

Curating the Patient Experience

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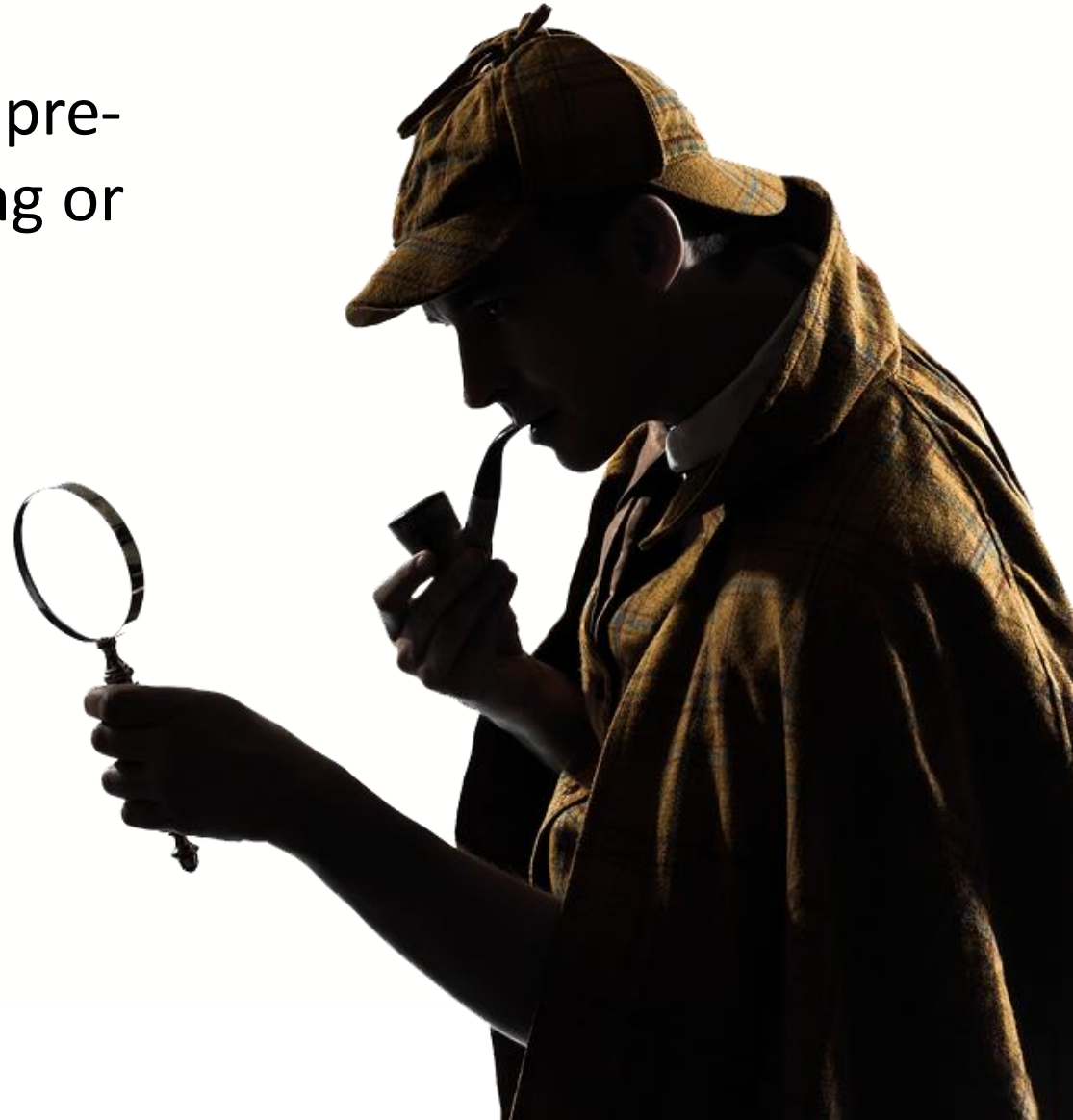
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No relevant disclosures

1. Pre-Visit Screening & Evaluation
2. Patient-Reported Outcomes Measures
3. Perioperative Workflow
4. Cultivating National Presence
5. Review-Driven Practice

- Do you perform any pre-visit patient screening or evaluation?



- Pre-Visit Questionnaires
 - History as it relates to current complaint
 - Other physicians seen/consulted with
 - Comorbid psychiatric illness
- Does the patient's Chief Complaint make sense in your practice
- Care Everywhere if available
- Cultivate relationships with outside surgeons

- Do you collect any PROMs pre- or post-operatively?
- What benefits do you see with them in your practice?



- Personal outcome tracking
 - Allows surgeons to quote definitive success rates
- Identify patient advocates and potential review sources
- Simplifies postoperative visits
- Identifies preoperative priorities and areas of concern (for both surgeon & patient)

Patient-Reported Outcomes



- Rhinoplasty & nasal surgery
 - SCHNOS
 - NOSE
- Facial Nerve
 - FACE Scale
 - Synkinesis (SAQ)
- Skin Cancer
 - Kavanagh & Christophel 2020
- Detroit Keloid Scale

Standardized Cosmesis and Health Nasal Outcomes Survey

Name: _____ DOB: _____

Have you ever had trauma or surgery to your nose?

Broken nose Trauma (unsure if broken) Nasal surgery

Which side of your nose is obstructed/congested?

Right only Right worse Equal Left Worse Left Only

Have you tried any nasal sprays previously for greater than 6 weeks of consistent use?

Fluticasone/Flonase Oxymetazoline/Afrin/Sinex/Vicks Azelastine Other

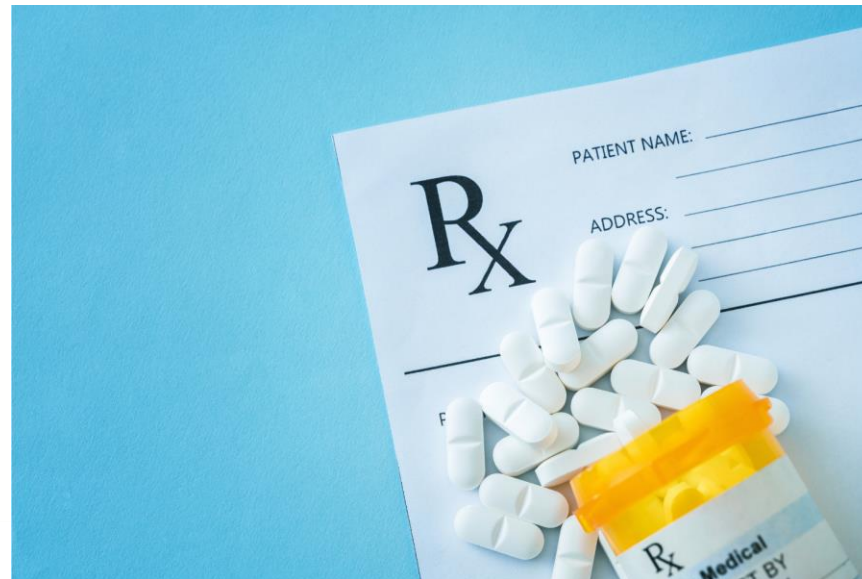
Do you have any history of mental health challenges?

Depression Anxiety OCD Body Dysmorphia Bipolar Other

Over the past month, how much of a problem was the following:

	No problem					Extreme problem
	0	1	2	3	4	5
1. Having a blocked or obstructed nose	0	1	2	3	4	5
2. Getting air through my nose during exercise	0	1	2	3	4	5
3. Having a congested nose	0	1	2	3	4	5
4. Breathing through my nose during sleep	0	1	2	3	4	5
5. Decreased mood or self-esteem due to my <u>nose</u>	0	1	2	3	4	5
6. The shape of my nasal tip	0	1	2	3	4	5
7. The straightness of my nose	0	1	2	3	4	5
8. The shape of my nose from the side	0	1	2	3	4	5
9. How well my nose suits my face	0	1	2	3	4	5
10. The overall symmetry of my nose	0	1	2	3	4	5

- Pre-operative visit
- Post-operative instructions
- Peri-operative medications
- Surgical fee collection



- Pre-operative visit
 - Two weeks preoperative
 - Virtual acceptable
 - Reduces no-show surgeries
 - Uncovers insurance barriers
 - Allows for questions
- Post-operative instructions
 - Allow patients to review ahead of preoperative visit
 - Standardized among surgeons
 - ChatGPT to reduce reading level

- Peri-operative medications
 - Emend (aprepitant) 40-80mg the morning of surgery
 - Can reduce OCP effectiveness
 - Tell anesthesia, as can lower BP
 - Peri-operative marcaine blocks
 - Enhanced Recovery After Surgery (ERAS)
- Surgical fee collection
 - Deposit to secure surgery date
 - Remainder prior to surgery

> [Plast Reconstr Surg.](#) 1998 Mar;101(3):840-51. doi: 10.1097/00006534-199803000-00041.

How to block and tackle the face

B M Zide ¹, R Swift

> [JAMA Facial Plast Surg.](#) 2019 Sep 1;21(5):446-451. doi: 10.1001/jamafacial.2019.0612.

Association of Perioperative Opioid-Sparing Multimodal Analgesia With Narcotic Use and Pain Control After Head and Neck Free Flap Reconstruction

Michael Eggerstedt ¹, Kerstin M Stenson ², Emily A Ramirez ², Hannah N Kuhar ³, Danny B Jandali ¹, Deborah Vaughan ², Samer Al-Khudari ², Ryan M Smith ¹, Peter C Revenaugh ¹

- How do you accommodate patients who travel to see you?



- Identifying potential sources of reviews
- Eliciting reviews
- Preferred review sites



- Identifying potential sources of reviews
 - Upon compliments, positive feedback, or “Thank You”
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Ratings and Reviews

Overall
★★★★★ 4.9

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Questions?

