Patient & Family Voice in Hospital Care

ADVENTHEALTH OTTAWA

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1973 Adventist Health System established
1931 AdventHealth Ottawa established
48 Hospitals
5M+ Patients served annually
Population 26,000

Home to the world's oldest Cinema!
2017 & 2018 Press Ganey Guardian of Excellence Award® winner. RMH achieved this 95th percentile for each reporting period for the award year for Quality.

RANKED TOP 20 RURAL HOSPITAL by the National Rural Health Association

NAMED TOP 100 COMMUNITY HOSPITAL by iVantage Health Analytics

KANSAS TRAUMA CENTER DESIGNATION Level IV

WOMEN’S CHOICE EMERGENCY CARE The Voice of Women

HIGH 5 FOR MOM & BABY RECOGNIZED HOSPITAL High 5 Kansas

GRADE A HOSPITAL SAFETY SCORE Leapfrog
The journey to incorporate the patient & family voice started in 2016

Drivers: Health Innovation Improvement Network (HIIN) and BCBS Quality Measures

First Steps

• Gain support at the Board and Leadership level
• Assigned Administrative Representative (CNO)
• Assigned a Leader to coordinate (Quality & Patient Safety Director)

Goal

• Patient or family member serves on the council to give their perspective to collaborate to achieve higher quality care and patient safety within the hospital.
• Another focus was to improve the overall patient experience
Share the vision: Benefits of PFAC’s

• Leadership should share the vision on how PFAC improves patient safety:
  • fosters cooperation
  • motivates staff to improve patient experience
  • equips patients & families to educate others
  • encourages participation in care
  • provides a venue to have opinions heard and valued.
**Definitions:**

<table>
<thead>
<tr>
<th><strong>Patient Family Advisor</strong></th>
<th><strong>Patient and Family Centered Care</strong></th>
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<tbody>
<tr>
<td><strong>PFA</strong></td>
<td><strong>PFCC</strong></td>
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<td>Patient or family member who agrees to serve on a PFAC or other hospital committee.</td>
<td>Is an approach to the planning, delivery, and evaluation of health care that is grounded in mutually beneficial partnerships among health care providers, patients and families.</td>
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<td><strong>Patient Family Engagement (PFE)</strong></td>
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<td>Patients &amp; families working in active partnership at various levels across the healthcare system.</td>
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STAFF AND PFA ROLES

**Patient Family Advisor**
- Patient or family member who is the voice for all patients.
- Active participant
- Represent several not just their own opinion

**Facilitator**
- Coordinator of the group
- Good Listener
- Content Neutral
- Collaborate & achieve synergy
Evaluation of the Culture is Important for Acceptance

Healthcare Culture today is changing:

In the past, patients were told what to do to improve their health.

Today, patients are more engaged, have more information from the internet, are more educated, and want to be informed and involved in their healthcare decisions.
Steering Committee

- Complete interviews
- Establish meeting day and time from the feedback
- Establish initial agenda items
  - Diversity
7 Steps to Sustainability

- Step 2: Preparing
- Step 3: Structure
- Step 4: Recruiting
- Step 5: Training
- Step 6: Launching and running
- Step 7: Sustaining
Traditional Avenues of Feedback to Maturation of PFAC

- PFAC Meetings: provide direct feedback
- Council run initiatives (partnership between staff and advisors)
- Surveys/Feedback
- Volunteer events
- Focus groups
First Steps for Implementing a PFAC

Decide on Marketing:
- Recommendations
- Advertisement
- Market Internally and/or Externally

Selection of the members:
- Interview the candidates
- Hand pick the committee members
- Use current volunteers
Facilitator Responsibilities

Agenda

• Welcome your members
• Have them share their story
• Provide education on their roles
• Connect the work of the PFAC to the goals which should be aligned with the strategic goals

Connect the action items with activity being done

• Share the agenda ahead of time
• Ground rules
• Lead the team in exercises to establish goals
• Share the success with the organization and externally
Team Member Responsibilities

PFA
- Share your story in a 2-3 min. timeframe
- Provide information being heard within the community or hospital
- Volunteer/Fully participate
- Elect a PFA to Co-Lead the group

Group: Establish a Charter
- Mission/Vision/Values
- Terms
- Ground rules
- Goals
- Evaluation
PFA ROLE

• Through their unique perspectives, they give input on issues that impact care, ensuring that the next patient or family member’s journey is easier.
Provide Projects for the Team

• Registration Form/Preadmission information
• Medication and History form
• Nurses Day Participation
• Invite Department leaders to share information about their areas with PFA’s
• Admission Guest Guide
• Hospital tours/signage
• Rounding with specific questions
  • Incorporated the Readmission Fishbowl work
  • PFA’s provided individualized thank you notes to the patients they visited
Other Involvement:

- Developed a PFAC logo and seal. Group picture near the Board members.
- Community Newspaper Article on the PFAC and its functionings
- Internal Newsletter
- Invite PFA’s to participate in other committees
  - Quality Committee
  - Patient Safety Committee
- Board Report at least annually
  - Include the PFA
  - Consider PFA as a Board Member
### Customer Service Director Leadership

- Continued Rounding
- Started observations from the waiting areas
- Assisted with patient satisfaction surveys
- Phone calls to elicit phone etiquette
- Joint Commission Observations
- PFA’s attended staff meetings to explain about PFAC & how they could assist the staff.

- Provide the PFA’s information re: the hospital journey on collaboration with AdventHealth and other vital information
- Had PFA’s participate in the Adult and Children’s Health Fair
- Created business cards for the PFA’s to use in the community
- Update the pre-admission checklist
- Assist nursing staff with bedside shift report
An Effective Patient/Family Advisor

Qualities
• Has personal experience
• Possesses soft skills—people skills
• Active listening
• Clear, tactful communication
• Will speak in front of groups

Experiences
• Represents the population being served
• Has processed grief or loss
• Can generalize experience
• Shows concerns for more than one issue
• Has time to volunteer
What is my Role?

PFA's: Feedback on projects, initiatives, experiences, philosophies

Facilitator/Staff Advisors: Guidance on topics, approaches that have impact, organizational information sharing
PFAC
Recommended Structure

Patients and family members (80%)

Staff (20%)

Visitors

Standard Structure:
- Patient and family members-80%
- Hospital staff-20%

Meetings include:
- Special topics/programs
- Council business

Council Charter outlines:
- Time/frequency and length of meetings
- Average: monthly, 1-2 hour meetings
- 8-12 members typically
- Population should mirror community served
EFFECTIVE ADVISOR COMMUNICATION

**THUMBS UP**
- Make observations: “I saw trash on the floor”
- Make request: “Would it be possible to ……?”
- Engage in open dialogue: “Have you tried…?”
- Show empathy: “I’m sure you’ve thought about this but…. ”
- Show appreciation for challenges

**THUMBS DOWN**
- Make evaluations: “Your hospital is dirty.”
- Argue for change: “you should…..”
- Make demands
- Make judgements: “Dr’s don’t care”
- Wear the expert hat
- Become impatient with lack of change
Challenges for PFA’s

• What would you identify as the greatest challenge for patients/families providing feedback in a healthcare environment?
Step 6

Running

Evolution of PFA engagement
- PFAC’s at the table
- Task Groups/Speaking within the organization
  - Staff orientation
- Peer Rounding-”Secret shopper”
- Interviewing staff/leaders
- PFAC’s in Root Cause Analyses and at the board level

Recognition
- End of Year Celebration
- Continuing Education
Step 7

Sustainment

In It For The Long Haul!!
- Mission & Charter
- Division of labor
- Measuring and reporting
- PFAC planning and report out activity
- PFAC collaborative goals
- Co-chairs of PFA and Staff leader
- Annual report

This will take time!
What Is a PFAC?

Oh, It’s a Resource!

Effective PFAC’s become an irreplaceable resource to the organization—providers, staff and leaders rely on the PFAC for insight and guidance.

Poorly planned PFAC’s can feel like “one more thing to do” and are often unsustainable.

The difference is the 7 Steps!
THANK YOU

ANY QUESTIONS????