“Are you my doctor?”
Utilizing Personalized Provider Cards to Improve Patient/Doctor Connections

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Attending, Dept of Cardiology; Medical Unit Director, Heart and Kidney Unit; Medical Director, Inpatient Cardiology

Tina Halley, MD
Attending Physician, Hospitalist Medicine; Medical Unit Director, 4M Acute Care Unit

Melissa Winter
Director, Patient Experience & Guest Services
The Nation’s Capital
Service Area: Washington, DC, Maryland & Virginia
Children’s National Overview

- $1.3B budget
- 316-bed acute care hospital
- 900 Physicians, 1700 Nurses
- 6,000+ Employees
Level 1 Trauma Center

• 2 Pediatric emergency departments
• Critical care transport program
• Ambulatory surgery center
• 7 Regional outpatient centers
Achievements

Children’s National is proud to be named #1 for newborn intensive care in the *U.S. News & World Report* Best Children’s Hospital survey and ranked among the top 10 children’s hospitals overall.
Children’s National
Framework for Advancing Patient- and Family-Centered Care

Surfacing Real-Time Needs

Transitions of Care

Child/Family Environment

The Way We Lead & Behave to Create Mutually Beneficial Partnerships
Understanding the medical care team…

- Attending physicians
- Fellows
- Consulting physicians
- Resident physicians
- Nurses
- PAs/NPs
- Medical students
Why This Project?

HAD no idea who was in charge

Right hand is not talking to the left.

Bad communication between doctors and nurses

Many doctors with different skills
An attending physician is a doctor who has completed all of their training and oversees the medical care of your child.

Hello, my name is Dr. Halley!
- I trained at Children’s and have worked here since 2006.
- I am a mom of two boys, and have been a parent of a hospitalized child.
- I enjoy tennis, running, cooking, and baking.
- “I want patients and parents to feel empowered to speak up and ask questions. I want you to understand your child’s care plan, and the decisions your child’s medical team makes.”
Creating a pilot: The PHAST Service

- Pediatric Hospitalist Attending Service Team
- Small patient population
- Core group of attending physicians and nursing staff
- No trainees

Consistent environment allows for evaluation of a new intervention with few variables
Staff Engagement

- Understanding the data
- Providing tools for implementation
- Evaluating the process
PHAST 4Main Patient Satisfaction with Doctors
BEFORE "Personalized Cards" for Introductions

Percent "Very Good"

- Doctors Care Coordinated: 40.6%
- Doctors Identified Roles: 37.5%
- Standard Overall (4 Main): 48.6%
Surfacing Real-Time Patient/Family Needs

Hello, my name is Dr. Todd!
- I have worked at Children's since 2009.
- I am a mom of three children.
- I enjoy yoga, outdoor activities, and skiing.
- "I relate with the struggles of parenthood. I want to make our team's communication with you easy to understand and compassionate."

Stephanie Todd, MD, FAAP
Attending Physician
Hospitalist Division
Director, PHAST Service

An attending physician is a doctor who has completed all of their training and oversees the medical care of your child.

Hello, my name is Catherine!
- I have worked at Children's since 2007.
- I enjoy gymnastics, weightlifting, and reading.
- "I want you to feel comfortable with your child's care plan, what the medical team is doing, and understand the plan for when you go home."

Catherine Gardner, PA-C
Physician Assistant
Hospitalist Division

A physician assistant has advanced training to manage medical problems, provide treatments, and prescribe medications. The PA works together with the attending doctors to provide medical care for your child.
PHAST 4Main Patient Satisfaction with Doctors
Impact of "Personalized Cards" for Introductions

- Before Cards
- After Cards
- Six Months Later

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<table>
<thead>
<tr>
<th></th>
<th>Before Cards</th>
<th>After Cards</th>
<th>Six Months Later</th>
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<tbody>
<tr>
<td>Doctors Care Coordinated</td>
<td>40.6</td>
<td>55.2</td>
<td>72.7</td>
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<tr>
<td>Doctors Identified Roles</td>
<td>37.5</td>
<td>60.7</td>
<td>74.5</td>
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<tr>
<td>Standard Overall (4 Main)</td>
<td>48.6</td>
<td>66.6</td>
<td>71.8</td>
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Process Evaluation: Staff Feedback

**Providers**
- Overall positive!
- Specific issues
  - Logistical
  - Workflow
  - Personal style

**Nursing staff**
- Overall positive!
Expansion to Neurology

Strategy:

- Strong Physician Champion in Medical Unit Director
- Small group of physicians
- Patient Satisfaction Data had room for improvement
- Relatively contained Unit
Comparison of Patient Satisfaction Scores Before and After Initiation of Provider Cards

<table>
<thead>
<tr>
<th>Percentage Always/Definitely Yes</th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>Communicate with your child's doctor</td>
<td></td>
<td></td>
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<tr>
<td>Doctors treat with courtesy/respect</td>
<td></td>
<td></td>
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<tr>
<td>Likelihood to recommend hospital</td>
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Children's National
The Annual Grants and Major Gifts Program is the conduit through which all of The Board of Visitors funds are awarded to the hospital. As the cornerstone of the Board’s fundraising efforts, the Annual Grants program has donated more than $7 million to support initiatives that aim to help improve a child’s hospital experience, purchase critical medical equipment, sustain and develop innovative treatments and support the professional development of doctors, nurses and hospital staff.

Cardiology – Jessica Colyer, MD –

**Provider Baseball Cards** - Funding to produce 175 individually designed Provider Baseball Cards with the goal of improving provider/patient relationships and thus increasing patient satisfaction. Each Provider Baseball Card (the size of a business card) will provide patients and their families a photo and key information about their provider including a definition of roles (which tends to be confusing for families). The Cards will also have some personal information about the Provider, to help build a connection with patients and families.
Marva Moxey-Mims, M.D.
Attending Physician
Chief, Division of Nephrology

An attending physician is a doctor who has completed all of their training and oversees the medical care of your child.

Hello, my name is Dr. Moxey-Mims!
- I enjoy traveling and reading mysteries with a good plot twist.
- I pride myself in being an empathetic listener in my patient’s experience.
- I am a mom of two girls, and being a parent helps me relate to the fear and anxiety families feel when their child is ill.
- I want patients and parents to know that our team is dedicated to giving their child the best care possible and that they shouldn’t hesitate to ask questions when things are unclear.

Lowell Frank, M.D.
Attending Physician
Director, Cardiology Fellowship

An attending physician is a doctor who has completed all of their training and oversees the medical care of your child.

Hello, my name is Dr. Frank!
- I have worked at Children’s since 2006.
- I am a New Yorker (let’s go Mets!) and I enjoy playing the trumpet and running.
- During my patient’s hospitalization, it is important that I educate parents about their child’s medical problems and treatments and make them as comfortable in an otherwise stressful situation.
- I want patients and parents to know that while we – the hospital staff and patient’s family – are all a team working together for what is in the best interest of your child.

Yue-Hin Loke, M.D.
Attending Physician
Cardiology Division

An attending physician is a doctor who has completed all of their training and oversees the medical care of your child.

Hello, my name is Dr. Loke!
- I have worked at Children’s since 2011.
- I enjoy all things academic and science fiction.
- It is important that each family feels welcomed and respected regardless of their background.
- I want patients and parents to know that I always appreciate their questions and concerns!

Kalyani Marathe, M.D.
Attending Physician
Dermatology Division

An attending physician is a doctor who has completed all of their training and oversees the medical care of your child.

Hello, my name is Dr. Marathe!
- I have worked at Children’s since 2014.
- I enjoy telling jokes, making balloon animals, and wearing a funny hat.
- During my patient’s experience, it’s important that I make procedures and tests as non-threatening and painless as possible.
- I want patients and parents to know that questions about diagnosis and treatment are welcomed. Please ask, we want you to be informed and involved in making the best decisions for your child.

Children’s National
Vision

• Expand to all inpatient providers
• Expand to trainees and visiting physicians
• Audit and evaluate current practice
• Consider use of technology for more efficient and economical expansion
Lessons Learned

- Need local champion
- Requires instruction on how to use
- Auditing tool important
- Provider concerns for privacy
- Create a template to limit characters and to streamline editing
- Resources mandatory
  - Administrative support
  - Money
Questions?
Thank you!