Community Conversation:
Ensuring patients, family and care partners feel safe at a time of crisis

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Please take a moment to **introduce yourself** via the chat and let us know where and how you are.
Ground Rules

- All participant phone lines are muted.
- Participant contributions will be collected through the chat pod.
- Chat pod is for sharing of ideas, asking questions, interacting with participants; not for promoting services and products.
- Recording and chat notes will be available on our COVID-19 Resource site shortly following the call.
- This active dialogue will offer a wealth of information to all members of The Beryl Institute community. We thank you in advance for your contribution.
The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.

- The Beryl Institute
Sustaining healthcare’s future

Changing healthcare by ensuring an unwavering commitment to the HUMAN EXPERIENCE
The Crisis Continues…
A Delicate Balancing Act
Where we remain today

Reopening Operations
- Helping Patients/Consumers Feel Safe
- Reassessing visitation/volunteers
- New ways of working/return to work

Managing Financial Realities

Managing Resurgence & Elevating Public Health Considerations
- Addressing Health Disparities
- Policy Opportunities

Maintaining COVID Care

Enacting Reactivation Plans
Daily new confirmed COVID-19 cases

Shown is the rolling 7-day average. The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.

Source: European CDC – Situation Update Worldwide – Last updated 23 July, 12:06 (London time), Official data collated by Our World in Data CC BY
A Community Commitment
With the rapid spread of coronavirus globally we are reminded of how essential our healthcare systems are, the critical role members of our community play and how fundamental the experience we provide remains. As the global community of practice committed to elevating human experience in healthcare, we remain focused now, as always, on partnering with you to support our shared purpose.
In what ways can we **continue to support one another** as we move through the next few months ahead? What do you need/desire from your community?
Ensuring patients, family and care partners feel safe at a time of crisis

A community Conversation
These are trying times. We remain caught in the grips of a global pandemic that is taking its toll on communities economically, placing strain on healthcare workers committed to tackling this crisis head on and revealing the very systemic weaknesses and inherent biases that have been just beneath the surface of our society for years. The challenge of disparity and inequity is not unique to healthcare, but in the era of COVID-19, the realization of what many knew to be true has been laid bare for all with a commitment to truth and a respect for evidence to see.

At this instance when the deep-rooted realities of racial and social imbalance have been revealed with a raw and tangible result, so too has the institutional and implicit racism many also acknowledged existed. But the compounding effect of a heinous crime with the revelations of and tensions building in a time of crisis pushed us, as a society, to a boiling point. In the United States this has manifested itself in protests, both peaceful and in some instances unfortunately destructive. While a society that respects all voices and honors each with equity remains a work in progress for all democracies, we believe that speaking with purpose, speaking truth to reality and speaking truth to power must be a fundamental commitment.

We cannot stand by in declaring an unwavering commitment to human experience if we cannot ensure that all humans are seen in that light, as people who deserve the same rights, opportunities, freedoms and respect regardless of race, ethnicity, socio-economic status, gender, gender identity or beliefs. It is incumbent on each of us as individuals to gauge our own stand, dig in to understand our privilege, uncover our biases and then work diligently to honor the essence of what humanity calls from all of us. For we are only as strong as a community in the strength of respect we give to and show for one another.

human beings caring for human beings. Now, we must translate that to all we do in society. Our commitment to human experience must be unwavering and at the Institute that will remain our driving force.
“The future of human experience calls on the perspective of consumerism to move one step further, to the concept of partnership where patients, families, care partners and communities are active participants in design both at the personal and systemic levels.”

https://www.theberylinstitute.org/HX2030
1,020 completed surveys (US only)

Data collected June 23 to July 2

Report available Monday, July 27

Findings presented as part of Virtual PX Conference 2020, Wednesday, July 29
Pulse Survey

What segment of healthcare do you think patients currently have the LEAST comfort in engaging at this time?

- Primary Care
- Specialist
- Hospital
- ED or Urgent Care
- Lab
At this time, how comfortable are you seeking healthcare services from the following:

<table>
<thead>
<tr>
<th>Service</th>
<th>Extremely comfortable</th>
<th>Very comfortable</th>
<th>Somewhat comfortable</th>
<th>Not comfortable at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your primary care provider</td>
<td>24%</td>
<td>37%</td>
<td>30%</td>
<td>9%</td>
</tr>
<tr>
<td>A specialist provider</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A lab for medical tests</td>
<td>16%</td>
<td>38%</td>
<td>33%</td>
<td>13%</td>
</tr>
<tr>
<td>Your local hospital</td>
<td>13%</td>
<td>30%</td>
<td>38%</td>
<td>20%</td>
</tr>
<tr>
<td>An emergency room or urgent care facility</td>
<td>12%</td>
<td>24%</td>
<td>39%</td>
<td>25%</td>
</tr>
</tbody>
</table>
What do you believe are the **biggest reasons for the discomfort** people are expressing about engaging in healthcare at this time?
“When asked what would make you feel more comfortable seeking healthcare services, common responses from consumers included **stricter adherence to mask policies** and **increased testing** for COVID-19. Consumers also mentioned increase comfortability seeking healthcare services once a proven COVID-19 **vaccine** is available to the public.”
We must partner with patients as we redefine healthcare in the post-COVID-19 era

Shari Berman, Co-Chair, Patient Experience Policy Forum
Courtney Nataraj, Patient Adviser and Board Member, Patient Experience Policy Forum
Charisse Montgomery, Program Coordinator, Patient Experience Policy Forum

Essential to patient safety and confidence is the need to:

- Maintain a safe environment.
- Test and screen patients and staff for COVID-19.
- Use telemedicine and virtual means to both provide treatment and communicate with patients and families.
- Develop more family-friendly visitation policies in the new COVID reality.
- Communicate frequently and transparently with patients and families to create a shared understanding of how they can maintain their own safety at home, in their communities and during healthcare visits.

What **actions can and must we take** to ensure people feel comfortable and safe in returning to seek care?
Where we go from here

We will...

- Ensure the voices of all engaged in healthcare are heard, respected and acted on for what matters to them

- Advocate for and act to sustain practices, processes, and policies that have supported experience excellence

- Address the systemic issues that undermine our capacity to support the health and well-being of all global citizens

- Co-create a future in which new possibilities sprout from the deep roots of human experience
Addressing Systemic Racism and Health Disparities

We cannot stand idly in declaring an unwavering commitment to human experience if we cannot understand that all humans are seen in that light, as people who deserve the same rights, opportunities, freedoms, and respect, regardless of race, ethnicity, socio-economic status, gender, gender identity or belief. It is incumbent on each of us as individuals to gauge our own stand, dig in to understand our privilege, uncover our biases and then work diligently to honor the essence of what humanity calls from all of us. For we are only as strong as a community in the strength of respect we give to and show for one another. Related is Full Statement on Racial and Ethnic Disparities in Healthcare Experience.

We have worked to curate content on systemic racism and health disparities as part of our library of resources provided below. We also acknowledge we can and must do much more as an organization, and as a community, to drive change in healthcare and beyond. We will continue to add to these resources and commit to sustaining conversations and leading action through which these critical issues can be addressed.

Community Briefing and Conversation
Podcasts
On-Demand Webinars
Learning Bytes
PX Connect
Topic Cells
Grant Research Reports
Patient Experience Journal

https://www.theberylinstitute.org/Racism_and_Health_Disparities
Includes links to:

- Community briefings
- Webinars
- Podcasts
- Blogs
- Caring for yourself
- Supporting your community
and more...

https://www.theberylinstitute.org/COVID-19Resources
Engage in learning from home or work.

While we will not meet in person for Patient Experience Conference 2020, we offer you the opportunity to connect with the PX community where you are through a virtual conference held via Zoom, April 27 - September 19, 2020.

- Over 50 breakout sessions
- Conference community interaction via PX Connect
- Virtual exhibit hall
- PX2020 T-Shirt
Sharing stories of extraordinary human care in a time of crisis

During the trying times of the COVID-19 pandemic, the power of community and shared experience has never been more important. We encourage you to submit your own story highlighting the tremendous ways that patients, families and healthcare providers have shown incredible strength, love and resilience, in the most difficult circumstances. Through these stories we aim to help community members find comfort and honor those who have given so much.

VIDEO OVERVIEW >

SUBMIT A STORY
THANK YOU, BE SAFE and STAY WELL!

https://www.theberylinstitute.org/COVID-19Resources
https://www.theberylinstitute.org/Racism_and_Health_Disparities