

# The Power of Communication and Connection to Improve the Patient Experience

Tiffany Anderson, MSN, RN, FNP, LSSGB, Cheryl Campbell, DNP, MSN, RN, Dareath Norwood, BSN, RN-BC, Jennifer Millet, DNP, RN, LNC, Jeremie Quitoriano, BSN, RN, OMS, Lezlie Mangold, ADN, RN, Rebecca Morris, BSN, RN, Roderick Gipson, BSN, RN, Roshele Ward, MSN, RN, Saleena Sawdha, MSN, MHA, RN-ONC



## BACKGROUND

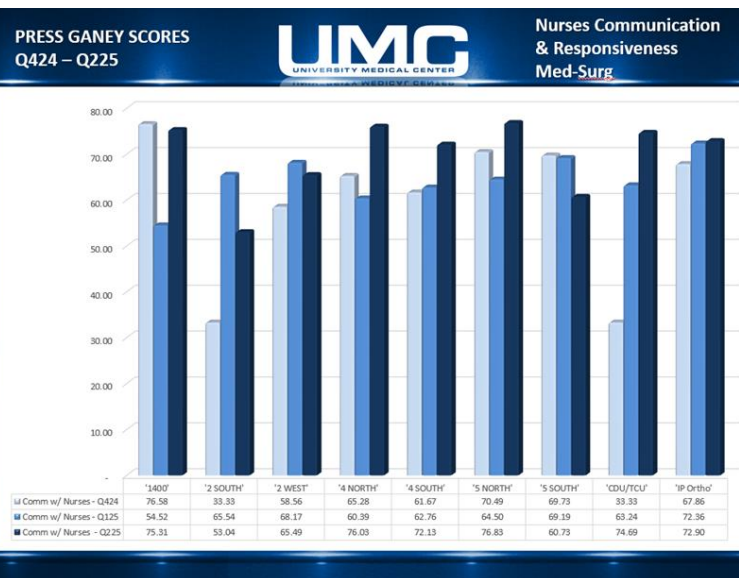
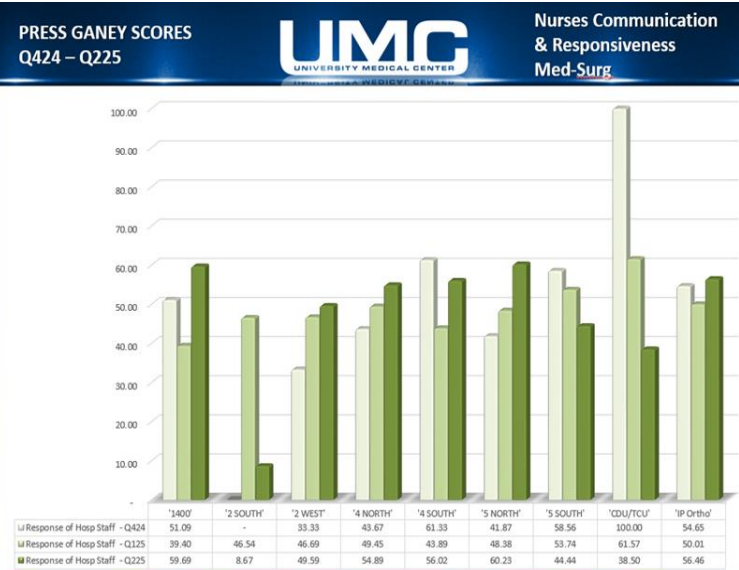
Effective communication and connection between healthcare providers and patients are essential for a positive patient experience. However, gaps in the areas often lead to dissatisfaction and hinder optimal outcomes. The Medical Surgical division identified that staff may need more guidance and support when utilizing tools that impact patient experience, specifically Bedside Shift Report and Purposeful Hourly Rounding.

## PURPOSE

This study evaluates the impact of a Patient Experience Seminar designed to enhance communication skills, specifically focusing on improving the Bedside Shift Report and Purposeful Hourly Rounding.

## METHODS

A Patient Experience Seminar was hosted for all bedside staff in the Medical Surgical division in March-April 2025 for a total of eight sessions. The seminar included an interactive workshop and practical training on conducting effective Bedside Shift Report (BSSR), Purposeful Hourly Rounding (PHR), and a section on the patient experience and service recovery. The seminar concluded with each staff performing a return demonstration and competency validation.



## RESULTS

Following the seminar, direct observations of staff performance of BSSR and PHR are being conducted. Graphs show Nurse Communication and Responsiveness scores before the seminar and during the intervention period. Leadership rounding suggests that there is a marked improvement in patients' perception of communication, trust, and understanding of individualized plan of care. Improvements are also anticipated to be seen in Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey in the next quarter.

## CONCLUSIONS

Implementing a Patient Experience Seminar to enhance Bedside Shift Report and Purposeful Hourly Rounding is anticipated to lead to measureable improvements in patient satisfaction, patient's perception of communication, and staff engagement. Structured education and standardized practices are effective strategies for fostering a culture of patient-centered care and strengthening the provider-patient connection.

## REFERENCES

Available on Request

