



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





INSTITUTE FOR
HEALTHCARE
IMPROVEMENT

What I Believe

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	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •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	<ul style="list-style-type: none"> •Parent, Advisors, & advisory councils •Open access, optimized flow •Family participation in rounding
Experience of care	Bedside, Exam Room, Home	<ul style="list-style-type: none"> •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

Edgman-Levitan S., Shaller D. et al. *The CAHPS Improvement Guide*. Boston: Harvard Medical School: 2003.



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

28%

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

36%

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

24%

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

KRC Research, Sept 2006

First Ad Campaign “Great Patient”



**Alex Paulson is a retired fireman.
A favorite uncle. And a great patient.**

**He asks questions about his treatment.
Listens closely to the answers.**

Better health care can be a simple matter of better communication and better understanding. Just ask Alex Paulson. He writes everything down—from symptoms he's having, to medication questions, to any other health concerns he has—before his doctor's visit. He makes a quick note of what the doctors or nurses said, right after



his visit. And if there's something he still doesn't understand, he calls the office to clarify. He's not a pest. He's an informed patient. Who knows that getting the health care he deserves is sometimes as simple as... just asking. And making a note of it. Visit our website for more tips about getting the best health care for you.

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www.partnershipforhealthcare.org

**Julia Rodriguez is a paralegal. A songwriter.
And a terrific patient.**

**She asks questions.
Reads labels. Stays informed.**

Better health care can be a simple matter of better communication and better understanding. Just ask Julia Rodriguez. She writes everything down—from symptoms she's having, to medication questions, to any other health concerns she has—before her doctor's visit. She makes a quick note of what the doctors or nurses said, right after her visit. And if there's something she still doesn't understand, she calls the office to clarify. She's not a pest. She's an informed patient. Who knows that getting the health care he deserves is sometimes as simple as... just asking. And making a note of it. Visit our website for more tips about getting the best health care for you.

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**Carol Steiner is a high school science teacher.
A single mom. And a great patient.**

**She writes down her questions before her doctor's visits.
And writes down what's said before she leaves.**

Better health care can be a simple matter of better communication and better understanding. Just ask Carol Steiner. She writes everything down—from symptoms she's having, to medication questions, to any other health concerns she has—before her doctor's visit. She makes a quick note of what the doctors or nurses said, right after her visit. And if there's something she still doesn't understand, she calls the office to clarify. She's not a pest. She's an informed patient. Who knows that getting the health care he deserves is sometimes as simple as... just asking. And making a note of it. Visit our website for more tips about getting the best health care for you.

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**Sandi McGuire has
a great relationship with her kids.
And with her doctors.**

**She stays informed. Asks questions.
Knows how to get great health care.**

Better health care can be a simple matter of better communication and better understanding. Just ask Sandi McGuire. She writes everything down—from symptoms she's having, to medication questions, to any other health concerns she has—before her doctor's visit. She makes a quick note of what the doctors or nurses said, right after her visit. And if there's something she still doesn't understand, she calls the office to clarify. She's not a pest. She's an informed patient. Who knows that getting the health care he deserves is sometimes as simple as... just asking. And making a note of it. Visit our website for more tips about getting the best health care for you.

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**Customers love Tommy Petroski's bread.
Doctors love his questions.**

**He asks questions about his treatment.
Listens to the answers. Pays attention. Stays informed.**

Better health care can be a simple matter of better communication and better understanding. Just ask Tommy Petroski. He writes everything down—from symptoms he's having, to medication questions, to any other health concerns he has—before his doctor's visit. He makes a quick note of what the doctors or nurses said, right after his visit. And if there's something he still doesn't understand, he calls the office to clarify. He's not a pest. He's an informed patient. Who knows that getting the health care he deserves is sometimes as simple as... just asking. And making a note of it. Visit our website for more tips about getting the best health care for you.

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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 of key topics has been stable or increased in the pilot markets.

Improved
knowledge

In the pilot markets, we are beginning to see more unaided understanding of how 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]