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

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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
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
Changes in Patient Perception of Care

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>6 Months Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outpatient</td>
<td>100</td>
<td>128</td>
</tr>
<tr>
<td>Inpatient</td>
<td>100</td>
<td>117</td>
</tr>
<tr>
<td>ED</td>
<td>100</td>
<td>116</td>
</tr>
</tbody>
</table>

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

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*
AIDET - Quality

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

-Mayo Clinic Proceedings, 2005

AIDET - Safety

**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."

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

What's Right in Health Care™ | Evidence to Outcomes

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.

- 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

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

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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"

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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
Five Fundamentals of Consistent Communication – Key Words

<table>
<thead>
<tr>
<th>Safety Loyalty</th>
<th>A</th>
<th>Acknowledge</th>
</tr>
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<tbody>
<tr>
<td>Decrease Anxiety</td>
<td>I</td>
<td>Introduce</td>
</tr>
<tr>
<td>Increase Compliance</td>
<td>D</td>
<td>Duration</td>
</tr>
<tr>
<td>Quality</td>
<td>E</td>
<td>Explanation</td>
</tr>
<tr>
<td>Patient Loyalty</td>
<td>T</td>
<td>Thank You</td>
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</tbody>
</table>

Advantages of AIDET™

Improve Clinical Outcomes

Decrease Anxiety + Increased Compliance =
Improved clinical outcomes and increased patient and physician satisfaction

What’s Right in Health Care™ | Evidence to Outcomes

Studergroup
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!
Reflects Our Mission and Credo

- I make those I serve my highest priority
- I respect privacy and confidentiality
- I communicate effectively
- I conduct myself professionally
- I have a sense of ownership
- I am committed to my colleagues

Acknowledge

- Eye Contact
- Smile
- Shake hands
- Acknowledge everyone in the room, bond with each person
- Sit
Introduce

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

Results: Teamwork Between Doctors, Nurses, and Staff:

<table>
<thead>
<tr>
<th>Rank Year</th>
<th>Jan-Mar 08</th>
<th>Apr-Jun 08</th>
<th>Jul-Sep 08</th>
<th>Oct-Dec 08</th>
<th>Jan-Mar 07</th>
<th>Apr-Jun 07</th>
<th>Jul-Sep 07</th>
<th>Oct-Dec 07</th>
<th>Jan-Mar 08</th>
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<tbody>
<tr>
<td>Top 10%</td>
<td>83.1</td>
<td>87.3</td>
<td>82.2</td>
<td>65.1</td>
<td>89.8</td>
<td>80.4</td>
<td>80.6</td>
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<td>69.2</td>
</tr>
<tr>
<td>Top 15%</td>
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<td>92.0</td>
<td>97.7</td>
<td>92.0</td>
<td>75.9</td>
<td>71.2</td>
<td>77.2</td>
<td>74.6</td>
<td>64.0</td>
</tr>
<tr>
<td>Top 100th</td>
<td>58.6</td>
<td>59.6</td>
<td>59.6</td>
<td>59.6</td>
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<td>60.6</td>
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<td>N of Cases</td>
<td>1247</td>
<td>1298</td>
<td>1179</td>
<td>1179</td>
<td>1156</td>
<td>1032</td>
<td>1079</td>
<td>1120</td>
<td>1039</td>
</tr>
</tbody>
</table>

* Rankings are based on PRC Mean data.
** The data in this chart has been altered.
Results: Teamwork Between Doctors, Medical Providers, Nurses, and Staff:

(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

- 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

- 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?
Hey! Let's Put on a Show!

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
The Impact of the AIDET Movie

- Physician training
- Inpatient and Outpatient orientation
- Clinic training off campus
- New employee orientation
- Resident orientation
Like A Diversified Time Allocation Portfolio

Like Starting an Exercise Program
Thank You!

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