Patient and Family Advisory Councils: Harvesting the Collective Patient Experience

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Director of Patient and Family Centered Care

Frank Fifo
Patient Partner

May 20, 2014
Essentia Health Statistics:
- 805 Physicians
- 740 Credentialed Practitioners
- 11,064 Employees
- 18 Hospitals
- 68 Clinics
- 8 Long-term Care Facilities
- 2 Assisted Living Facilities
- 4 Independent Living Facilities
- 1 Research Institute
We’re Changing Health Care
Concepts

- Culture
- Natural Capital
Culture — the set of shared attitudes, values, goals, and practices that characterizes an institution or organization.

http://www.merriam-webster.com/dictionary/culture
Structure
1483 ft (452m)

Foundation
394 ft (120m)
Natural Capital—the world’s stocks of natural assets which include geology, soil, air, water and all living things.

2015 National Capital Forum

http://www.naturalcapitalforum.com/what-is-natural-capital
The Big Question

How do we harvest the collective wisdom of our patients?
Patients and Families as Partners

• Advisors
• Educators
• Mentors
• Committee Members
• Advisory Panel Participants
Purpose

• Serves as an advisory resource
• Promotes improved relationships
• Vehicle for communication
• Facilities planning
• Program development
• Administrative initiatives
• Helps to implement change
• Avenue for active participation into operations
• Learning and education of staff
• Safe venue for constructive feedback

Marlene Fondrick and Beverley H. Johnson, Institute for Patient- and Family-Centered Care
“Nuts and Bolts” of Advisory Councils

The Champion

- Senior Leadership
- Operational
- Administrative
- Physician
- Staff
- Lead Coordinator
Council Infrastructure

- Diverse group of patients and families
- Staff participation
- Focus (e.g. Charter)
- Staff liaison
- Meeting logistics
- Agenda
- Meeting ground rules & participation expectations
- Feedback loop
- Budget
Recruiting & Vetting

- Referrals
- Marketing Campaigns
- Promotional Brochures
- Staff Education
Recruiting & Vetting

- Utilizes system (patient or family)
- Communication skills
- Collaboration
- Sees the “big picture”
- Ability to interact with diverse groups
- Constructive
Partner & Staff Training

- Organizational Overview
- Leadership Structure
- HIPAA & Confidentiality
- Effective Communication
- Active Listening
- Partner Role/Staff Role
- Storytelling
- Ground Rules
- Behavioral Expectations
Closing the Feedback Loop
Resources

- The Institute for Patient and Family Centered Care
  - http://www.ipfcc.org/

- AHRQ: Guide to Patient and Family Engagement in Hospital Quality and Safety
  - http://www.ahrq.gov

- Institute for Healthcare Improvement
  - http://www.ihi.org
Regional Primary Care Advisory Council
Meeting since June 2010
# Patient & Family Advisory Councils at Essentia Health

<table>
<thead>
<tr>
<th>Council</th>
<th>Meeting Frequency</th>
<th>Partners</th>
<th>Started</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Family Advisory Council</td>
<td>Monthly</td>
<td>19</td>
<td>2005</td>
<td>Duluth, MN</td>
</tr>
<tr>
<td>2 Miller Dwan Rehab Services</td>
<td>Monthly</td>
<td>11</td>
<td>2007</td>
<td>Duluth, MN</td>
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<tr>
<td>3 Regional Primary Care</td>
<td>Monthly</td>
<td>16</td>
<td>2010</td>
<td>Hermantown, MN</td>
</tr>
<tr>
<td>4 Superior</td>
<td>Monthly</td>
<td>11</td>
<td>2010</td>
<td>Superior, WI</td>
</tr>
<tr>
<td>5 Ashland</td>
<td>Monthly</td>
<td>12</td>
<td>2011</td>
<td>Ashland, WI</td>
</tr>
<tr>
<td>6 Aurora</td>
<td>Monthly</td>
<td>9</td>
<td>2011</td>
<td>Aurora, MN</td>
</tr>
<tr>
<td>7 Heart &amp; Vascular</td>
<td>Monthly</td>
<td>8</td>
<td>2011</td>
<td>Duluth, MN</td>
</tr>
<tr>
<td>8 Oncology</td>
<td>Monthly</td>
<td>12</td>
<td>2011</td>
<td>Duluth, MN</td>
</tr>
<tr>
<td>9 Spooner</td>
<td>Monthly</td>
<td>8</td>
<td>2011</td>
<td>Spooner, WI</td>
</tr>
<tr>
<td>10 Young Adult Advisory Council</td>
<td>Electronic, Quarterly</td>
<td>8</td>
<td>2011</td>
<td>Duluth, MN</td>
</tr>
<tr>
<td>11 Hermantown</td>
<td>Monthly</td>
<td>11</td>
<td>2012</td>
<td>Hermantown, MN</td>
</tr>
<tr>
<td>12 Hayward</td>
<td>Monthly</td>
<td>10</td>
<td>2012</td>
<td>Hayward, WI</td>
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<tr>
<td>13 Behavioral Health (adult inpatient)</td>
<td>Monthly</td>
<td>9</td>
<td>2012</td>
<td>Amberwing - Duluth, MN</td>
</tr>
<tr>
<td>14 Essentia Health Hospitals</td>
<td>Monthly</td>
<td>13</td>
<td>2013</td>
<td>Duluth, MN</td>
</tr>
<tr>
<td>15 Ambulatory Pharmacy</td>
<td>Every other month</td>
<td>10</td>
<td>2013</td>
<td>Duluth, MN - engages regional pt</td>
</tr>
<tr>
<td>16 Birthing Experience</td>
<td>Every other month</td>
<td>7</td>
<td>2013</td>
<td>Duluth, MN</td>
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<tr>
<td>17 Neurology</td>
<td>Quarterly</td>
<td>8</td>
<td>2013</td>
<td>TBD</td>
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<tr>
<td>18 Sandstone</td>
<td>Monthly</td>
<td>8</td>
<td>Feb-14</td>
<td>Sandstone, MN</td>
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<tr>
<td>19 Amberwing</td>
<td>Monthly</td>
<td>8</td>
<td>Feb-14</td>
<td>Amberwing - Duluth, MN</td>
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<tr>
<td>20 Deer River</td>
<td>TBD</td>
<td>8</td>
<td>Mar-14</td>
<td>Deer River, MN</td>
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<tr>
<td>21 Virginia</td>
<td>In development</td>
<td>8</td>
<td>FY15</td>
<td>Virginia, MN</td>
</tr>
</tbody>
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Partnering with Patients: Mutual Benefits

- **Patients & Families**
  - Foster awareness and understanding; gives patients a voice
  - Valued member of health care team
  - **Improved patient experience**

- **System**
  - Understand patient and family priorities; develop programs/services accordingly
  - Transform culture
  - **Improved patient experience/satisfaction; build customer loyalty**

- **Health Care Providers**
  - Awareness of patient/family perspective
  - Better understanding of barriers to care
  - **Improved patient experience; higher satisfaction scores**

Adapted from the Agency for Healthcare Research and Quality (AHRQ):
We’re Changing Health Care

I’m a Patient Partner

We’re making healthcare better. Join us.

Neil, South Range

Essentia Health
Here with you

Essentia Health
Here with you
Frank Fifo - Patient Partner

What our Partners have to Say:
David Nyquist – Listen & Close the Feedback Loop
What our Partners have to Say:
Mary Jackson – Let me Participate
What our Partners have to Say:
Tammy Hensley – I have a Voice
Partnering with Patients: Benefits

- Provides an effective mechanism for receiving and responding to consumer input.
- Results in more efficient planning to ensure that services really meet consumer needs and priorities.
- Leads to increased understanding and cooperation between patients and families and staff.
- Promotes respectful, effective partnerships between patients and families and professionals.

Marlene Fondrick and Beverley H. Johnson, Institute for Patient- and Family-Centered Care
# Major Patient & Family Influences

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Health</td>
<td>patient engagement</td>
</tr>
<tr>
<td>Primary Team development</td>
<td>direct operations and workforce sustainability</td>
</tr>
<tr>
<td>Acute Care</td>
<td>ICU operations</td>
</tr>
<tr>
<td>Quality and Safety</td>
<td>transparency and interpretation of data</td>
</tr>
<tr>
<td>OR</td>
<td>pediatric inductions</td>
</tr>
<tr>
<td>Costs</td>
<td>ACO, PCMH structure and implementation</td>
</tr>
<tr>
<td>Communication streams</td>
<td>Marketing, Process Excellence</td>
</tr>
<tr>
<td>Service</td>
<td>visit lengths and patient flow</td>
</tr>
<tr>
<td>Community connections</td>
<td>program creation / Ambassadors</td>
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</tbody>
</table>
...there's no real evidence that one can become expert in something as broad as “decision making” or “policy” or “strategy.” Auto repair, piloting, skiing, perhaps even management: these are skills that yield to application, hard work, and native talent. But forecasting an uncertain future and deciding the best course of action in the face of that future are much less likely to do so. And much of what we've seen so far suggests that a large group of diverse individuals will come up with better and more robust forecasts and make more intelligent decisions than even the most skilled “decision maker.”

James Surowiecki
Source: The Wisdom of Crowds, Page: 32
KEEP CALM AND Follow Directions
Nothing about me without me.

Questions?

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