Physician-Patient Communications Benchmark Report 2013

Research and Insights into Communication Trends and Their Implications for Primary Care Delivery

A Must-Read Report for Hospitals, Integrated Health Systems, Physician Groups, ACOs and Health Plans!
Effective Physician-Patient Communication is a Critical Element of High Quality Healthcare

... it drives patient outcomes, adherence, healthcare use, readmission rates, patient satisfaction and now reimbursement.

The importance of patient communication is underscored in recent health care reform legislation which calls for the adoption of a patient-centeredness in key health care reforms initiatives like Accountable Care Organizations and Patient-Centered Medical Homes.

So What Is the State of Physician-Patient Communications in Your Market?

Find out in the 2013 Physician-Patient Communications Benchmark Report. This unique report will take you behind the closed doors of exam rooms across the US for an in-depth look into how physicians and patients in your region talk with, listen, and relate to one another.

There is a 19% higher risk of nonadherence among patients whose physician communicates poorly.1

Research has shown that the development of strong patient-centered communication skills by physicians leads to more engaged and activated patients, better outcomes2, improved productivity3, increased adherence, reduction of costs4, and increases in patient satisfaction5 and retention6.

In this report you will learn:

- What physicians and patients talk about during office visits...and what they don't talk about
- Common physician and patient communication gaps
- How the patient communication skills and practices employed by physicians in your region compare to recommended “best practices”
- The implications of these findings for strategic initiatives like PCMH, ACO, patient satisfaction, P4P and hospital readmissions
- Recommended next steps

The 2013 Physician-Patient Communications Benchmark Report summarizes the findings of a study of 1,500 primary care physician office visits from across the US, including 500 visits from your region. In this study, every comment made by physicians and patients were measured, coded, and evaluated using conversation analysis and then benchmarked against physician-patient communication best practices.

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1 Zolnierek, K. et al. Physician Communication and Patient Adherence to Treatment. Medical Care. Volume 47, Number 8, August 2009
The Report Provides Valuable Benchmarks, Trends, and Analytical Commentary on Nine Dimensions of Patient-Centered Communications:

- Patient Rapport Building
- Agenda Setting
- Eliciting of Patient Perspective
- Information Gathering & Sharing
- Physician-Patient Agreement
- Empathy
- Self Care
- Time and Expectation Management
- Care Coordination & Collaboration

National Scores & Benchmarks
The report also scores how physicians in your region perform with respect to:

- Patient Engagement
- Patient-Centered Communication
- Patient Medication Compliance
- Patient Care Planning
- Care Coordination
- Guideline Compliance
- Productivity
- Malpractice Risk

How Can My Organization Use This Report?
The 2013 Physician-Patient Communications Benchmark Report will help your organization better understand the critical role that effective patient-centered communication plays when it comes to improving:

- Patient Engagement and Activation
- Patient Outcomes
- Quality
- Patient Adherence
- Cost Reduction
- Productivity
- Malpractice Risk
- Patient Satisfaction

The Report will also give you a better understanding of “next steps” for improving the quality of physician-patient communication skills of physicians and other providers within your organization.

Order Your Copy Of The 2013 Physician-Patient Communications Benchmark Report
Visit www.verilogue.com/order
Or call (888)VERILOGUE
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Smart Health Messaging

Stephen Wilkins is a thought leader and entrepreneur in the fields of consumer health behavior, patient engagement and physician-patient communications. Professionally, he has over 20 years of experience working for and consulting with hospitals, physicians, and health plans in these areas. Author of the blog Mind the Gap, his work has appeared in the Wall Street Journal, USA Today, KevinMD.com, Hospital Impact and Better Health. He is a published author having written a Chapter on “Medical Home and Disease Management” in AIS’ 2011 Disease Management and Wellness in the Post-Reform Era. He is also a frequent contributor to Medical Home News.

About Smart Health Messaging

Smart Health Messaging is committed to revolutionizing the way physicians and patients communicate and engage with one another before, during, and between office visits. Through research, thought leadership, and innovative communication and engagement solutions, Smart Health Messaging’s goal is to help clients achieve better outcomes, lower costs, and improved patient satisfaction through better physician-patient communications.

About Verilogue

Verilogue is the physician-patient dialogue expert, delivering unique customer insights through the world’s largest collection of real exam-room conversations. Through linguistic analysis of natural, unscripted dialogue, Verilogue enables clients to gain a deep and authentic understanding of patient and physician perspectives, and provides answers to business questions not answered by other recall-based research methodologies. Verilogue is a trusted research partner to over 170 healthcare and university customers.

Collection and Analysis Methodology

Physician-patient conversations are analyzed utilizing a research method known as conversational analysis. This is the same finely-tuned research approach used by academic researchers to study physician-patient communications for the last 30 years. Conversation analysis works by deconstructing the conversations that occur between physicians and patient during office visits. The finding are then summarized and compared against recognized best practices.

The research sample consists of un-scripted, naturally occurring physician-patient exam-room conversations collected by Verilogue. Verilogue has amassed the world’s largest collection of real exam-room interactions through its HIPAA and IRB-approved collection methodology.