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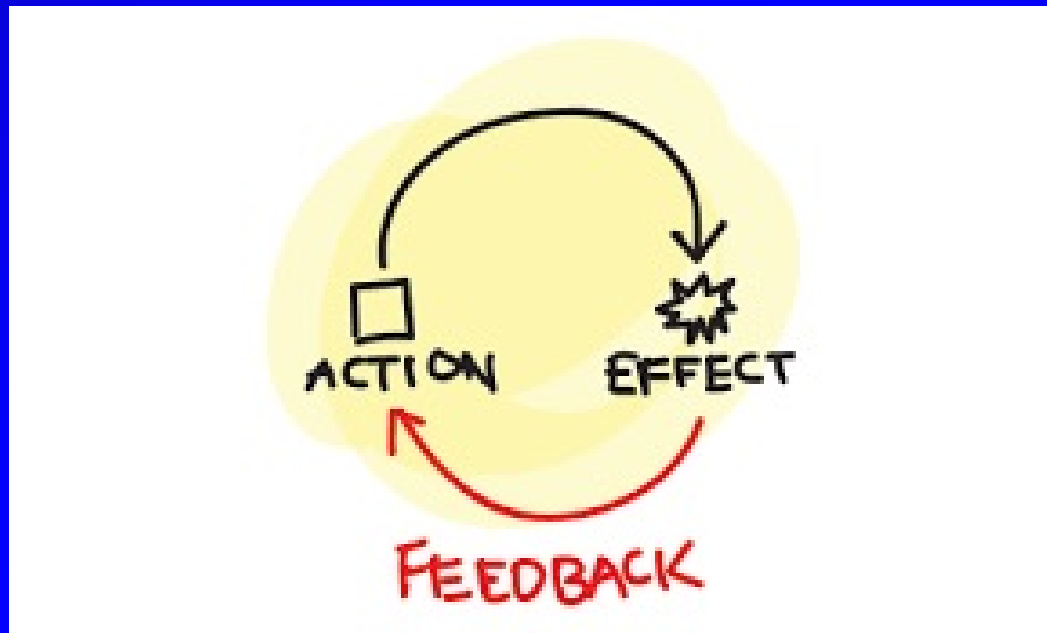
Chairman

Accreditation Council, Poland

Patient feedback management. Best practices.

**International Conference
Astana - November 17, 2017**

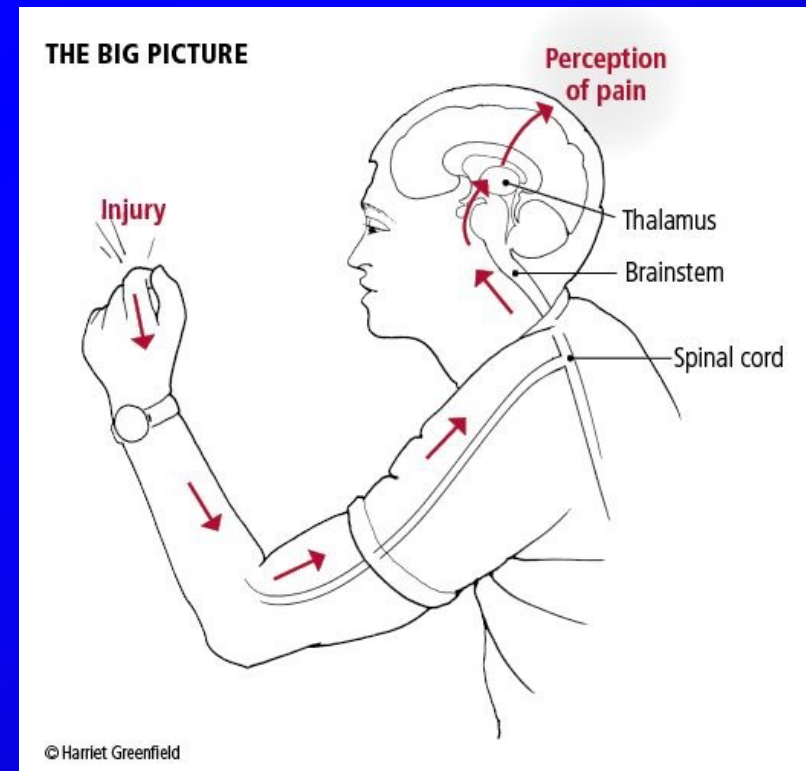
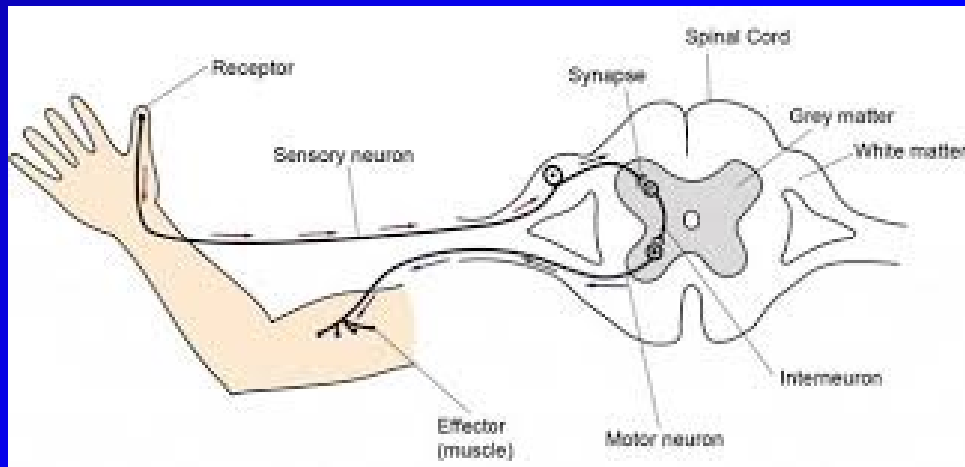
What is Feedback ?



More than one level of feedback - in a body

Cortex - slow, more accurate

Spine level - fast, less accurate



Where feedback is important ?

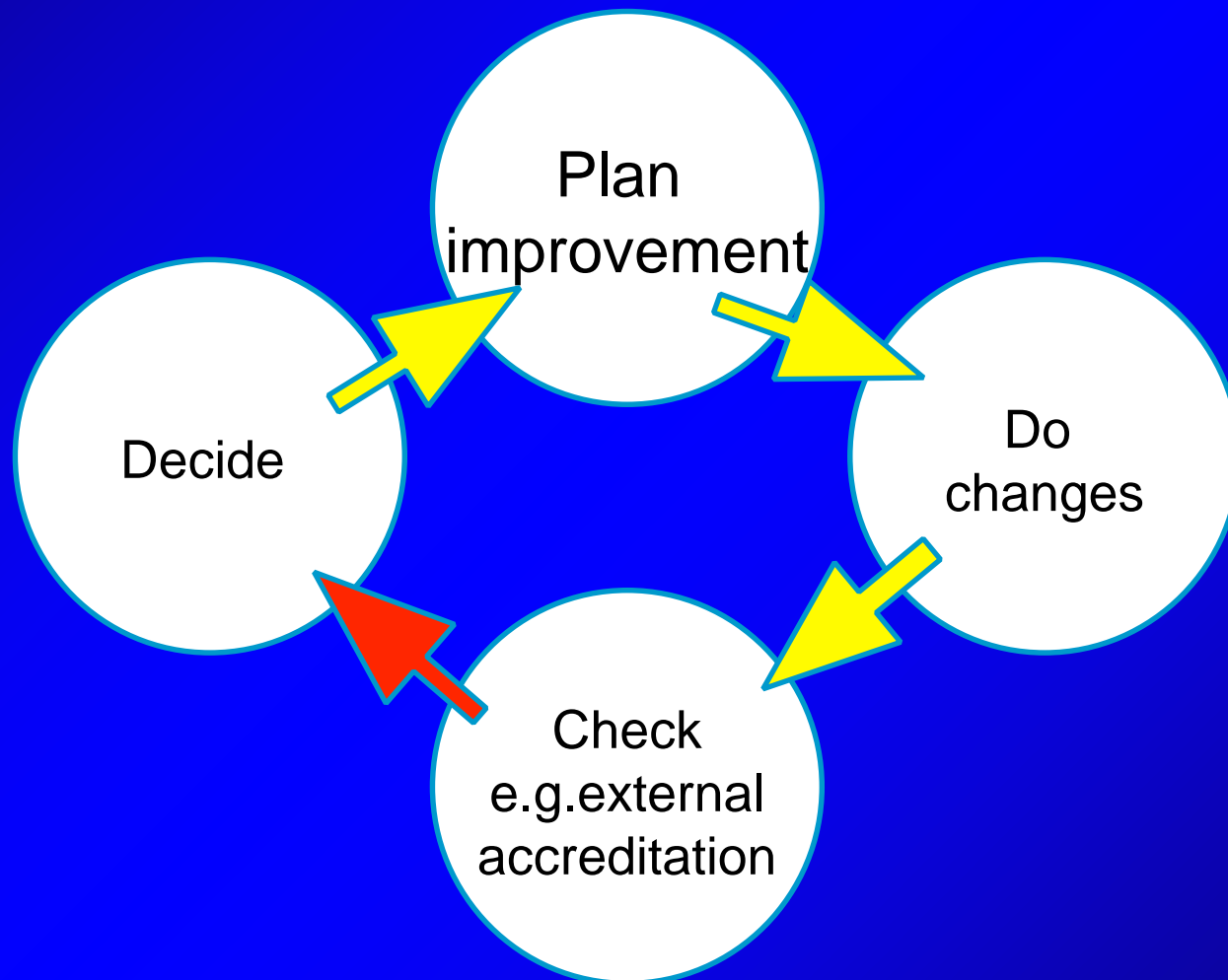
- In organism - lots of feedback on many levels,
- In emotions among people - body language as a feedback,
- Among cooperating persons,
- In team working and management,
- In organization of society,
- lots of others

**Are feedback important
for better health care ?**

Types of feedback for Quality Assurance

- Information
- Personal recognition (prestige, awards, etc.)
- Financial incentives

Feedback is crucial for improvement



Feedback to organization

- Major component of accreditation is offered
 - in preparation phase
 - during summing-up a day of survey
 - with surveyors report
 - via certificate

**Is feedback to patients
important ?**

Aim

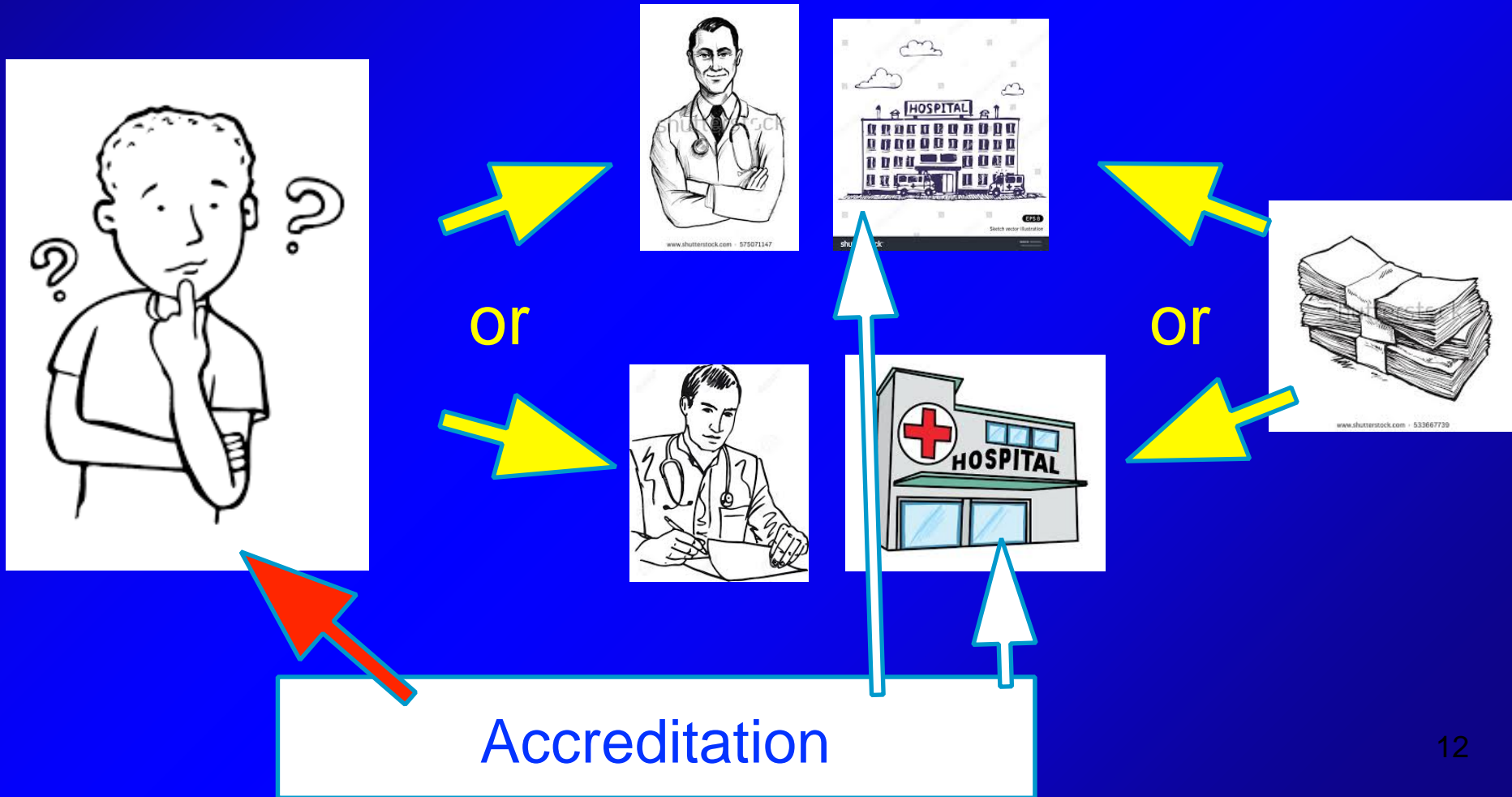


Types of feedback for patient

- **Information**

Feedback matter case # 1

Patient can choose hospital (doctor) and money goes after him



Important factors when choosing physician in USA

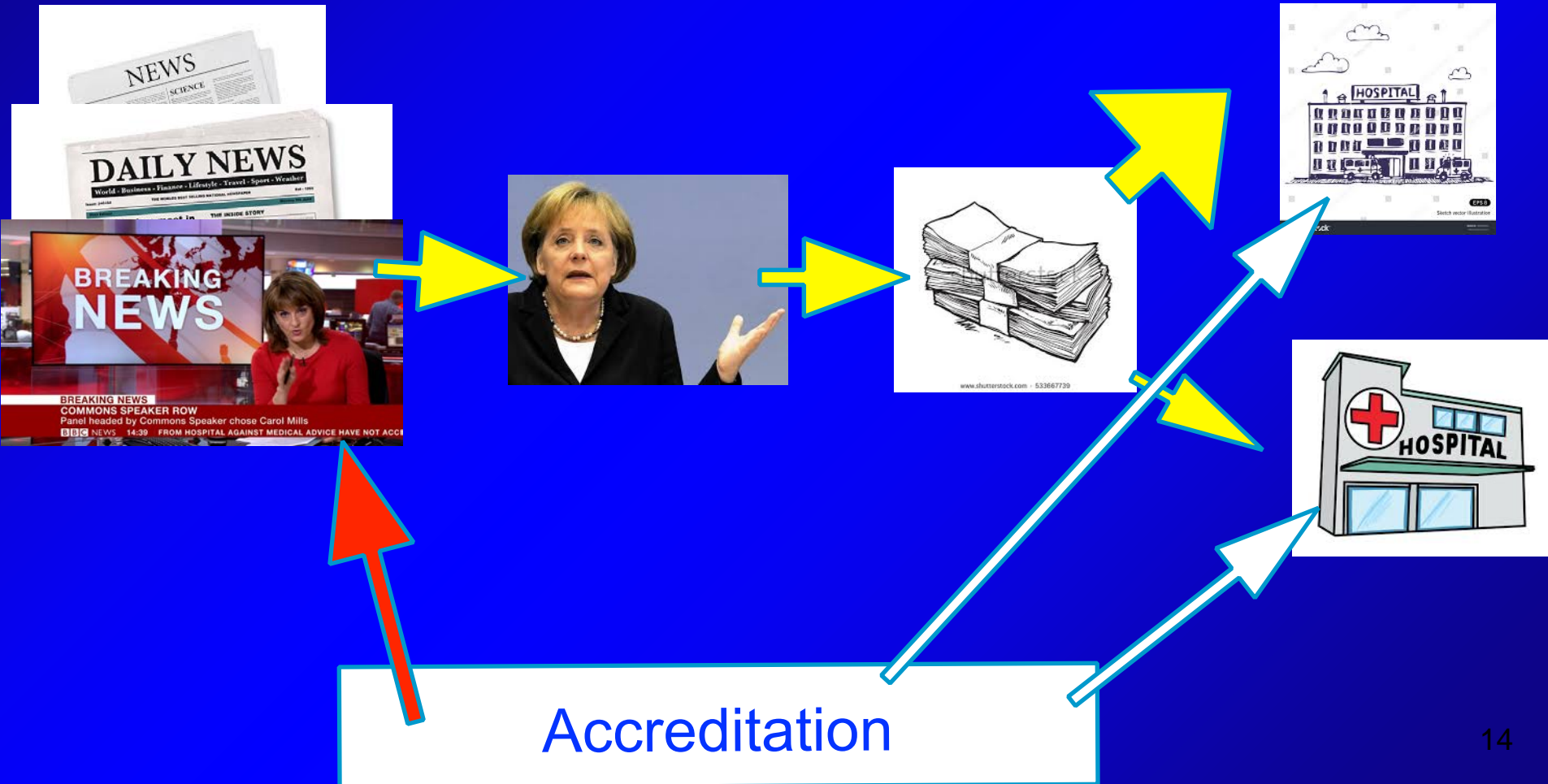
Table 1. Importance of Factors in Selecting a Physician (N=2137)^a

	Responses as No. (%) [95% CI] to the question "When selecting a primary care doctor for yourself, how important is each of the following?"		
	Very Important	Somewhat Important	Not Important
Accepts my health insurance	1994 (89) [86-91]	108 (6) [5-9]	71 (5) [3-7]
Convenient office location	1305 (59) [55-63]	738 (36) [32-40]	76 (5) [3-7]
Physician's years of experience	914 (46) [42-50]	1019 (46) [42-50]	181 (8) [6-11]
Part of a trusted group practice	877 (44) [40-48]	873 (37) [34-41]	368 (19) [16-22]
Word of mouth (from family/friends)	828 (38) [34-42]	1002 (47) [43-51]	287 (15) [12-18]
Referral from another physician	657 (34) [31-38]	1032 (46) [42-50]	432 (19) [16-23]
Physician's rating on websites	361 (19) [16-23]	865 (40) [36-44]	889 (41) [37-45]

; Public Awareness, Perception, and Use of Online Physician Rating S

Feedback matter case # 2

Patient can influence on politicians who decide about contracts for hospitals



**Important elements in
feedback on accreditation
to patients / public**

Public ceremony of certificate delivery with local media

Director
of
hospital



Deputy
Minister
of Health

Information in media

- **Focus on older patients / citizens**
 - **television - news and occasional programs**
 - **newspaper - best hospitals**
- **Focus on younger patients / citizens**
 - **website of NCQA**
 - **social media**
 - **Facebook**

Logo with certificate No on all hospital documents



Special writing sign of the rights for accreditation

Wojewódzkie Wielospecjalistyczne Centrum Onkologii
i Traumatologii im. M. Kopernika w Łodzi^A
Pion Organizacji i Systemów Zarządzania
tel. 042 689 59 26 faks 042 689 50 11

like signs - TM, ®, ©

Information on external wall



Certificate in main entrance



Effectiveness of information feedback

Problems

- **Feedback to patients / public is information that should be communicated effectively**
- **Difficulty in attracting attention**
- **Difficulty in understanding messages**

Difficulties in communication

What you
think ?



What you
say?



What he
understand?



What he
listen?

Research on understanding of TV news in Poland

effects of carefully watched less than 3 minutes

TV news

- after watching this news people were unable to describe more than 60% of information
- in case of some news the lost of information is up²⁵

Solutions (1)



Redundancy like with tam-tam

Solutions (2)

- **Simple wording**
- **Make tests with older people (age group as a most of the patient are)**

Take home message 1

- **Offering healthcare providers feedback information on how they perform is crucial for improvement of care**

Take home message 2

- **Make best attempts to properly inform patient and lay people about accreditation.**
- **But do not overestimate it's effects. Even if your patients could select providers it will be not most important factor for their decisions**



Thank you for your attention
Feel free to ask or write

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