

## PROVIDER COACHING

*Improving Communication with Patients*

### COMMUNICATION COUNTS

To be fully prepared for value-based purchasing, it's more important than ever to focus on patients' perceptions of their care experience.

Reimbursement is increasingly tied to standardized survey tools (HCAHPS, CGCAHPS, etc.), and the questions related to communication are the ones that patients most readily understand:

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

DTA Associates can help care team members enhance their communication skills with patients, building competence and instilling confidence – without compromising clinical quality or productivity.

### OUR GOAL

To help providers maximize their patients' perceptions of their care experience while improving the overall quality and efficiency of the clinical encounter.

### COACHING APPROACH

Our approach is to meet organizations where they are and build on what has been accomplished. That means we don't impose, we adapt to your preferred model of service culture.

This one-to-one provider coaching program is positive, discreet and does not interfere with patient care.

The takeaway is a customized plan for each participant for how to improve their communication with patients based on their own personal strengths and opportunities.

### CAN THE COACHING BE DONE ON A CASE-BY-CASE BASIS OR DO ALL PHYSICIANS HAVE TO PARTICIPATE?

We have had the greatest success in partnering with physicians who want to participate in the coaching. Those who self-select to do this are more engaged in their own development and are ready to hear and understand potential improvements to their current practice. It is these physicians who are really able to make lasting changes as a result of

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*"We have to keep developing our capabilities and avoid falling behind."*

**– DR. ATUL GAWANDE, THE NEW YORKER, OCTOBER 2011**

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*"A small suggestion that changed the way I ask a common question has already made a positive impact on my care hundreds of times."*

**– DR. MARY ANDERSON**

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*"It was nice to get a professional opinion on my rounding style. I was given a few suggestions that were easy to implement, and I'm sure I'm a better doctor for having done so."*

**– DR. SUSAN VIERGEVER**

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DTA is a patient-centered quality improvement consultancy serving hospitals, clinics and health care systems. They have core competencies in process and technology improvement aimed at enhancing the patient experience and empowering physicians and other clinical staff to resolve quality shortfalls. Leveraging technology and analytics that engage physicians and drive process improvements, they help clients make progress on specific goals, ultimately leaving them with the skills they need to achieve goals independently and with confidence.

## CARE TEAM COACHING

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the feedback.

We recommend presenting coaching as an option to the entire group of physicians and moving forward with those who indicate they would like to participate.

### WHAT IS THE FORMAT AND TIME COMMITMENT?

The format is pretty simple; one of our coaches spends a morning or an afternoon with a physician. We chat briefly before we get started, review the plan and discuss how best to talk to patients about the coach's presence in the room. Then we shadow the physician through a variety of patient encounters. A minimum of 3-4 patient interactions is ideal.

We are very conscious of not slowing down a physician's practice. Notes are taken discretely and efficiently, and we debrief at the conclusion of the patient visits. Verbal feedback on key strengths and opportunities is followed up with a written report sent to the physician.

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*"An objective third party who's watched other physicians work can offer candid and practical insights that you probably wouldn't come to on your own. Because you don't know what you don't know."*

**– DR. CRAIG BOWRON**

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*"I found the experience of being shadowed while making rounds on my patients to be very helpful in focusing on using what I already knew I should be doing."*

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