Care Cards: The Impact of Meaningful Conversation and Understanding Patient Preference

Presented by Mandy Wearne and Janet Butterworth, Inspiration NW, United Kingdom

Dial-in Number: 1-877-668-4493
Passcode: 800 019 208
Defining Patient Experience

The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.

- The Beryl Institute
Five Keynote Speakers

Roberta Schwartz
Kathy Torpie
Bryan Williams
Britt Berrett
Paul Speigelman

28 Breakout Sessions Focused on Five Tracks

- CULTURE AND LEADERSHIP
- EMPLOYEE ENGAGEMENT
- PHYSICIAN ENGAGEMENT
- PATIENT & FAMILY ENGAGEMENT
- CARE EXPERIENCES - RESOURCES AND TOOLS

Learn from leading organizations including:
- Banner Health
- Baptist Health
- Care Cancer Care Ontario
- Cleveland Clinic Foundation
- Dignity Health
- Georgia Health System
- MD Anderson
- Presbyterian Healthcare Services
- Rush University Medical Center
- Scripps Health
- St. David's Healthcare
- The Ohio State University
- UCLA Health System
- VA Connecticut Healthcare
- Vidant Health
- ...and many others

Two Pre-Conference Workshops

The Patient Experience Pyramid Workshop – an H-CAHPS Improvement Strategy
Colleen Sweeney, Founder and Owner, Sweeney Healthcare Enterprises

Leading Your Patient Experience Strategy to the Next Level
Presented by Wendy Leebov, Jill Golde and Dorothy Sisneros, Leebov Golde Group
Housekeeping

• All participant phone lines are muted.
• The presentation will run 45-50 minutes with about 10-15 min for Q&A.
• Q&A will be conducted through the chat function. Please submit questions to the host for a facilitated Q&A after the presentation.
• Webinar materials and session recording will be available for all attendees. (an email will notify you when available with the appropriate link)
• A post-webinar survey will be distributed following today’s session.
A good experience of care has two dimensions – what happens to me and how I feel about my care. In this session participants will learn how to use care cards as a tool to foster meaningful conversations between patients and health professionals to tap into the emotional aspects of care. The tool ensures staff knows what matters most to each individual patient in order to personalize their care. The caregiver spends a few minutes with a patient discussing eight simple, but powerful cards and then asks the patient to prioritize them based on their personal needs. In a feasibility study using care cards with 500 patients in acute care, 96% of patients reporting that the care cards were helpful in expressing care preferences and 83% of patients reported improved care as a result of using the care cards.
Care Cards: The impact of meaningful conversation and understanding patient preference

Mandy Wearne & Janet Butterworth
Inspiration NW, UK

31 January 2013
Who are we?

Experience is our passion

Mandy Wearne MPH RN RM RHV, Dip Nursing (dist)

Janet Butterworth MSC (Clinical Management), BA (Hones)
‘Inspiring excellence in experience of care outcomes’
Inspiration NW

Founded in 2008 in the North West of England as an improvement programme; built on the principles of large scale change

Inspiration NW have become local and national leaders with a reputation for:-

• Raising the profiling and importance of experience
• Develop patient experience measures
• Understanding the insights of what makes a good experience
• Identifying and celebrating ‘brilliant basics and magic moments’
• Pilot new approaches and methodologies to support best practice
Inspiration NW

Developed following the NHS review in 2008 and the publication of the North West ten-year vision document ‘Healthier Horizons’.

Find out more about what we do »

Patient Information Forum (PiF) Annual Conference 2012
The 7th Patient Information Forum (PiF) Annual Conference will bring together experts from across voluntary, NHS, commercial and academic sectors, with the patient view of information being put at central stage.
Read more »

Adult Care Cards Filming
Click here to see the filming of the Inspiration North West: Adult Care Cards being used
Read more »

Filming of the Children’s Care Cards
Click here to view the filming of the

NHS Institute Transforming Patient Experience the essential guide

Order Care Cards

Share your Experience

Forum
Overview

What do we mean by patient experience?

What are the care cards?

How to use the care cards?

So what does the evidence say about the care cards?
What do **we** mean by experience of care?
Patient centered frameworks

• Good communication, emotional support and empathy
• Provision of reliable and comprehensive information
• Involvement in decisions about treatment and care
• Education and support for self care
• Personalization of services, co-ordination and continuity
• Attention to physical comfort and pain relief
• Attention to privacy, confidentiality and dignity
• Involvement of family and friends
• Fast access to appropriate health and advice when needed
Experience: the forgotten dimension

Two important dimensions

• What happens to me
• How I feel about the experience
SERVICE DELIVERY
• Access, waiting times, availability
• Consultation time
• Out of hours care
• Confidentiality
• Outcome of consultation

STAFF
• Expertise
• Accessibility
• Interpersonal aspects of care
• Multi-disciplinary working

COMMUNICATION
• Patient Involvement in decision making
• Information provision treatment medicines
• Understanding of patient needs
• Use of alternative means communication

RESPECT
UNDERSTANDING
EFFECTIVENESS
SAFE
COMFORT
HONESTY
REASSURANCE
SELF CONFIDENCE
Why preference is important?

Based on this information, do you know who this well-known person is?

Prince of Wales

Male
Born 1948
White British
Second marriage
Affluent
From a well-known family

Prince of Darkness
What are the care cards?
8 statements of emotional experience

1. Self Confidence
2. Respect
3. Reassurance
4. Effectiveness
5. Safety
6. Comfort
7. Understanding
8. Honesty
In playing card format
Principle aim

Improving the experience of care outcomes by fostering more meaningful conversations about a person's emotional and preferred service experience.
How to use the care cards?
INSPIRE: Facilitating change and learning collaboratively

INNOVATE: Developing new tools and techniques for feedback

INSIGHT: Working directly with staff and patients to understand and take action on what matters to patients
The care we give you is important to us....

How to use your cards

Your care experience is important to us. Please take a look at these cards and tell us which statements matter most to you.

This will help us to personalise our care to your needs while you are with us.

For more information:
www.inspirationnw.co.uk
So what does the evidence say about the care cards?
The evidence suggests patients want to feel better!

• This is as much about **HOW** they feel about the service they received (the emotional experience) as the clinical outcome they were seeking.
What does best practice look like for patients?

In 5 hospitals, 500 patient responses in one month

- Care improved in response to patients card selection 83% of the time
- 96% of patients found cards helpful in expressing preferences
- Significantly wide variance of preferences amongst patients
What does best practice look like for staff?

‘What is coming across is how professional it is making staff’

‘It feels good ...to be asking the questions and taking the time to listen’

‘Just asking a patient or a family member what is important has made such a difference’
  – ‘already resulted in a decrease in family members queuing for matron hour’
  – ‘complaints reduced’
No time to care?

Research in NZ shows shows that the most empathic clinicians have the least risk of burnout.

‘We need to hone our skills in attentive caring so was can get to the heart of patient concerns in the first few minutes, so our time is used much more effectively’

R. Youngson 2008
‘Living the values & behaviours’ pilot

Aim: demonstrate how the principles and pledges of the NHS Constitution can have an impact on the behaviours of staff and directly affect patient and staff experience every day’.

Used Care Cards to identify preferences and capture quantitative and qualitative data at points in a patients’ care pathway in 20 clinical sites
Thematic review 2011/12

Dominant finding:
‘the value of the care cards as a communication tool’
• Patients feel ‘empowered to express their care preferences’
• Patients stating that it increased their confidence

(Kitshoff & Murphy 2012)
Cognitive theories: Why do the care cards work?

- Common ground theory (Clarke 1996)
- Adaptive human interaction theory (grounding criterion) theory (Clark & Brennan, 1991)
Clarke’s (1996) theory of common ground

The notion of a grounding criterion is particularly important in considering the impact of the Care Cards. It suggests that participants in a conversation can decide to raise, or lower, the grounding criterion depending on the effort required to reach it.

Key themes: culture, context and conversation

Why do Care Cards Work?
A brief report for the Inspiration NW project exploring a Cognitive Science explanation for the Care Cards’ role as a communication tool.
How do the care cards contribute to common ground and human interaction theories?

- Act as an implicit set of “rules of engagement”. The words on the cards may give patients the confidence that they are allowed to talk about those feelings and emotions.

- Contribute to the contextual common ground in making explicit what the purpose of the conversation is.

- Allow certain things to go unsaid
In summary: what matters most?

• ‘In time’ user led capture of emotional and preferred service experience

• Enable tailored care to clearly signaled patient wishes and direction

• Consistent evidence based statements for comparative benchmarking over time
Ultimate experience question...

‘Did you get the care that mattered to you?’
Next step?..

An international social movement for change through an interactive training and learning programme?
And Introducing in Dallas.....
Upcoming Webinars

February 19, 2-3 PM ET
**Framing the Patient Experience as a Clinical Initiative**  
*Presented by Judy Taylor, RN, MSN, Director of Clinical Services, Elks Rehab Hospital*

March 5, 2-3 PM ET
**Multi-prong Intervention to Improve Patient Engagement at a Hospital**  
*Presented by Alan Dow, MD, MSHA, Lead Medical Advisor for The Frontier Project; Macy Faculty Scholar at Josiah Macy Jr. Foundation; Assistant Dean of Clinical Curriculum at Virginia Commonwealth University; Aaron Anderson, Ph.D., On-Site Training and Consultant at The Frontier Project; Affiliate faculty at MCV/VCU, Department of Internal Medicine*

March 28, 2-3 PM ET
**Kaizen for Improved Patient Satisfaction: The Experience of an Academic Cancer Center**  
*Presented by Lynn Levandowski, Administrator, and Julie Berkhof, Nurse Practitioner, University of Rochester Medical Center, James P. Wilmot Cancer Center*

April 4, 2-3 PM ET
**Playing Archimedes: Using Levers to Deliver Consistently Exceptional Patient Experiences**  
*Presented by Patrick Herson MD, Senior Executive Medical Director, Fairview Medical Center, Nancy DeZellar Walsh RN, MS, Owner & Principal, DeZellar Walsh Consulting, and Micah Benson, Senior Improvement Coach, TruthPoint*
We invite you to Join us...

The Beryl Institute is the leading community of practice for individuals and organizations committed to improving the Patient Experience. Through its efforts, the Institute:

- Engages over 14,000 members and guests from over 28 countries
- Produces two monthly e-news features *Patient Experience Newslink* and *Patient Experience Monthly*, sharing leading policy and practice around the patient experience
- Publishes 6-8 comprehensive white papers per year and offers accompanying webinars
- Supports 10 patient experience research grants
- Conducts the leading benchmarking study on the state of patient experience
- Hosts the annual Patient Experience Conference and Regional Roundtable gatherings

Become a member – join today!

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Thank you for participating!

Please keep your eyes open for a post-webinar evaluation coming soon...

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