



VIDANT[™]
Medical Center

Enhancing Patient Experience and Improving Quality of Care as a Patient Advisor

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Patient Advisor

Strategic Storytelling

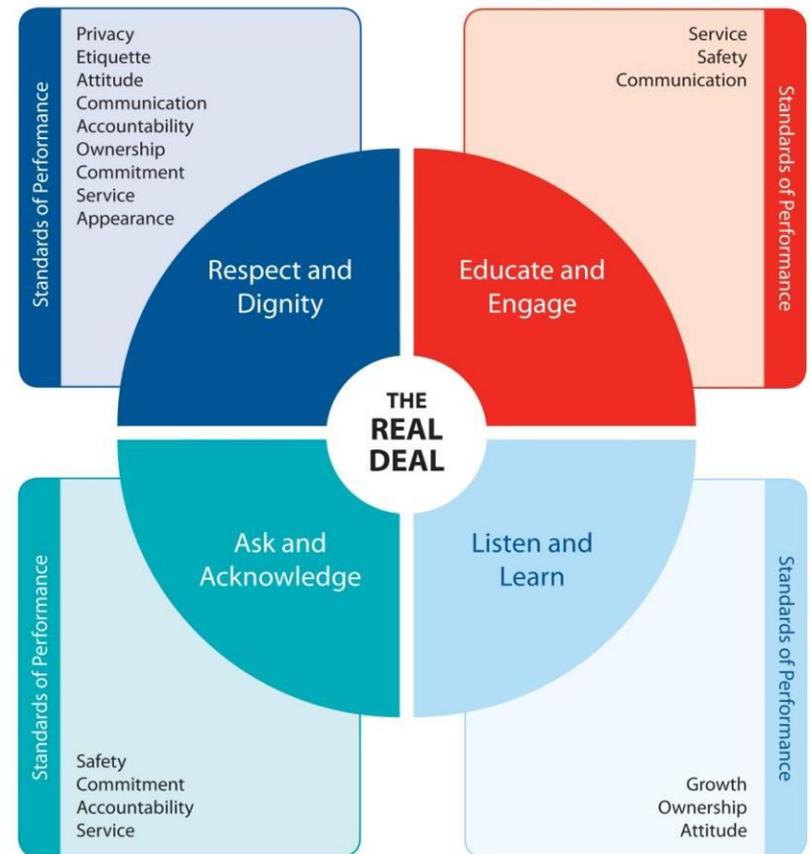


***“Facts bring us to knowledge
but stories lead to wisdom.”***

Rachel Naomi Remen

THE REAL DEAL

- **Core Concepts of Patient and Family Centered Care**
- **Collaboratively developed by patient experience leaders, HR, educators, and patient-family advisors**
- **System Wide Model**
- **Incorporated throughout employee experience**
- **Linked to Standards of Performance**



Patient-Family Advisor Contributions



Wayfinding evaluations

A detailed patient and family communication form. It includes sections for "TODAY'S DATE" (S M T W T H F S), "YOUR HEALTH CARE TEAM" (with icons of a doctor, nurse, and family), "ROOM #", "ROOM PHONE #", and "UNIT PHONE #". Below these are sections for "PATIENT AND FAMILY QUESTIONS", "SPECIAL INSTRUCTIONS", and "GOALS AND PROGRESS". A central section titled "PAIN CONTROL IS OUR GOAL: TELL US HOW YOU FEEL" features a visual scale from "NO PAIN" (1 smiley face) to "WORST PAIN I CAN IMAGINE" (5 sad smiley faces). It also includes an "Emergency Response Team | 847-2223" section and a "PATIENT AND FAMILY INFORMATION CONTACT NAMES AND PHONE NUMBERS" section.

Developed transparency and patient communication tools



Plan and review marketing strategies



Ongoing participation on facility design teams

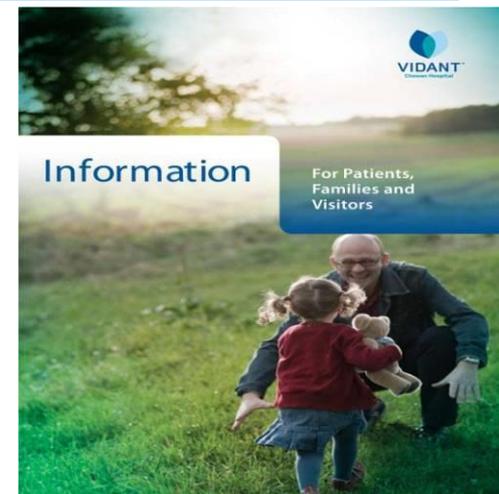


Reviewed by patients and families

Vidant Health promotes and supports an approach to care that puts the patient and family at the center of the care team

A circular logo with the letters "OK" in the center, a checkmark, and a pencil stroke around the perimeter.

Review of educational materials



Patient-Family Advisor Work

- **AHRQ toolkit review (hospital guide to engaging patients and families)**
- **Patient portal design team**
- **Leadership interviews for key positions (e.g. Hospitalists, Chief Medical Officer, Chief HR Officer, patient care administrators)**
- **Performance improvement in patient safety work**
- **Facility design and way-finding committee members**
- **Faculty for staff education programs**
- **Safety Rounds Liaisons**
- **Quality Improvement Board presentations and membership**
- **Patient Experience mapping participants**

- Falls with harm
- CAUTI
- Skin Breakdown
- Medication Errors
- Ventilator Associated Events
- CLABSI
- Pain Management



Patient Safety



Safety Summit
Serious Safety Event Panels
Safety Rounds



Our Outcomes

- Top 20% HCAHPS performance in all dimensions of care
- 83% reduction of serious safety events
- 62% reduction in hospital acquired infections
- 2012 McKesson Quest for Quality Prize Citation of Merit: *“Vidant Medical Center epitomizes patient and family-centered care by not only including patients and their families during the care process, but also in all aspects of hospital operations and improvement activities.”*
- 2012 UHC Quality & Accountability Study: Top-ranked performer for patient centeredness
- 2013 John M. Eisenberg Patient Safety and Quality Award-Local
- 2013 Magnet recognition
- Sigma Theta Tau International Award for Strategic Storytelling
- Institute for Patient and Family Centered Care Better Together Exemplar Hospital