Today’s Agenda

• Welcome
• FHA PFE Summit
• Introductions
• Jupiter Medical Center
• Overview of Storytelling
• Questions
• PFE LC Overview
• Closing
ReadyTalk Webinar Platform Overview

[Image of ReadyTalk webinar platform interface with chat and raise hand options]
First Annual FHA PFE Summit

Powerful Partnerships: Improving Quality and Outcomes

July 21, 2017 (9:30AM to 4:30PM, ET), Registration

Speakers:

• Beverley Johnson, President and CEO, Institute for Patient- and Family-Centered Care (IPFCC)
• Thomas Workman, PhD, Principal Researcher, American Institutes for Research (AIR)
• Julia Lanham, Patient Advocate, Carolinas Health System
• Sari Siegel, PhD, Senior Study Director, Westat
• Moffitt Cancer Center
• Health Central Hospital
• Memorial Health System
FHA PFE LC Team Introductions

• Allison Sandera
  Project Manager, FHA
  allisons@fha.org
  407-841-6230

• Sari Siegel, PhD
  Senior Study Director, Westat
  sarisiegel@westat.com
AHRQ PFCC LC

Agency for Healthcare Research & Quality (AHRQ) Patient- and Family-Centered Care (PFCC) Learning Community (LC)

- Led by the AHRQ Innovations Exchange, in collaboration with IPFCC and FHA
- Established October 2014
- Comprised of eleven Florida-based hospitals that committed to developing a new, or enhancing an existing patient and family advisor program
Jupiter Medical Center

About Jupiter:
• Independent, not-for-profit
• 327 bed regional medical center
  – 207 private acute-care hospital beds
  – 120 long-term care, sub-acute rehabilitation and Hospice beds

About their Patient and Family Advisory Council (PFAC):
• Launched May 19, 2015
• Average number of Advisors: 12-15
• AHRQ PFCC LC member and advisor
The Jupiter Medical Center
Patient- and Family-Centered Care Journey

FHA Patient and Family Engagement Learning Collaborative Webinar
June 23, 2017
Today’s Presenters:
Peter Mariades, Joan Lebow, and Terri Ipsen
Establishment of a Patient and Family Advisory Council (PFAC): Challenges and Lessons Learned

- **Advisor selection:**
  - How to recruit?
  - Who to recruit?
  - What to look for in an advisor

- **Comprehensive orientation**
  - Set realistic expectations
  - Have a backlog of projects before getting started

- **Council legitimacy - Must Haves:**
  - Top management support
  - Meaningful, value-added projects
    - Hands-on
    - Walkabouts
  - Continuous feedback and appreciation

- **Solid sustainability plan**
  - Rigorous recruiting effort to find new Advisors
  - Continuous search for new projects
  - Ongoing visibility of Advisors within organization
  - PFAC structure and framework (see next slide)
Building a PFAC Framework @ Start-up

- Create or integrate a Patient- and Family-Centered Care (PFCC) Policy within the organization
- Develop a PFAC Charter
- Create a PFAC Mission and Vision Statement
- Design a PFAC “Seal of Approval”
- Announce an Executive Champion
- Designate Staff Liaisons
- Designate at least one Clinical Liaison
- Nominate PFAC Chairperson (preferably an Advisor)
Helpful Learning Community (LC) Support

- SharePoint Site
  - “Become a Patient & Family Advisor” pamphlet
  - “Guide for Selecting Advisors” document
  - Sample interview questions
  - Sample charters
  - “Working with Patient & Family Advisors on Short-Term Projects,” document
  - “Working with Patients & Families as Advisors” implementation handbook

- PFCC Learning Community Face-to-Face Meeting, Orlando
  - Leveraging your PFAC; finding the HCAHPS domains with the greatest opportunities – Bernard Roberson
  - The power of storytelling – Beverly Johnson
  - Where does the PFAC Fit on the Org Chart? – Beverly Johnson
  - Celebrating your PFAC – Beverly Johnson
Helpful LC Support

- Replicable strategies learned from LC webinars and coaching calls
  - Launching an internal Learning Community to advance PFCC in JMC’s ambulatory units
  - Developing ideas to improve Patient Engagement in the ED
  - Using emerging technologies to enhance Patient Experience
  - Formulating a plan to create an e-Advisor network
Teaching Opportunities:
Visibility of the PFAC to JMC Staff & Community

- Staff morning huddles
- Lunch-and-learns
- Patient Experience Fair during PX Week
  - HCAHPS Trivia Game
  - “What Patient Experience means to me” community wall
    - (see “Wordle” on following slide)
  - Story-telling contest
  - Introduce PFAC Advisors to staff
- Create an “I am the Patient Experience” video
  - [https://player.vimeo.com/video/167752919?byline=0&badge=0](https://player.vimeo.com/video/167752919?byline=0&badge=0)
- Advisor participation in TV/newspaper interviews on Patient Safety
- Advisors elicit stories from patients and families
- PFAC projects monitored through a tracking tool (Big Board)
- Presentation to Board of Trustees
“What Does Patient Experience Mean to You?”
Patient Experience Fair, 2016

Thanks for sharing on our Community Wall!
- your JMC PX Fair Team
Drivers for Success & Roadblocks

- **Drivers for Success**
  - Strong, visible support from the top
  - Clinical managers who visibly support PFCC efforts
  - Formalized process improvement focused on PFCC
  - Formal PFCC structure or role (such as “Office of Patient & Family-Centered Care”)
  - Ongoing internal communications push

- **Most Prevalent Roadblocks to Success**
  - Leader appointed to drive PFCC pulled in too many directions
  - Other organizational priorities have reduced emphasis on PFCC
  - General cultural resistance to doing things differently
  - Lack of PFAC interface with physicians
  - Lack of budget and resources to grow and develop PFCC strategy
Storytelling

Emphasizes the common humanity that connects patients, families and staff. It has the power to:

• Influence behavior

• Enable staff to distinguish between the disease and the person experiencing the disease

• Reinforce the understanding that staff are impacting lives, not numbers
Components of a Good Story

1. Engaging
2. Descriptive and paints a picture
3. Leads to resolution
4. Carries a central message
How to Share Stories

• Verbal presentations and speeches
• Written format
• Producing a film or video
• Journalists or media
• Within your organization
“Training Patient and Family Storytellers and Patient and Family Faculty”

Perm J. 2013 Summer; 17(3): e142–e145.

Abstract

Narrative medicine has become a prominent method of developing more empathetic relationships between medical clinicians and patients, on the basis of a deeper understanding of the patient experience. Beyond its usefulness during clinical encounters, patient storytelling can inform processes and procedures in Advisory Councils, Committee Meetings, and Family as Faculty settings, leading to improved quality and safety in health care. Armed with a better understanding of the patient experience, clinicians and administrators can make decisions, hopefully in collaboration with patients, that will enrich the patient experience and increase satisfaction among patients, families, and staff. Patient and family storytelling is a key component of the collaboration that is ideal when an organization seeks to deliver patient- and family-centered care.

Providing patients and families with training will make the narratives they share more powerful. Health care organizations will find that purposeful storytelling can be an invaluable aspect of a patient- and family-centered culture. Well-delivered storytelling will support quality- and safety-improvement efforts and contribute to improved patient satisfaction. This article provides instruction for teaching patients and families how to tell stories with purpose and offers advice about how to support patients, families, and clinicians participating in this effort.
Examples of Storytelling in Action

• Baptist Health South Florida: Pairing Data with Stories to Pack an Emotional Punch

Baptist Health South Florida uses storytelling to add an emotional component to its patient experience data. According to Dr. Thinh Tran, chief medical and quality officer and corporate vice president, whenever the system publishes performance data for one of its entities, such as a hospital or outpatient clinic, the information is coupled with patient stories. Similarly, data presented during board meetings are accompanied by patient vignettes to make the information more personal and more human. Additionally, the organization’s annual Leadership Development Institute is always attended by a patient and his or her family to represent the patient voice.
Resources include...

Storytelling Helps Leaders Communicate Patient-Centered Goals Health care executives nationwide are harnessing the power of storytelling to inform, engage and inspire their teams.

— By Deirdre Mylod, PhD, Senior Vice President, Press Ganey; Executive Director, Institute for Innovation
Questions?
Getting Involved with the FHA PFE Learning Collaborative
FHA PFE LC Track Descriptions

Three tracks to choose from

• Track 1: Developing/Enhancing a PFAC
• Track 2: PFAC Sustainability and Expansion
• Track 3: Faculty Advisor/Mentor
How to Get Involved

Formal Participation
• Statement of Interest
• Team Contact Form
• Onboarding Call

Audit
• Team Contact Form
• Onboarding Call
What is Freedcamp?

Freedcamp is a resource sharing and collaboration website that FHA is utilizing for our PFE Learning Collaborative. Resources available include:

• Events listing
• Discussion board
• Peer resource sharing
• Articles
• Evidence based resources (guides, toolkits, etc.)
Closing

Next Steps
• Learning Collaborative Sign Up
• Meeting Registration
• Freedcamp