

## BACKGROUND

**This project aims to answer the question:  
Does a multi-modal pre-procedure patient education protocol in the endoscopy department facilitate improved patient satisfaction?**

- Patient anxiety has been shown to reduce compliance with colonoscopy screening programs and negatively impact patient satisfaction scores.
- This is significant as satisfaction scores are used to measure the patient experience, define reimbursement, and make procedural decisions.<sup>1</sup>
- Research shows that lack of procedural knowledge correlates to procedure-related anxiety in colonoscopy patients.<sup>2</sup>
- Therefore, enhancing pre-procedure education with a patient education video has the potential to decrease patient anxiety and improve future screening compliance and patient satisfaction scores.<sup>3</sup>



Peterschreibermedia.com. (2020). 3d illustration of colon cancer. <https://www.istockphoto.com/photos/colonoscopy>

## EVALUATION

Formative and summative assessments will evaluate this project's success:

- The script will be reviewed and edited by the engagement council, the endoscopy department manager, marketing, compliance, quality, and patient education.
- A QR survey will collect immediate patient feedback about the video
- Chart audits will evaluate nursing use and documentation of the video.
- Quarterly HCAHPS and Press Ganey satisfaction survey results will indicate the impact of the video on patient satisfaction scores.

## METHODS

Guided by the Johns Hopkins Evidence-Based Practice Nursing Model<sup>4</sup>, literature was reviewed, and the following themes emerged:

- Pre-procedure anxiety negatively affects patient satisfaction scores.<sup>1</sup>
- Education decreases patient anxiety.<sup>2,3</sup>
- Multi-modal education is highly effective.<sup>3</sup>

Based on these findings, the engagement council created the following plan to implement a patient education video, combined with verbal and written teaching, in the endoscopy department:

- Video script written with interdisciplinary input
- Secure administrative approval
- Video production by a third party, upload to flash drives for TVs in patient rooms
- QR survey creation and printing on posters for patient rooms
- Staff training on the integration of video and survey into the pre-procedure process
- Video Go-Live

## CONCLUSIONS

- When patients are given thorough teaching, they rate their satisfaction higher on surveys that benefit hospital budgets.<sup>1</sup>
- Literature supports implementing a video-based education protocol, in conjunction with written and oral teaching, to decrease patient anxiety and improve satisfaction scores.<sup>3</sup>
- Health education delivered with audiovisual technology helps patients understand the teaching, accept the information, and integrate the knowledge.<sup>5</sup>
- To have the most significant impact, educational efforts should focus on providing information about the procedure in a way that patients understand and retain.
- Multimodal education is a successful approach to patient education in healthcare settings.<sup>3,5</sup>
- Because satisfaction scores drive healthcare, endoscopy units must prioritize ongoing education improvement efforts to decrease patient anxiety and increase satisfaction.

## REFERENCES

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