

# Project CONNECT

## WHAT ARE SOME OF THE BENEFITS FROM PARTICIPATING?

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One benefit of participating in the study is that you will have the opportunity, if you choose, to receive personal and confidential feedback about your communication style from established experts in physician-patient communication. Dr. Richard Street, a member of the Project CONNECT analysis team, has over 20 years of experience in the field of communication analysis. He is currently on faculty at Texas A&M University. For physicians that desire feedback on how they can improve patient satisfaction through communication, we will provide a personal consultation with the project team and a sheet of easy-to-apply “tips” based on Dr. Street’s analysis. Don’t miss out on this opportunity to participate.

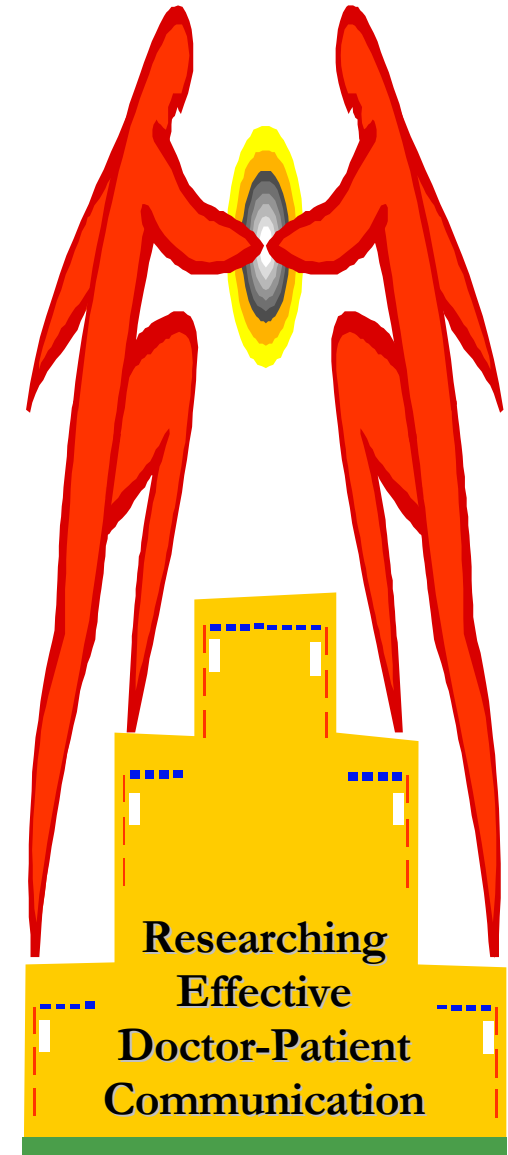
## WHO DO I CONTACT TO PARTICIPATE?

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If you would like to enroll in the study or if you have any questions about the study, you can contact the Project Coordinator Alicia Gladney at 713-794-8668.

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Services Research and Development



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## DO YOU CONNECT?

### THE IMPORTANCE OF EFFECTIVE COMMUNICATION WITH PATIENTS

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“The single most important criterion by which patients judge you as a physician is the way you interact with them. And with shorter patient visits now a reality, you have even less time to “make or break” the patient physician relationship. It is therefore vital to develop understanding of your own communication style and adjust that style to meet the needs of various patients.” Family Practice Management, May 1999, “Improving Communication in No Time.”



### WHAT IS PROJECT CONNECT?

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**Project CONNECT** is a research study. Its objective is to find out how the doctor and patient “connect” in terms of how they view the patient’s illness. Patients’ and physicians’ “views,” or perspectives about illness, are very important and lead directly to patient trust and satisfaction.

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### WHAT IS THE BACKGROUND OF PROJECT CONNECT?

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**C**ongruence  
**N**etwork  
**E**xceed  
**C**ommunication  
**T**eam

The Houston Center for Quality of Care and Utilization Studies (HCQCUS) is a Veterans Affairs Health Services Research and Development Center of Excellence. The Center was selected to be one of nine EXCEED Centers (Excellence Centers to Eliminate Ethnic/Racial Disparities) conducting research across the United States of America. The EXCEED initiative is sponsored by the Agency for Healthcare Research and Quality (AHRQ) and the Office of Research on Minority Health, National Institute of Health.

#### Research Protocol

The patient and physician will fill out a survey before the visit. Patients and physicians will be asked to fill out a survey after their visit, and the visit itself will be audio taped. All materials from this study will be confidential, and neither patients nor their physicians will be identified as participants in this study.

#### Eligibility Requirements

The Project CONNECT team aims to enroll 30 physicians (all specialties eligible) and 10 of their patients.

#### Time Requirements

In pilot studies, both surveys take less than 4 minutes to complete.

#### Honorarium

Patients and physicians will receive a monetary stipend for participation. In addition, doctors will receive a textbook on physician patient communication.



Paul Haidet, MD, MPH is the Principal Investigator for the study.