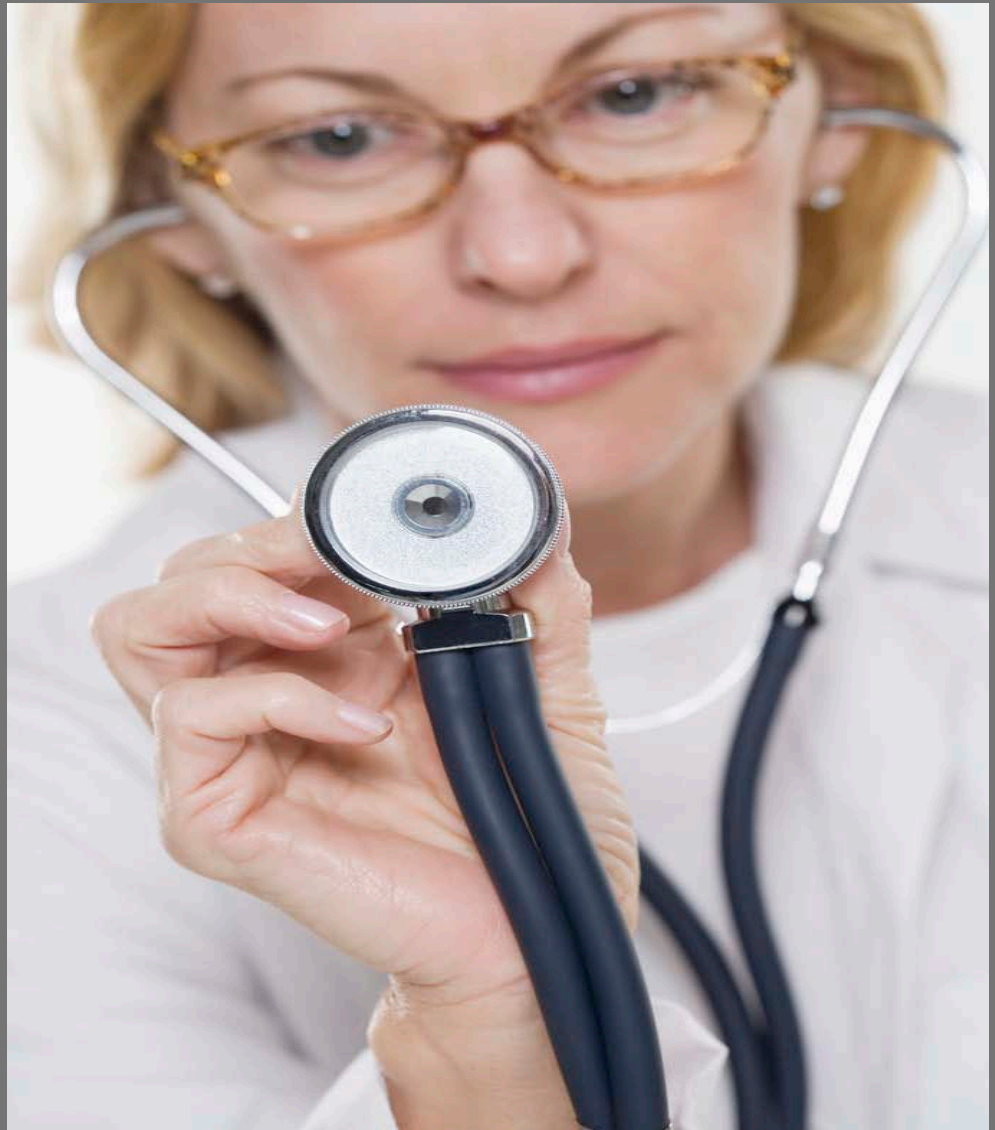


2009

# PDi Physician Survey<sup>®</sup>

## Measuring & Improving What Matters

Supporting and continuously improving your hospital and healthcare organization environment for patients, employees and physicians is more than just a goal - it is an ethical responsibility – a calling that we all take seriously.



Performance Dimensions International LLC  
[www.pdisurvey.com](http://www.pdisurvey.com)





## The PDi Physician Survey© Improving Communication & Collaboration

### Introduction



Making sure that your hospital and healthcare organization is an excellent place for physicians to practice quality medicine is more than just a goal - it is an ethical responsibility – a calling that we all take seriously. PDi understands the importance of this ethical responsibility. After all, your hospital's quality of patient care and business success hinges on your relationships with physicians and medical staff—those who practice at your hospital and those who refer patients. When it gets right down to the bottom line, physicians, administrators, employees, board of directors and other stakeholders

want quality of care for patients, efficient operations, appreciation, and input. PDi can help you improve communication and collaboration with all of your stakeholders.

What decreases physician satisfaction, loyalty, communication, effectiveness and overall positive engagement?

We have found that reduced autonomy and increased time demands can leave physicians feeling detached and uninvolved due to a diversity of issues related to the broad dynamics of communication and collaboration problems with administration and the overall policies and procedures of the hospital. This can affect every aspect of your hospital and healthcare organization including:

- Decreased quality of patient care
- Increased employee stress
- Greater risk of physician defections
- Slowdowns in admissions and revenue
- Damage to the hospital's reputation



The PDi Physician Survey© will provide the data and feedback required to identify collaboration and communication strengths and opportunities for improvement. This data and feedback is vital in the quest to build loyal relationships with physicians and, ultimately, employees and patients. The PDi Physician Survey© provides a comprehensive and detailed method for assessing Physician engagement with a hospital's and healthcare organization's leadership, level of resources, technical support and patient care support for physicians.

The PDi Physician Survey© will help you assess your physicians satisfaction and loyalty for the hospital and healthcare organization, how likely they are to make patient referrals and level of positive engagement. PDi uses a customized and flexible approach for each project, thus, focusing on our client's unique needs and providing the PDi Physician Survey© solutions to best achieve goals and objectives.

### **PDi Physician Survey©: Measuring What Matters...**



The PDi Physician Survey© measures the most important aspects of physician relationships with the hospital and healthcare organization so that better decisions can be made and focused improvements implemented. Each item on the PDi Physician Survey© has been tested for validity and reliability and is combined with other related survey items to produce insightful categories. The PDi Physician Survey© measures the following key driver categories that impacts physician satisfaction/loyalty:

Teamwork and Involvement Category  
Physician Recruitment Category  
Board of Directors' Category  
Leadership Category  
Problem Resolution Category  
Priorities & Values Category

Hospital Strategy Category  
Quality of Services Category  
Capability Category  
Structure Category  
Expectations Category  
Outcomes Category



The PDi Physician Survey© also includes a write-in comments section, which provides physicians with the opportunity to give their input on a diversity of issues they deem important about the hospital, clinics and entire healthcare organization including strengths and opportunities for improvement.

## PDi Physician Survey©: Results You Can Count On...



The data and information obtained from the PDi Physician Survey© provides the executive leadership team, board of directors, physicians and all hospital and healthcare organization stakeholders with the valid and reliable data and information that directly impacts the bottom line by supporting the highest levels of positive hospital and physician relationships and solutions by:

- Improving Physician Satisfaction & Loyalty
- Improving Communication & Collaboration
- Improving the Overall Quality of Physician Support Services
- Improving the Overall Quality of Patient Care
- Improving the Recruitment of New Physicians
- Improving Hospital and Healthcare Organizational Efficiency
- Fostering Better Communication between Physicians and Administrators

**...and advances the bottom line.**

You can be confident that the PDi Physician Survey© results you receive are based on the reality of physicians working in the hospital, clinics and healthcare organization. Such results will provide the foundation upon which insightful and productive improvement decisions can be made throughout the healthcare organization.

In brief, using PDi Physician Survey© solution process will help you develop the insights necessary to build an inspiring action plan and implement the improvements necessary to significantly increase physician satisfaction, loyalty, quality patient care, admissions, and market share.



### **PDi Physician Survey©: User Friendly Administration...**



The PDi Physician Survey© is web based and user-friendly with 24/7 access. The PDi Physician Survey© takes 15 minutes to complete and offers a number of customizable features for your hospital and healthcare organization.

PDi's extensive experience in designing and conducting physician surveys, using our proven methodology, enables us to guarantee that nearly all of your physicians will participate

### **The PDi Physician Communication & Collaboration Improvement Cycle**



- I. Plan**
- II. Do**
- III. Inspire**



### **PDi Expertise**

PDi consultants leverage both depth and breadth of experience and resources, to deliver measurable value for the healthcare organizations, teams and individuals with whom we have the privilege of working with.

We are focused on applying the PDi Physician Survey© and PDi Solution Action Team Process© to enhance People, Processes and Performance throughout the hospital and health care organization:

1. Identify Hospital & Physician Communication & Collaboration Common Ground
2. Focus upon Behavioral Based Improvements Efforts
3. Provide Ongoing Support to Ensure High Performance Success.

We are committed to developing a value based partnership and are uniquely equipped to provide our Healthcare clients with integrated and cost competitive consulting services. Our focus is on measurable changes in behavior that leads to a significant improvement in the quality of healthcare and business results.

Please contact us through our web site or contact our PDi healthcare expert to discuss the best options for your organization.

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