Patient Centeredness:
“*A Journey from Theory to Application*”

**TMF Health Quality Institute**

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**L.I.F.E. Concepts**
Learning Objectives

• Discuss barriers to achieving Patient Centeredness
• Describe key attributes to Patient Centered Care
• Develop strategies to overcome barriers and advance widespread implementation of Patient Centered Care
Veronica Cochran, MS, RN
My Journey
In 2001 the Institute of Medicine named Patient Centeredness as one of 6 fundamental AIMS to improve the quality of United States Healthcare

“there’s no doubt we’ve made progress – but its also clear that making any headway has been agonizingly slow”

Health Affairs: Still Crossing The Quality Chasm – Or Suspended Over It?
Issue April 2015
Why Are We Here?

- **No consensus on the definition of Patient Centeredness**
- We haven't concluded who is responsible for Patient Centered Care?
- We have tried making Patient Centeredness a practice before making it a value
- **Misaligned terms and incentives**
- **Patient Centered Care can’t be measured by perception only**
- **Standardization may be keeping us from individualized care**
“Providing care that is respectful of and responsive to individual patient preferences, needs, and values and ensuring that patient values guide all clinical decisions.”

IOM Committee authors included patient centeredness as an essential component of quality care.
The *sum of all interactions* that influence the *patients perception of care and the outcomes that result from those interactions* across the *care continuum*

~Veronica Cochran
Must be Defined to be Aligned
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Who is Responsible?
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Patient Centeredness... as a Value

- Beliefs and ideals shared by members of a culture about what is desirable or undesirable
- Influence attitude and behavior
- Serve as broad guidelines for situations
- Predict behavior
“Until new behaviors are rooted in social norms and shared values, they are always subject to degradation as soon as the pressures associated with the change effort are removed.”
- John Kotter, Leading Change
Defining, Aligning, Prioritizing

- Job descriptions
- Behavioral interviewing
- 30, 60 and 90 day evaluations
- New hire orientation
- Annual service training
- Annual performance evaluations
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Alignment of Terms and Incentives

Pay for Performance
Perception of Care
Patient Centeredness
The AIM of Patient Centered Practice?

Shared Stewardship of Healthcare

Informing and Engaging Patients/families

Knowledge Understanding and Compliance

Improved quality, safety and perception

Self Management and Population Health
The Real Dollars and Sense...

Earning back our dollars
Return On Investment...

- Impacts patient loyalty
- Impacts growth and market share
- Impacts organizational brand
- Impacts patient decision making and stewardship of health and healthcare resources
- Impacts compliance
- Impacts quality and safety
- Impacts patient outcomes
- Impacts employee morale and satisfaction
- Impacts employee retention
- Impacts VBP and financial reimbursement
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Measuring Perception...
Things to Consider...

Communicate with Courtesy

Compliance and Self Management
Things to Consider…

Improved Listening

Improved patient understanding and stewardship of health and healthcare resources
Patient Centeredness... an Outcome

Reimbursement
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Standardization vs. Individualization
How Do We Get There?

• Leveraging leadership throughout our organizations
• Define Patient Centeredness (value, practice and outcome)
• Involve patients and families at multiple levels of the organization
• Workforce engagement
• Develop a consistently predictable framework that builds trust and delivers PCC at every interaction
• Develop real-time PCC feedback measures and meaningful data analysis
• Supportive technology
Your Role...

• Provide patients and designated family members appropriated evidenced-based information (education) to make informed treatment decisions
• Collaborate with appropriate care givers and designated family members to ensure patient centered care
• Coordinate care with appropriate caregivers across the care continuum to ensure patient centered care
• Educate patients, families and peers on patient centered care
• Develop patient centered systems, processes and practices
• Engage in (individualized) patient centered interactions, practices and care delivery
The Vision for the Future

- Consistent care and compassion
- Respect for patient needs and preferences
- Mutual trust and transparency
- Collaborative care (caregivers, patients, families)
- Patients and families are active partners in care
- Patients and families are involved in planning, implementing and evaluating health services
- Information and knowledge sharing (timely access)
- Coordination of care across the care continuum
- Flexibility in care delivery
- High quality and safety outcomes
Patient Centeredness...an Expectation

Loyalty
- Engagement
- Experience
- Satisfaction

Value
- Health Literacy
- Self Management
- Compliance

Practice

Outcome
Thank you

• “Still Crossing The Quality Chasm – Or Suspended Over It” *Health Affairs* Issue April 2015


• “HCAHPS: Patient Experience & Impact of Value-Based Purchasing”, *HealthStream* Research

• Studer, Quint. “Using HCAHPS to Drive Patient Satisfaction” *Lindsey Dunn* (Becker’s Hospital Review 03-30-2010)

• “Transitional Care Questions: Why Do They Matter to HCAHPS?” *HealthStream* (Pt. I) posted by Stephen McClure 10-25-12