

Public And Patient Communication Strategies To Improve Health System Performance

Encouraging Patient Engagement and Participation

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Outline

- What I believe.
- What I've seen
- What I've learned
- What we need









If health or healthcare is on the table, the patient / consumer must be at the table, every table. Now!

Lucian Leape Institute

Nothing about me, without me.

Diane Plamping

Patient and Family Centered Care What is it? Per the IOM

- Care based on continuous healing relationships
- Customized according to patient needs and values
- Patient is the source of control
- Knowledge is shared and information flows freely
- Transparency is necessary
- Needs are anticipated



Four Key Concepts of PFCC

- Dignity and respect: Providers listen and honor patient and family perspectives and choices.
- Information sharing: Providers share complete and unbiased information in ways that are affirming and useful.
- Participation: In care and decision-making
- Collaboration: In policy and program development, implementation and evaluation, as well as the delivery of care



What I've Seen

- Dana-Farber Cancer Institute PFCC
- Partnership for Healthcare Excellence
- New Health Partnerships
- WHO Patients for Patient Safety
- IHI Boards on Board





What I've Learned

If Only We Had Listened

The Gift That Keeps On Giving







Patient and Family Centered Care Is... Person Centered Care Is...

	Location	Examples
Environment	Community, Region, State	Community groups Care Coordination, ACOs, Medical Homes Advanced care planning, POLST, MOLST School & church programs Public health & other consumer campaigns
Organization	Health System, Trust, Hospital, Nursing Home	Experience Surveys P&F Councils, Advisors, Faculty Resource Centers, patient portals Access to help and care 24/7 Medication lists
Micro-system	Clinic, Ward, Unit, ED, Delivery	Parent, Advisors, & advisory councilsOpen access, optimized flowFamily participation in rounding
Experience of care	Bedside, Exam Room, Home	Access to the chart Shared care planning "Smart Patients Ask Questions"

Patient Experience Is Strongly Correlated With Other Key Outcomes

- Health outcomes
 - Patient adherence
 - Process of care measures
 - —Clinical outcomes
- Business outcomes
 - Patient loyalty
 - Malpractice risk reduction
 - Employee satisfaction
 - -Financial performance



Financial Benefits of Patient-Centered Care in Planetree

- Reduced length of stay
- Lower cost per case
- Decreased adverse events
- Higher employee retention rates
- Reduced operating costs
- Decreased malpractice claims
- Increased market share



Partnership for Healthcare Excellence Campaign Starting Points



Had heard something recently about "things people can do to improve the quality, safety or effectiveness of the healthcare they personally receive"



Had heard a great deal or moderate amount about "what you can do avoid medication errors"



Had heard a great deal or moderate amount about "what you can do to make your hospital stay safe"

First Ad Campaign "Great Patient"











Highlights

- The economic crisis and coverage of health care reform seem to have pushed most other issues off consumers' radar, including health quality issues.
- Nonetheless, the Partnership for Healthcare Excellence has had a measurable impact on consumer awareness and understanding.

Greater awareness of key topics

While attention to health care has continued to drop statewide, awareness ofkey topics has been stable or increased in the pilot markets.

Improved knowledge

In the pilot markets, we are beginning to see more <u>unaided</u> understanding ofhow to avoid medication errors—a major focus of the campaign's communications.

Positive trends in behaviors

Consumers in the pilot markets are now more likely to report taking several key actions than they were at the campaign's outset, and they are more likely to report them than consumers living elsewhere.

Increased ad awareness

In the pilot markets, aided recall of the campaign's ads increased. While correlation is not causation, consumers who recalled seeing ads were more likely to report hearing a *great deal* about key health topics and report behaviors that track with ad messages.



What We Need

From a policy perspective, the widespread implementation of policies to ensure patients' rights, privacy, and confidentiality is noteworthy. Patient involvement in quality improvement activities, on the other hand, so far appears to be a more rhetorical exercise than a practice

Groene O et al. Is patient-centredness in European hospitals related to existing quality improvement systems? Analysis of a cross-sectional survey (MARQuIS Study). Quality & Safety in Health Care, February 2009

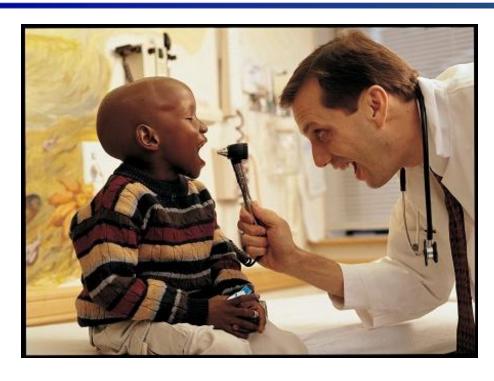
What We Need

- Visionary Leadership
- Frameworks / Models for Public /Consumer, Community Engagement
 - -Evidence based
 - Positive messages
 - -With and by the public
 - Includes: wellness, a patient, family care giver
- New Mental Models; Shed Old Ones
 - —"Just cause I'm poor doesn't mean I'm stupid"
- Alignment





Our Vision Is Clear



Care that is reliably:

Safe, Effective, Patient Centered, Timely, Efficient, Equitable

[IOM, Crossing the Quality Chasm]



