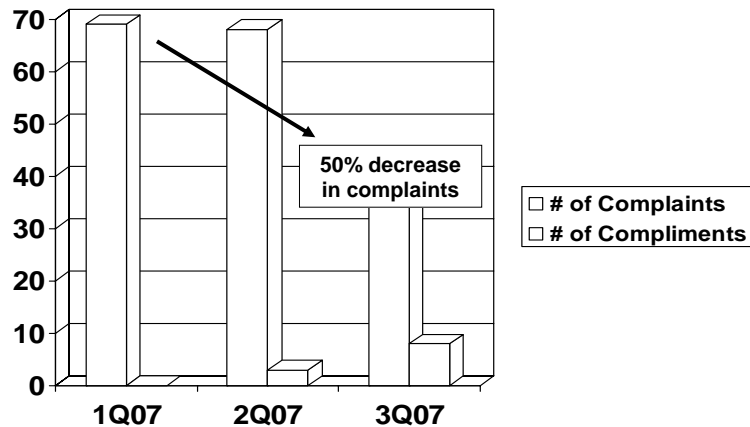
- **Focus on Issues:**  
*Rounding, AIDET, Key Words, DCM*
- **Educate the Patient:**  
*Rounding, AIDET, Verify with DCM*
- **Enlist the Patient:**  
*Rounding, AIDET, Patient Visit Guide, IPC*
- **Share Decisions:**  
*AIDET, Key Words, IPC*

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## AIDET – Finance - Decrease Litigation



\*Data provided by University Medical Center, Tucson, AZ

\*\*Source: 2007 AIDET product evaluation survey of PARTNERS and NONPARTNERS

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## AIDET - Finance and Growth

- For every customer that complains, 20 dissatisfied customers do not
- Of those dissatisfied customers who do not complain, 90% do not return
- The average wronged customer will tell 25 others
- It is 10 times more expensive to recruit new patients than to keep old ones

-Zimowski 2004

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## AIDET – Growth - HCAHPS



- Nurse communication (Q 1–3)
- **Doctor communication (Q 5–7)**
- Responsiveness of hospital staff (Q 4, Q 11)
- Cleanliness, quiet of hospital environment (Q 8-9)
- **Pain management (Q 13-14)**
- **Communication about medicines (Q 16-17)**
- **Discharge information (Q 19-20)**

*~AIDET is the "ALWAYS"*

## AIDET - Patient Loyalty

*"In fact the only path to profitable growth may lie in a company's ability to get its loyal customers to become its marketing department."*

**-THE ONE NUMBER YOU NEED TO GROW**

**Frederick F. Reichheld - Harvard Business Review Dec 2003**

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## Five Fundamentals of Consistent Communication – Key Words

<i>Safety</i> <i>Loyalty</i>	<b>A</b>	<b>Acknowledge</b>
<i>Decrease</i> <i>Anxiety</i>	<b>I</b>	<b>Introduce</b>
<i>Increase</i> <i>Compliance</i>	<b>D</b>	<b>Duration</b>
<i>Quality</i>	<b>E</b>	<b>Explanation</b>
<i>Patient</i> <i>Loyalty</i>	<b>T</b>	<b>Thank You</b>

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## Advantages of AIDET<sup>SM</sup>

### Improve Clinical Outcomes



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## ELEVATE



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## Why AIDET?


- A 'protocol,' e.g. structured
- Practical
- Straight forward
- Do not have to reinvent the conversation with every patient every time
- Take the skeleton and create your own model-> make a difference to the patient and their family!

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# WHAT'S *Right* IN HEALTH CARE

<h2>Reflects Our Mission and Credo</h2>	 <p><b>Credo</b> We provide excellence in healthcare, research and education. We treat others as we wish to be treated. We continuously evaluate and improve our performance.</p> <p><b>Credo Behaviors</b></p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="782 495 1010 646"> <p><b>I make those I serve my highest priority:</b></p> <ul style="list-style-type: none"> <li>• promote the health and well-being of all patients who seek care at Vanderbilt</li> <li>• support trainees in all of their academic endeavors</li> <li>• respect colleagues and those we serve who differ by gender, race, religion, culture, national origin, mental and physical abilities and sexual orientation and treat them with dignity, respect and compassion</li> <li>• recognize that every member of the Vanderbilt team makes important contributions</li> <li>• ensure that all team members understand overall team goals and their roles</li> <li>• answer questions posed by patients, trainees or staff to ensure understanding and facilitate learning</li> </ul> </div> <div data-bbox="1032 495 1260 646"> <p><b>I conduct myself professionally:</b></p> <ul style="list-style-type: none"> <li>• recognize the increasing diversity of our community and its impact on those we serve; broaden my knowledge of the cultures of the individuals we serve</li> <li>• adhere to department and medical center policies such as smoking, attendance and dress code</li> <li>• refrain from loud talk and excessive noises – a quiet environment is important to heal, learn and work</li> <li>• discuss internal issues only with those who need to know and refrain from criticizing Vanderbilt in the workplace and in the community</li> <li>• continue to learn and seek new knowledge to enhance my skills and ability to serve</li> <li>• strive to maintain personal well-being and balance of work and personal life</li> </ul> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div data-bbox="782 655 1010 764"> <p><b>I respect privacy and confidentiality:</b></p> <ul style="list-style-type: none"> <li>• only engage in conversations regarding patients according to Vanderbilt policies and regulatory requirements</li> <li>• discuss confidential matters in a private area</li> <li>• keep written/electronic information out of the view of others</li> <li>• knock prior to entering a patient's room, identify myself, and ask permission to enter</li> <li>• utilize doors/courtesy blankets as appropriate to ensure privacy and explain to the patient why I am doing this; ask permission prior to removing garments or blankets</li> </ul> </div> <div data-bbox="1032 655 1260 764"> <p><b>I have a sense of ownership:</b></p> <ul style="list-style-type: none"> <li>• take any concern (real, perceived, big or small) seriously and work resolution or understanding – ask for help if the concern is beyond ability or scope of authority</li> <li>• approach those who appear to need help or be lost and assist them appropriately</li> <li>• clean up litter, debris and spills promptly or notify the best resource to keep the medical center environment clean and safe</li> <li>• remain conscious of the enormous cost of health care, teaching and research and optimize resources while delivering exemplary service</li> </ul> </div> </div> <div data-bbox="782 781 1010 890"> <p><b>I communicate effectively:</b></p> <ul style="list-style-type: none"> <li>• introduce myself to patients/families/visitors, colleagues</li> <li>• wear my ID badge where it can be easily seen</li> <li>• initiate, make eye contact, greet others, and speak in ways that are easily understood and show concern and interest; actively listen</li> <li>• recognize that body language and tone of voice are important parts of communication</li> <li>• listen and respond to disoriented patients, families, visitors and/or colleagues</li> <li>• remain calm when confronted with or responding to pressure situations</li> </ul> </div> <div data-bbox="1032 781 1260 890"> <p><b>I am committed to my colleagues:</b></p> <ul style="list-style-type: none"> <li>• treat colleagues with dignity, respect and compassion; value and respect differences in background, experience, culture, religion, and ethnicity</li> <li>• contribute to my work group in positive ways and continuously support the efforts of others</li> <li>• view all colleagues as equally important members of the Vanderbilt team, regardless of job role or title</li> <li>• promote interdisciplinary cooperation</li> <li>• recognize and encourage positive behaviors</li> <li>• provide private constructive feedback for inappropriate behaviors</li> </ul> </div>
<p>What's Right in Health Care<sup>SM</sup>   Evidence</p>	<p style="text-align: right;"><b>It's who we are.</b></p>

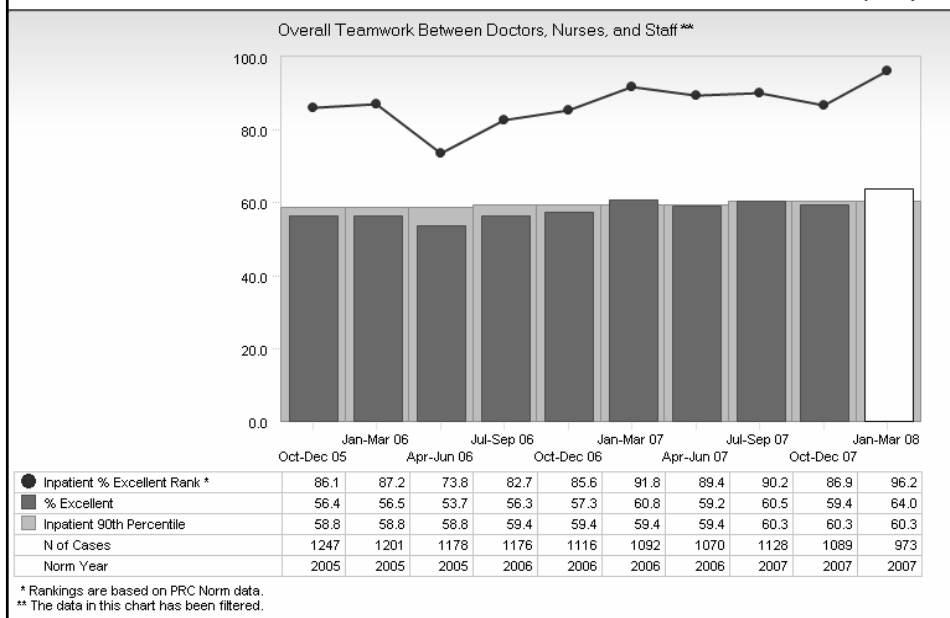
<h2>Acknowledge</h2>
<div style="text-align: center; margin-bottom: 20px;"> <div style="border: 1px solid black; padding: 5px; display: inline-block; margin-right: 10px;"><b>A</b></div> <div style="border: 1px solid black; padding: 5px; display: inline-block;"><b>Acknowledge</b></div> </div> <ul style="list-style-type: none"> <li>• Eye Contact</li> <li>• Smile</li> <li>• Shake hands</li> <li>• Acknowledge everyone in the room, bond with each person</li> <li>• Sit</li> </ul>
<p>What's Right in Health Care<sup>SM</sup>   Evidence to Outcomes <span style="float: right;"></span></p>

## Introduce

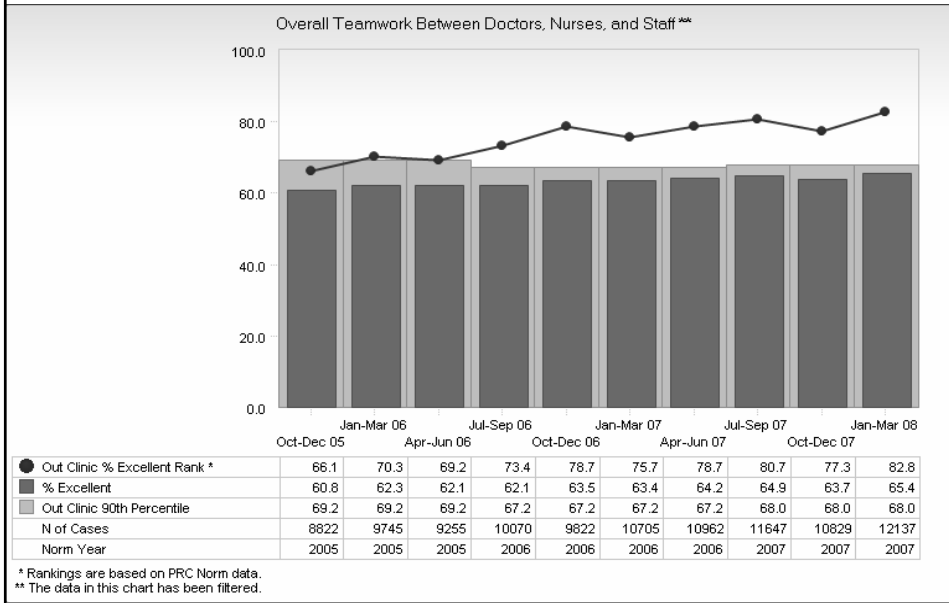
### I Introduce

- Name
- Specialty
- Wear a name badge!
- Team
- **MANAGE UP.....**

## Results: Teamwork Between Doctors, Nurses, and Staff: (IP)



**Results: Teamwork Between Doctors, Medical Providers, Nurses, and Staff: (OP)**



**Duration**

**D**

**Duration**

- OFFICE STAFF – How long to see the doctor?
- PHYSICIAN TIMELINESS - *“Thank you for your patience, your time is valuable”*
- How long will the test, procedure, appointment or admission actually take?
- How long will it take to get results?

## Explanation

### **E** Explanation

- Active Listening
- E&M activities
- Clarifying questions
- Empathy

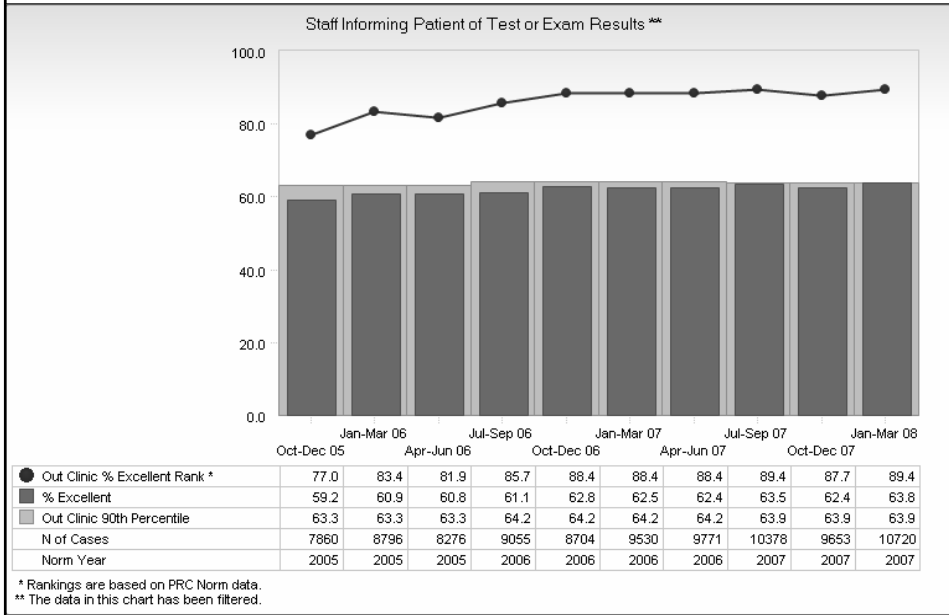
#### **Explain the treatment plan**

- Use language that patient and family understand
- Use key words
- "***Do you need more explanation?***"

## Reality of Explanation

- During a 20 minute encounter
  - Physicians self-report spending 9 minutes "providing information"
  - REALITY: Physicians spent 1.5 minutes
- The key driver for patient satisfaction
  - The **quality** and **clarity** of information that patients receive from physicians

**Results: Informing (You/Your Family Member) of Test or Exam Results? (Clinic)**



**Thank You**

**T Thank You**

- Closing key words
  - Thank for choosing our clinic or hospital
  - Thank for waiting
  - Thank for coming in today
  - What other questions do you have?
  - Anything else we could have done to make your visit any better?

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## Hey! Lets Put on a Show!



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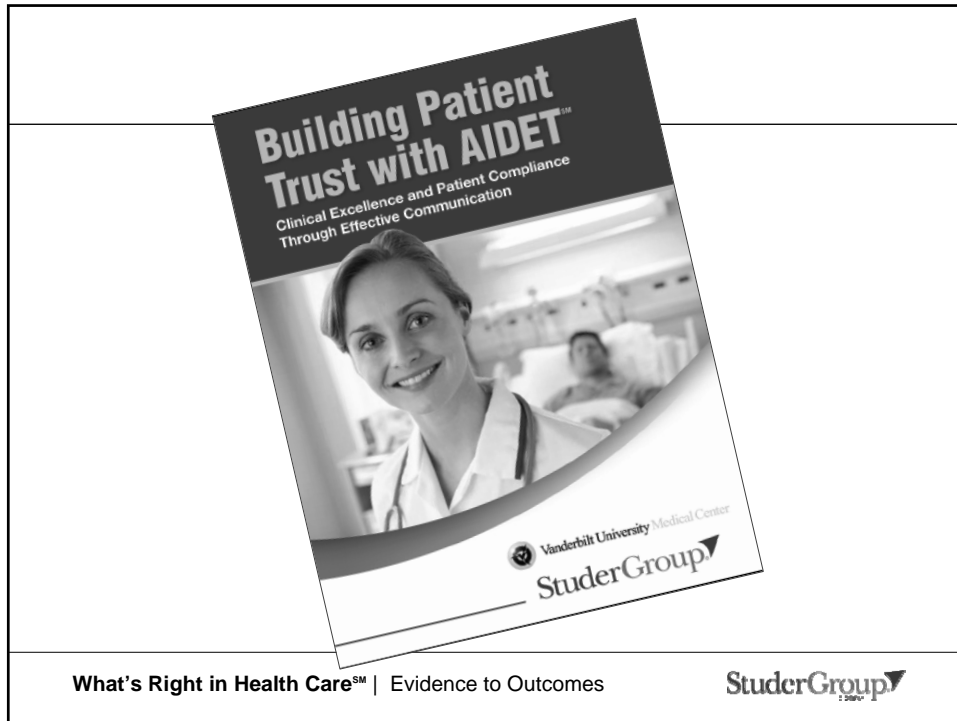
## So We Made a Movie!

- Create an institutional model for care
- Distill elements for medical students, nurses, residents, faculty, visiting physicians, etc.
- Promote consistency of message
- Improve patient perception
- Increase patient and physician satisfaction
  - Overall quality of care
  - Likelihood to recommend

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## The Impact of the AIDET Movie

- Physician training
- Inpatient and Outpatient orientation
- Clinic training off campus
- New employee orientation
- Resident orientation

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## Like A Diversified Time Allocation Portfolio

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## Like Starting an Exercise Program



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# WHAT'S *Right* IN HEALTH CARE



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**Thank You!**

Joe B (Bill) Putnam, Jr., MD, FACS  
Professor and Chairman, Department of Thoracic Surgery  
Vanderbilt University Medical Center, Nashville, TN

Julie Kennedy, RN  
Studer Group Coach

