

The University of Rochester Physician Communication Coaching Program

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In 2011 as part of a systems-wide Patient- and Family-Centered Care Initiative, at the request of the Dean I developed a physician faculty communication designed to activate a learning community of faculty to improve patient satisfaction, communication skills, professionalism, and physician wellness. This IAP began with a pilot study to determine the feasibility and value of a physician communication coaching program. During my ELAM year, I observed twelve physicians for four hours each in patient care, coding their communication with the Calgary-Cambridge communication Assessment Tool. The pilot group included six surgeons and six cognitive physicians, six had high patient satisfaction scores and six had low. Using three codes with established correlations with patient satisfaction, the scores predicted the physicians with high vs low patient satisfaction to a $p=.0001$ level (even with a small N). Acceptability and approval of the process turned out to be remarkably high, and the program has grown tremendously over the last twelve years.