



Co-Design for Better Care

Orientation Webinar #1
February 10, 2015

Agenda



1. Program Overview and Components – *Susannah Brouwer, CCI*
2. Introduction to the Patient and Family Centered Care Methodology & Practice - *Michelle Bulger, PFCC Innovation Center of UPMC*
3. Questions

Program Overview



- Funded by Blue Shield of California Foundation
- TA Partner: Patient & Family Centered Care Innovation Center, University of Pittsburgh Medical Center (PFCC)
- Goal: Learn and implement experience-based co-design change methodology
- Program Duration: Feb 2015-Nov 2015
- Support: \$15,000 grant to support implementation

Program Components



- 2 orientation webinars and 4-6 follow-up support webinars hosted by PFCC
- VisionQuest workshop on March 13, 2015 at The California Endowment in Oakland, CA (8 am-2:30 pm)
Registration details coming soon.
- Additional support and coaching in project implementation as needed
- Project teams expected to implement 3-5 improvement projects for the selected episode of care by end of program
- Project teams expected to measure impact of applied methodology

Program Team



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PFCC Innovation Center
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Center
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Susannah Brouwer
Program Manager, Capacity Building and
Improvement
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Participating Clinic Organizations

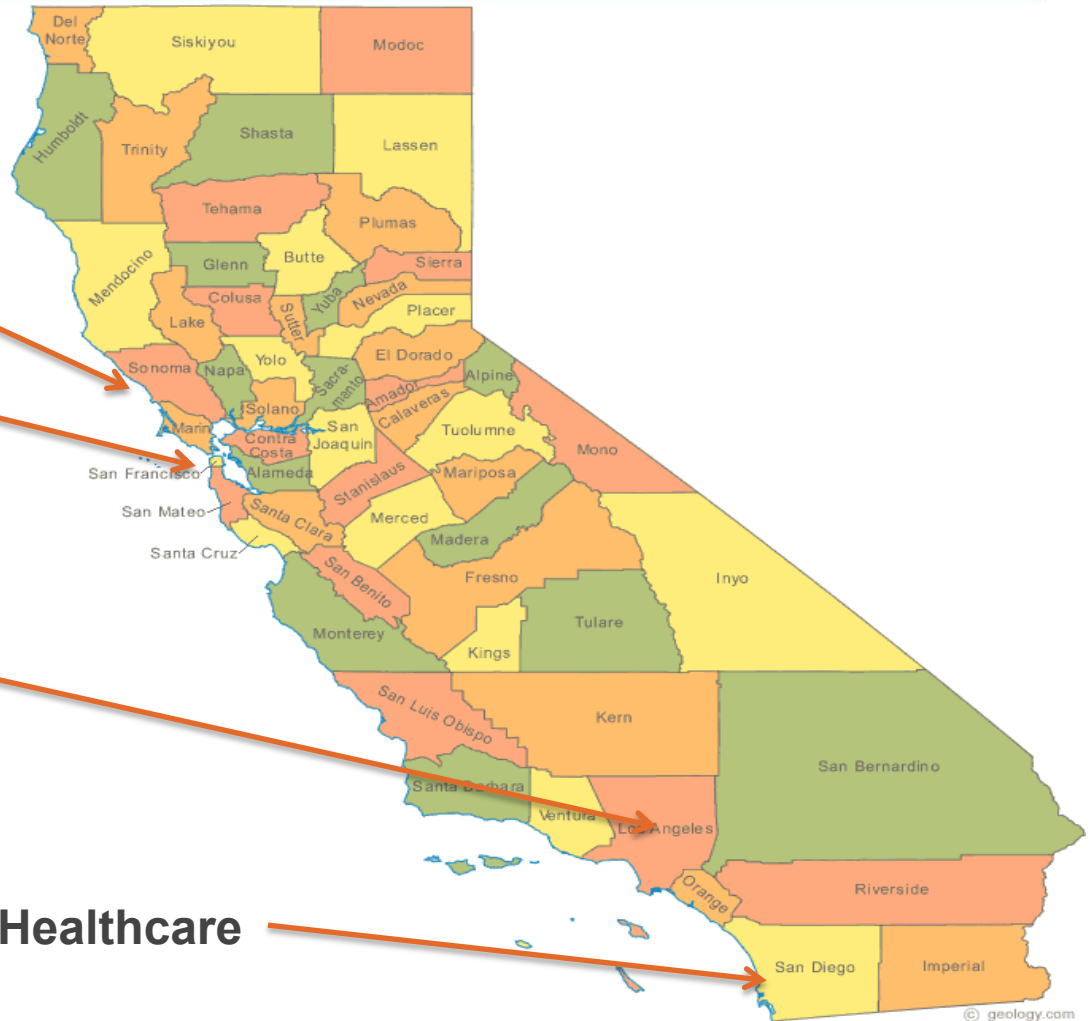


Santa Rosa Community Health Centers

Silver Avenue Family Health Center

Northeast Valley Health Corporation

Neighborhood Healthcare





The PFCC M/P: Viewing Care through the Eyes of Patients and Families

**Presented by:
The PFCC Innovation Center
of UPMC**

Themes to Remember

- View all care through the eyes of Patients and Families - GoShadow
- Improve outcomes and experiences while reducing cost using PFCC as the performance and process improvement tool
- Identify opportunities to improve experiences and outcomes and reduce costs



Contact Us!

Questions or comments

Contact us:

info@pfcc.org

anzeloneml@mail.magee.edu



PFCC Innovation Center



Dr. Anthony DiGioia

Medical Director, PFCC IC

Orthopaedic Surgeon by trade

Engineer by education

The Innovation Center

- Resources
- Support
- Education
- Hub of PFCC Community



UPMC – Who Are We?

- UPMC is a \$11 billion integrated global health system headquartered in Pittsburgh, PA
- Pennsylvania's largest employer with more than 60,000 employees.
- 20 academic, community, and specialty hospitals
- 400 outpatient sites,
- 3,500 employed physicians,
- rehabilitation, retirement, and long-term care facilities



Why PFCC?





“Satisfaction, the idea of how positive someone **feels** about an encounter is an important metric.

Experience encompasses more than just a sense of satisfaction... It is about **ensuring** the best in quality, safety and service outcomes.”

- Jason A. Wolf, President of the Beryl Institute



“ It can be argued that the largest yet most neglected health care resource, worldwide, is the patient...

- Warner Slack. MD



Three Keys for Hitting the Mark with PFCC approach to care



Key #1

**View All Care Through
the Eyes of Patients and
Families and as an
Experience**



Value = Care Experience

- Defined through the eyes of patients and families and includes everything that impacts their journey toward wellness.
- Examples include outcomes, interactions with and among care providers, transitions in care, safety, costs, and everyone that impacts their care along the way.



Key #2: Co-Design



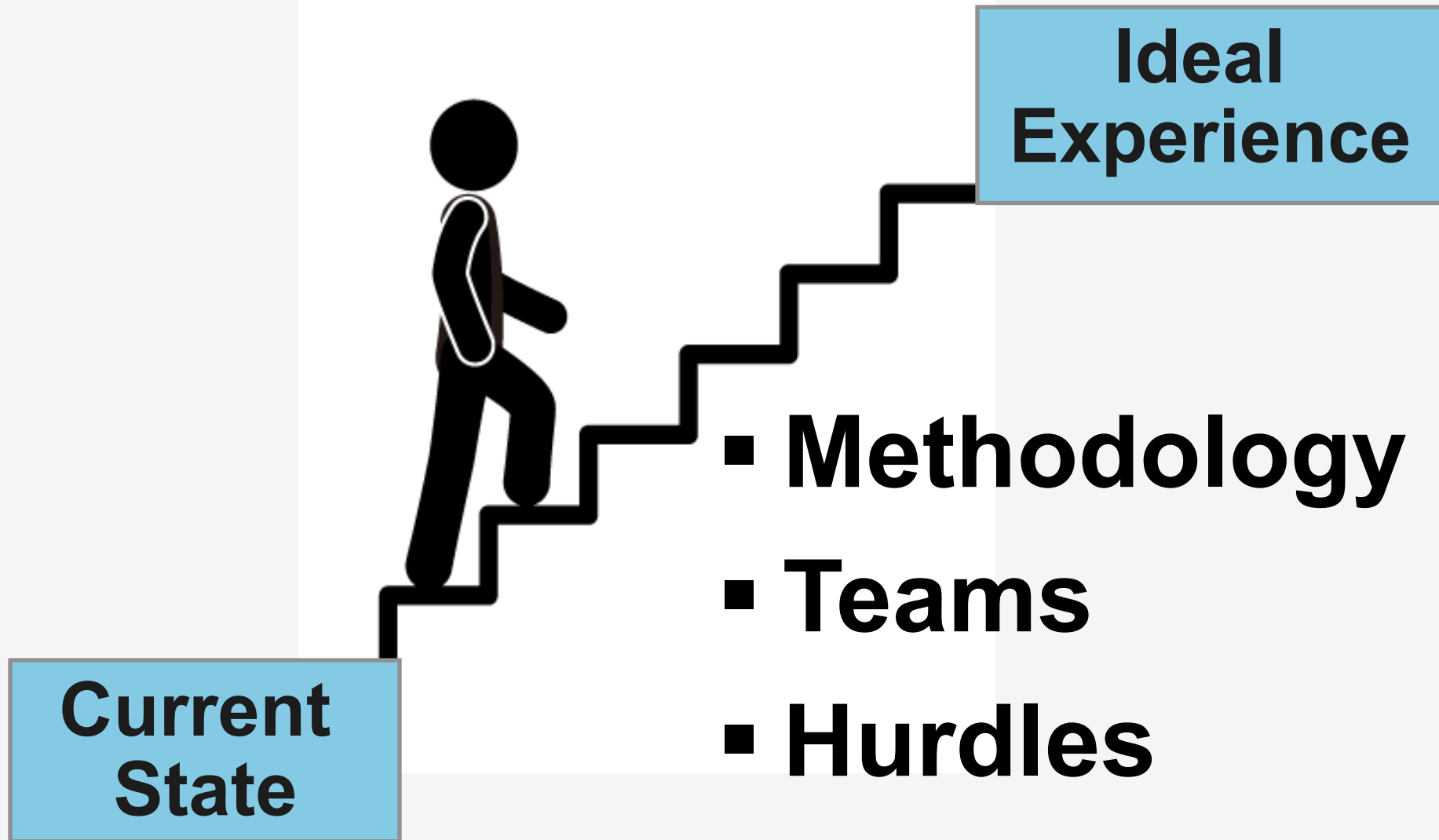
**Experience
Based Co-Design**

Advisory Councils

Service Recovery

Engagement-Partnership-Activation

Key #3: Implementation



Achieve the PFCC Trifecta

- **Great Care Experiences**
- **Better Outcomes**
- **Reduced Cost**



PFCC Vocabulary

Care Giver

Any person within a care setting whose work touches a patient's or family's experience (it's the entire team!)

Touchpoints

Key moments and places in any care setting where patient and family care experiences are directly or indirectly affected by any Care Giver.



Patient Centered Value System

Experiences



Outcomes



Cost

P F C C



The PFCC Methodology and Practice Provides the Steps to Success



Ideal Experience

**6. PFCC Project Teams
to Close the Gap**

5. Shared Vision of the Ideal

4. Working Group thru Touchpoints

3. Shadow, Current State, Urgency

2. Guiding Council

1. Define Care Experience

Current State

Step 1

Select a Care Experience

- **Care Experience = Full cycle of care for a specific experience**
- **Consider Scope**
 - **Broad – Trauma Care Experience**
 - **Narrow – Registration Care Experience**
- **Choose thoughtfully – and listen to your patients and families!**



Step 1

Select a Care Experience

- **The Outpatient Care Experience**
 - Begins _____
 - Ends _____



Step 2

Establish a PFCC Care Experience Guiding Council

- Administrative Co-Champion(s) - VP, COO, CEO
 - Change can be “disruptive”
- Clinical Co-Champion(s) – Physicians, Nursing Leaders
 - inspire colleagues to make/sustain needed changes
- PFCC Coordinator(s) – Organized, Excited for PFCC
 - organize shadowing, track your PFCC journey (active, future and completed projects), manage Working Group communications



Step 1

Establish a PFCC Care Experience Guiding Council

- **Administrative (Co) Champions**

- _____
- _____

- **Clinical (Co) Champions**

- _____
- _____

- **PFCC Coordinator**

- _____



Step 3

Evaluate the Current State



Satisfaction Surveys

Care Flow Mapping

Patient/Family Stories

**Patient and Family
Advisory Councils**

Existing Reports

Hot Comments

Letters



Step 3

Evaluate the Current State



Satisfaction Surveys

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SHADOWING

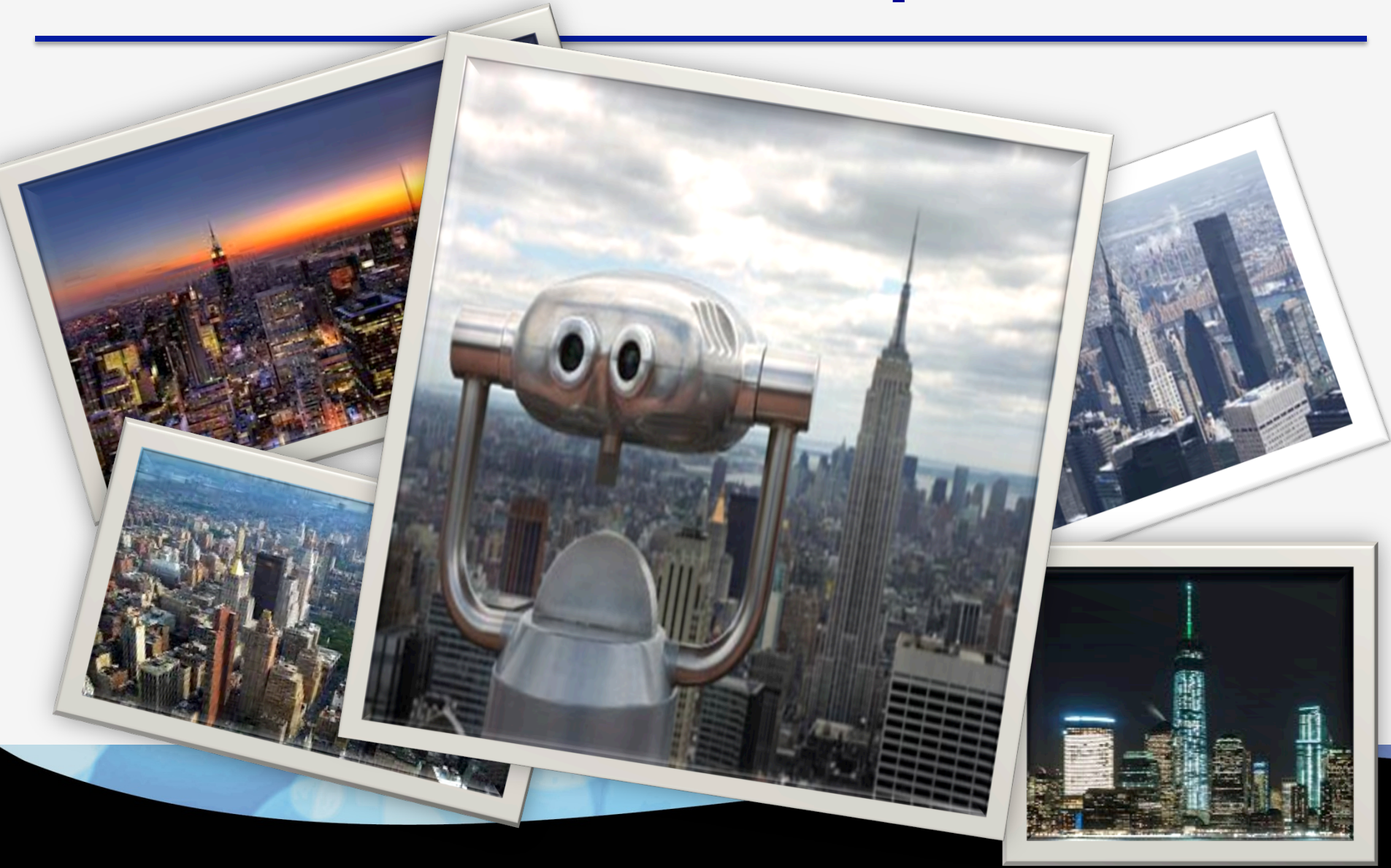


What is Shadowing?

**Shadowing is repeated
real-time observation of
patients and families as they
move through each step of
their health care journey**



A Matter of Perspective





Why Shadow?

Engage Patients, Families and Care Givers

- Creates **empathy** and **urgency** to drive change
- **Engages** patients and families as full partners in **co-design** of care
- Establishes the **true vs. assumed current state**



Pre Shadowing Care Experience Flow Map

Touchpoints:

- Clinic Suite
- Reception Desk
- Waiting Room
- Exam Room

Care Givers:

- Registrar
- Medical Assistant
- Nurse
- Physician Asst./Dr.



Post Shadowing

Care Experience Flow Map

Touchpoints:

- **Parking Lot**
- Clinic Suite
- Reception Desk
- Waiting Room
- Exam Room
- *Reception Desk*
- Main Hallway
- Lab
- *Clinic Suite/Desk*
- Pay Station
- Parking Lot

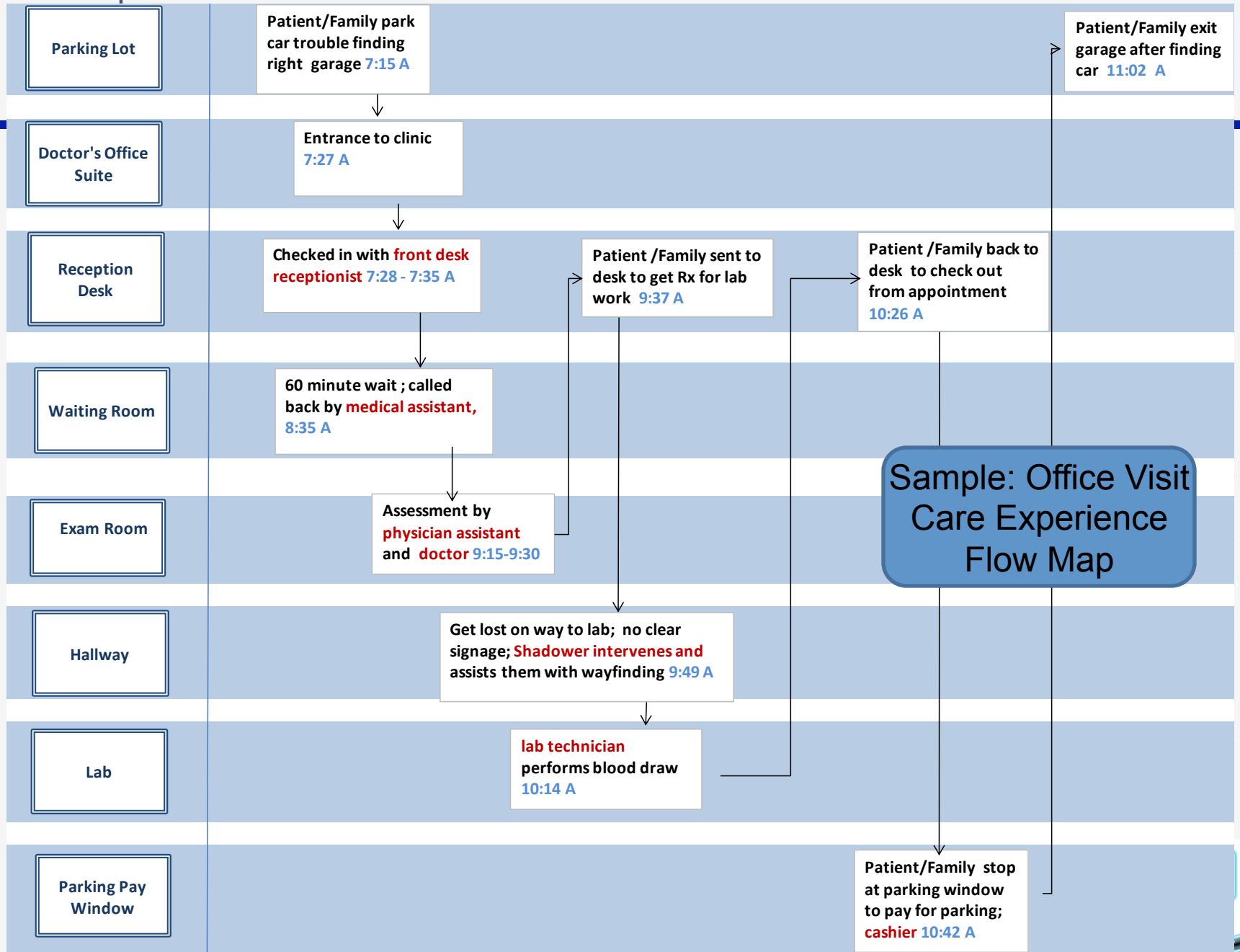
Care Givers:

- **Parking Attendant**
- **Housekeeper**
- Registrar
- Medical Assistant
- Nurse
- Physician Asst./Dr.
- **Greeter**
- **Phlebotomist**
- **Lab Tech**



Touchpoint

Care Giver/Time



ED Experience Flow Map and Crosswalk to Member List

Touchpoints:

- Ambulance
- Registration
- Triage
- Exam Room
- Transport
- MRI
- Social Work
- Lab
- Housekeeping
- Pharmacy

Care Givers:

- EMT
- Attendant
- Nurse
- Physician
- Transporter
- Technician
- Social Worker
- Phlebotomist
- Housekeeper
- Pharmacist



WG Member

- Chris
- Jess
- Kelly
- Dr. Barnes
- Taylor
- Cam
- Terry
- Jordan
- Casey
- Sam

What's Next?



Use your **Shadowing** results to
form a

**PFCC Care Experience
Working Group using the
PFCC M/P**



The PFCC Methodology and Practice Provides the Steps to Success



Ideal Experience

**6. PFCC Project Teams
to Close the Gap**

5. Shared Vision of the Ideal

4. Working Group thru Touchpoints

3. Shadow, Current State, Urgency

2. Guiding Council

1. Define Care Experience

Current State

Action Items



Go Shadow

Go Shadow

Date: Thursday, February 19, 2015

Time: 11:00 am, Eastern Standard Time

To register for this meeting

1 <https://upmc.webex.com/upmc/j.php?RGID=rcde1b00ef799c169d04e9e5d3221942b>





Date _____

Time _____

I. Introductions

II. PFCC Methodology and Practice Overview

III. Review Steps

1) **Define Care Experience**

Name: _____

Begins: _____

Ends: _____

2) **Guiding Council**

Co-Administrative Champions: _____

Co-Clinical Champions: _____

PFCC Coordinator: _____

3) **Evaluate the Current State**

- Shadowing and Care Experience Flow Map Training
Shadower: _____
- Collect other Metrics (Survey Results, Patient Comments, Letters, etc.)

ED Experience Flow Map and Crosswalk to Member List

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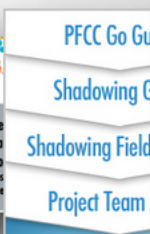
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Shadowing Resources

- [Shadowing Go Guide](#)
- [Shadowing Field Journal](#)
- [Shadowing Video](#)
- [Glossary of Terms](#)
- [Shadowing Preparation Checklist](#)
- [Requesting to Shadow a Patient](#)
- [Care Experience Flow Map](#)
- [Sample Observational Report](#)
- [Sample Time Study](#)
- [Sample Final Shadowing Report](#)
- [Shadowing FAQs](#)
- [Shadowing Thank You Card](#)

Questions?



Contact Us!

Questions or comments

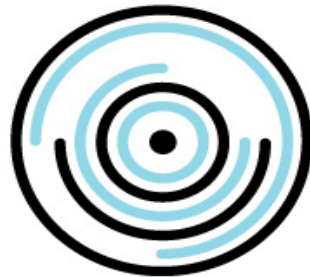
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Thank You!



PFCC INNOVATION
CENTER =
PATIENT AND FAMILY CENTERED CARE