

Critical Insights from the Same Day Feedback Program at Stanford Health Care

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Objectives

- **Identify** new communication tools to meaningfully engage your patients
- **Recognize** quality implications for your patient engagement programs
- **Evaluate** your own organizational patient experience programs

Introduction

- Stanford Health Care created Same Day Feedback (SDF) in June 2009 to evaluate patient experience.
- SDF members visit inpatients and conduct semi-structured bedside interviews.

June 2009 to May 2013:	Hospital Staff
June 2013 to June 2017:	Patient and Family Partners (PAFPs) = former patients themselves or relatives of former patients

PAFPs vs. Hospital Staff

- How did patients in cancer unit assess their physicians?
- How did assessments differ across four needs?
 - emotional
 - physical
 - practical
 - informational

Methods

- Qualitative
 - Directed Content Analysis (34 codes)
 - Theme synthesis
 - Needs classification
- Quantitative
 - Wilcoxon Two-Sample Tests (code differences)
 - Akaike's Information Criterion (word counts)
 - Paired T-tests (variance in needs)

Interviewer	Sample Size
PAFPs	n = 56
Staff	n = 134