Co-Design for Better Care

Orientation Webinar #1
February 10, 2015
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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Susannah Brouwer
Program Manager, Capacity Building and Improvement
susannah@careinnovations.org
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

- Methodology
- Teams
- Hurdles

Current State

Ideal Experience
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
The PFCC Methodology and Practice Provides the Steps to Success

1. Define Care Experience
2. Guiding Council
3. Shadow, Current State, Urgency
4. Working Group thru Touchpoints
5. Shared Vision of the Ideal
6. PFCC Project Teams to Close the Gap
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
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
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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

<table>
<thead>
<tr>
<th>Touchpoints:</th>
<th>Care Givers:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinic Suite</td>
<td>Registrar</td>
</tr>
<tr>
<td>Reception Desk</td>
<td>Medical Assistant</td>
</tr>
<tr>
<td>Waiting Room</td>
<td>Nurse</td>
</tr>
<tr>
<td>Exam Room</td>
<td>Physician Asst./Dr.</td>
</tr>
</tbody>
</table>

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

- Registrar
- Medical Assistant
- Nurse
- Physician Asst./Dr.
# Post Shadowing

## Care Experience Flow Map

<table>
<thead>
<tr>
<th>Touchpoints:</th>
<th>Care Givers:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking Lot</td>
<td>Parking Attendant</td>
</tr>
<tr>
<td>Clinic Suite</td>
<td>Housekeeper</td>
</tr>
<tr>
<td>Reception Desk</td>
<td>Registrar</td>
</tr>
<tr>
<td>Waiting Room</td>
<td>Medical Assistant</td>
</tr>
<tr>
<td>Exam Room</td>
<td>Nurse</td>
</tr>
<tr>
<td><em>Reception Desk</em></td>
<td>Physician Asst./Dr.</td>
</tr>
<tr>
<td>Main Hallway</td>
<td>Greeter</td>
</tr>
<tr>
<td>Lab</td>
<td>Phlebotomist</td>
</tr>
<tr>
<td><em>Clinic Suite/Desk</em></td>
<td>Lab Tech</td>
</tr>
<tr>
<td>Pay Station</td>
<td></td>
</tr>
<tr>
<td>Parking Lot</td>
<td></td>
</tr>
<tr>
<td>Touchpoint</td>
<td>Care Giver/Time</td>
</tr>
<tr>
<td>--------------------</td>
<td>------------------------------------------------------</td>
</tr>
<tr>
<td>Parking Lot</td>
<td>Patient/Family park car trouble finding right garage 7:15 A</td>
</tr>
<tr>
<td>Doctor's Office Suite</td>
<td>Entrance to clinic 7:27 A</td>
</tr>
<tr>
<td>Reception Desk</td>
<td>Checked in with front desk receptionist 7:28 - 7:35 A</td>
</tr>
<tr>
<td>Patient/Family</td>
<td>Patient/Family sent to desk to get Rx for lab work 9:37 A</td>
</tr>
<tr>
<td>Waiting Room</td>
<td>Patient/Family back to desk to check out from appointment 10:26 A</td>
</tr>
<tr>
<td>Exam Room</td>
<td>Assessment by physician assistant and doctor 9:15-9:30</td>
</tr>
<tr>
<td>Hallway</td>
<td>Get lost on way to lab; no clear signage; Shadower intervene and assists them with wayfinding 9:49 A</td>
</tr>
<tr>
<td>Lab</td>
<td>lab technician performs blood draw 10:14 A</td>
</tr>
<tr>
<td>Parking Pay Window</td>
<td>Patient/Family stop at parking window to pay for parking; cashier 10:42 A</td>
</tr>
</tbody>
</table>

Sample: Office Visit Care Experience Flow Map
### ED Experience Flow Map and Crosswalk to Member List

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<tr>
<td>Ambulance</td>
<td>EMT</td>
<td>Chris</td>
</tr>
<tr>
<td>Registration</td>
<td>Attendant</td>
<td>Jess</td>
</tr>
<tr>
<td>Triage</td>
<td>Nurse</td>
<td>Kelly</td>
</tr>
<tr>
<td>Exam Room</td>
<td>Physician</td>
<td>Dr. Barnes</td>
</tr>
<tr>
<td>Transport</td>
<td>Transporter</td>
<td>Taylor</td>
</tr>
<tr>
<td>MRI</td>
<td>Technician</td>
<td>Cam</td>
</tr>
<tr>
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<td>Terry</td>
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<td>Lab</td>
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<td>Jordan</td>
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<tr>
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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

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2. Guiding Council
3. Shadow, Current State, Urgency
4. Working Group thru Touchpoints
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6. PFCC Project Teams to Close the Gap

Current State

Ideal Experience
Action Items
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
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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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
Contact us:

info@pfcc.org
anzeloneml@mail.magee.edu
Thank You!