360° Evaluations: Beyond the Boardroom & into Healthcare

Healthcare organizations continue to successfully adopt 360° feedback evaluation processes, established in corporate environments for improving teamwork, engagement, leadership skills, and behaviors. This study examined the development and implementation of a 360° evaluation process at a family medicine clinic, where all staff members and providers completed a performance evaluation. The process was tracked over 2 years and resulted in key recommendations for success, including adequate preparation using a locally relevant survey tool, making participation voluntary, using an external consultant, developing action plans, and following up with staff through effective feedback.

COMMENTARY

The authors candidly described the problem—a working environment so out of balance that a simple request between staff members could trigger a virtual cascade of negative interactions. Clinic leaders took the novel (and brave) approach of addressing patient care and teamwork issues through a 360° evaluation process in which staff were invited to give feedback on the healthcare providers’ interpersonal skills. The results were shared in a supportive environment and the process helped generate an atmosphere of trust and open discourse where personnel felt heard and valued. The paper provided insight for those seeking inspiration on opening communication channels and improving feedback at their clinic.