PATIENT EXPERIENCE WEEK

Presentation to Auckland DHB QI Grand Round, 21 April 2015
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BACKGROUND

- Patient Experience week was held across Auckland, Counties Manukau and Waitemata DHBs during 23-27 March 2015.

- The purpose of the week was to raise awareness of the importance of listening to and working with patients, families and whanau in designing and delivering quality healthcare.
• The theme was, *Everyone has a story.* This acknowledges the power of telling and listening to personal stories.

• We wanted to showcase the work we are doing in partnership with patients, family and whanau and communities as well as providing opportunities for patients to have their say and tell their stories in various ways.
A showcase of improvement initiatives where Auckland DHB has worked effectively with consumers to implement service changes.
PURPOSE

• We felt it was important to demonstrate how we, as an organisation, engage with patients and their families, staff, and other stakeholders to improve patient experience.

• We wanted to show not only that the engagement occurred, but how this experience and knowledge was utilised to create innovative solutions.
PROCESS

• After inviting nominations for potential showcase projects, we met with individuals from the service or project team to learn more.

• We agreed the draft text and sourced as much imagery as possible.

• We worked with the Design Lab to come up with a way to create both informative and visually appealing displays that would demonstrate the range of different experiences people have at Auckland DHB.
PATIENT STORYBOARDS

A collection of patient and family photo storyboards to create empathy and understanding of patient perspectives as well as an appreciation of the power of stories.
PURPOSE

• We wanted staff to reflect on the experiences that patients have.

• We wanted to demonstrate the range of different experiences people have at Auckland DHB.

• We wanted to enable patients to tell their stories.

• We wanted patients, families and visitors to learn about other patients’ experiences.
PROCESS

• We spoke to patients from respiratory, haemodialysis, critical care, cardiovascular and mental health services.

• Patients answered a series of questions about their treatment. Discussions lasted from between 20 minutes to 1½ hours. From the conversation, we then distilled the essence of what people were saying into under 200 words.

• We took a photo of each person or something that represented their experience and also asked them to choose a colour that they felt best reflected their experience.

• Cooler colours came to represent ideas as diverse as memory loss, darkness, and a love for nature, while warmer colours were most often associated with hope, comfort, and the quality of care received. These colours helped supplement stories that were at times surprising but always brave, detailed and insightful.
The first time I was unwell and came to the hospital for my dialysis, I was scared.

Sometimes I felt I wanted to give up. But I look at my kids and my grandkids—it’s made me carry on for nearly eight years now. Lots of patients, they don’t want to carry on when they come here for dialysis. They just don’t want to carry on. They’re scared. They say they’re going to die early. I say, ‘Look at me now—eight years,’ and I explain to them, you know, if you go on your dialysis, you’ll feel much better.

And the nurses are lovely. I have fun with all of them. To come here, it’s like coming to meet my friends. I talk to the nurses, the patients, even the doctors. We joke around. They’ve all got a big heart. Whatever you want, you can ask them. It’s very nice to see them and to know they can help you. Now I help a lot of patients who don’t want to carry on with their treatment. I tell them not to be afraid. The machine is our lifeline.
I was surprised when they told me I needed a triple bypass.

But a shot of my heart showed that one artery was blocked 100 per cent, one was 80 per cent blocked, and one was 70 per cent. The best one was 60 per cent blocked. Going in, I was more on the embracing side really. I knew my arteries were blocked up. I knew my heart was only operating at 35 or 45 per cent, and I knew an operation was going to make it better. I just embraced it and brought it on.

You come to appreciate the people that care for you because you realise that you can’t do it by yourself. And so I think you’ve got to be very aware that your loved ones around you need just as much support as you do. Because it can be quite a gruesome sight for them, with tubes and drips coming out of you, in all different places. You all have to stay strong and stay positive. Kia Kaha, you know? Be strong, stand tall.
I AM THE PATIENT EXPERIENCE

- Staff were invited to download a blank card, fill it in and tweet or e-mail it to Communications.

- “There is no question there is power in recognizing ‘I am the patient experience’. If everyone in healthcare considered this and acted, imagine the impact we could have on the experiences of every patient, their families and each other.” Jason A. Wolf, executive director, The Beryl Institute.
THESE STAFF ALL IMPACT ON THE PATIENT EXPERIENCE.
A selection of patients talked about their experiences at the Patient Experience Week launches.
SHARE-IT STATIONS

- Interactive spaces were set up where patients, families/whanau and staff could leave comments about their healthcare experiences.
Thank you, Te Whetu Tawera, for listening, understanding & helping me through psychosis.
Everything is AWESOME!

Patient Experience Week 2015
I am currently 7 months preg's & have my husband up in HDU, Level 8.

So far, DOCS & NURSES have been AWESOME!!

Not only do they take amazing care of my husband but also going out of their way to the care of me. LOVE IT!!

Thank you.
Last Sept, I had a stroke at 47, and with no risk factors. From the moment I was admitted to ED to my week in Ward 63 I was cared for impeccably. I have nothing but respect & gratitude for all those people who made a horrible situation so much better!!
Dear Doctors and Staff,

Thank you for taking care of my papa. You all are awesome! Thank you very much!!

from Team Italia
Lovely tone to voices of nurses which gives a feeling of being important and everyone of them give you information relating to why u are in here
Life changes when your body is ill — once feeling better, our perception is different.

Thank you to all all medical staff, you are angels in blue.

One human looking/caring for another.

Barbara
That feeling when you realise that your daughter's life is entirely in the hands of the ICU team - loss of control. This is where professionalism & communication is key. Thank you - you saved my daughter's life!
Very good care & treatment.

I liked being asked each morning, with genuine interest, "How are you today?"
Parking sucks!
Great care staff

BUT

I got stuck in trapped lift (bank c) for 50 mins!

Frightening stuff
I don't like staying here because it's boring and dumb. I just want to go home so I can play :(
Keep making people better!
OTHER DHB EXAMPLES

Counties Manukau DHB ran an Empathy Zone where people could try walking in patients’ shoes for a while.

Waitemata DHB ran a Your Voice in Pictures session where people could tell their stories as they were being drawn by a graphic artist.
LESSONS LEARNT

• There are many things we have learnt but the ones that stand out are:

• If you are organising this you need to allow plenty of time. Things can take longer than planned.

• It is important to remain true to the essence of what you are doing.

• For some patients, telling their story is straightforward, for others it is cathartic.

• Many services involved have embraced the outcomes.