

BMJ Open

“Please don’t call me Mister”: patient preferences of how they are addressed and their knowledge of their treating medical team in an Australian hospital.

Journal:	<i>BMJ Open</i>
Manuscript ID:	bmjopen-2015-008473
Article Type:	Research
Date Submitted by the Author:	02-May-2015
Complete List of Authors:	Parsons, Shaun; Alfred Health, Hughes, Andrew; Geelong Hospital, General Medicine Friedman, N; Geelong Hospital, General Medicine
Primary Subject Heading:	Patient-centred medicine
Secondary Subject Heading:	Patient-centred medicine
Keywords:	Quality in health care < HEALTH SERVICES ADMINISTRATION & MANAGEMENT, Change management < HEALTH SERVICES ADMINISTRATION & MANAGEMENT, MEDICAL EDUCATION & TRAINING

SCHOLARONE™
Manuscripts

Title:

"Please don't call me Mister": patient preferences of how they are addressed and their knowledge of their treating medical team in an Australian hospital.

Corresponding Author:

Dr Shaun Parsons,
The Alfred Hospital, 55 Commercial Rd, Melbourne, VIC, Australia 3004
Email: shaun.r.parsons@gmail.com
Phone: +61405230006
Fax: Available upon request

Co-authors:

Andrew J Hughes,
Deakin University Medical School, Department of General Medicine, University
Hospital Geelong, Barwon Health, in Geelong, Victoria, Australia

N. Deborah Friedman
Department of General Medicine, University Hospital Geelong, Barwon Health, in
Geelong, Victoria, Australia

Keywords:

Patient-centered Care, Communication, Names, Patient Satisfaction, Physician-
Patient Relations

Word Count:

1786

Article Summary:**Abstract**

Objectives: Determine how patients prefer to be addressed by healthcare providers and their knowledge of their attending medical team's identity in an Australian hospital.

Setting: Single centre, large tertiary hospital in Australia.

Participants: Three hundred inpatients were included in the survey. Patients were selected in a sequential, systematic and whole-ward manner. Participants were excluded with significant cognitive impairment, non-English speaking, under the age of 18 years or were too acutely unwell to participate. The sample demographic was predominately an older population of Anglo Saxon background.

Primary and secondary outcome measures: Patients preferred mode of address from healthcare providers including first name, title and second name, abbreviated first name or another name. Whether patients disliked formal address of title and second name. Secondly, patient knowledge of their attending medical team members name and role and if correct, what position within the medical hierarchy they held.

Results: Over ninety nine percent of patients prefer informal address with greater than one third having a preference to being called a name other than their legal first name. Fifty seven percent of patients were unable to correctly name a single member of their attending medical team.

Conclusions: These findings support patient preference of informal address however; healthcare providers cannot assume that a documented legal first name is preferred by the patient. Patient knowledge of their attending medical team is poor and suggests current introduction practices are insufficient.

Strengths and limitations of this study

- Main findings appropriately addressed intended aims
- Significant results which can readily be addressed by instituting a change of practice in administration, daily patient communication and training of junior medical staff
- Patient centred research intended to improve patient's experience whilst in hospital
- Single centre and predominantly Anglo-Saxon demographic
- No control for age or clinical condition of the patient

Background

Successful doctor-patient communication remains central to the establishment of a therapeutic doctor-patient relationship. A doctor's ability to communicate is not only a function to gather information and define therapeutic outcomes, but also importantly to build caring, shared relationships with patients.[1] Through the effective delivery of these core skills, the physician has the best opportunity to achieve patient satisfaction, which is known to help facilitate improved health outcomes.[2] The manner in which a doctor greets their patient is an influential aspect in establishing an effective and supportive rapport and provides the foundation of a satisfying patient experience.[4-6]

Ethnic and cultural factors can influence preferred modes of address. This has been demonstrated in Israel[3], Iran[7] and in African Americans in the United States of America[8], where formal address by title and surname name is preferred. In contrast, in an Irish geriatric unit[9] and also in a general practice setting in the United Kingdom[10], the majority of patients preferred first name greetings.

In the Australian setting, there has been limited research completed in this area. One study in general practice demonstrated that 90% of patients prefer to be addressed by their first name only and 3.4% prefer to be addressed by another name.[11] Established relationships between the doctor and patient was identified as a common factor which influenced the level of formality the patient was comfortable with,[11] this may not be applicable in the acute hospital

1
2
3 environment where such established relationships may not exist. The only other
4
5 Australian study in 1994 found that 83% of patients preferred informal address
6
7 across inpatient and private outpatient settings.[12]
8
9

10
11 In our hospital setting, the number of patients who prefer to be addressed by a
12
13 name other than their legal name is not known. This may include an abbreviation
14
15 of their first name or a different name entirely. Patients in hospital may be
16
17 addressed by their legal name by default, as it appears on their medical record,
18
19 yet may not be a name that they are known by. This was highlighted in a piece in
20
21 JAMA, where use of a legal name was interpreted as a lack of personal interest in
22
23 patients, creating an atmosphere of disconnect.[13]
24
25
26
27
28
29

30 Patients in hospital both need and should know, the name and position of the
31
32 person or people providing their medical care. Ensuring a patient's knowledge of
33
34 the caregivers name is significant in initiating and maintaining a positive
35
36 therapeutic partnership with the patient.[14] Knowledge of the physicians' role
37
38 on the attending team has been commonly associated with patient
39
40 satisfaction,[15 16] however in one study in the United Kingdom only the
41
42 minority of patients knew the name of their attending consultant.[17] This may
43
44 be more prominent in teaching hospitals where changes in personnel occur more
45
46 frequently.[18] In Australia, the knowledge patients have of their attending
47
48 medical team has not been studied before.
49
50
51
52
53
54

55 The setting for this research was a 450 bed tertiary teaching hospital in
56
57 Australia. The aims of this study were to identify what mode of address patients
58
59
60

1
2
3 in an Australian hospital prefer, what proportion of patients wish to be called a
4 name other than their legal names and the number of patients who could
5 correctly name any member of their attending medical team.
6
7
8
9

10 11 12 13 14 **Methods**

15 16 17 18 Survey Tool

19
20
21
22
23 A survey was designed in SurveyMonkey@[19] and piloted to assess inpatient
24 preferences of address and knowledge of their attending medical team.
25
26 Questions included: what name do you prefer to be addressed by while in
27 hospital?, do you object to being addressed as Mr/Mrs/Ms (Surname)?, are you
28 able to tell me the name of any of your treating doctors?, if yes – do you know
29 their role/position on the medical team?
30
31
32
33
34
35
36
37
38

39 Additional patient characteristics were recorded including; age, gender and
40 whether they were a medical or surgical admission.
41
42
43
44
45

46 Responses to questions about preferred names were compared against hospital
47 admission details of names and classified as: a legal first name, title and surname,
48 abbreviation of first name or other name. Responses to naming their treating
49 medical team were compared against the patients' allocated medical unit or
50 through examining the patient's record.
51
52
53
54
55
56
57
58
59
60

Patient recruitment

Inpatients at this institution were approached during the month of October 2014 and invited to participate in a survey administered by the primary researcher. Patients were selected in a sequential, systematic and whole-ward manner. Patients were excluded from participation if they had significant cognitive impairment, were non-English speaking, were under the age of 18 years or were too acutely unwell to participate. Verbal informed consent was obtained from all participants. The study was unfunded and approved by the Barwon Health Research and Ethics Committee.

Data collection and management

Data collected during the survey was entered directly into SurveyMonkey®. Results were tabulated and analysed with descriptive statistics using the SurveyMonkey® web-based analytical tools.

Results

Three hundred patients were included in the survey conducted over a 1-month period. The majority of respondents were over 60 years of age with a slight male predominance (Table 1). The demographics of surveyed patients were comparable to the Australian Institute of Health and Welfare published statistics on Australian hospital population demographics.[20]

1
2
3 Approximately one third of patients preferred to be addressed by a name other
4 than their legal name; 22.6% preferred an abbreviation of their first name and
5 11.6% wished to be called by another name entirely. Preference for a name other
6 than their legal name was much more common in the older male demographic,
7 with 88.5% being over 61 years and 71.4% male. Less than 1% of inpatients
8 opted for formal address by title and surname (Figure 1).
9
10
11
12
13
14
15
16
17
18

19 Formal address (as Mr or Mrs for example) was disliked by 58.7% of surveyed
20 patients. This was more common among men (63.6%) and there was no age bias
21 with this opinion being shared by all age groups in the overall sample.
22
23
24
25
26
27

28 The majority of patients (57.3%) were unable to name a member of their
29 attending medical team. Of those who were able to name any treating of their
30 doctors, 24.7% could name one, 10% could name two and only 8% could name
31 three or more (Table 2). Surgical patients performed better than medical with
32 47% of surgical patients able to name one or more attending doctors compared
33 with 38.9% of medical patients. When the patient could nominate their medical
34 caregiver(s) names, they were most commonly correct (86.7%).
35
36
37
38
39
40
41
42
43
44
45

46 In response to identifying the respective roles of correctly named doctors on the
47 team, 20.3% were unaware of their position. Correct identification of the
48 doctors' name and role was overwhelming for the attending consultant (95.9%),
49 followed by the registrar/fellow (22.5%). Junior doctors were poorly identified
50 with 5.1% naming the resident and no respondents correctly recalled the
51 intern's name and role.
52
53
54
55
56
57
58
59
60

Discussion

The acute hospital setting is a unique environment with regard to dialogue between patients and healthcare workers. Patients are acutely unwell, vulnerable, seen by healthcare workers multiple times in a day and often given critical information about the state of their health by a group of strangers. Different from outpatient medical consulting settings where one doctor will see one patient at a time, the busy hospital environment does not usually foster the development of rapport. Central to the development of doctor-patient rapport is the respectful way in which patients are addressed by a name which they prefer. The reciprocal of this, and equally as important, is the knowledge that patients have of their treating medical team.

This short survey of hospital inpatients revealed that over one-third of patients prefer to be addressed by a name other than their legal first name. Although this was more common in males over 61 years, it was seen throughout all demographics. This area has limited prior research with one article in an Australian general practice setting finding the incidence of patient preference for a name other than their legal names was much lower at 3.8%.[11] One possible approach to ensuring that patients are addressed according to their preference is to question the patient about their preferred name during their initial presentation to a health service. This information should be both stored in the patient medical record and displayed so that it is easily identified by other healthcare workers, for example above the patient's bed.

1
2
3
4
5 Inpatients in this Australian hospital overwhelmingly preferred informal modes
6 of address. This result supports data from Australia[11 12] and findings from
7 overseas.[8 9 21] Over half of the surveyed patients expressed a dislike for
8 formal address with common responses including: 'feels too impersonal' and
9 'that is my father's name'. It highlights the informal attitude seen in Australia
10 culture, which has been linked to the egalitarian ethos held in our society.[22]
11
12 We suspect this may not be generalisable to other countries and cultures.
13
14
15
16
17
18
19
20
21
22

23 This survey revealed that patient's knowledge of their attending medical team
24 was poor with the majority of patients being unable to name a single member of
25 their treating medical team. This outcome correlates with prior international
26 evidence.[14 17] This implies that doctors in our setting have not properly
27 introduced themselves or have relied solely on verbal introductions, which
28 patients tend to not be able to recall. The result is that patients are receiving
29 information and acute medical care from persons with whom they have little or
30 no rapport. When the physicians name and role were correctly recalled, only 5%
31 were junior doctors. This is surprising given that junior medical staff commonly
32 have more contact with the patient[23] and suggests this group of doctors
33 should significantly improve the way they introduce themselves to patients.
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

51 Providing the patient with an information sheet or card on admission that
52 defines the attending medical team members name and role, and wearing a name
53 badge in a visible location could improve patients ability to recall names and
54 create a greater sense of familiarity with their treating team.
55
56
57
58
59
60

1
2
3
4
5 There are several limitations of this study. Firstly, it was undertaken at a single
6 site, and there may be local and regional differences in the way that patients and
7 medical teams interact. Secondly, our hospital has a Caucasian and Anglo-Saxon
8 predominant demographic, which would affect patients' preferences with regard
9 to mode of address. Finally, patients were not asked about their knowledge of
10 their treating nursing or allied health staff, and it is possible that patients may
11 have better knowledge of these members of the healthcare team.
12
13
14
15
16
17
18
19
20
21
22
23
24

25 Conclusions

26
27
28
29
30 Our findings support patient preference for informal greetings from their
31 healthcare providers however, it highlights that it is not safe to assume that a
32 legal first name would be preferred. Patient knowledge of their attending
33 medical team was poor suggesting current practices of introduction are
34 insufficient. A practical approach for improvement would be for doctors to
35 introduce themselves at first meeting with their full name and role on the team,
36 name of the attending consultant and then ask the patient's preferred name of
37 address. We propose that these findings may be applicable at other health
38 services.
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Contributorship statement

- Study concept and design: SP, AH, NDF
- Data collection: SP
- Data management: SP
- Data analysis: SP
- Manuscript drafting: SP, AH, NDF
- Manuscript editing: SP, AH, NDF

Competing interests

- Nil

Funding

- This project was entirely unfunded

Data sharing statement

- Extra data is available by emailing corresponding author
shaun.r.parsons@gmail.com

References

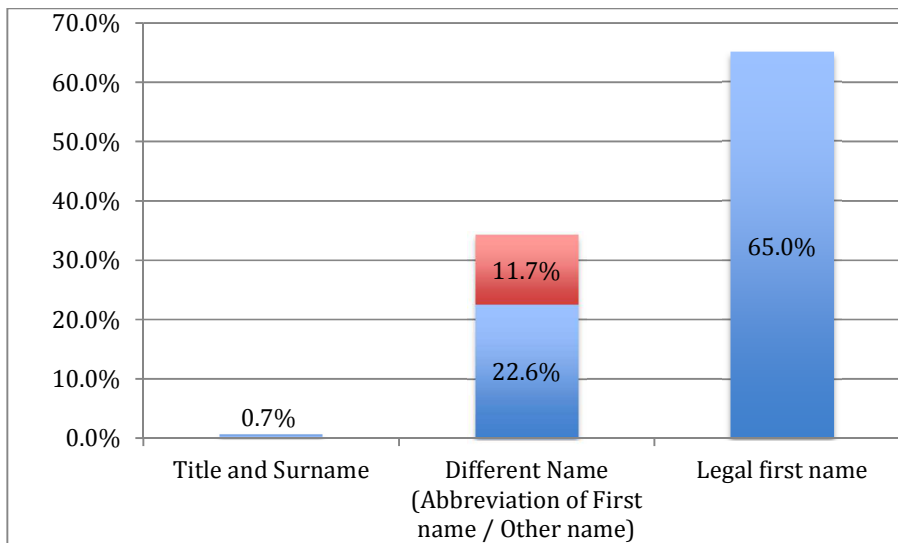
1. Ha JF. Doctor-Patient Communication: A Review. 2010;**10**(1):38-43
2. Herndon JH, Pollick KJ. *Continuing Concerns, New Challenges, and Next Steps in Physician-Patient Communication*, 2002.
3. DeKeyser FG, Wruble AW, Margalith I. Patients voice issues of dress and address. *Holistic nursing practice* 2003;**17**(6):290-4
4. Kahn MW. Etiquette-Based Medicine. *New England Journal of Medicine* 2008;**358**(19):1988-89 doi: doi:10.1056/NEJMp0801863[published Online First: Epub Date]].
5. Lavin M. What doctors should call their patients. *Journal of Medical Ethics* 1988;**14**(3):129-31 doi: 10.1136/jme.14.3.129[published Online First: Epub Date]].
6. Comstock LM, Hooper EM, Goodwin JM, Goodwin JS. Physician behaviors that correlate with patient satisfaction. *Journal of medical education* 1982;**57**(2):105-12
7. Najafi M, Khoshdel A, Kheiri S. Preferences of Iranian patients about style of labelling and calling of their physicians. *JPMA. The Journal of the Pakistan Medical Association* 2012;**62**(7):668-71
8. Makoul G, Zick A, Green M. An evidence-based perspective on greetings in medical encounters. *Archives of internal medicine* 2007;**167**(11):1172-6 doi: 10.1001/archinte.167.11.1172[published Online First: Epub Date]].
9. Tiernan E, White S, Henry C, Murphy K, Twomey C, Hyland M. Do elderly patients mind how doctors address them? *Irish medical journal* 1993;**86**(2):73
10. McKinstry B. *Should general practitioners call patients by their first names?*, 1990.
11. Moore R, Yelland M, Ng SK. Moving with the times - familiarity versus formality in Australian general practice. *Australian family physician* 2011;**40**(12):1004-7
12. Stewart-Wynne EG, Tey LY, Marshall JA, De Jesus G. How do patients like to be addressed by hospital staff? *The Medical journal of Australia* 1997;**166**(4):224
13. Stapleton F. MY name is jack. *JAMA* 2000;**284**(16):2027-27 doi: 10.1001/jama.284.16.2027[published Online First: Epub Date]].
14. Brockopp DY, Franey BN, Sage-Smith D, Romond EH, Cannon CC. Patients' Knowledge of Their Caregivers' Names: A Teaching-Hospital Study. *Hospital Topics* 1992;**70**(1):25-28 doi: 10.1080/00185868.1992.10545237[published Online First: Epub Date]].
15. Santen SA, Hemphill RR, Prough EE, Perlowski AA. Do patients understand their physician's level of training? a survey of emergency department patients. *Academic medicine : journal of the Association of American Medical Colleges* 2004;**79**(2):139-43
16. Malcolm CE, Wong KK, Elwood-Martin R. Patients' perceptions and experiences of family medicine residents in the office. *Canadian family physician Medecin de famille canadien* 2008;**54**(4):570-1, 71.e1-6

17. Pittman MA, Aggarwal G, Shee CD. Do medical patients know the name of their consultant? *Clinical Medicine* 2009;**9**(6):633-34 doi: 10.7861/clinmedicine.9-6-633[published Online First: Epub Date]].
18. Fleming GV. Hospital structure and consumer satisfaction. *Health services research* 1981;**16**(1):43-63
19. SurveyMonkey. Free online survey software & questionnaire tool: SurveyMonkey 2014 [cited 2014 November 6]. Available from: <https://www.surveymonkey.net/>.
20. Australian Institute of Health and Welfare 2014. Australia's hospitals 2012-13 at a glance. Health services series no. 55. Cat. no. HSE 146. Canberra: AIHW.
21. Lill MM, Wilkinson TJ. Judging a book by its cover: descriptive survey of patients' preferences for doctors' appearance and mode of address. *BMJ (Clinical research ed.)* 2005;**331**(7531):1524-7 doi: 10.1136/bmj.331.7531.1524[published Online First: Epub Date]].
22. Wierzbicka A. *Cross-cultural Pragmatics: The Semantics of Human Interaction*: Mouton de Gruyter, 2003.
23. Dalia S, Schiffman FJ. Who's My Doctor? First-Year Residents and Patient Care: Hospitalized Patients' Perception of Their "Main Physician". *Journal of graduate medical education* 2010;**2**(2):201-5 doi: 10.4300/jgme-d-09-00082.1[published Online First: Epub Date]].

Table 1. Characteristics of survey respondents (N=300)	
Characteristic of respondents	Frequency (%)
Age (years)	
18 - 30	16 (5.3)
31 - 45	20 (6.7)
46 - 60	47 (15.7)
61 - 75	108 (36)
76+	109 (36.3)
Gender	
Male	171 (57)
Female	129 (43)
Admission	
Medical	149 (49.7)
Surgical	151 (50.3)

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Figure 1: Patient preferences for mode of address



review only

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Table 2. Patient knowledge of treating medical teams identity and role	
Question	Frequency (%)
Number of treating doctors names recalled (N=300)	
0	172 (57.3)
1	74 (24.7)
2	30 (10)
3	24 (24)
Accuracy of recalled name (N=128)	
All correct	111 (86.7)
Partially correct*	6 (4.7)
Incorrect	11 (8.6)
* Multiple responses where one was correct and one or more were incorrect	

1
2
3 Consolidated criteria for reporting qualitative studies (COREQ): 32-tem checklist
4

5 No Item Guide questions / description
6
7

8 **Domain 1: Research team and reflexivity**
9

10 Personal Characteristics

- 11
12 1. Interviewer / facilitator SP
13
14 2. Credentials MBBS, B.Pharm
15
16 3. Occupation Medical Student
17
18 4. Gender Male
19
20 5. Experience and training Final year medical student, pharmacist, previously completed one
21 other research project as primary author
22
23

24 Relationship with participants

- 25
26 6. Relationship established No
27
28 7. Participant knowledge of the Conducting a study to improve the patient experience in hospital,
29 interviewer improve hospital stay for future patients
30
31 8. Interviewer characteristics The interviewer was introduced as a final year medical student
32 based who was interested in patient-centred care and hoped to
33 improve patient's experience while in hospital
34
35
36
37

38 **Domain 2: study design**
39

40 Theoretical framework

- 41
42 9. Methodological orientation and Grounded theory
43 Theory
44
45 10. Sampling Consecutive ward inpatients in the hospital wards who fitted the
46 inclusion criteria
47
48 11. Method of approach Face to face
49
50 12. Sample size 300
51
52 13. Non participation Not recorded
53
54
55

56 Setting
57
58
59
60

1		
2		
3	14. Setting of data collection	Inpatient hospital wards
4		
5	15. Presence of non-participants	Primary researcher only
6		
7	16. Description of sample	The sample demographic was representative of populations as
8		inpatients in Australian hospitals with a predominately older
9		population of Anglo Saxon background. The data was collected in
10		October 2014
11		
12		
13		
14	Data collection	
15		
16	17. Interview guide	The questions were pilot tested. The primary researcher was
17		guided through the interview with a provided guide
18		
19	18. Repeat interviews	Nil
20		
21	19. Audio/visual recording	Nil
22		
23	20. Field notes	Patient responses were recorded during the interview and also
24		brief notes of common responses or themes
25		
26	21. Duration	2 – 5 minutes
27		
28	22. Data saturation	Yes, the researchers feel the sample was adequate to explore the
29		clinical questions adequately
30		
31	23. Transcripts returned	No
32		
33		
34	Domain 3: analysis and findings	
35		
36	24. Number of data coders	One
37		
38	25. Description of the coding tree	Yes, it is detailed in the methods
39		
40	26. Derivation of themes	In advance
41		
42	27. Software	SurveyMonkey® web-based analytical tools
43		
44	28. Participant checking	No
45		
46	Reporting	
47		
48	29. Quotations presented	Quotations were presented to illustrate findings however each
49		quotation was not identified as they were repeated themes
50		
51	30. Data and findings consistent	All data presented was consistent with the findings
52		
53		
54		
55		
56		
57		
58		
59		
60		

- 1
2
3 31. Clarity of major themes The major themes are clearly demonstrated in the findings
4
5
6 32. Clarity of minor themes Minor themes which developed in the article are described and
7 explored
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

For peer review only

BMJ Open

“Please don’t call me Mister”: patient preferences of how they are addressed and their knowledge of their treating medical team in an Australian hospital.

Journal:	<i>BMJ Open</i>
Manuscript ID	bmjopen-2015-008473.R1
Article Type:	Research
Date Submitted by the Author:	20-Aug-2015
Complete List of Authors:	Parsons, Shaun; Alfred Health, Hughes, Andrew; Geelong Hospital, General Medicine Friedman, N; Geelong Hospital, General Medicine
Primary Subject Heading:	Patient-centred medicine
Secondary Subject Heading:	Patient-centred medicine
Keywords:	Quality in health care < HEALTH SERVICES ADMINISTRATION & MANAGEMENT, Change management < HEALTH SERVICES ADMINISTRATION & MANAGEMENT, MEDICAL EDUCATION & TRAINING

SCHOLARONE™
Manuscripts

Title:

"Please don't call me Mister": patient preferences of how they are addressed and their knowledge of their treating medical team in an Australian hospital.

Corresponding Author:

Shaun Parsons

The Alfred Hospital, 55 Commercial Rd, Melbourne, VIC, Australia 3004

Email: shaun.r.parsons@gmail.com

Phone: +61405230006

Fax: 0386779227

Co-authors:

Andrew J Hughes

Deakin University Medical School, Department of General Medicine, University Hospital Geelong, Barwon Health, in Geelong, Victoria, Australia

N. Deborah Friedman

Department of General Medicine, University Hospital Geelong, Barwon Health, in Geelong, Victoria, Australia

Keywords:

Patient-centered Care, Communication, Names, Patient Satisfaction, Physician-Patient Relations

Word Count: 2016

Abstract

Objectives: To investigate how patients prefer to be addressed by healthcare providers and to assess their knowledge of their attending medical team's identity in an Australian Hospital.

Setting: Single centre, large tertiary hospital in Australia.

Participants: Three hundred inpatients were included in the survey. Patients were selected in a sequential, systematic and whole-ward manner. Participants were excluded with significant cognitive impairment, non-English speaking, under the age of 18 years or were too acutely unwell to participate. The sample demographic was predominately an older population of Anglo Saxon background.

Primary and secondary outcome measures: Patients preferred mode of address from healthcare providers including first name, title and second name, abbreviated first name or another name. Whether patients disliked formal address of title and second name. Secondly, patient knowledge of their attending medical team members name and role and if correct, what position within the medical hierarchy they held.

Results: Over ninety nine percent of patients prefer informal address with greater than one third having a preference to being called a name other than their legal first name. Fifty seven percent of patients were unable to correctly name a single member of their attending medical team.

Conclusions: These findings support patient preference of informal address however; healthcare providers cannot assume that a documented legal first name is preferred by the patient. Patient knowledge of their attending medical team is poor and suggests current introduction practices are insufficient.

Strengths and limitations of this study

- Main findings appropriately addressed intended aims
- Significant results which can readily be addressed by instituting a change of practice in administration, daily patient communication and training of junior medical staff
- Patient centred research intended to improve patient's experience whilst in hospital
- Single centre and predominantly Anglo-Saxon demographic
- No control for age or clinical condition of the patient

Background

1
2
3 Successful doctor-patient communication remains central to the establishment
4 of a therapeutic doctor-patient relationship. The function of communication is to
5 gather information, define therapeutic outcomes, and build a caring and
6 supportive relationship with patients.[1] Effective communication also provides
7 the physician with the opportunity to improve patient satisfaction thereby
8 facilitating improved health outcomes.[2] The manner in which a doctor greets
9 their patient is an influential aspect in establishing an effective and supportive
10 rapport and provides the foundation of a satisfying patient experience.[3-5]
11
12
13
14
15
16
17
18
19
20
21
22

23 Ethnic and cultural factors can influence preferred modes of address. This has
24 been demonstrated in Israel[6], Iran[7] and in African Americans in the United
25 States of America[8], where formal address by title and surname name is
26 preferred. In contrast, in an Irish geriatric unit[9] and also in a general practice
27 setting in the United Kingdom[10], the majority of patients preferred first name
28 greetings.
29
30
31
32
33
34
35
36
37
38

39 In the Australian setting, there has been limited research completed in this area.
40 One study in general practice demonstrated that 90% of patients prefer to be
41 addressed by their first name only and 3.4% prefer to be addressed by another
42 name.[11] Established relationships between the doctor and patient was
43 identified as a common factor which influenced the level of formality the patient
44 was comfortable with,[11] this may not be applicable in the acute hospital
45 environment where such established relationships may not exist. The only other
46 Australian study in 1994 found that 83% of patients preferred informal address
47 across inpatient and private outpatient settings.[12]
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3
4
5 In our hospital setting, the number of patients who prefer to be addressed by a
6 name other than their legal name is not known. This may include an abbreviation
7 of their first name or a different name entirely. Patients in hospital may be
8 addressed by their legal name by default, as it appears on their medical record,
9 yet may not be a name that they are known by. This was highlighted in a piece in
10 JAMA, where use of a legal name was interpreted as a lack of personal interest in
11 patients, creating an atmosphere of disconnect.[13]
12
13
14
15
16
17
18
19
20
21
22

23 Patients in hospital both need and should know, the name and position of the
24 person or people providing their medical care. Ensuring a patient's knowledge of
25 the caregivers name is significant in initiating and maintaining a positive
26 therapeutic partnership with the patient.[14] Knowledge of the physicians' role
27 on the attending team has been commonly associated with patient
28 satisfaction,[15 16] however in one study in the United Kingdom only the
29 minority of patients knew the name of their attending consultant.[17] This may
30 be more prominent in teaching hospitals where changes in personnel occur more
31 frequently.[18] In Australia, the knowledge patients have of their attending
32 medical team has not been studied before.
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Currently, newly admitted patient's names are automatically populated onto
hospital admission records from an Australian Government issued healthcare
card such as a Medicare card. Patients are not routinely questioned how they
wished to be addressed by hospital staff or if their legal first name is their
preferred name. Hospital policy defines that name badges or identification (ID)

1
2
3 cards are provided to all staff, however they may not displayed in a standardised
4
5 visible manner with many staff choosing to attach the ID to a poorly visible
6
7 location, such as their waist belt. There is no policy regarding how hospital staff
8
9 must introduce themselves to patients.
10

11
12
13
14 The setting for this research was a 450 bed tertiary teaching hospital in
15
16 Australia. The different aims of this study, were to identify what mode of address
17
18 patients in an Australian hospital prefer, what proportion of patients wish to be
19
20 called a name other than their legal names and the number of patients who could
21
22 correctly name any member of their attending medical team.
23
24
25
26
27
28
29

30 **Methods**

31 Survey Tool

32
33
34
35 A survey was designed and piloted to assess inpatient preferences of address
36
37 and knowledge of their attending medical team. The survey was administered
38
39 face-to-face with the primary researcher entering the participant's responses
40
41 directly to SurveyMonkey®[19] through a tablet PC. Questions included: what
42
43 name do you prefer to be addressed by while in hospital?, do you object to being
44
45 addressed as Mr/Mrs/Ms (Surname)?, are you able to tell me the name of any of
46
47 your treating doctors?, if yes – do you know their role/position on the medical
48
49 team?
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Additional patient characteristics were recorded including; age, gender and
4
5 whether they were a medical or surgical admission.
6
7

8
9 Responses to questions about preferred names were compared against hospital
10 admission details of names and classified as: a legal first name, title and surname,
11
12 abbreviation of first name or other name. Responses to naming their treating
13
14 medical team were compared against the patients' allocated medical unit or
15
16 through examining the patient's record.
17
18
19

20 21 22 23 Patient recruitment 24

25
26
27 Inpatients at this institution were approached during the month of October 2014
28 and invited to participate in a survey administered by the primary researcher.
29
30 Patients were selected in a sequential, systematic and whole-ward manner.
31
32 Patients were excluded from participation if they had known cognitive
33
34 impairment (including dementia and delirium), were non-English speaking, were
35
36 under the age of 18 years or were too acutely unwell to participate. Prior to
37
38 approaching a patient, their medical record was assessed for diagnoses of
39
40 cognitive impairment that was then confirmed with the patient's primary nurse.
41
42 Verbal informed consent was obtained from all participants. The study was
43
44 unfunded and approved by the Barwon Health Research and Ethics Committee.
45
46
47
48
49

50 51 52 53 Data collection and management 54 55 56 57 58 59 60

1
2
3 Data collected during the survey was entered directly into SurveyMonkey® by
4
5 the primary researcher via a tablet PC. Results were tabulated and analysed with
6
7 descriptive statistics using the SurveyMonkey® web-based analytical tools.
8
9

10 11 12 **Results**

13
14
15
16
17 Three hundred and fifty five inpatients were approached to be included in the
18
19 survey over a 1-month period. Fourteen patients refused to participate in the
20
21 study and 41 met the exclusion criteria resulting in 300 participants included in
22
23 the final sample. The majority of respondents were over 60 years of age with a
24
25 slight male predominance (Table 1). Our sample was consistent with the age of
26
27 general medical patients at our institution. When correlated to the Australian
28
29 Institute of Health and Welfare published statistics on Australian hospital
30
31 population demographics, our sample was comparable but with a greater
32
33 proportion of patients over 60 years.[20]
34
35
36
37
38

39
40 Approximately one third of patients preferred to be addressed by a name other
41
42 than their legal name; 22.6% preferred an abbreviation of their first name and
43
44 11.6% wished to be called by another name entirely. Preference for a name other
45
46 than their legal name was much more common in the older male demographic,
47
48 with 88.5% being over 61 years and 71.4% male. An abbreviated first name was
49
50 preferred across the sample demographic and did not demonstrate age bias. Less
51
52 than 1% of inpatients opted for formal address by title and surname (Figure 1).
53
54
55
56
57
58
59
60

1
2
3 Formal address (as Mr or Mrs for example) was disliked by 58.7% of surveyed
4
5 patients. This was more common among men (63.6%) and there was no age bias
6
7 with this opinion being shared by all age groups in the overall sample.
8
9

10
11 The majority of patients (57.3%) were unable to name a member of their
12
13 attending medical team. Of those who were able to name any treating of their
14
15 doctors, 24.7% could name one, 10% could name two and only 8% could name
16
17 three or more (Table 2). Surgical patients performed better than medical with
18
19 47% of surgical patients able to name one or more attending doctors compared
20
21 with 38.9% of medical patients. When the patient could nominate their medical
22
23 caregiver(s) names, they were most commonly correct (86.7%).
24
25
26
27
28
29

30
31 In response to identifying the respective roles of correctly named doctors on the
32
33 team, 20.3% were unaware of their position. Correct identification of the
34
35 doctors' name and role was overwhelming for the attending consultant (95.9%),
36
37 followed by the registrar/fellow (22.5%). Junior doctors were poorly identified
38
39 with 5.1% naming the resident and no respondents correctly recalled the
40
41 intern's name and role.
42
43
44
45

46 Discussion

47
48
49
50

51 The acute hospital setting is a unique environment with regard to dialogue
52
53 between patients and healthcare workers. Patients are acutely unwell,
54
55 vulnerable, seen by healthcare workers multiple times in a day and often given
56
57 critical information about the state of their health by a group of strangers.
58
59
60

1
2
3 Different from outpatient medical consulting settings where one doctor will see
4 one patient at a time, the busy hospital environment does not usually foster the
5 development of rapport. Central to the development of doctor-patient rapport is
6 the respectful way in which patients are addressed by a name which they prefer.
7
8 The reciprocal of this, and equally as important, is the knowledge that patients
9 have of their treating medical team.
10
11
12
13
14
15
16
17
18

19 This short survey of hospital inpatients revealed that over one-third of patients
20 prefer to be addressed by a name other than their legal first name. This was
21 predominantly demonstrated in males over 61 years, however it was seen
22 throughout all demographics. This area has limited prior research with one
23 article in an Australian general practice setting finding the incidence of patient
24 preference for a name other than their legal names was much lower at 3.8%.[11]
25
26 One possible approach to ensuring that patients are addressed according to their
27 preference is to question the patient about their preferred name during their
28 initial presentation to a health service. This information should be both stored in
29 the patient medical record and displayed so that it is easily identified by other
30 healthcare workers, for example above the patient's bed.
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45

46 Inpatients in this Australian hospital overwhelmingly preferred informal modes
47 of address. This result supports previous data from Australia[11 12] and findings
48 from overseas.[8 9 21] Over half of the surveyed patients expressed a dislike for
49 formal address with common responses including: 'feels too impersonal' and
50 'that is my father's name'. It highlights the informal attitude seen in Australia
51
52
53
54
55
56
57
58
59
60

1
2
3 culture, which has been linked to the egalitarian ethos held in our society.[22]

4
5 We suspect this may not be generalisable to other countries and cultures.
6
7

8
9
10 This survey revealed that patient's knowledge of their attending medical team
11 was poor with the majority of patients being unable to name a single member of
12 their treating medical team. This outcome correlates with prior international
13 evidence.[14 17] This implies that doctors in our setting have not properly
14 introduced themselves or have relied solely on verbal introductions, which
15 patients tend to not be able to recall. The result is that patients are receiving
16 information and acute medical care from persons with whom they have little or
17 no rapport. When the physicians name and role were correctly recalled, only 5%
18 were junior doctors. This is surprising given that junior medical staff commonly
19 have more contact with the patient[23] and suggests this group of doctors
20 should significantly improve the way they introduce themselves to patients.
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36

37 Providing the patient with an information sheet or card on admission that
38 defines the attending medical team members name and role, and wearing a name
39 badge in a visible location could improve patients ability to recall names and
40 create a greater sense of familiarity with their treating team.
41
42
43
44
45
46
47

48 There are several limitations of this study. Firstly, it was undertaken at a single
49 site, and there may be local and regional differences in the way that patients and
50 medical teams interact that may affect generalisability. Secondly, our hospital
51 has a Caucasian and Anglo-Saxon predominant demographic, which would affect
52 patients' preferences with regard to mode of address. Finally, patients were not
53
54
55
56
57
58
59
60

1
2
3 asked about their knowledge of their treating nursing or allied health staff, and it
4
5 is possible that patients may have better knowledge of these members of the
6
7 healthcare team.
8
9

10 11 12 13 14 **Conclusions**

15
16
17
18
19 Our findings support patient preference for informal greetings from their
20
21 healthcare providers however, it highlights that it is not safe to assume that a
22
23 legal first name would be preferred. Patient knowledge of their attending
24
25 medical team was poor suggesting current practices of introduction are
26
27 insufficient. A practical approach for improvement would be for doctors to
28
29 introduce themselves at first meeting with their full name and role on the team,
30
31 name of the attending consultant and then ask the patient's preferred name of
32
33 address. We propose that these findings may be applicable at other health
34
35 services.
36
37
38
39

40 41 42 **Contributorship statement**

- 43 • Study concept and design: SP, AH, NDF
- 44
- 45 • Data collection: SP
- 46
- 47 • Data management: SP
- 48
- 49 • Data analysis: SP
- 50
- 51 • Manuscript drafting: SP, AH, NDF
- 52
- 53 • Manuscript editing: SP, AH, NDF
- 54
- 55
- 56
- 57
- 58
- 59
- 60

Competing interests

- No, there are no competing interests

Funding

- This project was entirely unfunded

Data sharing statement

- Additional data is available by emailing corresponding author

shaun.r.parsons@gmail.com

References

1. Ha JF. Doctor-Patient Communication: A Review. 2010;**10**(1):38-43
2. Herndon JH, Pollick KJ. *Continuing Concerns, New Challenges, and Next Steps in Physician-Patient Communication*, 2002.
3. Kahn MW. Etiquette-Based Medicine. *New England Journal of Medicine* 2008;**358**(19):1988-89 doi: doi:10.1056/NEJMp0801863[published Online First: Epub Date]].
4. Lavin M. What doctors should call their patients. *Journal of Medical Ethics* 1988;**14**(3):129-31 doi: 10.1136/jme.14.3.129[published Online First: Epub Date]].
5. Comstock LM, Hooper EM, Goodwin JM, Goodwin JS. Physician behaviors that correlate with patient satisfaction. *Journal of medical education* 1982;**57**(2):105-12
6. DeKeyser FG, Wruble AW, Margalith I. Patients voice issues of dress and address. *Holistic nursing practice* 2003;**17**(6):290-4
7. Najafi M, Khoshdel A, Kheiri S. Preferences of Iranian patients about style of labelling and calling of their physicians. *JPMA. The Journal of the Pakistan Medical Association* 2012;**62**(7):668-71
8. Makoul G, Zick A, Green M. An evidence-based perspective on greetings in medical encounters. *Archives of internal medicine* 2007;**167**(11):1172-6 doi: 10.1001/archinte.167.11.1172[published Online First: Epub Date]].
9. Tiernan E, White S, Henry C, Murphy K, Twomey C, Hyland M. Do elderly patients mind how doctors address them? *Irish medical journal* 1993;**86**(2):73
10. McKinstry B. *Should general practitioners call patients by their first names?*, 1990.
11. Moore R, Yelland M, Ng SK. Moving with the times - familiarity versus formality in Australian general practice. *Australian family physician* 2011;**40**(12):1004-7
12. Stewart-Wynne EG, Tey LY, Marshall JA, De Jesus G. How do patients like to be addressed by hospital staff? *The Medical journal of Australia* 1997;**166**(4):224
13. Stapleton F. MY name is jack. *JAMA* 2000;**284**(16):2027-27 doi: 10.1001/jama.284.16.2027[published Online First: Epub Date]].
14. Brockopp DY, Franey BN, Sage-Smith D, Romond EH, Cannon CC. Patients' Knowledge of Their Caregivers' Names: A Teaching-Hospital Study. *Hospital Topics* 1992;**70**(1):25-28 doi: 10.1080/00185868.1992.10545237[published Online First: Epub Date]].
15. Santen SA, Hemphill RR, Prough EE, Perlowski AA. Do patients understand their physician's level of training? a survey of emergency department patients. *Academic medicine : journal of the Association of American Medical Colleges* 2004;**79**(2):139-43
16. Malcolm CE, Wong KK, Elwood-Martin R. Patients' perceptions and experiences of family medicine residents in the office. *Canadian family physician Medecin de famille canadien* 2008;**54**(4):570-1, 71.e1-6

17. Pittman MA, Aggarwal G, Shee CD. Do medical patients know the name of their consultant? *Clinical Medicine* 2009;**9**(6):633-34 doi: 10.7861/clinmedicine.9-6-633[published Online First: Epub Date]].
18. Fleming GV. Hospital structure and consumer satisfaction. *Health services research* 1981;**16**(1):43-63
19. SurveyMonkey. Free online survey software & questionnaire tool: SurveyMonkey 2014 [cited 2014 November 6]. Available from: <https://www.surveymonkey.net/>.
20. Australian Institute of Health and Welfare 2014. Australia's hospitals 2012-13 at a glance. Health services series no. 55. Cat. no. HSE 146. Canberra: AIHW.
21. Lill MM, Wilkinson TJ. Judging a book by its cover: descriptive survey of patients' preferences for doctors' appearance and mode of address. *BMJ (Clinical research ed.)* 2005;**331**(7531):1524-7 doi: 10.1136/bmj.331.7531.1524[published Online First: Epub Date]].
22. Wierzbicka A. *Cross-cultural Pragmatics: The Semantics of Human Interaction*: Mouton de Gruyter, 2003.
23. Dalia S, Schiffman FJ. Who's My Doctor? First-Year Residents and Patient Care: Hospitalized Patients' Perception of Their "Main Physician". *Journal of graduate medical education* 2010;**2**(2):201-5 doi: 10.4300/jgme-d-09-00082.1[published Online First: Epub Date]].

Table 1. Characteristics of survey respondents (N=300)	
Characteristic of respondents	Frequency (%)
Age (years)	
18 - 30	16 (5.3)
31 - 45	20 (6.7)
46 - 60	47 (15.7)
61 - 75	108 (36)
76+	109 (36.3)
Gender	
Male	171 (57)
Female	129 (43)
Admission	
Medical	149 (49.7)
Surgical	151 (50.3)

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Figure 1: Patient preferences for mode of address

For peer review only

Table 2. Patient knowledge of treating medical teams identity and role	
Question	Frequency (%)
Number of treating doctors names recalled (N=300)	
0	172 (57.3)
1	74 (24.7)
2	30 (10)
3	24 (24)
Accuracy of recalled name (N=128)	
All correct	111 (86.7)
Partially correct*	6 (4.7)
Incorrect	11 (8.6)
* Multiple responses where one was correct and one or more were incorrect	

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Figure 1: Patient preferences for mode of address

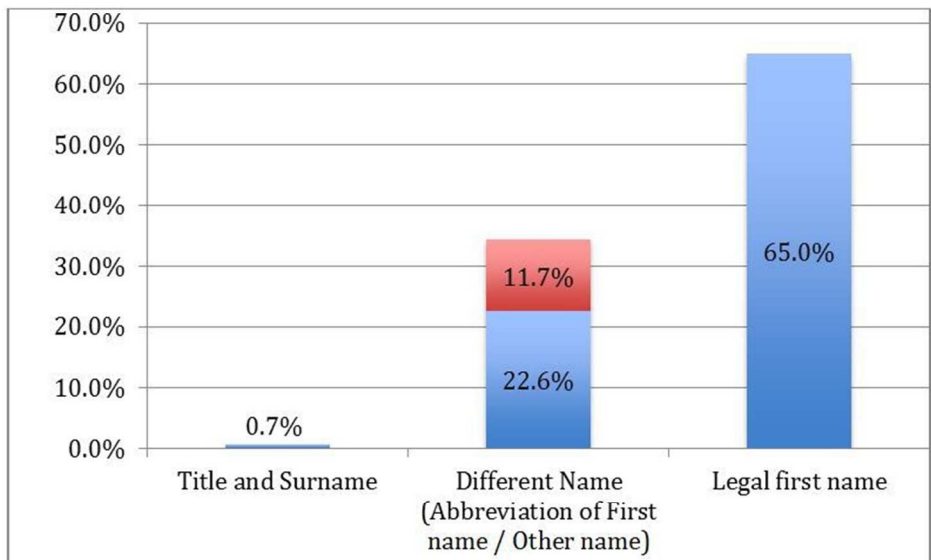


Figure 1: Patient preferences for mode of address
225x175mm (96 x 96 DPI)

ew only

1
2
3 Consolidated criteria for reporting qualitative studies (COREQ): 32-item checklist
4

5 No Item Guide questions / description
6
7

8 **Domain 1: Research team and reflexivity**
9

10 Personal Characteristics

- 11
12 1. Interviewer / facilitator SP
13
14 2. Credentials MBBS, B. Pharm
15
16 3. Occupation Medical Student
17
18 4. Gender Male
19
20 5. Experience and training Final year medical student, pharmacist, previously completed one
21 other research project as primary author
22
23

24 Relationship with participants

- 25
26 6. Relationship established No
27
28 7. Participant knowledge of the Conducting a study to improve the patient experience in hospital,
29 interviewer improve hospital stay for future patients
30
31 8. Interviewer characteristics The interviewer was introduced as a final year medical student
32 based who was interested in patient-centred care and hoped to
33 improve patient's experience while in hospital
34
35
36
37

38 **Domain 2: study design**
39

40 Theoretical framework

- 41
42 9. Methodological orientation and **Descriptive**
43 Theory
44
45 10. Sampling Consecutive ward inpatients in the hospital wards who fitted the
46 inclusion criteria
47
48 11. Method of approach Face to face
49
50 12. Sample size 300
51
52 13. Non participation Not recorded
53
54
55

56 Setting
57
58
59
60

1		
2		
3	14. Setting of data collection	Inpatient hospital wards
4		
5	15. Presence of non-participants	Primary researcher only
6		
7		
8	16. Description of sample	The sample demographic was representative of populations as
9		inpatients in Australian hospitals with a predominately older
10		population of Anglo Saxon background. The data was collected in
11		October 2014
12		
13		
14	Data collection	
15		
16	17. Interview guide	The questions were pilot tested. The primary researcher was
17		guided through the interview with a provided guide
18		
19		
20	18. Repeat interviews	Nil
21		
22	19. Audio/visual recording	Nil
23		
24	20. Field notes	Patient responses were recorded during the interview and also
25		brief notes of common responses or themes
26		
27		
28	21. Duration	2 – 5 minutes
29		
30	22. Data saturation	Yes, the researchers feel the sample was adequate to explore the
31		clinical questions adequately
32		
33		
34	23. Transcripts returned	No
35		
36	Domain 3: analysis and findings	
37		
38	24. Number of data coders	One
39		
40	25. Description of the coding tree	Yes, it is detailed in the methods
41		
42		
43	26. Derivation of themes	In advance
44		
45	27. Software	SurveyMonkey® web-based analytical tools
46		
47	28. Participant checking	No
48		
49	Reporting	
50		
51		
52	29. Quotations presented	Quotations were presented to illustrate findings however each
53		quotation was not identified as they were repeated themes
54		
55		
56	30. Data and findings consistent	All data presented was consistent with the findings
57		
58		
59		
60		

- 1
2
3 31. Clarity of major themes The major themes are clearly demonstrated in the findings
4
5
6 32. Clarity of minor themes Minor themes which developed in the article are described and
7 explored
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

For peer review only