

Patients and Families as Advisors

May 9, 2014 Amy Jones, Administrator, Office of Patient Experience, Vidant Health

Understanding the Need for Change

WHERE WE HAVE BEEN	WHERE WE ARE GOING
Fragmented Care	Coordinated Care
Provider Centered	Patient Centered
Payment for Volume	Payment for Value
Paper	Electronic
Patients are focus of team	Patients are on the team
Patients and families passive recipients	Patients and families fully engaged
Facility-based visits	Innovative care delivery strategies
Arduous processing for access to medical record	Patients have easy access to their EHR
"What's the matter with you."*	Shared decision making— "What matters to you?"*



*Barry MJ, Edgeman-Levitan S, "Shared Decision Making-The Pinnacle of Patient-Centered Care." *N Engl. J Med.* 366; 9.pp 780-782

Where is medical care provided?

Actually, most of health care is provided in homes and communities of patients so it is essential that we set the stage for patients to successfully engage in their care.



Consumer Viewpoint on Role in Care Decision Making

% of consumer responses to "In making health care decisions, I would like...

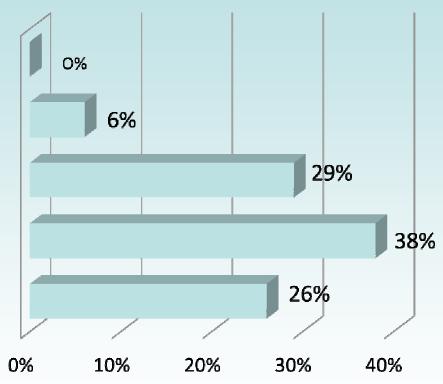
...the doctor to be completely in charge."

...my doctor to make the decisions, with input from me."

...to make a joint decision with equal input from my doctor."

...to make the final decision with some input from doctors and other experts."

...to be completely in charge of my decisions."



Altarum Institute Survey of Consumer Health Care Opinions, Fall 2012, available at www.altarum.org



The Under-Utilized Resource

"Patients are the most under-utilized resource, and they have the most at stake. They want to be involved and they can be involved. Their participation will lead to better medical outcomes at lower costs with dramatically higher patient/customer satisfaction."

Charles Safran, M.D., Harvard
Testimony before the Subcommittee on
Health of the House Committee on Ways and Means





Patient- and Family-Centered Care

Partnerships

- with patients and families
- at all levels of care
- in all health care settings

...and recognizing that these partnerships are essential in efforts to maximize quality, safety and satisfaction.



What Makes a Successful Partnership?

- Mutual respect for skills and knowledge.
- Honest and clear communication.
- Understanding and empathy.
- Mutually agreed upon goals.
- Shared planning and decision-making.
- Open and two-way sharing of information.
- Accessibility and responsiveness.
- Joint evaluation of progress.
- Absence of labeling and blaming.



Establishing and Advancing Partnerships

- Clear statement of commitment to advancing partnerships
- Establish process for all to learn about PFCC and patient engagement
- Priority determination and action plan development have meaningful work/roles
- Engaged staff, providers and patient and family advisors
- Monitor changes, evaluate processes, measure impact, celebrate successes.



Patients & Family Members as Leaders

"Put Patients and Families on the Improvement Team" is noted by IHI as the leverage point with the greatest potential to drive the long-term transformation of the entire system."



IHI Seven Leadership Leverage Points to Drive Organizational Improvement 2008 IHI innovation series



Advisor

- Someone who gives their advice
- An expert
- Someone who has ideas
- Someone who has unique expertise
- Someone with influence



Advisory Roles

Any role or activity that enables patients and families to have direct input on policies, programs, and practices affecting care and services for patients and families.



Who Benefits?

The patients and families

The staff

The program, service, and organization

The community



Tips on Recruiting

- Ask providers and staff to identify
- Ask other pts/families that are already involved
- Post notices in lobbies and common areas
- Place story in community newspaper
- Use "key informants"-people in community who are knowledgeable about healthcare
- Ask community and church leaders
- Send letters/brochures



Tips on Selecting Advisors

- Shares personal experiences in ways that others can learn from
- Sees big picture
- Shows concern for more than one issue
- Listens well and respects other views
- Speaks candidly in a group
- Interacts well with others

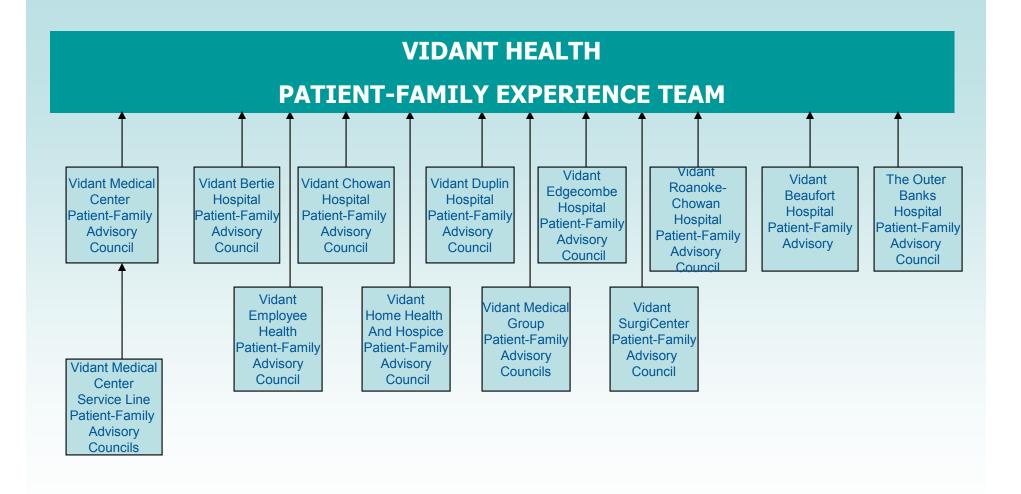


The First Meeting

- Provide orientation to hospital/clinic/committee
- Provide convenient meeting times/locations
- Offer compensation for expenses-parking, travel
- Clearly identify staff person to be primary contact
- Balance membership—usually one pt/family not enough



System Wide Patient-Family Advisory Council Structure





Vidant Health Patient-Family Advisor Roles

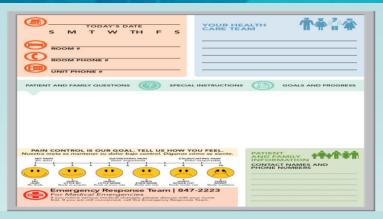
Patient Safety Quality Teams Patient Experience Mapping Leader and Staff Education Storytelling Facility Design Interview Teams Board Members MyChart Care Coordination



Patient-Family Advisor Contributions



Wayfinding evaluations



Developed transparency and patient communication tools



Plan and review marketing strategies



Ongoing participation on facility design teams

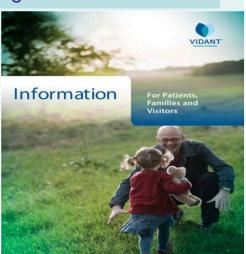
Reviewed by patients and families

Vidant Health promotes and supports an approach to care that puts the patient and family at the center of the care team

CK

Review of educational materials







Patient Safety









Safety Summit Safety Boot camp **Safety Rounds FMEAs**

Next....RCA Review Teams

Patient-Family Advisor Rounds

- Advisors round weekly to once a month with leadership and independently
- Advisor selection important
- Builds relationships



Lessons Learned – Leadership matters



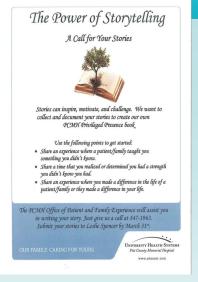
"A leader leads by example, whether he intends to or not."

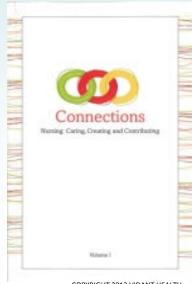
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LESSON LEARNED—MAKE CONNECTIONS











Lessons Learned – Integrate Into Existing Work

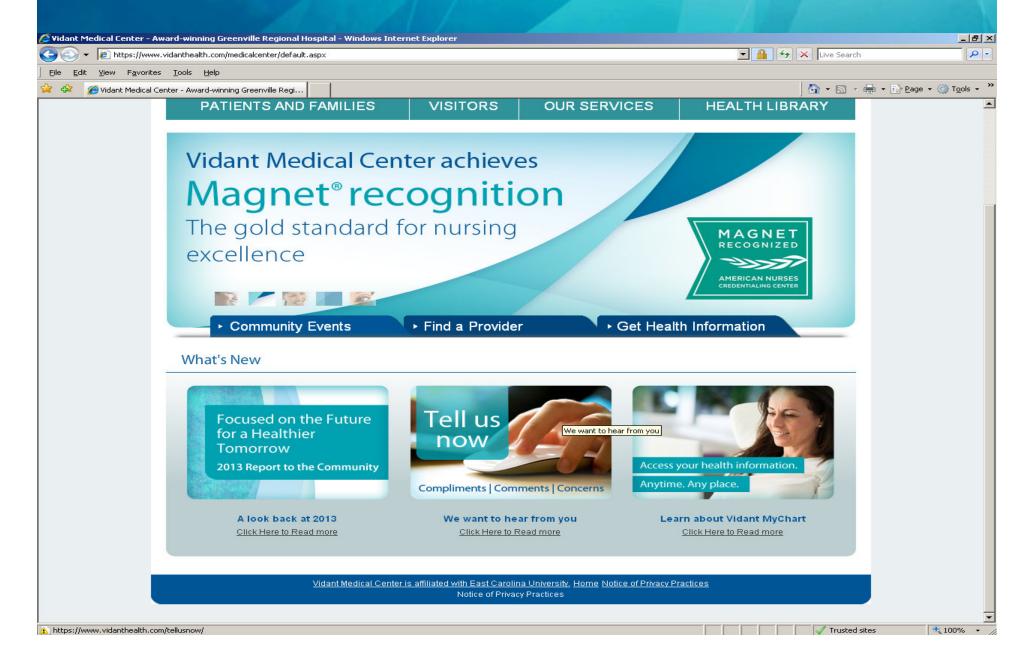




Timely, Effective, Efficient, Equitable & Patient Centered

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Lessons Learned - Transparency is Powerful



Lessons Learned: It Takes Time

Institute of PFCC CEO site visit

UHC 2006 PFCC Project Executive staff attended IPFCC training

AMC established Office of Patient and Family Experience

Annual Board Retreat - Dr. Jim Reinertsen Established
Corporate office
Patient Experience

Completed PFCC hospital self-assessments

Annual Board Retreat-Jim Conway System policies, structure implemented

Advisor councils at hospitals; AMC service lines; PCMH clinics

Advisors on existing teams/committees

Integrate Patient Education

Patient Engagement in clinical strategy

Standardize language access services

2000-2006

2007

2008

2009-2010

2011-2013

2014 and beyond

AMC developed Advisor Roles in Children's and Rehab

Strategic framework and Board scorecard included patient experience focus System 5-year Quality plan includes PFCC

Presidents share patient stories with Board

Identify PFE staff champions

Patient shares story with Board Quality Committee (QIC)

CFO engagement

Advisor on Board QIC

Identify entity PFE leaders*

Board Quality Committee plan includes patient stories

Advisor on Corp. and AMC Board QIC

PFCC curriculum developed with advisors

Advisors on RCA teams

Full integration of advisors on existing teams and committees



Lessons Learned: A System Approach

Patient Engagement Model



Culture

The set of shared attitudes, values, goals and practices that characterizes an institution or organization

System focuses on prevention and primary care

System supports patient engagement work

Patients, staff and providers understand roles and responsibilities

Patients, staff and providers model judgment-free attitudes

High reliability in work processes, use of technology and behaviors

Community

- Employers
- Schools
- Religious establishments
- Public agencies
 health departments
 social services
 transportation
 housing
- Wellness facilities
- Mental health
- Civic groups
- Support programs
- Business/industry

Self-management support

- Provide right care, right setting, right time
- Leverage use of decision-aides
- Provide minimally-disruptive medicine
- Develop Smart Goals in partnership with patient
- Provide culturally and linguistically appropriate care
- Assess patient activation and health literacy
 Tailor individualized, shared care
- Tailor individualized, shared car plan to activation level
- Engage family/support system as determined by patient

Delivery system design

- Embed advisors in development, implementation, evaluation of all clinical strategy work
- Coordinate care across patient's continuum using patient maps
- Expand access to health coaches and navigators across continuum
- Implement patient-centered communication standards and structured patient education processes
- Integrate patient engagement strategies across clinical and administrative policies/protocols
- Assure physical environments are conducive to patient engagement

Decision support

Health system

- Embed best practices in EHR
 Support easy access to specialists in primary care
- Assure complete, accurate flow of information between providers and patients
- Hardwire patient engagement best practices
- Assure individualized 24/7 patient access to information via MyChart, interactive coaching tools, e-Nurse and text messaging

Clinical information systems

- Use risk stratification to determine level of care team support versus technology support
- Expand use of registries based on patient needs.
- Explore and implement innovative monitoring tools to detect complications early
- Provide proactive outreach for prevention and chronic care management

Informed, activated patient

- · Understands role and responsibilities
- Has self-management skills, knowledge and confidence

Productive interactions and trusting relationships

Prepared, proactive practice team

- Understands role and responsibilities
- Practices at top of field and/or license

Improved health outcomes for people and communities

13-PEX-000 07/13



What's Next at Vidant Health

- Expand advisor and council roles
- Revise patient-community education processes
- Redesign care coordination and patient engagement processes
- Never stop learning





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