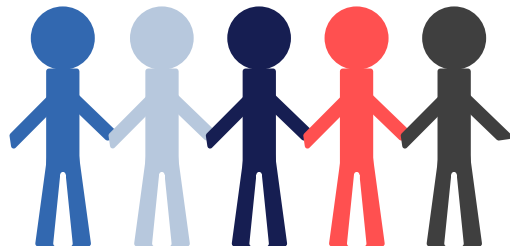


Meaningful Patient Engagement Drives Value & Shared Vision For Change



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Welcome & Acknowledgements



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Objectives

- Define patient engagement in both practice- and system-level quality improvement efforts.
- Identify three ways to engage patients in quality improvement efforts to achieve a blended model.
- Learn from a case study about what benefits and lessons learned have been achieved by a large multi-specialty medical group in their transformation efforts.

Building the Why

“Involving patients in programs to improve the overall health and health care in a community helps ensure that the population’s needs are understood and met.”

(http://www.rwjf.org/content/dam/farm/reports/issue_briefs/2014/rwjf411217)

Why engage patients in QI?

- Prioritizes and accelerates meaningful change activities
- Build strong relationships with patients and the community
- Real time data to support change efforts
- Creates shared vision between patients, staff & leadership

IT'S NOT
WHAT
BUT WHY
YOU DO IT



Methods

- Patient Experience Surveys
- Focus Groups
- Patient and Family Advisory Group (PFAC)
- Integration to the QI Team
- Mixed Methods

Poll: Which does your practice do now?



Surveys

Considerations

Benefits:

- Quantitative data to prioritize change efforts & to track over time
- Provides a specific answer to a question
- Generates ideas to bring to focus groups or patient advisory councils

Recommendations

- Track data over time – don't change all your questions on every survey
- Survey on a regular schedule, no more than 20 questions
- Conduct a survey to evaluate experiences of at a minimum 4 topic areas: Access, Communication, Coordination, Whole-Person Care/SMS



RECOMMENDED

Focus Groups



Considerations

- Composed of individuals for their point of view on a single topic
- Prepare and test your improvement ideas ahead of launch
- 6-12 members
- Facilitated to elicit perceptions, feelings, attitudes and ideas on the selected topic



Source: Vaughn S, Schumm JS and Sinagub J. *Focus group interviews in education and psychology*. London: Sage, 1996.

Recommendations

- Use strategically
- Choose an experienced facilitator
- Invite up to 5x the number of desired participants
- Keep them to 1-2 hours



Patient & Family Advisory Council (PFAC)



Considerations

- Provides opportunities for staff to listen and a safe venue for patients to express needs and concerns
- Promotes respectful, effective partnerships between the practice, its patients & surrounding community
- Offers a forum for developing creative, cost-effective solutions to problems and challenges

Developed by Marlene Fondrick and Beverley H. Johnson, Institute for Patient- and Family-Centered Care, Bethesda, MD, 1998. Revised 2002.

Recommendations

- Whether a council or members of QI team:
 - Create a recruitment strategy
 - Interview patients
 - Coach patients
 - Plan how to facilitate meetings
 - Provide a topics and/or allow them to develop projects
 - Diversify members based on practice population
- Consider term limits



RECOMMENDED

QI Team Integration



Considerations



- Real-time patient input
- Facilitates trust and transparency
- Offers a forum for developing creative, cost-effective solutions to problems and challenges

Recommendations (Same as PFAC)

- Whether a council or members of QI team:
 - Create a recruitment strategy
 - Interview patients
 - Coach patients
 - Plan how to facilitate meetings
 - Provide a topics and/or allow them to develop projects
 - Diversify members based on practice population
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Case Study: Cigna Medical Group



Overview of Cigna Medical Group

CMG's History of Patient Engagement

Case Study: Team Based Care

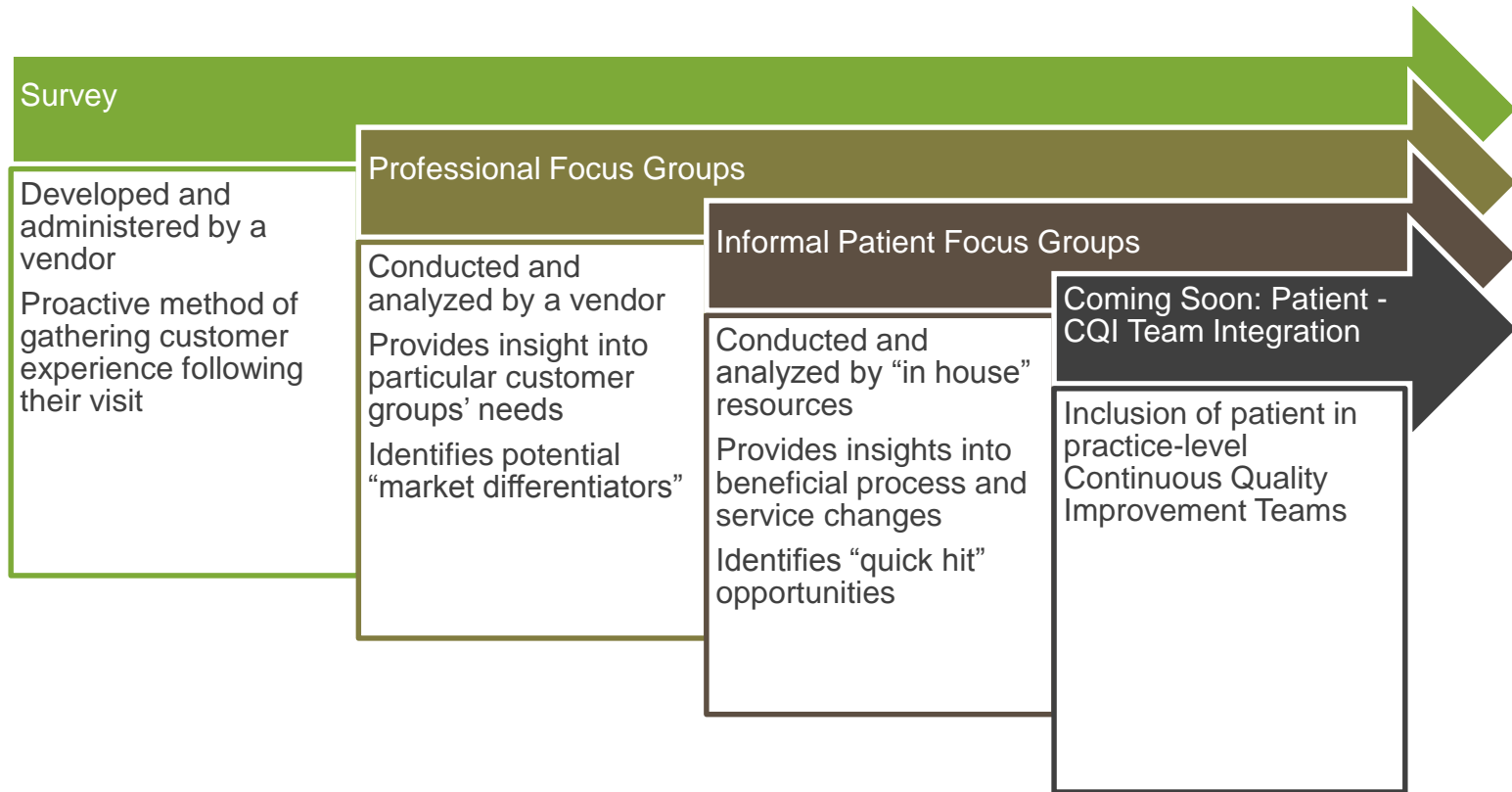
Other Initiatives That Leveraged Informal Patient Focus Groups

Overview of Cigna Medical Group

- We are a Primary Care-based multispecialty medical group
- Twenty clinics across Phoenix

Primary Care	Pediatrics	General Surgery
Audiology	Imaging	Ophthalmology
Optometry	Outpatient Surgery	Podiatry
Pharmacy	Vision Centers	Health Education

CMG's History of Customer Insight Gathering



Case Study: Team-Based Care

Cost

- Leverage PCP by removing unnecessary tasks allowing increased capacity (panel size).
- Shift task work to lower licensed staff – previsit prep
- Enhance technology

Patient Experience

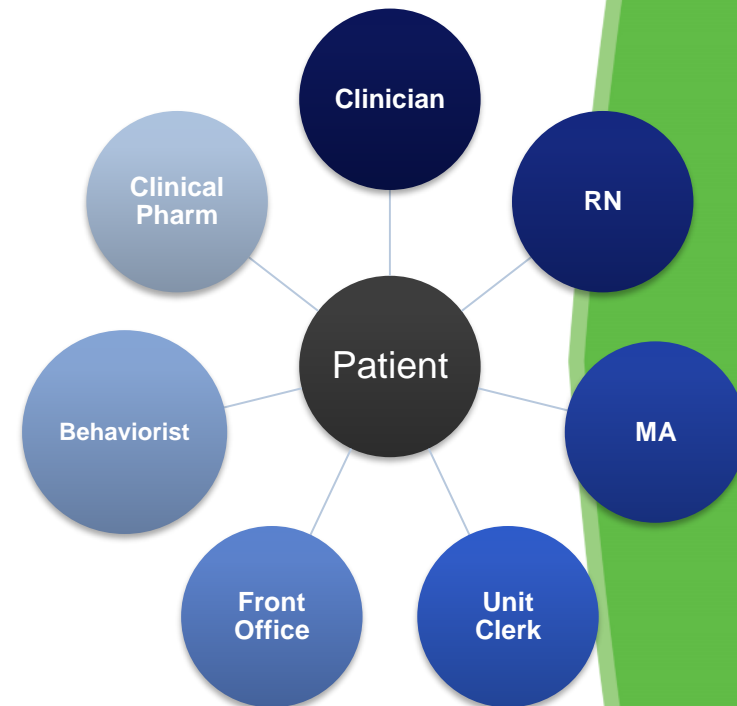
- Medical Assistant in room patients feel like getting 'extra care'
- Clinician more 'present' during visit (focused attention)
- Streamlined discharge process improves patient adherence to care plan

Improved Outcomes

- Increased comprehension of care plan (including sick day plans)
- Therefore, increased adherence
- Improved disease outcomes

Staff Satisfaction

- Clinicians feel more supported by staff allowing greater patient focus
- Staff feel more empowered
- Work at top of license helps with sense of accomplishment



Focus Group Interaction Points

Patient Focus Groups were utilized to guide the construction of our Team-Based Care model

Pre-Study

- Understand what is working/not working today
- Present CMG-designed model
- Receive feedback on proposed model

Study Midpoint

- Understand what is working/not working with piloted model
- Partner to design better alternatives to the components that are not working

Pre-Study Focus Group

Logistics

- Twelve participants from the site that we were studying
- Participants were a cross-section of the clinic's overall population
- CMG provided dinner and dessert
- CMG's Senior Leadership Team attended
- Timing: 1.5 hours (after business)
- Conducted by Project Lead

Results

- Identified patient “delighters” that could be integrated into the Team Based Care model and processes
- New relationships with customers!
- Increased sponsor and stakeholder engagement

Study Midpoint Focus Group

Logistics

- Same twelve participants from the Pre-Study Focus Group
- CMG provided dinner and dessert
- CMG's Senior Leadership Team did not attend
- Timing: 1.5 hours (after business)
- Conducted by Project Lead

Results

- Testimonials (great for Change Management!)
- Additional improvement ideas
- Deeper customer relationships

Focus Group Participants' Experiences

- Increased engagement
- Increased loyalty and word-of-mouth advertising
- Customers look forward to the next focus group
- Increased feeling of being a member of the “CMG Family”

“We are so happy to see you have used our ideas for improvement!”

“When is the next focus group?!”

We now use Focus Groups for many initiatives, including:

Community
Engagement

Patient Self-
Service

Quality of
Service

Service First

Question

Poll: Which new patient engagement method are you considering?

Patient Experience Surveys

Focus Groups

Patient and Family Advisory Group (PFAC)

Integration to the QI Team

Mixed Methods



Thank You

Office Hour Session: Q&A and Discussion