Implementation of Standardized Text Messaging Technology to Improve Patient Satisfaction, Related to Delays in the Ambulatory Surgery Setting

PURPOSE
The purpose of this quality improvement project was to implement a standardized communication process utilizing text messaging technology. The project was intended to increase patient satisfaction related to delays, from 85% to 87% in the adult ambulatory surgery setting.

BACKGROUND
The project was implemented in the adult ambulatory surgery center of a large academic Level 1 trauma hospital located in the Texas Medical Center, Houston, Texas.

METHODOLOGY
The Socio-Technical model and Plan-Do-Study-Act quality improvement methodology were used to plan and implement the project. Obtained buy in and approval from key stakeholders. Established a project team to provide input and serve as champions for implementation. Developed standardized text messages for patients who were delayed 30 and 60 minutes from the scheduled OR time. Developed automatic alerts for designated workstations to notify staff of patients who were delayed from scheduled OR times. Held educational session with pre-op and charge nurse staff.

RESULTS
The Press Ganey data showcased the improved patient satisfaction results to the specific question "information about delays" after implementing the DNP project for April 87.2%, May 88.9%, and June 86.8%. On average, 50% of the delayed surgery patients received 30-minute messaging, and 30% received a 60-minute message.

IMPLICATIONS
Perioperative leaders who work in trauma facilities must efficiently manage elective, complex, high acuity, and emergent cases within the same department. Health care organizations should consider innovative technology to support communication needs for patients delayed for scheduled procedures.