

## Medical Staff Surveys

“All best practices in improving physician-hospital relationships – all enduring relationships of any kind, in fact – depend on developing trust and mutual reciprocity over time through open and regular communication.”

### Surveying Physicians is Critical

Whether physicians are viewed as providers, employees, partners, customers or all of the above, hospitals in today’s healthcare environment know the importance of building and maintaining strong relationships with their medical staff.

Recent years have seen many changes come to the traditional hospital-physician relationship. The increasing number of ambulatory centers, where procedures traditionally done in the hospital are now being performed, and the birth of hospitalists are just two of the changes that have decreased the amount of time that physicians are spending inside hospitals today. On the other hand, hospitals can not afford to lose touch with these physicians and must look for new ways to seek physician input, improve communications and monitor medical staff relations.

This may appear to be a daunting task for many hospitals. After all, research reported in JAMA, The Archives of Internal Medicine and the Journal of the American Board of Family Practice all reflect the complicated factors that lead to physician satisfaction. In addition, the needs of the medical staff will vary greatly with the type of healthcare organization. For example, the needs of physicians in a



tertiary care teaching facility will be vastly different from those practicing in a rural community hospital. Obviously, a “one size fits all” approach to surveying medical staffs will not yield the same quality in results.

### The Jackson Group Approach

The Jackson Group is equipped with the experience and flexibility to orchestrate a successful strategy for obtaining physician input through a medical staff survey. The Jackson Group will provide a senior consultant and project manager who will walk through each step of the process with you, including:

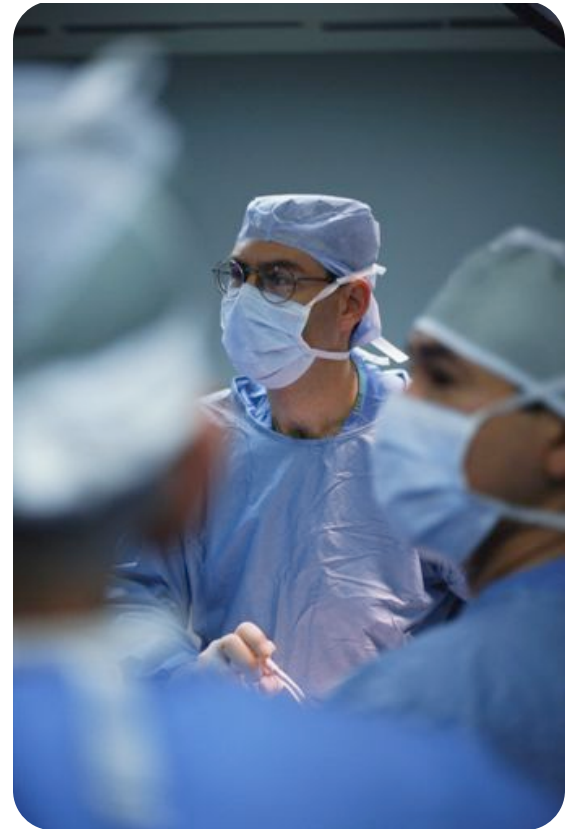
- Assess the organization’s culture as it relates to physicians to determine “What does the organization want and need to learn?”
- Design a survey using both standard, benchmarked inquiries as well as customizing inquiries that address specific organizational issues.
- Activate the survey process using innovative survey technology, traditional survey methods or a combination of methods in order to achieve good participation and match the medical staff’s technology comfort level, accessibility and ease of use.

### The Jackson Group’s Medical Staff Surveys Provide:

- Consistent and reliable data collection
- An open door for honest communication from all members of your medical staff
- User friendly reports that help prioritize items of concern and highlight physician perceptions in key areas
- The opportunity to strengthen relationships with the medical staff.

- Analyze the data in a timely and meaningful manner, using data analysis to drill down to the most important outcomes for focused management attention and action planning.
- Communicate the results thoroughly with full disclosure of the data while focusing attention on the most relevant findings. Using communication methods that begin a dialogue of further inquiry will increase involvement and ownership of the action plans that follow.
- Put the data to use. Make the medical staff a part of the action planning process and meet physician’s expectations based on their input. The Jackson Group’s consulting team is available to work with you to ensure that action plans are effectively communicated to everyone involved and that clear goals are set in addressing identified issues. Our consultants can also work with you to establish a scorecard or other method to measure key physician satisfaction metrics by department and total organization and institute accountability for survey-related results and actionable items.

The hospital-physician relationship will continue to be tested in the future. While the medical staff survey is only one part of an organization’s efforts to achieve physician satisfaction, it does provide reliable and objective data to support the overall strategy. Only through well planned and executed surveying can health care leadership best determine where to spend their time, energy and limited financial resources in meeting today’s physician expectations. The payoff, however, is in developing a stronger relationship with your medical staff through communication, input and ownership in the solutions to existing issues.



Throughout the survey process, our innovative data reporting system, **MERCURY**, allows you online access to your data at

any time. This feature provides you with the ability to access and view comprehensive survey results and utilize the data before physical reports are generated. For a quick snapshot of your data, our Dashboard system gives you the option to look at individual statements and department-specific results. Easy to read graphs and charts provide for a quick analysis of your results. (Dashboards are not included with Mercury access; additional fees apply.)



For more information or to request a proposal or on-site presentation, contact us by telephone at 800.554.0373, on the web at [www.thejacksongroup.com](http://www.thejacksongroup.com), or by email at [info@thejacksongroup.com](mailto:info@thejacksongroup.com)



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