Capturing the Patient Experience Through the Experience Based Design (EBD) Approach

Old Town Clinic
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• FQHC and Safety Net clinic located in Portland, Oregon

• Part of Central City Concern, one of Portland’s largest agencies serving single adults and families impacted by homelessness, poverty and addiction.

• The clinic sees 2,600 patients annually with over 15,000 visits

• Also a medical home and actively involved in the Primary Care Renewal collaborative with Care Oregon
Capturing the Patient Experience

A popular way to gather patient feedback for many clinics is the “traditional” paper or online survey format

- This format however may not provide the amount of detail that may be needed to make changes to clinic processes

(EBD) approach – a popular improvement methodology used by the NHS to gather feedback in a methodological and more qualitative style.

EBD guide and tools book available for clinics to learn how to conduct EBD improvement projects.
Experience Based Design – What it Means and the Process

Experienced Based Design – A method of using surveys, observational questionnaires and other techniques to capture the patient experience in order to design better healthcare services.

The four key steps to the EBD approach are:

**Capture the experience**
- Having a patient chart their thoughts and emotions throughout their appointment.

**Understand the experience**
- Organizing a focus group of patients that participated to provide more extensive feedback.

**Improve the experience**
- Form a QI team to initiate changes based on captured patient feedback from the experience questionnaire and focus group.

**Measure the experience**
- Capture the experience again after the changes have been made and review.
Ways to Capture the Patient Experience Using the EBD Approach:

– Shadowing (staff or patients)
– Clinic observations
– Patient diaries / journals (long-term stays)
– Clinic “photo sessions”
– Experience questionnaires (captures emotion)

Compared to the “traditional” way of surveying patients, the EBD method emphasizes capturing the “story” of a patient, their thoughts, emotions and feelings instead of what they “think” about the clinical services they receive.

Patient surveys + EBD projects = A great opportunity for QI!
EBD Improvement Projects at the Old Town Clinic

Patient Experience Questionnaire

• Improvement project conducted during Q2, 2010

• Patients were asked to circle from a list of words the emotions that they felt at different intervals of care during their appointment.

• Emotions ranged from positive (happy, supported) to negative (sad, worried) with a mid-point of “comfortable”

• Patients were also welcomed to give written feedback on the form as well
EBD Improvement Projects at the Old Town Clinic

“Changing Hats” Walk-Through Observation

• Improvement project conducted during Q1 of 2011

• CCC staff from neighboring programs were recruited to take part in a 15 minute walk-through of the clinic where they were asked to pretend (in their minds) as if they themselves were patients of our clinic.

• Observers asked to anonymously chart their thoughts, impressions and suggestions on a brief questionnaire during observation.

2. What do you notice about the clinic’s physical environment today? Please circle the words that you feel described our downstairs waiting room during your visit:

- Clean
- Chaotic
- Dirty
- Quiet
- Noisy
- Organized
- Calm
- Crowded
- Disorganized
- Empty

OTHER:________
What we learned – Patient Experience Questionnaire

- Patients reported mostly positive emotions
- However, in comparison to other “touch points” of care, they reported the fewest positive emotions while in our waiting room upstairs.
Many of the staff members had the same suggestions in regards to improvement, specifically that the upstairs waiting room could use “a little work”.

• Observers gave many useful infrastructure suggestions – having a fresh pair of eyes in the clinic also helped generated several new ideas.

• This feedback mirrored what we received in regards to the experience questionnaire EBD!

What we learned – “Changing Hats” Observation

We need to get to work on changing this!
Post EBD – Changes Made Based on Results

• Administrative team met to review suggestions from patients and staff

• Used feedback from patients and staff to make changes to our waiting room upstairs

• While we “knew” our waiting room wasn’t very exciting…. the feedback we received made it clear it was important to our patients

• In the future we will measure if our changes were affective
Conducting an EBD – A few things to keep in mind….

1. Examine the pros and cons of the method your clinic may use to capture the patient experience
   • Consider patient consent / confidentiality

2. Research outside sources prior to conducting an EBD
   • Previous examples of similar studies from other healthcare organizations
   • Tools available from other clinics (internet / other local clinics at conferences)

If at all possible, purchase the EBD guide for ideas, tools and information.
3. Appoint a “project lead” or “project team” (and allocate time for the project if needed)
   • QI Specialist
   • Clinic Manager
   • A curious medical student!

4. Define the logistics beforehand
   • How many patients / staff members will participate and for how long?
   • Tools needed and the time to prepare (custom questionnaires, consent forms, video camera, etc)

5. When the EBD is finished, follow up with staff and act on the results
   • Set aside time for review if needed
Questions or Comments?

More information on the EBD Approach / where to purchase the guide:
http://www.institute.nhs.uk/quality_and_value/introduction/experience_based_design.html

A more extensive presentation from the NHS:
http://www.slideshare.net/whatidiscover/the-ebd-approach