



Intercom

duke university medical center

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DURHAM, NORTH CAROLINA

Questionnaire Summary

What Do Our Patients Think of Duke?

Businessmen have a pretty good method of evaluating a product's popularity.

If consumers like it, they buy more; if they don't, the product sits on the shelf.

Hospitals, though, can't measure their success by the number of patients who check in. People come to a hospital when they're sick regardless of how they feel about the hospital.

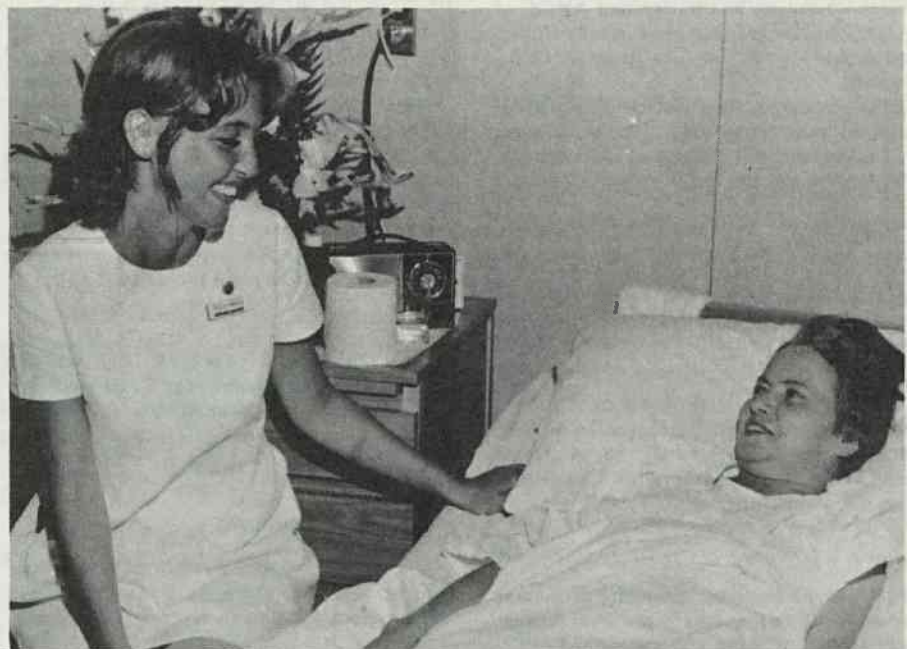
Last September, Duke began a campaign to find out just what our patients like about this hospital and what they don't like. A questionnaire, developed by the Public Relations Office and distributed by the Business Office, was given to each patient at the time of discharge. The questionnaire asked for comments on admission procedures, room accommodations, professional services, food services, visiting, discharge, and billing.

Of the 4,000 questionnaires distributed in the eight-month study, some 484 were returned, a total of more than 12 per cent. According to the statisticians, that's a good response.

Of the questionnaires returned, 118 were from Durham residents, 243 from North Carolina patients who live outside Durham, and 123 from out-of-state patients.

The questionnaires provided Duke patients with a forum for their praise, complaints, suggestions, and questions. And they sent back plenty of each.

This issue of *Intercom* is devoted to summarizing the results of the questionnaires in each of the main areas they covered. This is by no means a comprehensive evaluation of Duke Hospital, but the responses of some of our patients should give us a few clues about what we are doing right and where we need improvement.

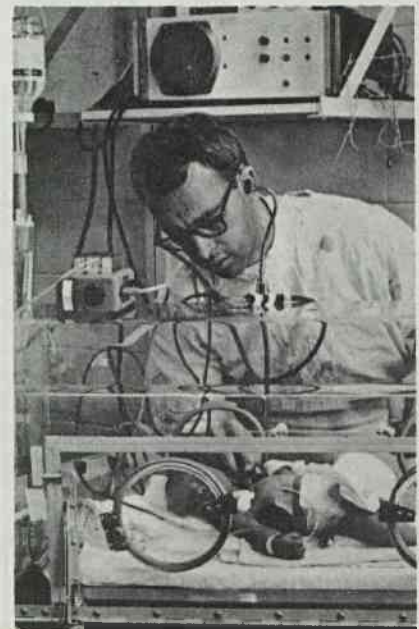


A new survey using the same questionnaire form was begun earlier this summer. *Intercom* will publish those results when they are compiled.

ADMITTING OFFICE

Nearly 90 per cent of the patients noted that their admission was prompt. About 9 per cent, though, had a complaint about waiting for admission. The other 1 per cent did not answer the question. Those who commented had to wait between 45 minutes and five hours with average about two hours.

One fifth of the patients complaining about admission waits said that their admissions had been scheduled well ahead of time and that they thought space had been reserved for them. One patient from Florida said he waited five hours for a room which was supposed to have been scheduled for him 10 days in advance.



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