



VIDANT HEALTH™

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 <u>their</u> EHR
<i>“What’s the matter with you.”*</i>	Shared decision making— <i>“What matters to you?”*</i>

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

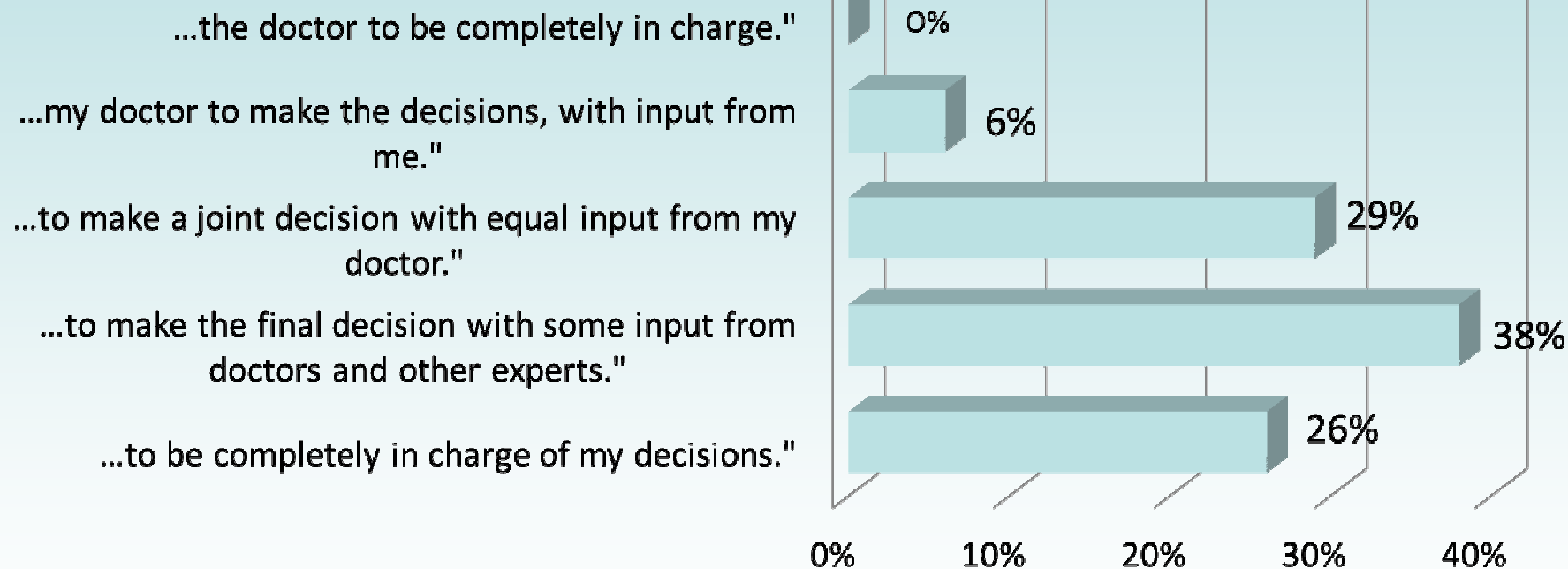
Where is medical care provided?

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..."**



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

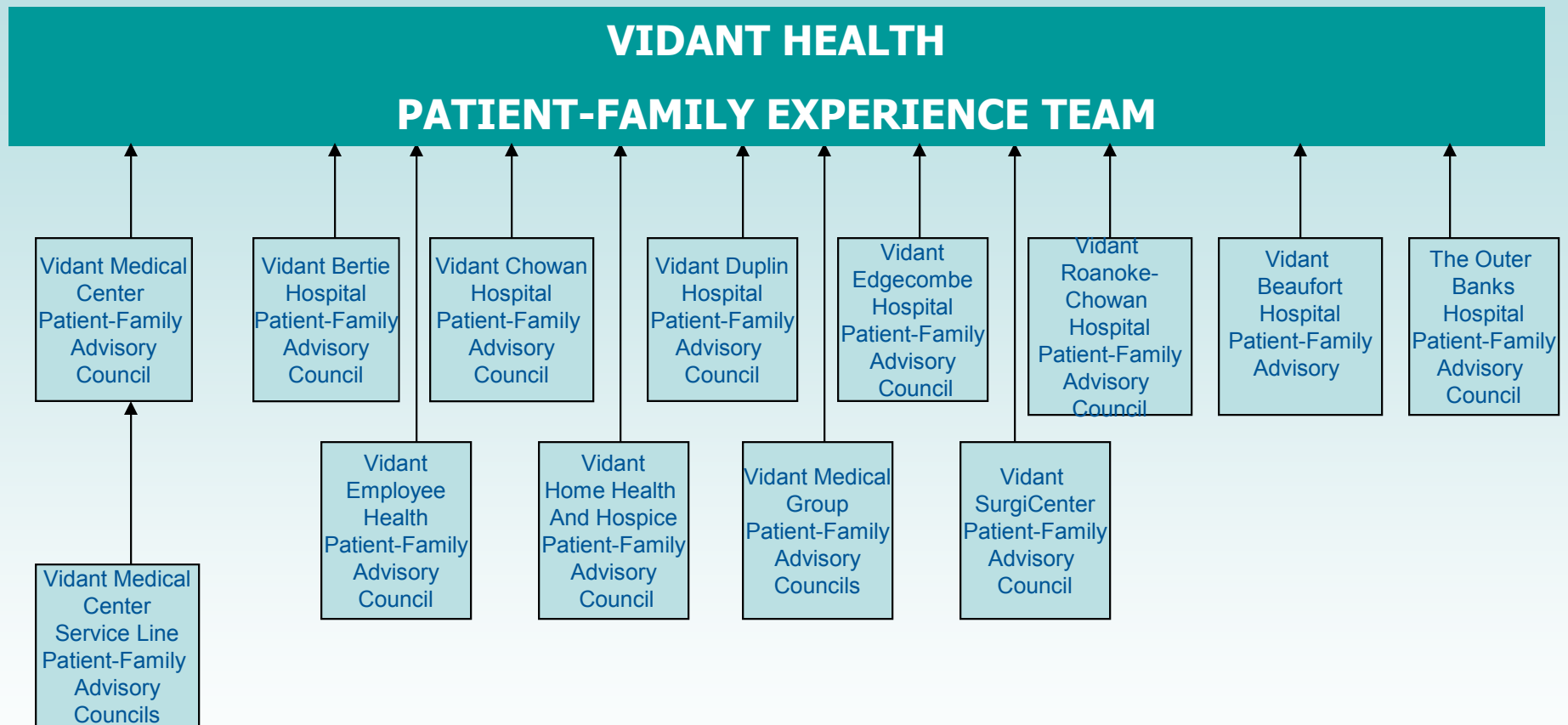
Tips on Selecting Advisors

- 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



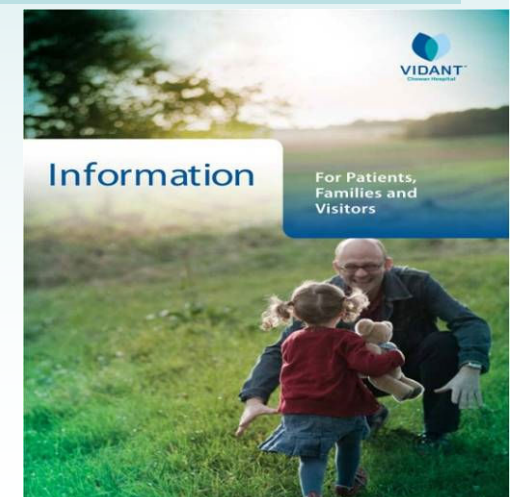
Plan and review marketing strategies



Ongoing participation on facility design teams



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

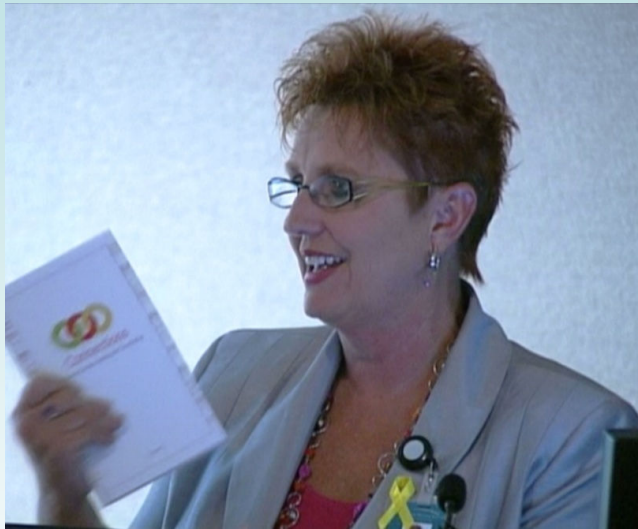
Lessons Learned – Leadership matters




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

Author Unknown

LESSON LEARNED—MAKE CONNECTIONS



The Power of Storytelling
A Call for Your Stories



Stories can inspire, motivate, and challenge. We want to collect and document your stories to create our own PCMH Privileged Presence book.

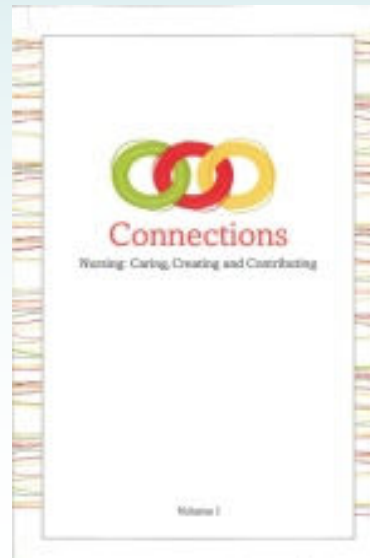
Use the following points to get started:

- Share an experience where a patient/family taught you something you didn't know.
- Share a time that you realized or determined you had a strength you didn't know you had.
- Share an experience where you made a difference in the life of a patient/family or they made a difference in your life.

The PCMH Office of Patient and Family Experience will assist you in writing your story. Just give us a call at 847-1963. Submit your stories to Leslie Spencer by March 31st.

OUR FAMILY. CARING FOR YOURS.

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For Grady Memorial Hospital
www.ahcnet.com



Lessons Learned – Integrate Into Existing Work



Lessons Learned - Transparency is Powerful

Vidant Medical Center - Award-winning Greenville Regional Hospital - Windows Internet Explorer

https://www.vidanthealth.com/medicalcenter/default.aspx

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What's New

Focused on the Future
for a Healthier
Tomorrow
2013 Report to the Community

A look back at 2013
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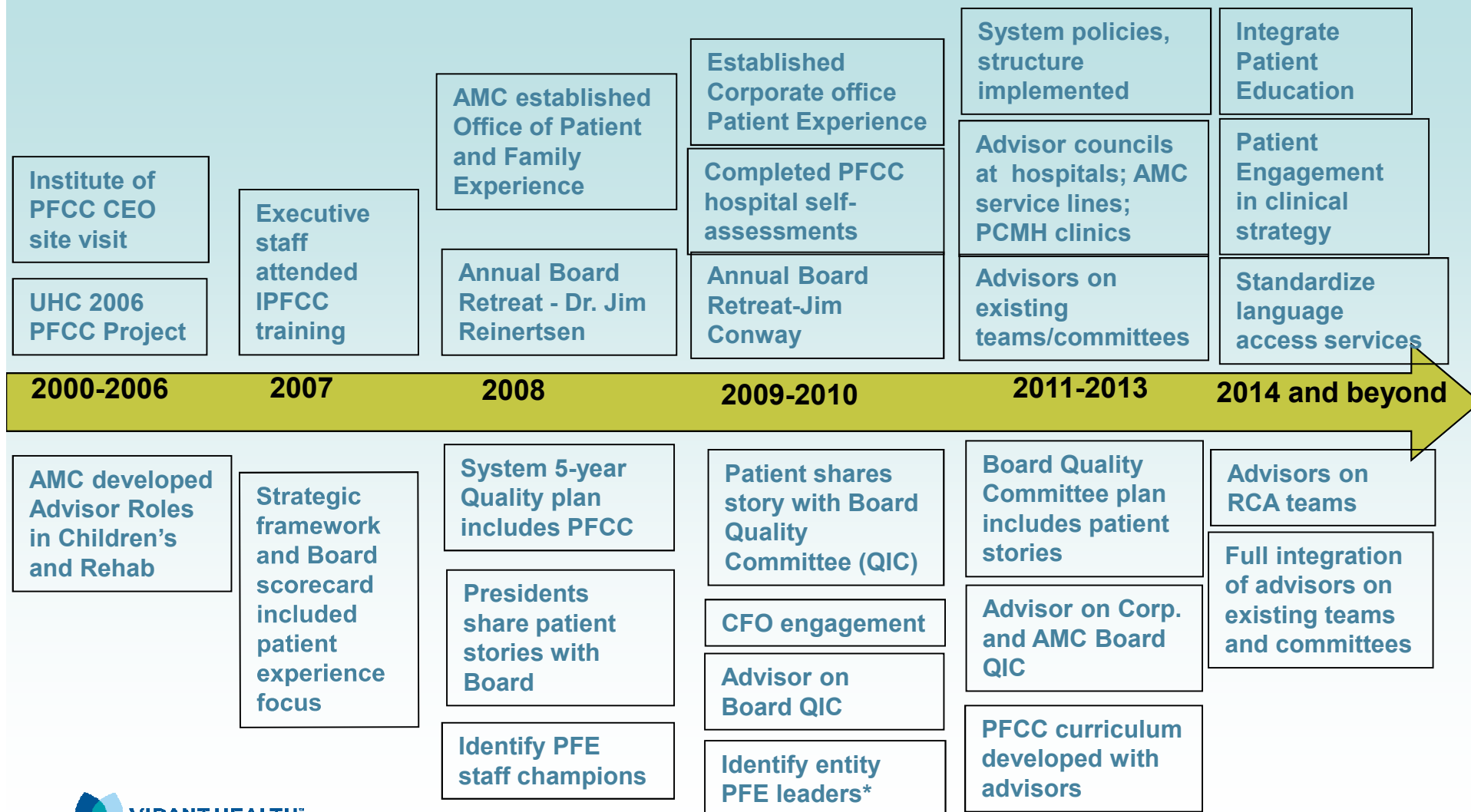
Access your health information.
Anytime. Any place.

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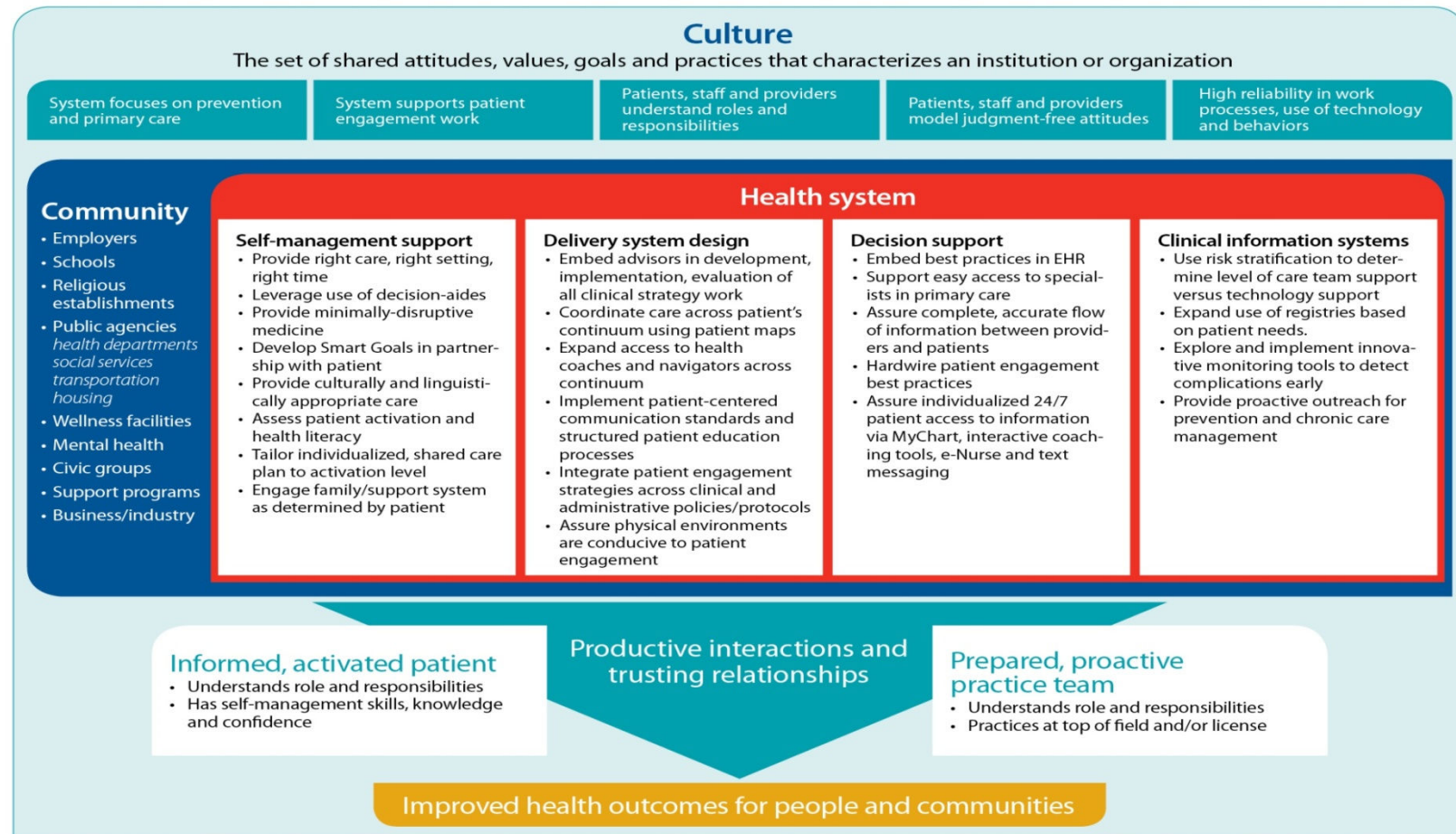
https://www.vidanthealth.com/tellusnow/ Trusted sites 100%

Lessons Learned: It Takes Time



Lessons Learned: A System Approach

Patient Engagement Model



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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