

Why Hospitals Should Collect Demographic Data

Target Audience: Admissions/registrations clerks and front-line personnel

Purpose: This document outlines the purposes of collecting patient demographic data and highlights the important role that front-line registration staff have in collecting complete, high quality information from patients.

“As a front-line hospital admissions/registration staff, you are vital to the patient experience and in helping the hospital better serve patients and the community. One of the key responsibilities you have is to accurately collect each patient’s personal information, including the patient’s race and ethnicity. Collecting this information is part of the process by which our hospital staff can identify and address unique patient needs. Patients are more likely to share personal information when asked by respectful, knowledgeable staff, and our hospital is better able to serve its patients when this information is collected for everyone in a consistent manner.

Information that you help collect during the registration process on patient demographic data such as: age, gender, race and ethnicity; becomes a part of the patient’s medical record. This information helps the care team communicate effectively with patients, as well as understand a patient’s culture, which may affect their health. By knowing more about the patients that we serve, our hospital will be better able to deliver services.

Because race and ethnicity affect patients’ health and healthcare, it is critical to collect this information. You, our front line staff, play a key role in this process.”