

Mapping Crucial Conversations in Hospital Settings

RESEARCH PROJECT SPONSORS

A joint project of VitalSmarts, the National Association of Children's Hospitals (NACHRI), and The American Association of Critical-Care Nurses (AACN)

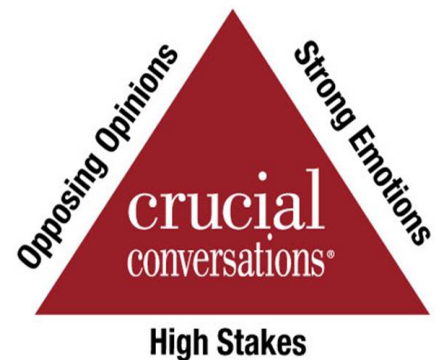


AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

VitalSmarts™

A Crucial Conversation

Jackson is an internal medicine doctor who is liked by everyone and has been since he was fourteen. That's how old he was when his dad, a cardiologist, joined your staff. Ten years ago you welcomed Jackson to practice at your hospital. He gets many referrals and brings in a lot of patients, especially for weight loss surgeries. However, the doctors and staff who work alongside Jackson are hiding a terrible secret. Jackson isn't competent. His co-workers anguish over the situation. They even steer the more difficult cases away from him, but no one has stepped up to the crucial conversation that needs to be held.



Mapping the Crucial Conversations in a Hospital

This research project is mapping the kinds of conversations that are especially crucial within a hospital setting. Our goal is to identify the categories of conversations that are especially difficult and, at the same time, especially essential for people in healthcare to master. This research will demonstrate how five to seven crucial conversations can have an outsized impact on medical errors, patient safety, quality of care, staff commitment, employee satisfaction, discretionary effort, and turnover.

The Goals of this Research

We want these crucial conversations to enter the national debate within the healthcare community. There are "unspeakables" and "codes of silence" within many hospitals, and this silence can be deadly. Our goal is also to give hospitals a powerful tool for improving patient safety and employee performance. These areas of silence are information bottlenecks. Finding and removing these bottlenecks will release a cascade of benefits to the organization.



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How Your Hospital can Participate in this Research

We are already completing the exploratory phase of this study, and we're nearly ready to begin the survey phase. We would like your participation in this survey phase. If you choose to participate, we will have your staff complete on-line surveys during June, and July. We have about twenty-five participating hospitals, but we would like as many as fifty to participate. This survey data will be correlated with patient-safety, quality, and human resource measures in order to confirm the links between crucial conversations and crucial outcomes. There is no cost, other than your time and energy, to participate in this research.

THIS RESEARCH WILL DEMONSTRATE

...how five to seven crucial conversations can have an outsized impact on

- medical errors
- patient safety
- quality of care
- staff commitment
- employee satisfaction
- discretionary effort
- turnover

Benefits of Participating

Participating hospitals will receive benchmarking data that will show in a confidential way where they stand relative to the other hospitals across the nation. This information will allow them to pinpoint the areas where focused improvements will achieve maximum leverage.

Join Now, it's Free!

Send an email to VitalSmarts' Director of Research, David Maxfield (DMaxfield@vitalsmarts.com). David will answer any questions you have, and will set up your hospital's on-line link to the Crucial Conversations Research Study. You can also call David at 605-999-4055.

Take action today. This research study is happening in June and July. Don't miss this free opportunity!

