Public And Patient Communication Strategies To Improve Health System Performance

Encouraging Patient Engagement and Participation

Jim Conway
Senior Fellow, IHI
Board Chair, PHCE
Outline

• What I believe.
• What I’ve seen
• What I’ve learned
• What we need
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

IOM Crossing the Quality Chasm 2001
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
<table>
<thead>
<tr>
<th>Location</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Environment</td>
<td>• Community groups</td>
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<td>• Care Coordination, ACOs, Medical Homes</td>
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<td>• Advanced care planning, POLST, MOLST</td>
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<td></td>
<td>• School &amp; church programs</td>
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<td>• Public health &amp; other consumer campaigns</td>
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<td>Organization</td>
<td>• Experience Surveys</td>
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<td>• P&amp;F Councils, Advisors, Faculty</td>
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<td></td>
<td>• Resource Centers, patient portals</td>
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<td></td>
<td>• Access to help and care 24/7</td>
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<td>• Medication lists</td>
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<td>Micro-system</td>
<td>• Parent, Advisors, &amp; advisory councils</td>
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<td>• Open access, optimized flow</td>
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<td>• Family participation in rounding</td>
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<td>Experience of care</td>
<td>• Access to the chart</td>
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<td>• Shared care planning</td>
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<td>• “Smart Patients Ask Questions”</td>
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J. Conway, IHI 2010
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

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 to 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 doctor or nurse said, right after the visit. And if there’s something he still doesn’t understand, he calls the office to clarify it. He’s not a poor, he’s an informed patient. Who knows what getting he 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.”

Julie Rodriguez is a paralegal. A songwriter. And a terrific patient.

She asks questions.
Reads labels. stays informed.

“Health care should be simple and clear. And it doesn’t have to be expensive. It can be easy to get the answers you need, when you use The Partnership for Healthcare Excellence’s website. It’s easy to find information about how to best care for your health. And it’s even easier to get the care you need, including medical information. Julie Rodriguez stays informed, and she uses our website to find the answers she needs. Visit our website for more tips about getting the best health care for you.”

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.

“Health care can be a simple matter of better communication and better understanding. Just ask Carol Steiner. She makes a quick note of what the doctor or nurse said, right after the visit. And if there’s something she still doesn’t understand, she calls the office to clarify it. She’s an informed patient. Who knows what getting the health care she 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.”

Sandi McGuire has a great relationship with her kids.
And with her doctor.

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

“Health care should be simple and clear. And it doesn’t have to be expensive. It can be easy to get the answers you need, when you use The Partnership for Healthcare Excellence’s website. It’s easy to find information about how to best care for your health. And it’s even easier to get the care you need, including medical information. Sandi McGuire stays informed, and she uses our website to find the answers she needs. Visit our website for more tips about getting the best health care for you.”

Customers love Tammy Petrucci’s breed.
Doctors love his presence.

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

“Health care should be simple and clear. And it doesn’t have to be expensive. It can be easy to get the answers you need, when you use The Partnership for Healthcare Excellence’s website. It’s easy to find information about how to best care for your health. And it’s even easier to get the care you need, including medical information. Customers love Tammy Petrucci’s breed. Doctors love his presence. Visit our website for more tips about getting the best health care for you.”
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.

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

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.

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.

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]