

WHAT'S UP?

FMC PHYSICIAN NEWSLETTER
NOVEMBER 2011



Flagstaff
Medical Center

Northern Arizona Healthcare

Nursing, quality of care rank high in PRC loyalty survey

This Spring, 129 physicians on active staff at FMC completed the 2011 Medical Staff Loyalty Study. FMC contracts with Professional Research Consultants Inc. to provide the personal interviews.

More than 70 percent of eligible physicians completed the survey, which consisted of 64 questions that focused on nursing care, hospital administration, quality of care in various service lines at the hospital, and perceptions of overall quality of care and of FMC as a place to practice medicine. Our last survey was in 2008.

Since the survey closed, PRC has been tabulating aggregate data and running analyses for us to compare answers with 2008 results.

In many categories, we improved (see table). However, this does not mean there isn't always room for improvement. It just means we're headed in the right direction. Thank you for your valuable input — we do take it seriously!

Interpreting the findings

Throughout the PRC interviews, physicians are asked to rate their perceptions using a five-point scale of “excellent,” “very good,” “good,” “fair,” and “poor”. PRC's research has shown physicians who rate a hospital's quality of care as “excellent” are three times more likely to be loyal. In today's changing healthcare climate, as physician/hospital alignment becomes necessary, these loyalties are crucial. Now more than ever, we need to work as a team to

Historical Comparisons & Goals				
Service Areas	2008 % Excellent	2011 % Excellent	Net Change	90th Percentile % Excellent
Quality of Care	39.2%	52.7%	+13.5	58.4%
Place to Practice	35.1%	52.7%	+17.6	59.9%
Nursing Care	26.4%	35.4%	+9.0	45.2%
Administration	9.0%	14.1%	+5.1	39.7%

strengthen healthcare for the community.

Of the 129 survey respondents, 52.7 percent ranked the Quality of Care at FMC as “excellent,” which is significantly higher than the 39.2 percent “excellent” response recorded in 2008. When you compare that to the PRC database of about 400 hospitals, the response equates to the 81.3 percentile. In other words, only about 20 percent of hospitals had more physicians rank their Quality of Care as excellent. In 2008, FMC earned a 71.2 percentile ranking. Also of note, respondents to the 2011 survey almost all gave FMC favorable marks (Excellent, Very Good, Good) in Quality of Care (99.2 percent). Together, we're making strides in the right direction.

We experienced similar results in the Place to Practice Medicine question — again, more than 95 percent of physicians responded favorably to this question. This equated to the 79.2 percentile, compared to the previous percentile ranking of 56.1 in 2008. With these results, we are in the top quartile of the PRC database.

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Survey, cont.'d

High and low-performing areas

Nursing Care received high scores this year. Nursing Care came in at the 71.0 percentile, again meaning that only 30 percent of PRC hospitals ranked higher in terms of excellent scores.

Administration came in below the 25th percentile. Specifically, questions regarding input in decisions at the hospital and timeliness of communications were ranked low.

Historically, our answers on the Administration-related questions have fallen into this range. Communication is a tough thing — one could argue, you can never do enough of it. However, your opinions certainly speak loudly and I want you to understand, you can always contact me with questions or comments. I always want your feedback, and you also can reach out to Dr. Mark Foster, Director of Physician Operations, or Dr. Tom Gaughan, Director of Physician Relations. Also, keep an eye out for a new messaging system in the physician lounge, coming soon. Dell has donated a TV monitor and computer that we plan to use to

run a looped Powerpoint with key messages and details of initiatives and events, etc. I welcome any additional thoughts or suggestions for how to improve communication.

Cerner also received low rankings from FMC physicians. Not much has changed from the same question asked during the survey in 2008. About half of the physicians here gave a negative evaluation of the system.

If you haven't met them yet, NAH Chief Information Officer Marilyn Black and Dell Client Executive/Chief Technology Officer Stephanie Olivier are the dynamic duo working hard to ensure the Cerner system is at its best when we go live with Computerized Provider Order Entry, scheduled for late February 2012 at FMC.

So much work has been done to ensure an IT infrastructure that's solid. Today, we have secured many improvements in the architecture and redundancy of our network. Infrastructure is now where it should be.

Work continues in the areas of process and people — doing what

needs to be done to ensure an efficient change process and also that we have effective training and ongoing support resources. Marilyn and Stephanie present updates on these issues often at venues including General Medical Staff meetings and the Physician IT Committee meetings.

Thank you for your participation in this year's PRC loyalty survey. Your thoughts are important. Oftentimes someone will have a complaint but not voice it because they think no one will listen. We must move beyond this and constantly strive for better communication with each other. Feel free to contact myself, Tom Gaughan, Mark Foster, or Physician Relations Coordinator Keli Openshaw.



CPOE Open House draws more than 70 providers

On behalf of the PRIME Team and the Physician IT Committee, thanks to all the providers who attended the CPOE Open House on Wednesday, Oct. 26.

There were 70 physicians and midlevel providers in attendance at the open house. Some providers spent 15 minutes, and some spent hours with the team that provided a sneak peek at what Cerner will look like when computerized order entry goes live in February at FMC.

In the coming months, more events will be scheduled to make you familiar with the CPOE system. Trainings of various types (including one-on-one) will be offered.

Some providers told us this open house went a long way to relieving your anxiety about CPOE. We'll keep heading in that direction! Please let us know how we can best support you.

