

A night view of the Golden Gate Bridge and San Francisco city lights. The bridge is illuminated with warm lights, and the city lights are reflected in the water. The sky is a deep blue with some clouds.

# Provider Face Cards to Improve Communication with Patients and Families

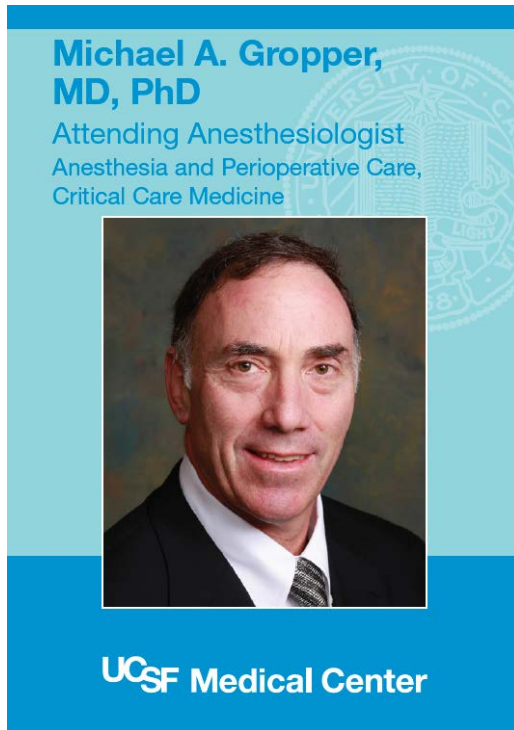
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# Outline

- What is a Face Card?
- Why Do Face Cards Help?
- Best Practices for Face Cards
- On-Line Ordering Process

# What is a Face Card?



## Attending: Dr. Gropper

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**My role:** Attending: I am a supervising doctor on the healthcare team and have completed medical school and post graduate training. I may oversee interns, residents and fellows in your care.

**Residency:**  
Anesthesiology, UCSF

**Medical School:**  
UCLA

**Fellowship:**  
Anesthesia Critical Care, UCSF

- A Face Card is like a business card, but aims to simply explain who we are to patients.
- Your card will contain your photo, name and standard role description based on your professional role and level of training.
- Face Cards are handed to patients by providers during introductions in order to help patients and families understand who is caring for them.

**WHY DO FACE CARDS HELP?**

# Face Cards Data

- Patients and Families are largely unable to identify providers caring for them, particularly in the hospital setting
- Face Cards Improve Patient and Family:
  - identification of providers
  - attitudes toward trainees
  - comfort asking providers questions
  - satisfaction with care

Arora V, Gangireddy S, Mehrotra A, et al. Ability of hospitalized patients to identify their in-hospital physicians. *Arch Intern Med.* 2009;169:199–201.

Peebles, et al. MyPICS: Photo Identification Cards of a Medical Team on an Inpatient Pediatric Ward Poster

Dudas RA, Lemerman H, Barone M, Serwint JR. PHACES (Photographs of Academic Clinicians and Their Educational Status): a tool to improve delivery of family-centered care. *Acad Pediatr.* 2010 Mar-Apr;10(2):138-45.

Gottenberg, E. Poster Society of Hospital Medicine 2013

# Patient Comments

I loved the anesthesiologist!  
He was amazing. He even  
checked on me after my  
surgery. **I wish I knew his  
name.**

The amount  
of physicians  
was  
challenging  
to keep  
track of.

# UCSF Patient Face Card Feedback

*“These are not only brilliant, but help so much with face-recognition. I feel a connection to the pictures instead of just the names.”*

*“My husband was so impressed, he mentioned it to me right away. I hope I get one during my appointment this week.”*

“I’m extremely pleased. Me and my wife are glad we can tie a name to a face. Sometimes you’re embarrassed that you don’t know their name and you want to ask but you feel bad.”

# UCSF Provider Face Card Feedback

“I wanted to share with you all the incredible enthusiasm I have gotten on using the baseball cards in just the last two days since starting service. Patients and their families have been uniformly excited and grateful to get them....I can see their eyes light up with the understanding of who everyone is. Families have been holding on to them and calling us out by name when we return to their rooms.”

“This is probably the best and most-simple patient-centered intervention I have seen in a long time. Patients LOVED it in my experience - please do make this part of standard practice!”



# **FACE CARD BEST PRACTICES**

# Face Cards Best Practices

- Keep face cards on you when working clinically
- Always give cards to patients and families on first meeting, as part of introductions
- Explain your role on the healthcare team as part of the introduction
- Re-introduce yourself on subsequent visits, especially in the inpatient setting

# **ONLINE ORDERING PROCESS**

# Order Face Cards

- Please check with your division or department manager first to order your own Face Cards. (i.e. who ever orders your business cards may already have a group process in place)
- If your department does not have a process in place for group ordering of Face Cards, you may use the ordering process on the next set of slides to order individually.

# Provider Face Card Online Ordering Process

To order cards please click on the link:

[http://campusliveservices.ucsf.edu/clsforms/documentsmedia/online\\_ordering/start.php](http://campusliveservices.ucsf.edu/clsforms/documentsmedia/online_ordering/start.php)

- Sign in to access online ordering
- If this is your first time using the site, you must create an account  
*(note: this is the same account you use to order business cards)*

**UC San Francisco Business Cards & Stationery**

You can order most UC San Francisco stationery items as well as business cards for the UCSF Academic package, the entire UCSF Medical Center package, and the UCSF Benioff Children's Hospital package online. See [Business Card samples](#) and [Stationery Samples](#).

If you are ordering cards and stationery for UC Berkeley, UC Hastings, and UC Santa Cruz, please [visit UC Print Storefront](#) instead.

A valid UCSF Chart of Accounts number and email address is required to process your order. If you have any questions, please contact our University stationery team at [dm.stationery@ucsf.edu](mailto:dm.stationery@ucsf.edu)

**Sign In**  
Sign in here to access our online ordering.

Email:

Password:

[Sign In](#)

Have account but forgot your password? Click [here](#).

If you don't have an account or have never ordered here before, [create a new account](#).

**Create an Account**  
Register a free account and enjoy the benefits of:

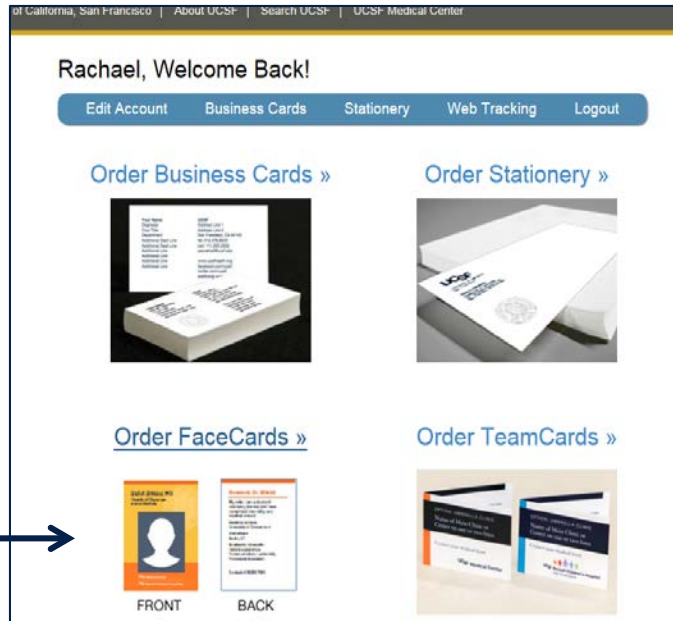
**Express Checkout**  
Complete your recharge faster by saving your billing and shipping information.

**Order Status**  
Check the status of your open orders.

**Order History**  
Review past orders as well as shipping information.

[Create Account](#)

# Provider Face Card Online Ordering Process



Select "Order Face Cards"



Follow prompts for contact info and delivery preferences



**Contact Info**

Department  
Health Experience

First Name  
Rachael

Last Name  
Moore

Contact Email  
rachael.moore@ucsf.edu

Contact Address  
350 Parnassus, Suite 150

Address Line 2

San Francisco CA 94143

Contact Phone  
415 - 353 - 2453 Ext. ext

Contact Fax  
area - -

**Delivery Info**

Customer Will Pickup

Select Pickup Location

Mission Center Building  
Documents & Media Service Center  
1855 Folsom Street  
Room 156  
San Francisco, CA 94143

UCSF Library  
Documents & Media Service Center  
530 Parnassus Avenue  
Room 327  
San Francisco, CA 94143

Ship to Contact Address

Ship to Alternate Address

# Provider Face Card Online Ordering Process

- Select card type from drop down menu





**Product Selection**

Quantity of 250 cards.

Select Card Type

Resident Physician

 FRONT

 BACK

**Photo Upload**

Select file from your computer. Photo requirements are:

- Professional headshot preferred (RCL professional photos may be used at no extra cost)
- High resolutions file (300 DPI, 2 megs)
- Remove any distracting items for the photo: stethoscope, lanyard, badge, etc.
- Photo backdrop should not be at a distracting location that may include signage, medical equipment, etc.

Submit

- Upload your photo (*note: Documents and Media will resize and crop the photo if necessary*)



# Provider Face Card Online Ordering Process

Complete fields  
to go on front  
of card →

FRONT IMPRINT

Refresh Preview

First Name \*  
Diane

Last Name \*  
Slivka

Degree(s) \*  
MD

Title  
Resident Physician

Specialty \*  
If you do not see your specialty please select "other" and type in field.

BACK IMPRINT

My Role  
I am a doctor in residency training and have completed internship and medical school.

Resident Physician

UCSF Medical Center  
UCSF Benioff Children's Hospitals

Select “specialty” from drop down menu. If you do not see a specialty select “other” and an open field will appear →

- Pediatric Infectious Disease
- Pediatric Nephrology
- Pediatric Otolaryngology
- Pediatric Pulmonology
- Pediatric Radiology
- Pediatric Rehabilitation Medicine
- Pediatric Rheumatology
- Pediatric Surgery
- Pediatric Urology
- Pediatrics
- Physical Medicine & Rehabilitation
- Plastic Surgery
- Preventive Medicine
- Psychiatry
- Pulmonary & Critical Care Medicine
- Pulmonary Medicine
- Radiation Oncology
- Radiology
- Reproductive Endocrinology & Infertility
- Rheumatology
- Sleep Medicine
- Sports Medicine
- Surgical Critical Care
- Thoracic Surgery
- Transfusion Medicine
- Transplant Surgery (specify type below)
- Urologic Oncology
- Urology
- Vascular Surgery
- Other (specify below)



# Provider Face Card Online Ordering Process

- Complete the remaining fields for back of card as room permits →
- download proof PDF
- Review PDF and make edits if necessary. Once you have confirmed all information is correct click “place order”

The form is divided into two main sections. The left section contains several input fields: 'Hobbies', 'Home Town', 'Contact Info', 'Medical School', 'Residency', 'Academic Interests', 'Fellowships', and 'Locations'. The 'Locations' field includes a sub-label: 'such as Zuckerberg San Francisco General Hospital, UCSF Medical Center, VA, etc'. The right section is titled 'Resident: Dr.' and contains a 'My Role' field with the text: 'I am a doctor in residency training and have completed internship and medical school.' Below this is a 'Download Proof PDF' button. A note states: 'If your image is not sized or placed correctly, we will correct that for you upon receipt of your order.' At the bottom of the right section is a 'SPECIAL INSTRUCTIONS' field with the text: 'Special instruction to print production staff'.

Hobbies

Home Town

Contact Info

optional, if room permits

Medical School

Residency

Academic Interests

Fellowships

Locations  
such as Zuckerberg San Francisco General Hospital, UCSF Medical Center, VA, etc

**Resident: Dr.**

**My Role:** I am a doctor in residency training and have completed internship and medical school.

[Download Proof PDF](#)

If your image is not sized or placed correctly, we will correct that for you upon receipt of your order.

SPECIAL INSTRUCTIONS

Special instruction to print production staff