Co Designing Solutions: The National Quality Forum Patient Engagement Team

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Session Objectives

1. Participants will be able to identify the key components required for true co-design.

2. Participants will learn about the challenges faced by this team and the strategies used to move the diverse group to consensus.

3. Participants will understand the increased relevance of work product when patients and families inform the design.
Introductions

- Mary Clough
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- Libby Hoy,
  - Patient Family Advisor
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National Quality Forum

**Improve health and healthcare quality through measurement**

- Gold standard for endorsement and selection of quality measures for public and private programs
- An essential forum – over 430 organizational members across multiple stakeholder groups
- Quality leadership – reach consensus on healthcare’s complex measurement issues
NQF Action Teams

- Build on NQF’s role as an objective convener
- Leverage NQF’s deep membership of 425+ organizations
- Work collaboratively and in partnership to collectively impact health and healthcare quality
- Promote uptake of existing NQF-endorsed performance measures
- Support partners in making meaningful and authentic commitments to action

What is “co-design”?

- An evidence-based method for improving people’s experience of health care that involves gathering experiences of patients and staff and then bringing them together to develop service improvements. (Developed at King’s College London and tested internationally).
- The approach helps staff to re-frame what they do, to see things from patients’ perspectives, and to work with patients to identify often small changes that make a big difference to patients’ experience of care.
- Find out more: www.kingsfund.org.uk/ebcd
Other elements of “co-design”

• Actively involving all stakeholders in a design process to create a final product that meets the needs of the customer and is USBILE.
• It focuses on process and procedure and not necessarily a certain design style.
• For some it speaks to empowerment and can employ democratic methods.
• It is definitely a tool for engagement and even reward.

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Why Participate?

Mary
• An opportunity to bring my knowledge and insights outside of my organization
• A chance to learn from others and connect with a broad spectrum of other experts in their fields.
• A hope that I would come away with actionable skills and/or tools that could be put to use in my environment.

Libby
• Strong alignment to the mission and values of PFCCpartners
• Personal stake in improving the level of patient family engagement
• Desire to inform policy on what authentic patient family engagement looks and feels.

Walking in the Door...

• Excitement
  • Feelings of inferiority
• Anxiety
• A sense of wonder
First Meeting

- Collective exercise
- Small Group exercise
- Defining Themes

Action Team Calls

- Continued the conversation, highlighting different perspectives
- Many offline communications
- Moving toward the goal of developing a product to support patient family engagement
- Planning
Webinars

• Featured the voices of different Stakeholder groups sharing the Action Teams work in progress

• Opportunity to receive input & feedback from a larger stakeholder group beyond the Action Team.
National Quality Forum Action Team Results

PATIENT FAMILY ENGAGEMENT ACTION TEAM LAUNCHED

Hello.
My name is

a national conversation around the development of the Patient Passport, a patient-centered tool to facilitate conversations between individuals, their families, and providers about things that matter to them.

Support for the Patient Passport

Patient ‘Passports’ Make Sure People With Complex Cases Are Heard
Passport Programs at More Hospitals Help Patients Communicate With Doctors, Overcome Feeling Powerless

PATIENT VOICE INSTITUTE

http://gopvi.org/work/patient-passport

NQF PATIENT PASSPORT

GOING TO THE HOSPITAL?
The experience can be frightening, the language hard to understand, and the opportunity to share critical information, limited.
NQF Major take-aways from the PFE Action Team

- Everyone has feelings of inferiority—who am I to make recommendations/suggestions/critiques? BUT...
- Everyone has something to offer and everyone’s perspective brings value
- The important things are respectful dialogue; an ability to see one another’s point of view; a good balance of perspectives
- A neutral facilitator can be helpful in offering a trusting environment for partnership

Products of the Co Design

- Tangible Product: Patient Passport
- Intangible Product: Experience each co designer obtained and their ability to apply co design in other settings
Major Take Aways – Clinical Perspective

- The project will not succeed without a variety of perspectives. (ie. People from all the various touchpoints of the tool/process being created.
- It is easy for your voice to drown if you do not actively assert yourself into the discussion. Every voice deserves to be heard and needs to bring important insights to the table.
- Stepping outside your comfort zone leads to new experiences, new connections, great personal satisfaction.

Major Take Aways – Patient Family Perspective

- Co design is the best method to ensure a product/process/program will meet the needs of all those who will rely on it.
- Being with other patients increased my level of confidence that I would be able to meaningfully contribute.
- A strong Facilitator is crucial to keeping a large stakeholder group moving forward toward a goal.
- It is my responsibility as a Patient Family Advisor to increase others’ comfort in partnering with me.
What is the most underutilized resource in the healthcare environment for improvement?
What Do you Need?

- Patient Family Advisors, Clinicians, Payers, Policy Makers, Caregivers, Administrators
- Strong Facilitator
- An identified scope of work
- Culture of partnership
- Dedication to the collaborative process
- Structure for partnership
- Context and information

Sticky Points

- Common Purpose
- Problem Solving in Development
- Negotiation
- Everyone is Active
Culture of Partnership

- Value differing perspectives
- Respectful behavior, tones, language
- Commitment to Collaboration
- Acceptance of Patient Family Experience
- Patient Family Acceptance of Health Care Professional’s area of expertise.

Partners in Improvement

Patient & family advisors work in a variety of healthcare settings sharing their personal stories to represent all patients & families in providing an educated perspective of care by bringing authenticity, empowerment, respect and inspiration to the design and delivery of healthcare systems. Patient & Family Advisor roles include partner, educator, speaker, listener, advocate, collaborator and leader, ensuring the focus of healthcare is centered on the patient & the family.

Collaboratively authored by the Patient & Family Advisors assembled for the 2012 Institute for Healthcare Improvement Forum, Orlando December, 2012
Come Together….

O why all the confusion,
When there's such a simple solution?
In as much as we keep it to ourselves
We all need each other so let's be together.
I'm so glad we've come together again.

Songwriters: Lennon, John / McCartney, Paul

Where might you use co-design to solve a problem in your work area?