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First Impressions from the Bedside: An Innovative Approach

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HOT TOPICS

- ✓ Covid
- ✓ Patient Satisfaction
- ✓ DEI/J
- ✓ Student Success
- ✓ Incivility
- ✓ Enrollment/Decision to Return

First Impressions

Purpose: To inspire you to think in a new innovative way about *the influence of first impressions as an approach to transforming nursing education.*



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Research Team

- PI: Sharon Imes, PhD, RN, CEN, CNE, Indiana University South Bend
- Donna Felber-Neff, PhD, RN, FNAP, University of Central Florida
- Christa Cook, PhD, RN PHNA-BC, University of Central Florida

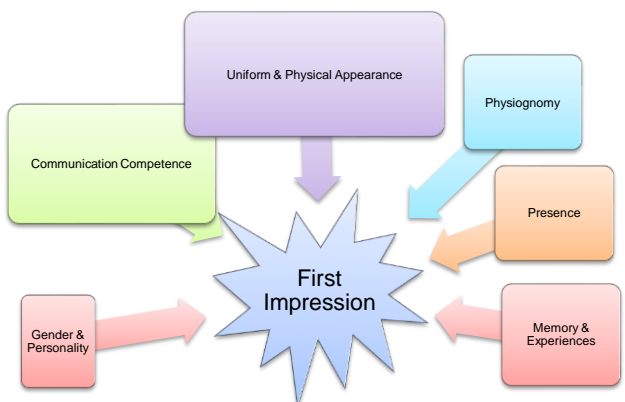


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Background & Significance

Contributions to nursing science related to this phenomenon are limited and conceptualized

- Unifocal concepts, none that look at the phenomenon comprehensively
- Majority: quantitative, survey/descriptive, lack rigor
- None reveal the patient perspective
- Begins with establishing a methodology capable of capturing the first impression of the bedside nurse from the patient perspective



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Study Aims

1. From the patient's perspective and based on the patient's experience, **identify characteristics** of the bedside nurse that are important in forming first impressions.

2. **Describe the influence and process** of the first impression on the patient's perception of nursing care received, creating a new grounded theory.

3. **Explore the impact of mask-wearing** during the Covid-19 pandemic on the patient's perception of the first impression of the bedside nurse.



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Study Design & Methods: Qualitative Grounded Theory Approach

- Individual, semi-structured voluntary participant audio recorded interviews
- Pilot-Tested

Setting

- Moderate sized community hospital in the Midwestern USA
- Inpatients on four traditional Medical-Surgical units



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Study Population

- Convenience sampling
- Inclusion criteria
 - ✓ 18 yrs of age or older
 - ✓ Able to communicate in English
 - ✓ Willing to voluntarily participate and provide informed consent
- Exclusion : hospice, terminal care, isolation, neurological or psychological deficit or cognitive impairment, pregnant women, prisoners
- Estimated 20-25 participants needed (Cresswell & Poth, 2018)



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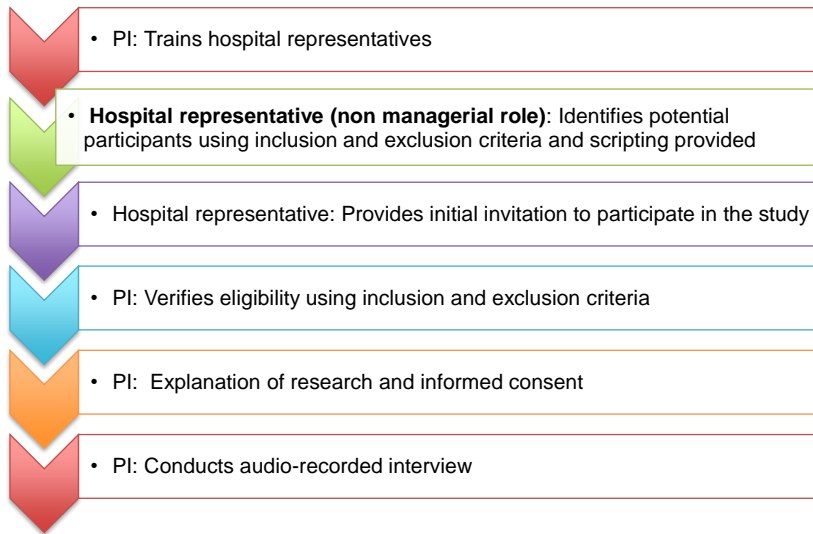
Privacy & Ethical Considerations

- ✓ IRB approval: University of Central Florida & hospital organization
- ✓ Jan-March, 2021
- ✓ Interviews took place in the patient's private room
- ✓ Nursing staff was not aware of who participated
- ✓ Data de-identified
- ✓ Random participant number
- ✓ Minimal demographic information collected for descriptive purposes only
- ✓ Participants were informed that their decision to participate would not influence the care they received, and that they could terminate the interview at any time for any reason



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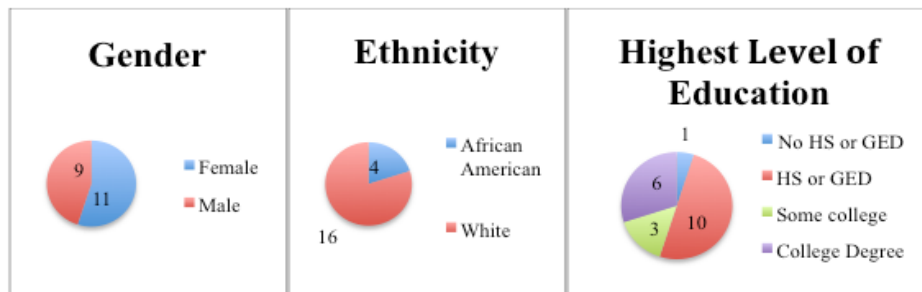
Modified Recruitment Process



Findings

Sample Demographics

- n=20: 11 female, 9 male participants, ages 44-80 (average age 61)
- Majority white (n=16, 80%), 20% (n=4) were African Americans
- HS/GED or higher level of education: n=19
- Wide variety of employment backgrounds
- Average length of interviews: 20 minutes



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Findings: Five Major Themes Emerged

1. **Demeanor- The Most Prominent Characteristic of the First Impression**
 - ✧ Participants described this as: vibe, aura, energy, personality, mood
 - ✧ Involves *more than just physical appearance, the senses are involved*
 - ✧ Sets the tone for perceptions
- *"It's just their demeanor. It's like yeah, this is gonna (sic) be a good day."*
- *"There's just an aura around them you can sense... not see physically"*



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Findings: Five Major Themes Emerged

2. Nonverbal Communication- More Important than Verbal

- ✧ Physical appearance- importance of a smile
- ✧ Uniform/ID badge
- ✧ Caring behaviors: mannerisms, attentiveness
- ✧ Physical approach of the bedside

“When they walk in it’s like... It’s like they have that like... just that look like I’m here to help. You know, what can I do for you without saying a word.”



Findings: Five Major Themes Emerged

3. First Impressions are Formed Immediately

- ✧ Before any verbal interaction
- ✧ Often before they reach the bedside

“I can usually tell right away...usually before they even say anything, like when they walk in the room.”

“I can tell if they’re a good nurse by the time they hit the curtain just by their attitude walking in.”



Findings: Five Major Themes Emerged

4. The Nurse-Patient Relationship Begins with the First Impression

- ✧ Connection triggering the relationship
- ✧ Mutual & Vulnerable: responsible for contributions to ensure good outcomes

“You get more bees with honey.”

“It’s best to try to cooperate, as much as possible. Make the process you know go easy you know like as much as possible because that’s going to determine the effort that you’re going to get out of your caregiver.”



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Findings: Five Major Themes Emerged

5. First Impressions Have Impact & Consequences

- ✧ Powerful, lasting impactful memories
- ✧ Important consequences:
 - ✧ Trust, fear, anxiety
 - ✧ foregone/unmet needs
 - ✧ rate of recovery
 - ✧ satisfaction
 - ✧ perceptions about the nursing profession
 - ✧ consumer’s decision to return

“So I think that like, nurses can hold back your healing.”

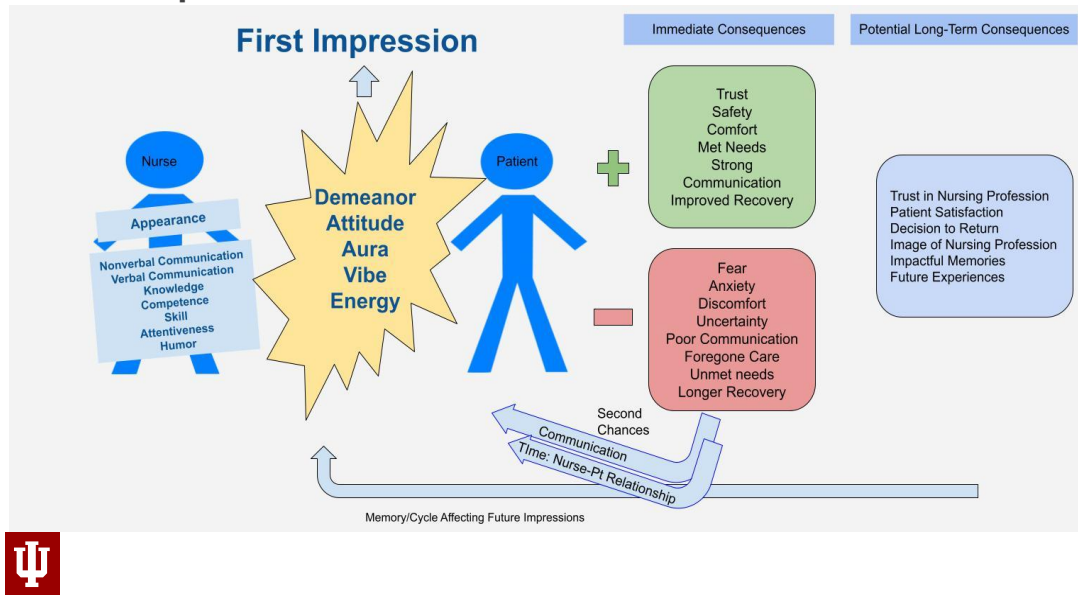
“I wish that it could just all be people like that (nurse), because I think you can get better faster.”

“I couldn’t wait for her shift to be over. I would always try not to ask for anything. I would try not to, you know.”



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The Process of First Impressions of the Bedside Nurse From the Patient Perspective



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First Impressions & the Covid-19 Pandemic

Masks had no influence on perceptions- Demeanor prevails

“Yes, I can still tell with a mask because it is so like the energy, the vibe that they’re giving off. It’s their behavior and posture, you know, and their energy, just just just demeanor.”

“You better hope you get along with them because they’re all you got. You can’t have no visitors.”



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Rigor (Lincoln & Guba, 1985; Tuckett, 2005)

Credibility

- Pilot tested
- Member checking
- Triangulation

Transferability

- Thick, rich, descriptive narrative data
- Saturation

Dependability

- Atypical (negative) case
- Memos
- Audit trail
- Triangulation
- Peer review

Confirmability

- Reflexivity
- Journaling
- Audit trail



Discussion

Novel Lens Exclusive to Nursing

- ★ Demeanor
- ★ Senses
- ★ Appearance: healthy/well-kept, embellishments
- ★ Bioactive Communication
- ★ Influence of Masks: Pandemic Implications




Strengths & Limitations

- Limited transferability: Single healthcare organization
- Limited cultural backgrounds
- Attempts to mitigate: 20 participants is believed to be an adequate sample size for a qualitative grounded theory study (Cresswell & Poth, 2018)
- Meaningful data was obtained



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Implications: This research allows us to think in a new way about...

- 
- ❖ Intentionally creating positive first impressions
 - ❖ Aiming for positive relationships
 - ❖ Improving patient's perceptions
 - ❖ Improving patient satisfaction
 - ❖ Nursing education
 - ❖ Organizational policy



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Future Research

- *What are we teaching our future nurses about first impressions?*
- *Demeanor as a Concept*
- Identify first impressions from the student perspective:
Characteristics & consequences
- Impressions & influences of nursing educators
- Mutuality research: Study the nurse and the patient as a dyad
- Organizational policy (uniforms, attire, appearance policies)
- Patient satisfaction



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Thank you for attending!

I hope this presentation has inspired you to think in a new innovative way about ***the influence of first impressions as an approach to transforming nursing education.***



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Thank you for attending my presentation.

Questions?



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