

PATIENT SENTIMENT ON PERIOPERATIVE PRACTICES

EXECUTIVE SUMMARY

RIWI is seeking feedback and expressions of interest in partnering on an innovative program of research about uncovering patient sentiment, perception and opinion towards perioperative practices as well as surgical procedures, instructions, outcomes, safety and QI. Leveraging RIWI's Random Domain Intercept Technology, RIWI and its partners will be well-positioned to uncover true patient views regarding preoperative practices such as care information, confidence to follow instructions, level of support, anxiety levels and resultant outcomes.

THE CHALLENGE

Surgery is a vital treatment option for several acute and chronic medical conditions. One World Bank estimate states that world over, around 234 million surgeries per annum are performed. A proportion of patients are known to be at higher risk from surgery; this number is set to rise, owing to growing comorbidities due to an increase in lifespan.

Additionally, as demand for and complexity of surgical procedures rises, new challenges emerge; this gives rise to the field known as perioperative care (PC) also known as perioperative medicine (PM). According to the Centre for Perioperative Care (CPOC), PC/PM is a practice of "patient-centered, multidisciplinary, and integrated medical care of patients from the moment of contemplation of surgery until full recovery. Good perioperative care should improve patient experience of care, including quality of care and satisfaction with care, improve health of populations, including returning to home/work and quality of life, and reduce the per capita cost of health care through improving value."

TOGETHER, WE'LL CONFRONT THE CHALLENGE

RIWI is proposing a solution to this challenge, and is seeking strategic partners to support, and steer research efforts into this area. RIWI methodologies enable inclusive data collection, global reach and deeper insights beyond traditional administrative metrics and survey data. RIWI's surveying approaches can be programmed to be completely anonymous, with collection of no personally identifiable data, which encourages honest responses to questions assessing sensitive topics, such as views on medical conditions and treatments.

Random and Representative Patient Sample

RIWI's questionnaires are deployed randomly across the web; the survey logic is designed based on an initial screening of the respondent in order to capture relevant information. For example, RIWI will be able to identify those who have had surgery or operation in the last few years, within a chosen time frame. Depending on answers to screener questions, respondents are taken down different 'paths'. The appropriate audience is then surveyed on the hypothesized research question in detail, to capture perspective on the chosen theme.

Sentiment Deep Dive

RIWI's methodology excels at uncovering and collecting true patient sentiment data. This will include but not be limited to perception and opinion on PC/PM themes; in particular, qualitative, first-hand views and experiences of patients who have had a surgery or an operation within a chosen time frame. Study themes will be informed by collaborating research organizations and partners, but will likely include perioperative care information, patient experience, patient

satisfaction, patient behavior, care quality, health outcomes including complication rate, hospital readmission rate and associated costs. This could be done with a particular institution, organization or hospital or on a wider scale, such as a health system or guidelines body.

We are eager to hear your feedback and interest in supporting the development, scope, and implementation of this innovation. Contact RIWI at ask@riwi.com.