

Physician Forum

Excellence Above All

As we embark on an organizational-wide cultural transformation, Jewish Hospital & St. Mary's HealthCare has implemented Organizational Excellence Teams. One of our seven teams is the Physician Loyalty Team. This team's core focus is to improve relationships with the areas that matter most to you – Quality, Efficiency, Communication, Input and Reward and Recognition.

What does this mean? It means, as a valued member of the medical community and the Jewish Hospital & St. Mary's HealthCare team your thoughts, feelings and opinions matter to us, which is why we conducted a physician satisfaction survey early 2006.

This survey asked a random sampling of physicians how we were doing and what we could do to improve our communication with you and your patients, and we want you to know we've listened.

The following outlines what we have implemented or have in process, based on the feedback we received.

First Quarter 2006

Physician satisfaction survey results were evaluated and trends for areas of improvement were noted. Results of the survey were prioritized by level of importance for implementation.

We discovered from the survey that we needed to communicate better with our physicians, therefore we developed a physician tool kit for all of our clinical areas to use. The first item was "Got Chart," a tool to assist the clinical team in communicating with physicians about their patients. The second item was a call log that notes which physician has been paged, so when the call is returned, the appropriate team member can be located quickly. "Way to go Doc" was a third tool to recognize physicians for doing all the great things they do JHSMH and their patients. A Physician Rounding log was also created to help leaders round on physicians so that their issues and concerns can be addressed in a timely manner.

- Physician satisfaction results were shared with team members.
- A thank you note system was put into place to recognize our physicians.
- Quarterly physician lounge events were also put into place to show appreciation to our physicians.

Second Quarter 2006

As we learned through our survey, seeking input from our

physicians and overall better communication is an area we could improve on, and we listened.

The Medical Executive Committee was asked to participate in the JHSMH strategic planning process.

Physicians were asked to participate in the Chief Nursing Officer selection process.

A physician communication plan was put into place. This plan includes:

- Written communication pieces such as Med Staff News on a regular basis;
- communication boards/plasma screens at Sts. Mary and Elizabeth Hospital have been ordered;
- a physician only website portal, which is on target to go live during September or October;
- and a complaint resolution process is in progress.

A 90-day letter for new medical staff members is now being coordinated through the medical staff credentialing process.

Third Quarter

As we move into the third quarter, our goal is to create a JHSMH physician office resource binder to equip you and your staff with the proper resources you need from us.

Physicians are critical to the success of JHSMH, and our goal is to provide a health care environment that meets your needs and those of your patients. We will be surveying physicians again in October (and every year) to continue to try to improve our level of service, quality and communication. Our goal is to have physicians completely satisfied with their experience at all our facilities. We value your opinions and suggestions and will work diligently to meet and hopefully exceed your expectations.

For any questions or comments, please contact one of the Physician Loyalty Team co-chairs, Lynn Simon, M.D., chief medical officer and senior vice president of JHSMH at (502) 587-2837 or Shelley Neal, president and CEO of Jewish Hospital Medical Center East at (502) 259-6003.

Members of the Physician Loyalty Team are Dr. Lynn Simon, Shelley Neal, Patti Borden, Dr. Gerald Moore, Angie Rose, Denise Wooldridge, Wanda Moore, Kim Heck, Priscilla Hannah, Debbie Conder, Sheila Toohey, Judy Gugerty, Chris Thompson, Karen Russell and Lisa Motley.

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