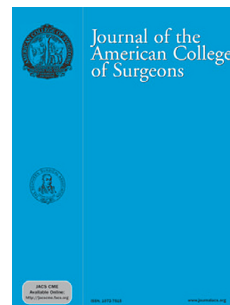


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Can 360 Degree Reviews Help Surgeons? Evaluation of Multisource Feedback for Surgeons in a Multi-Institutional Quality Improvement Project

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Running Head: Can 360 Degree Reviews Help Surgeons

Background: Medical organizations have increased interest in identifying and improving behaviors that threaten team performance and patient safety. 360-degree evaluations of surgeons were performed at eight academically-affiliated hospitals with a common Code of Excellence. We here evaluate participant perceptions and make recommendations for future use.

Study Design: Three hundred and eighty five surgeons in a variety of specialties underwent 360-degree evaluations with a median of 29 reviewers each [IQR 23-36]. Beginning six months after evaluation, surgeons, department heads, and reviewers completed follow-up surveys evaluating accuracy of feedback, willingness to participate in repeat evaluations, and behavior change.

Results: Survey response rate was 31% for surgeons (118 of 385), 59% for department heads (10 of 17) and 36% for reviewers (1042 of 2928). Eighty seven percent of surgeons [CI 75%, 94%] agreed that reviewers provided accurate feedback. Similarly, 80% of department heads felt the feedback accurately reflected performance of surgeons within their department. Sixty percent of surgeon respondents [CI 49%, 75%] reported making changes to their practice based on feedback received. Seventy percent of reviewers [CI 69%, 74%] felt the evaluation process was valuable with 82% [CI 79%, 84%] willing to participate in future 360 degree reviews. Thirty two percent of reviewers [CI 29%, 35%] reported perceiving behavior change in surgeons.

Conclusions: 360-degree evaluations can provide a practical, systematic, and subjectively-accurate assessment of surgeon performance without undue reviewer burden. The process was found to result in beneficial behavior change according to surgeons and their co-workers.

INTRODUCTION

With increasing focus on a team-based approach to medicine, the role of the doctor is evolving into a member, and sometimes leader, of a multispecialty patient-centered healthcare team. In order to provide effective care within this environment, clinicians must possess a set of skills beyond technical ability. A growing body of literature has identified the importance of non-technical skills such as communication and interpersonal behavior, in addition to technical competency.^{1,2} Evaluations using simulated cases and objective structured clinical examinations have confirmed the value of these competencies as well as providing methods for obtaining information on individual practitioners' strengths and weaknesses.³ However, simulation can be costly and time-consuming and has other attributes that limits its use as an evaluation and improvement tool.⁴ Clinical performance and competency has often been measured through a combination of performance evaluations and standardized testing. However, performance evaluations from a single source such as a supervisor, subordinate, or patient can have inherent inaccuracies, including inflated ratings, leniency, and the "halo and horn" effect.^{5,6} While standardized testing is a useful means of ensuring minimum proficiency in medical knowledge and clinical reasoning, it does not capture a complete sense of competency combining the technical and non-technical aspects of care and does not provide a reliable tool to distinguish exceptional physicians from marginally competent ones.⁷

Multisource feedback (MSF) has been a mainstay in performance evaluations in many industries for decades. This approach gathers feedback from multiple people occupying varying

roles in an individual's work environment and serves to generate a comprehensive perspective on performance. More recently, hospital systems have utilized MSF as a way to measure physician performance.⁸ MSF, often referred to as 360 degree feedback, has been incorporated into the re-certification process in several countries.⁹ By soliciting feedback from multiple sources within a physician's work environment including peers, superiors and subordinates, a more global assessment of performance is obtained, minimizing bias, including that based on race, sex, or age.¹⁰ The result of the information received has been utilized as a method to guide professional development and to track employee progress over time.^{11,12}

In this study, we assessed the value of an MSF program sponsored by a malpractice insurance company for a group of eight diverse hospitals affiliated with a common university system. The program was deployed as part of a long-standing, surgical chief-led patient safety and quality collaborative. The collaborative had previously constructed a Code of Excellence (COE), an explicit description of behaviors expected of all surgeons within their departments. The 360 degree evaluation process was designed to assess progress towards these standards.

Prior studies have found a beneficial role of 360 degree feedback in various physician specialties.¹³⁻¹⁶ However, effectiveness of MSF has been recognized to depend critically on how the program is implemented, how the feedback is given to subjects, and how institutional officials use the information.¹⁷ We therefore sought to describe the program deployed and determine through surveys the subjective accuracy of surgeon performance assessment and the effect of feedback on subsequent behavior.

METHODS:

Setting

In 2005, The Risk Management Foundation of the Harvard Medical Institutions, Inc., the malpractice insurance and patient safety company insuring the Harvard-affiliated hospitals, convened a surgical safety and quality collaborative led by the surgical department heads across multiple institutions. This group has produced and published a number of system-wide improvement initiatives.¹⁸⁻²¹ In 2011, the collaborative developed a Code of Excellence defining a minimum standard of conduct expected of all affiliated surgeons in eleven domains: service, respect, teamwork, excellence, ethical discipline, personal responsibility to patients, openness, education, humility, health, and conflict of interest. Following its development, each department utilized a variety of methods to implement the code ranging from formal presentations to signed endorsement by individual surgeons acknowledging their intent to behave in accordance with these standards.

360 Degree Evaluation Process

From 2012 to 2013, the eight participating hospitals implemented a 360 degree review process using a proprietary web-based system (PULSE 360 Program; Miami, Florida). The 360 degree tool consists of 40 questions that provide an assessment of an individual's professionalism, communication skills, interpersonal style, leadership, and teamwork approaches. A working group of surgeons revised and expanded the tool to fully capture domains of performance covered by the COE. Each question was scored on a 5-item Likert scale based on level of agreement and mapped to a COE theme. A global COE score was created by taking the mean from all ten COE themes and multiplying by 20 creating a scale from 20 to 100. Physicians were deemed as having concerning behavior if they scored lower than two standard deviations below the mean in their COE global score. Participating institutions included four university-affiliated community hospitals and four academic medical centers. Participants included three

hundred and eighty five attending surgeons from the departments of Cardiac, Thoracic, Vascular, Orthopedic, Plastic, and General Surgery. Participation by surgeons was mandatory with the stipulation that the results would be used for no other purpose than physician development. Each surgeon was given the opportunity to select 20-30 individuals as evaluators, including peers, referring physicians, trainees, nurses, ancillary operating room staff, administrative assistants, and/or supervisors. The final list of reviewers was determined by the associated department or division head. This partial self-selection process has been demonstrated to improve perceptions of fairness and rater credibility by participants.²² The vendor then emailed surveys and automated reminders to prompt reviewers to complete the 360 degree evaluation via an online portal. The review process occurred over a 2-3 month period with staggered evaluation delivery to reduce reviewer fatigue. The number of reviews requested of an individual were also tracked and limited to 6 per reviewer. The reviews were de-identified and compiled into a report distributed to the attending surgeons. All evaluation results were anonymous and without distinguishing characteristics to prevent identification of the reviewers. Each department head determined how the reviews were distributed to surgeons and whether formal debriefing and/or follow up coaching was provided.

Survey Process

Beginning at six months following completion of each institution's 360 degree evaluation process, a web-based survey was distributed through the vendor's secure server to department heads, reviewers, and surgeons. The survey instruments were constructed by the study team with the assistance of a panel of subject matter experts and customized for each recipient group. Each survey consisted of 8-10 multiple-choice and open-ended questions regarding the usefulness, accuracy, and sustainability of the 360 degree review process. The questions were scored using a

5-item Likert scoring system. The vendor de-identified the survey results and provided them to our research group for analysis.

Provider characteristics and study results are presented using percentages for categorical variables and medians with interquartile ranges for continuous variables. For dichotomous variables, two-sided 95% exact binomial confidence intervals were used to calculate confidence intervals for the unknown population percentage. In order to minimize the bias due to missing data when estimating the sample means and correlations among the 'Code of Excellence Themes', we performed multiple imputation, a statistically valid approach to use with missing data.²³ All analyses were conducted using Stata IC 13 (College Station, TX).

RESULTS:

360 Degree Evaluation Results

A total of 385 surgeons across eight facilities participated in 360 degree evaluations. A composite score incorporating all themes of the COE equally was created for each participant. The mean COE score for all surgeons was 87.6 (CI 86.9, 88.3) on a scale of 20 to 100. The mean score by each COE theme is displayed in Table 1 as well as their correlation to the global score. The themes of service, openness, and humility seemed to most correlate with a physician's overall score. The items least correlated with the overall score were in the areas of excellence, ethical discipline, personal responsibility, education and conflict of interest. A total of 21 surgeons (5%) were classified as having overall concerning behavior based on their composite score (mean 76.4; CI 74.6, 78.3).

Study Participants

Participants in the follow up study consisted of individuals from three groups: department heads, surgeons, and reviewers. Demographic data were requested for the surgeons and their reviewers.

(Tables 2 and 3) Reviewers were primarily comprised of physician peers (28.9%) including fellow surgeons, referring physicians, and anesthesiologists; administrative staff (19%); and nursing staff (20%). Forty percent of surgeons reported having over sixteen years of professional experience. A third of surgeons reported being at their particular institution for over 16 years. The reviewers had a similar distribution of years of experience and institutional longevity.

A total of 2928 reviewers completed 360 degree evaluations for at least one attending surgeon, with a median of 29 reviewers [IQR 23-36] per surgeon. 1042 individuals responded to the survey, yielding a response rate of 36%. Of these, 96 did not recall completing a 360 degree evaluation and were excluded from the final analysis. In addition, 10 of 17 department/division heads (59%) and 118 of 385 surgeon participants (31%) responded to the survey. A portion of the surgeon participants were asked to complete a reviewer survey as they had performed evaluations of their peers.

Behavior Change

Sixty three percent (CI 49%, 79%) of participants reported making changes to their practices based on the results of their 360 degree evaluation. Sixty percent (CI 26%, 88%) of department heads noted an overall improvement in their staff's behavior especially in the areas of communication and professionalism. Thirty two percent (CI 29%, 35%) of reviewers reported an appreciable change in staff behavior following 360 degree evaluation completion (Figure 1).

Accuracy of Feedback

Surgeon participants were surveyed on their perceptions of the accuracy of their reports. Eighty seven percent (CI 75%, 94%) felt that the information received from external raters was accurate (Figure 2). Seventy seven percent (CI 64%, 87%) of surgeon participants were still willing to participate in a repeat 360 degree evaluation (Figure 3). Eighty percent (CI 44%, 97%)

of department heads thought the reports correctly demonstrated the performance of the surgeons in their departments (Figure 2). Sixty percent (CI 26%, 88%) of department heads reported that the 360 degree evaluations confirmed the identity of previously concerning surgeons within their departments while twenty percent (CI 3%, 56%) reported that they helped to identify surgeons without a prior record of concerning behavior.

Willingness for Future Participation

Eighty percent (CI 44%, 97%) of department heads and 85% (CI 83%, 87%) of reviewers reported that they would be willing to participate in the evaluation process again (Figure 3). Barriers to participating in the future included concerns for “survey fatigue”, concerns about inadequate benefit, and the time investment required of surgical staff. (Table 4). In addition, 5% of reviewers (CI 4%, 7%) reported experiencing some form of negative repercussions due to their participation.

DISCUSSION:

We found that our collaborative of surgical leaders from eight hospitals were able to implement a web-based 360 degree evaluation program for a large number of surgeons without undue burden on them or on reviewers. Further, we found that this program was well supported by the majority of surgeons and reviewers in our study. Most of the respondents reported making practice changes as a consequence of the feedback, and one-third of the reviewers observed visible improvements in professional behavior and practice in line with the Code of Excellence the surgical leaders articulated. As the complexity of medical care increases so do the responsibilities for teams of interlinking disciplines to achieve successful outcomes and patient-centered care. The surgical leaders who responded felt that this approach of using multisource

feedback (MSF) was a valuable adjunct to existing mechanisms of evaluation and feedback at their disposal and intended to continue with the program.

Multisource feedback is not a new concept and has been a mainstay in other industries for decades. Some of the earliest work in MSF from the Center for Creative Leadership emphasized the importance of feedback in professional development and described the feedback-poor environments of most organizations.²⁴ Since that time it has been estimated that as many as 90% of the Fortune 500 use MSF in some form.²⁴ The frequency in which these types of evaluations are performed are dependent upon the resources of the organization and the intent of the 360 degree review process. A study by Walker, et al²⁵ describes a five year upward feedback program where 252 managers received feedback ratings from their direct reports at multiple time points. Those managers initially rated poorly in comparison to their peers demonstrated incrementally improved ratings over the trial period.

How MSF programs are implemented makes a significant difference in the outcome. Bracken²⁶ describes four major design components to elicit behavior change using multisource feedback: (1) relevant content, (2) credible data, (3) accountability, and (4) organization-wide participation. Relevant content was addressed in this program by mapping all questions to a category within the previously established Code of Excellence, well known to all surgeon participants. This study used a customized version of a validated instrument provided by the vendor. Previous MSF research has demonstrated the efficacy of standardized survey tools such as the UK's Sheffield Peer Review Assessment Tool (SPRAT)²⁷ and the Physician Achievement Review (PAR)²⁸ used by the Netherlands and Canada. There is no consensus on use of a standardized evaluation versus a customized tool. The generalizability of this study may be limited due to the institution-specific tool employed. The credibility of the data was improved by

ensuring that physicians were rated by greater than ten individuals from varying aspects of their work environment. It was further enhanced by the surgeon's ability to self-select a portion of their evaluators. Allowing department and division heads to approve the final list of evaluators was designed to reduce the risk of overly positive ratings secondary to rater familiarity. Surgeons were held accountable for their results by having an in-person review with either their department heads or an external coach. The receipt of a comprehensive report from multiple parties serves to further reinforce the feedback received from evaluations. Enlisting an outside party such as a supervisor or coach to deliver evaluation results assists with participant receptiveness.²⁶ Due to logistical concerns, the mechanism of feedback delivery was variable across institutions, creating a challenge for determining best practices.

Organization-wide participation was encouraged by, first, including it as part of a multi-institutional safety collaborative guided by the surgical leaders, and by having them agree to be the first evaluated before adoption by all surgeons within the department. This has been previously demonstrated as a method to facilitate widespread implementation and improve feedback acceptance.⁶ Participating surgeons did express reservations about the potential use of the feedback in a punitive manner. Prior to beginning the process, surgeons were ensured the results would be for the purpose of physician development only. One concern of the 360-degree feedback process is that it relies on the ratee's ability to process the information provided and use it to change behaviors found to be of concern. It is this variability in a ratee's capacity to process feedback that can be most limiting with this assessment tool. Lipsett, et al²⁹ described an inability of low-performing surgical residents to identify their weaknesses as perceived on a global evaluation. This has previously been attributed to deficits in individual insight and cognition as described by Kruger.³⁰ In this study a discrepancy was noted between surgeon-

reported behavior change and those perceived by reviewers. It is possible that the difference seen is a result of the varying aspects of a clinician's practice. While a physician may make changes in one environment, those changes may not be perceived in another area of their work flow. For example, a surgeon's efforts to ensure that he or she arrives to the operating room in a timely manner would not be visible to the administrative staff in their office. It is also likely that while changes may seem large to an individual, they may not necessarily be perceived by external parties.

For the entire group of surgeons, the Code of Excellence themes that best correlated with their scores were associated with service, openness, and humility. This is contrasted by the fact that certain aspects of the Code of Excellence did not align with the global score in all surgeons. These incongruent areas included education, excellence, ethical discipline, personal responsibility, and conflict of interest. It can be suspected that the latter three themes are difficult for individuals to interpret dependent on their area of interaction with the clinician as these were also less correlated in the entire group. What is most interesting is that the highly-technically based theme, excellence, as well as perceived medical knowledge did not correlate with overall perceptions of physician behavior. Traditionally, surgeon evaluation has been largely based on technical proficiency and clinical knowledge, but it is clear from these data that co-worker discernment of performance encompasses more than these aspects alone.³¹ Many non-medical organizations have enlisted the assistance of "feedback coaches" to help individuals undergoing 360 reviews to interpret their final evaluation and coach them in skills necessary to modify these behaviors.³² These individuals can serve an interdisciplinary role keeping in mind the needs of the individual as well as the organization.³³ The use of formalized debriefing and further coaching after initial results were distributed was variable across institutions in this study,

however, due to both expense and logistics. A more uniform practice of interval coaching and training of potential coaches may have resulted in more pronounced behavior alteration and improve the chances of these alterations persisting over time. The interval reinforcement of preferred behaviors could result in a more sustainable change over time.

Limitations

One may cite the affiliation with a single institution as a limitation to the study. However, while the participating facilities are indeed affiliated with a single medical school, they represent a wide range of hospitals, including academic medical centers and university-affiliated community hospitals with a voluntary medical staff model. These facilities treat a variety of disease processes as well as patients from pediatrics to the geriatric population. A limitation of the study is that the response rate, which is acceptable, is lower than ideal. Conclusions can be drawn from the results observed, but the opinions of non-responders cannot be fully taken into account. One must also note the self-selection bias of those that did choose to participate in the follow up survey. Individuals that chose not to participate in the follow up survey may have been less enthusiastic about the process and therefore not inclined to complete the survey. Individual physician ratings were skewed towards a more favorable range. This is often the case when utilizing Likert scoring for such evaluations. Despite this positive skew, the formation of a normative scale allows for the identification of outliers whose behaviors are deemed less satisfactory compared to their peers. Despite these limitations, to experience the amount of change demonstrated in the setting of variable coaching practices across institutions is telling. In any multi-rater feedback process, the true measure of success is in whether the information gathered motivates an individual to change as was seen in this study from the perspective of

those that were evaluated as well as those that evaluated others. Ideally, future research efforts would link physician behavior to defined endpoints such as malpractice claim rates and clinical outcomes to further reinforce the role environment plays in patient safety.

Overall, we found that the process was deemed accurate by multiple parties. Despite the expressed concerns of rater fatigue and time investment required, the majority of surgeon participants, reviewers, and department heads would be interested in future participation. Only a small percentage of reviewers reported experiencing negative repercussions, although theoretically this should be nonexistent. The feedback received by individuals was relevant enough to induce change noticeable by their colleagues. This satisfies the true goal of this process, which is to elicit an individual to look introspectively and adapt, especially in those individuals deemed lacking in this area of competence. **Based on these findings, a comprehensive 360 degree evaluation program in conjunction with a departmental commitment to quality improvement is an effective means of assessing surgeon non-technical and interpersonal skills and serves a role in behavior modification.**

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Table 1: Mean scores by code of excellence theme

Code of Excellence Theme	Mean (95% CI)	Correlation to COE (95% CI)
Service	4.33 (4.29, 4.37)	0.883 (0.848, 0.911)
Respect	4.42 (4.37, 4.47)	0.771 (0.595, 0.884)
Teamwork	4.37 (4.30, 4.44)	0.706 (0.457, 0.863)
Excellence	4.46 (4.44, 4.48)	0.690 (0.610, 0.758)
Ethical Discipline	4.42 (4.39, 4.44)	0.665 (0.604, 0.719)
Personal Responsibility	4.38 (4.35, 4.41)	0.686 (0.615, 0.746)
Openness	4.34 (4.30, 4.38)	0.900 (0.878, 0.918)
Education	4.42 (4.36, 4.47)	0.683 (0.471, 0.829)
Humility	4.43 (4.38, 4.48)	0.836 (0.761, 0.892)
Conflict of Interest	4.26 (4.23, 4.28)	0.534 (0.444, 0.615)

COE, Code of excellence

Table 2: Demographic data: surgeon respondents

Surgeon Characteristics	n	%
Department		
Cardiac	3	5.0
General	19	31.7
Orthopedic	13	21.7
Other	7	11.7
Declined to Answer	18	30.0
Years of Experience in Specialty		
1-5	7	11.7
6-10	6	10.0
11-15	11	18.3
16+	24	40.0
Declined to Answer	12	20.0
Years of Experience at Current Hospital		
1-5	13	21.7
6-10	10	16.7
11-15	7	11.7
16+	18	30.0
Declined to Answer	12	20.0

Table 3: Demographic data: reviewer respondents

Reviewer Characteristics	n	%
Reviewer Role		
Administrative Staff	192	19.1
Ancillary Staff	46	4.6
Nurse Practitioner/PA	63	6.3
General Nursing Staff	198	19.7
Physician Peer	290	28.9
Other	12	1.2
Declined to Answer	203	20.2
Years of Experience in Specialty		
0	3	0.3
1-5	147	14.6
6-10	184	18.3
11-15	161	16.0
16+	404	40.2
Declined to Answer	105	10.5
Years of Experience at Current Hospital		
0	2	0.2
1-5	149	14.8
6-10	223	22.2
11-15	183	18.2
16+	342	34.1
Declined to Answer	105	10.5

Table 4: Factors affecting willingness of reviewers to participate in future 360 degree evaluations

Factors affecting willingness to participate	%	95% CI
No barriers	40.8	[37.3, 43.4]
Fatigue with completing evaluations	23.3	[20.4, 25.7]
Concern for time investment it requires	23.2	[20.3, 25.6]
Perception of inadequate benefit	20.7	[18.0, 23.2]
Concern of experiencing negative repercussions	12.2	[10.1, 14.2]

Respondents had the ability to choose multiple options

FIGURE LEGEND

Figure 1. Perceived or enacted degree of behavior change. Sixty percent of surgeons [CI 49%, 75%] reported making changes to their practice based on this feedback. Thirty two percent of reviewers [CI 29%, 35%] reported perceiving change in reviewed surgeons.

Figure 2. Perceptions regarding accuracy of 360 degree feedback. Eighty seven percent of surgeon [CI 75%, 94%] agreed that reviewers had provided accurate feedback, while eight out of ten department heads felt the feedback accurately reflected the performance of surgeons within their departments.

Figure 3. Willingness to participate in future participation. Seventy percent of reviewers [CI 69%, 74%] felt the process in general was valuable with 85% [CI 83%, 87%] willing to participate in future 360 degree evaluations. Similarly, 76.8% [CI 64%, 87%] of surgeons and 80% of department heads were interested in future participation.

PRECIS

Multisource feedback is gaining traction in the healthcare field as a means to assess non-technical skills. The 360 degree review process was found to be an effective and accurate means of providing feedback that incited behavior change.

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