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Community Engagement: The PHMG Patient Advisory Council Story

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What We'll Cover:

- Background on PeaceHealth Medical Group
- Improvement Efforts Enhanced/Led by Patients and Family Members
- Establishment of the Patient Advisors
- Influence of Advisors on Executives
- **Clip from** "Your Health Care and Safety - The Team Approach at PeaceHealth" Video
- Question and Answer Period

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- Multi-specialty Group in 9 sites
 - Eugene, Springfield, Junction City
- 130 physicians in a multi-specialty practice:
 - Primary Care (70+)
 - Specialty Services (60+)
- 383,000 outpatient visits/yr; ~ 125,00 patients

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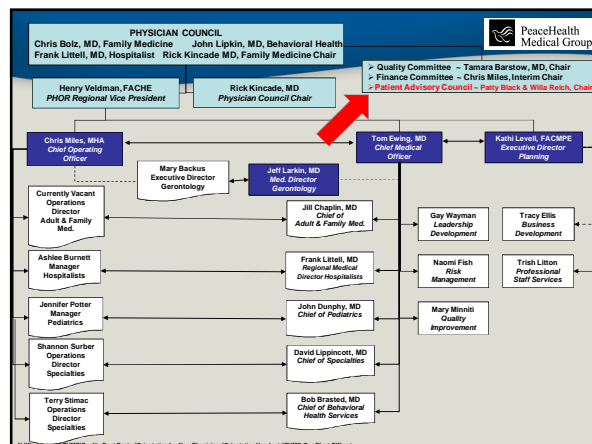
Progression of Patient- Family Involvement

- Breast Cancer survivors
- Ortho patients/families
- Sacred Heart Medical Center at RiverBend Design
- Pursuing Perfection
- PeaceHealth Medical Group
 - Identifies Patient-Centered Care as a major strategic initiative.
 - Leaders utilize patient & family advisors in creating framework for "Idealized Patient Experience"

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Patient-Family Advisors Influence on Physician Leaders

- Recommendation to create Patient Advisory Council to Quality Committee
- PAC recommendation to add Patient Advisor(s) to Quality Committee
- ADVANCE! Panel of Patients/Families Engage physicians in partnership



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Patient Advisor Charter

1. To assure alignment and integration of patient and family centered care within PHMG,
2. The PAC will serve as a formal mechanism for involving patients and families in policy and program decision making in our clinics. Examples of PAC involvement includes but is not limited to:
 - *Champions of Patient- & Family- Centered Care*
 - *Input on Communication Materials*
 - *Identification of areas for improvement in service quality*
 - *Input on teams, project and recruitment of other patient advisors*

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Membership of PAC

Sponsored by Leadership and Physician Council

Membership: 12-18 members

- 8 Members from the Adult and Family Medicine Division; 4 Members from the Pediatric Division
- 2-3 members from the Specialty Division
- 2 members from the Behavioral Health Division
- Geographic diversity – all locations represented

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Recruitment and Selection of Advisors

- Broad engagement of physicians and staff to identify possible patient and families
- Put in the recruitment image
- Written application process- simple and easy
- Individual interview of applicants with Current Chair of Council and Quality Director with standard questions
- Current advisors are partners in ongoing recruitment

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Recruitment Tools

Patient & Family Advisors Needed!

I value your perspective and our partnership. Tell us how you can contribute by becoming a Patient Family Advisor. Advisors volunteer to help us with program/policy review, review education materials and forms, provide input on quality and safety efforts as well as facility planning. We are also using patient advisors to help design better processes of care.

Would you be interested in volunteering to be on a Patient Family Advisory Council? Please contact Sheri Miller at 687-6203 to get more information about this unique opportunity.


Sincerely,
PeaceHealth Medical Group

Qualities of an Advisor:

- Have insight and experience in productive ways
- See beyond his/her own personal experience
- Represent diversity and differing experience
- Listen well
- Collaborate on solutions
- Has patience for enhancing the healthcare experience of all

Important Considerations:

- Current PeaceHealth Medical Group patient or their family member
- Make commitment for 1 year or minimum
- Willingness to attend information session on how more to meet September
- Ability to attend possible meeting on the fourth Thursday from 7:30 - 7:30 pm meeting in October



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Formal Orientation and Mentoring of Advisors


- Orientation Session for All Advisors
- Orientation Manual:
 - *Advisor Role, Tips and Tools for Effectiveness, About PHMG Patient Centered Accountabilities, PeaceHealth-the Organization, Patient Experience of Care, Background [Jargon 101, QI Basics]*
- Succession Planning and Mentoring

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A Leader's Experience

- Gaining buy-in during a time of change
- Recruiting Advisors
- Establishing the Council
- Co-creating with Advisors
- Supporting Advisors
- Ah-Ha-s




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- Add a Patient Advisor to Quality Committee
- Communicate new insights through conversation in strategic meetings and through written materials [Power of Influence]
- Bring issues/current topics to PAC for input prior to decision making
- Integrate PAC into strategic ADVANCE! now and into future as well as All-Provider Meetings
- Input on budget; facilities standard appearance; begin conversation with other clinicians/leaders about learning

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An Early Patient Advisor's Experience


- A Chance Meeting
- Working Within the Organization – Medication Oversight Safety Team
- Networking outside the Organization- Quality Corp/AARP Healthcare 101
- The “DVD Divas” – a Patient Advisory Council Project

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Medication Oversight Safety Team


- Patient – Family Advisors joined QI Safety initiative to support medication reconciliation efforts underway
- Initiated patient education effort to improve medication partnership
- Advisors continue to do community outreach at senior centers and encourage sustained focus by the organization on this important topic



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Improvement Initiatives of PAC

- The Patient- Family Experience at PHMG and across PH - Stories
- Questions That Matter Forum- Engaging the Community
- Consent to Treat Form Redesign
- Ethical Discernment Process Input
- Partnership with LCC Nursing Program
- Feedback and input on website, patient education materials and program outreach

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Patient-Family Advisors Influence Board and Executive Team

- NICU Parent Advisor and Co-Chair of PHMG PAC present recommendations on spread of advisors to Regional Executive Team – all recommendations adopted!
- PAC Members showcase Patient Safety DVD to:
 - PHMG Physician Council [Board for Medical Group]
 - Medical Affairs and Quality Committee of Oregon Region Governing Board
 - PeaceHealth System-wide Executive Team

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Broader Community Influence

- Provided information and language that was used in the Patient-Centered Primary Care Medical Home Standards for Oregon
- Worked with other patient advisors and healthcare organizations within the state of Oregon interested in creating patient and family advisory councils
- Our journey used as an example with the Institute for Patient- and Family-Centered Care

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Partnerships Really Matter

- What Patient and Family Advisors bring to the organization:
 - *Experience and Insight*
 - *Fresh eyes and enthusiasm*
 - *Interest in making it better for all*
- What Advisors need from the organization:
 - *Support – listening deeply, responsive, encouraging*
 - *Willing to change*
 - *Sharing of contextual information/knowledge in transparent way*


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“Your Health Care and Safety - The Team Approach at PeaceHealth”

**Film Clips-
Medication Safety
Health & Wellness**

<http://www.peacehealth.org/Oregon/PHMGClinics/PHMGVideos.htm>

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Q & A Time

- *Are there issues/concerns you wish the speakers to address?*
- *General questions?*