



Journey Mapping New Beginnings Clinic



Santa Rosa
COMMUNITY
HEALTH



Intro to our Team and our Project



Dr Erin Lund, MD, MPH
Family & Addiction Medicine
RBN Team Lead



Dr Hannah Watson, MD
Family & Addiction Medicine
Clinical Team Lead



Susan Dunlop, RN
Perinatal Services RN



Mary Finnican, LCSW



Kerri Peckinpugh
SUD Case Manager



Alan Finnie
Site Director



Brenda Beltran
Medical Assistant



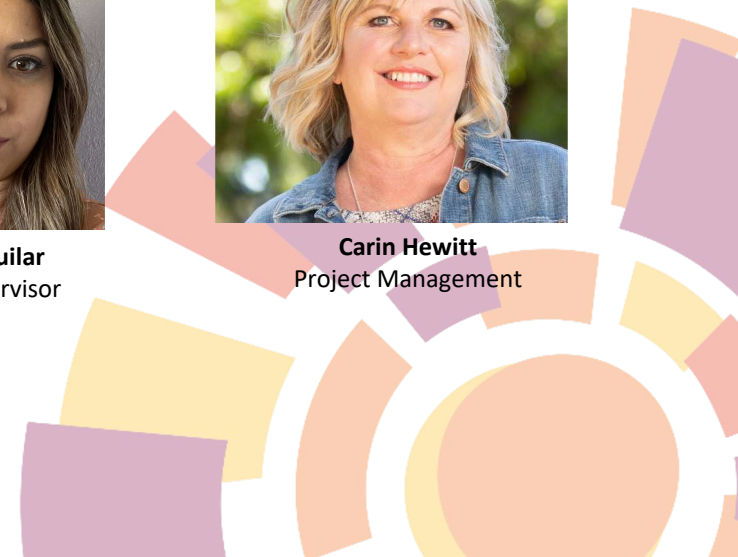
Angelique Sinnott
Medical Assistant



Elidia Aguilar
Clinic Supervisor



Carin Hewitt
Project Management



Staff Interview Questions



New Beginnings Clinic

1. Why do you work in New Beginnings?
2. What makes a good day in NBC clinic? What brings you joy about your job in NBC?
3. What makes a really hard day in NBC clinic?
4. What do you wish you could do more of, if you had the time?
5. What do you wish you could do less of, or what tasks do you wish weren't on your plate?
6. Do you feel like you have the tools you need to do your job well? What gets in the way of you doing your best work?
7. Big or small, what are the pain points in your day in NBC?
8. On the spectrum of a trauma-inducing-> trauma informed-> trauma-reducing team, where do you think we are right now? Do you trust our team? Is there conflict on the team? What could we do to create a more healing environment for us a team?
9. What could we do to create a more healing environment for our patients?
10. Do you ever bring home heavy or traumatic stories from your day in NBC? How do you process those stories when you leave work? Is there another way you would like to process what happens at work? Would it help to process as a team?

Journey Mapping Questions

1. Tell us about your experience with New Beginnings. How did you hear about us or how did you get referred to see us?
2. Take me through an average clinic visit. Asked them to tell us about:
 - a. Calling the health center for a question or to schedule an appointment
 - b. Checking in at the front desk
 - c. Wait times and entering the exam room
 - d. How it feels when they are asked to leave a urine sample
 - e. What is it like to talk with each member of the team (nurse, BHC, doctor(s))
 - f. The check-out process
 - g. Going to the lab and pharmacy
 - h. Experience with phone or video visits
 - i. How they feel before a clinic visit, during a visit and after
 - j. The most stressful and best parts about coming to clinic



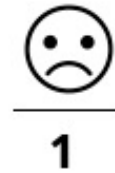
Journey Mapping Questions Continued

3. There is still a tremendous amount of stigma around substance use and mental health issues in healthcare. Have you ever felt judged by someone in clinic or at the hospital?
4. What has been your experience with residential treatment or other community recovery support?
5. Have you had interactions with CPS, Drug Dependency Court, Sonoma County Jail, Public Health Nursing? How did you experience our team's role within those interactions? Were we advocates? Were there ways we made things harder for you?
6. Did you feel ready to have your baby? What were you scared about? What did you feel prepared for?
7. What's your experience like as a parent in NBC? Do you have time to ask about normal baby stuff? Are your questions answered?
8. If you could wave a magic wand, what would be different about our clinic?

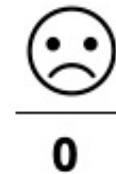


Journey Mapping vs Surveys

1. How did you feel at the start of your visit today?



3. How did you feel at the conclusion of your visit today?



How we selected
the patients and
scheduled the
interviews



Santa Rosa
COMMUNITY
HEALTH

New Beginnings Clinic

Choosing the right patients

Logistics

Challenges

Expressing appreciation

How we
conducted the
interviews



Santa Rosa
COMMUNITY
HEALTH

New Beginnings Clinic

Why I was chosen as the
interviewer

Logistics

My approach

Patient response

Reflections on the Process



Santa Rosa
COMMUNITY
HEALTH

New Beginnings Clinic

Some patients might prefer to do the interviews in person.

Recognize the need for privacy-many of our patients are unhoused.

Get gift cards ahead of time so they are ready immediately.

Consider including patients who have a more challenging relationship with us.

Explore doing routine exit interviews with all patients.

We have asked the Vista Clinic (where the NBC clinic resides) to conduct journey mapping. We are hoping to spread this practice and embed it in our culture.

This is one step on a longer journey towards the goal of having a patient advisory board.

What we learned and changes we have made as a result

What we learned:

- MAs make patients feel support/non-judged
- Patients appreciate the resources provided
- Patients felt relieved, taken care of and less stressed by the end of their visit
- Friendliness of staff-from check-in, to lab, to pharmacy
- Reaching the clinic is frustrating
- Patients feel they must respond to the same questions from multiple providers. Confusion around the different roles on the team
- Wait times are too long (lab included) and there is stress and anticipation of the visit. It is cold outside and patients get hungry.

What we have changed as a result:

- We are doing more internal handoffs before each provider goes in the room.
- Snacks, reading materials, getting phone chargers
- We clarified the check out process so there is less confusion about people waiting in rooms.
- We are working on getting a phone for the SUD Counselor for after hours patient support
- We are creating an intake packet for new patients.

Thank You and Questions



Santa Rosa
COMMUNITY
HEALTH

New Beginnings Clinic

