

Anthropologists Working in Hospital Settings Webinar Outline

1. **Nadine Bendycki – University Hospitals of Cleveland**
2. **Joshua Liggett – UC San Diego Health**
3. **Chat Q&A**
4. **Summary**

We will get started at 1:00 p.m. EDT!



Jeff Martin Visual Description

I am Jeff Martin, Director of Communications & Public Affairs at the AAA. I am an older white male with greying brown hair and wearing black framed glasses and a light blue collared shirt.



Pathways to Careers

Welcome to the AAA Career Webinar Series
Spring 2021



AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

AAA Career Webinar Series, Spring 2021

March 4: Career Pathways

March 11: User Experience Jobs from the Inside Out

March 18: Anthropologists Working in Hospital Settings

March 25: Doing Cultural Resource Management Your Way

April 1: Contemplating a Career in Tech?

April 8: Careers in the Public Sector

April 15: Using Archaeological and Anthropological Skill Sets as Accessible Designers

April 22: Anthropologists Building Careers in GIS



Webinar Logistics

- Visual descriptions appear in slide deck along with presenters' self-introductions and comments
- Please turn off your video and microphone unless speaking
- Open and use the Chat function; write “**QUESTION**” to pose a question and feel free to respond to any chat
- See postings on the webinar's Communities: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As



Elizabeth Briody Visual Description

I am Elizabeth Briody, a white woman with brown eyeglasses and short hair. Today I am wearing a blue top. I am in my alcove, a little space in my house with a window.



Anthropologists Working in Hospital Settings

Thursday, March 18, 2021



AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

Anthropologists Working in Hospital Settings: Webinar Outline Review

1. **Nadine Bendycki – University Hospitals of Cleveland**
2. **Joshua Liggett – UC San Diego Health**
3. **Chat Q&A**
4. **Summary**



Nadine Bendycki Visual Description

I am white female in my middle 60's. I have grey hair and wear tortoise-shell eye glasses. Today, I am wearing a red top and am working from home, as I have been since 3/17/20.



My role as Director of Market Research and Consumer Insights

- The Department of Market Research and Consumer Insights at University Hospitals listens to the Voice of the Customer in all of its manifestations. Most especially, the department consistently represents the Voice of the Patient and their family or caregivers.
- We seek to understand human behavior in order to better influence consumer healthcare decision-making.



How we undertake hospital-based market research

- Surveys – including text analytics of survey responses and theming
- Focus groups – virtual and in-person (pre-pandemic)
- 1:1 Interviews
- Secondary research – disease incidence and prevalence, trends in demographics and in health care service delivery
- Social media listening



Skill set useful for hospital market research

- Good written and oral communication skills
- Solid analytical skills – qualitative and quantitative
- Ability to translate complex language and comments into user-friendly language
- Flexibility and adaptability
- Word, Excel, Power Point, text analytics, data visualization, dbase
- Excellent interpersonal skills



Hospital entry-level job titles + position descriptions

List of Entry-Level Jobs	
Policy Analyst	User Design Analyst
Market Research Analyst	Patient Advocate
Market Planning Analyst	Patient Experience Analyst
Research Assistant	Ombudsman
Research Associate	Health Literacy Coordinator



Sample Hospital Market Research Projects: 1

- Interviewed parents of Pediatric Cancer patients and adolescent and young adult patients regarding the staff's willingness to communicate effectively concerning case progress and prognosis
- User experience testing of web site pages, apps and the patient portal to the hospital's electronic medical records (EMR)
- A review of the secondary literature re: Covid-19 vaccine skepticism, vaccine hesitancy, and vaccine distrust



Sample Hospital Market Research Projects: 2

- Asking our 3,500+ member patient panel whether they are interested in being part of a Patient Family Advisory Council for the ER/ED
- Quantitative study of consumer awareness, consideration, perception preference and likelihood to use various hospital service lines
- Pre-testing messages prior to full distribution – “pulse”



Lessons from Medical Anthropology

- Seeking to understand multiple, divergent points of view
- “Thick description” – qualitative research – **WHY?**
- Go to where the patients are – virtually and in person – and hang out
- Understand roots of medical disparities and inequities
- Represent and advocate for patient’s point of view (patient-centric care)



Getting started

- Take qualitative and quantitative methods classes, including stats
- Undertake internship or volunteer at a hospital, community health center
- Update your LinkedIn profile - build a network of like-minded fellow travelers; post your opinion re: mutual topics of interest.
- Attend online webinars for continuing education
- Translate the value an anthropologist can provide to a health care setting



Joshua Liggett Visual Description

- I am a nerdy, 30-year-old, multi-ethnic fellow of Japanese/European (and certainly more) descent. I use the pronouns: He/Him.
- I came out in college and married my husband in 2013, my family welcomed our son into the world in 2019.
- Behind me is a Zoom background asking Californians to download the CA Notify application for COVID-19 Exposures.
- Behind that curtain is a wall of board games that my family has gotten through a surprising portion of over the past year.



Background

- BA Fresno State (2012), MS UNT (2014)
- Work Experience
 - Graduate Research for a School, School District, and a Hospital
 - Uplift Family Services (Behavioral Health Research)
 - LTG Associates Inc. (Evaluative Consulting)
 - UCSD Health Center for Transplantation (Quality Department)
- Volunteering for Nat'l Association for the Practice of Anthropology



Current Role and Organization

UCSD Health Center for Organ Transplantation

- Quality & Regulatory Data Analyst

 Adult Kidney Transplant Summary

SHOW PEDIATRIC

Transplants from
Deceased Donors in
a year

101

Transplants from
Living Donors in a
year

39

Survival on the
waitlist



Getting a Deceased
Donor Transplant
Faster



1-Year Kidney
Survival



<https://report.srtr.org/psr/CASDTX1/ki>



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Things I do...

Process Improvement

- Plan-Do-Study-Act (PDSA)
- 5S for virtual and physical spaces
- Lean Six Sigma Resource for staff
- Rapid Process Improvement Workshop
- Patient Data Auditing, Monitoring, and Reporting



How is My Work Anthropology?

- Evaluative
- Participant-Observation, Interviews (Formal & Informal)
- Turning up the volume of the Voice of Customer (Internal & External)
- Helping reframe customers view of the “perfect process”
- Quantitative (“Anthropologists Count Too”)



What do I find rewarding?

- Supportive Management/C-Suite
- Opportunities for Growth & Learning
- “New” Challenges
- Encouragement of Long-Term Goals
- Process Improvement
- Impact of Transplantation



Useful Ways to Prepare

- Take Lean Six Sigma Training and Certifications (Groupon)
- Develop Solid Excel Skills, these will also be useful in dashboard applications (e.g., Tableau, Microsoft BI)
- Consider learning SQL or statistical coding language
- Know how to report quantitative data
- Review requirements for data/quality analyst and similar roles
- Review national data and resources on transplantation



Chat Q&A and Summary



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Summary: Hospital Jobs

1. Can be very meaningful if you are able to connect the work you do with the hospital's overall mission.
2. Involve translating content from “doctor-speak” into language a patient can understand and act on (“call to action”)
3. Are interdisciplinary and require a balance of interpersonal and analytical skill sets and good judgement



Additional Summary Points

- Quality programs could use more anthropologists!
- Knowledge of Lean tools are a major boon for joining the “Quality” ecosystem; Anthropology is symbiotic with Lean Six Sigma
- Math is not an anathema to Anthropology! Learn to code! 😊



Closing Remarks

- Complete evaluation of this webinar, emailed to you
- See postings on the webinar's Communities: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As
- Register for our other career webinars this Spring



Upcoming AAA Career Webinar Series

March 4: Career Pathways

March 11: User Experience Jobs from the Inside Out

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