



Institute for
Healthcare
Improvement

Glasgow, Scotland

Leadership Breakout

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LS3 Leadership
Breakout

Lone Nut video

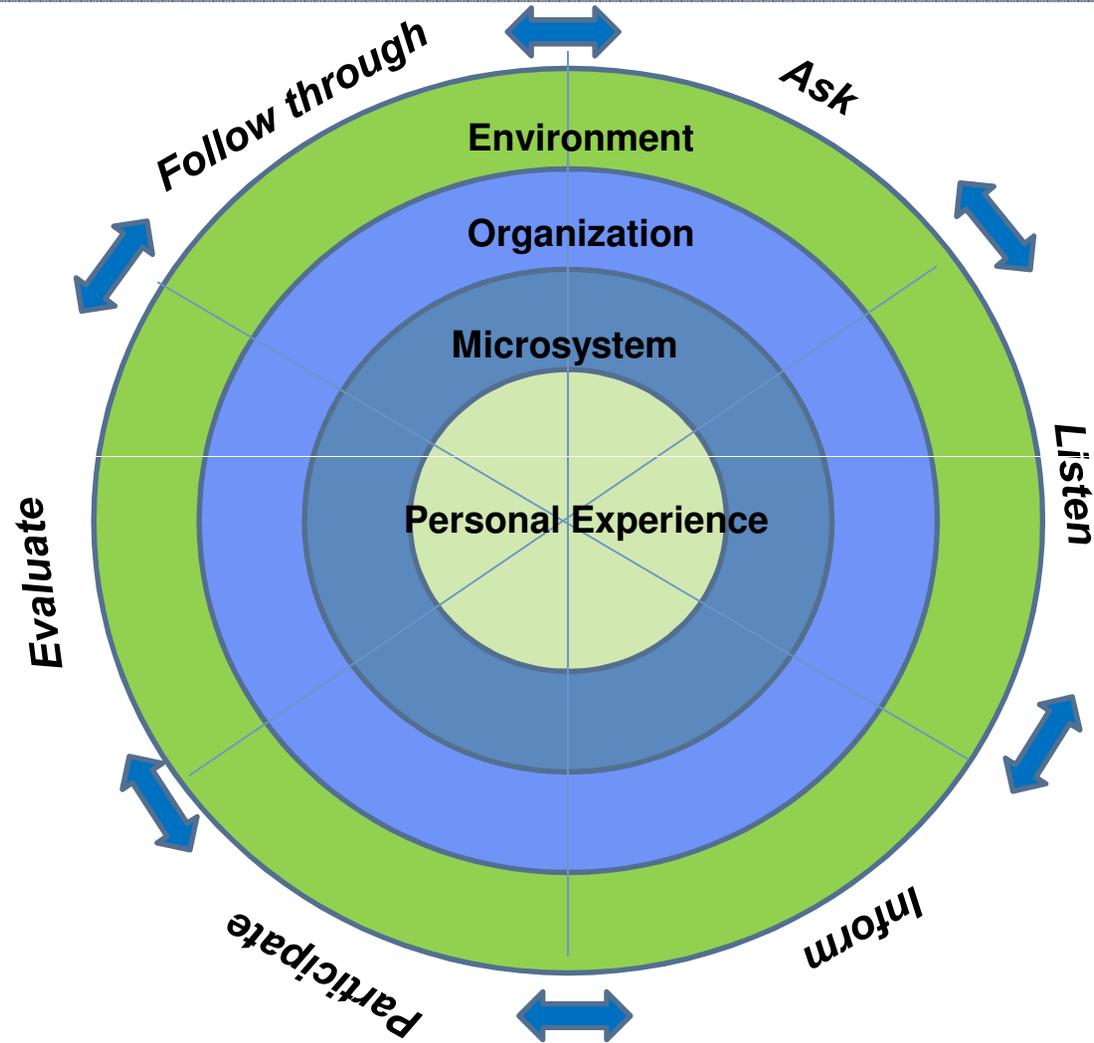
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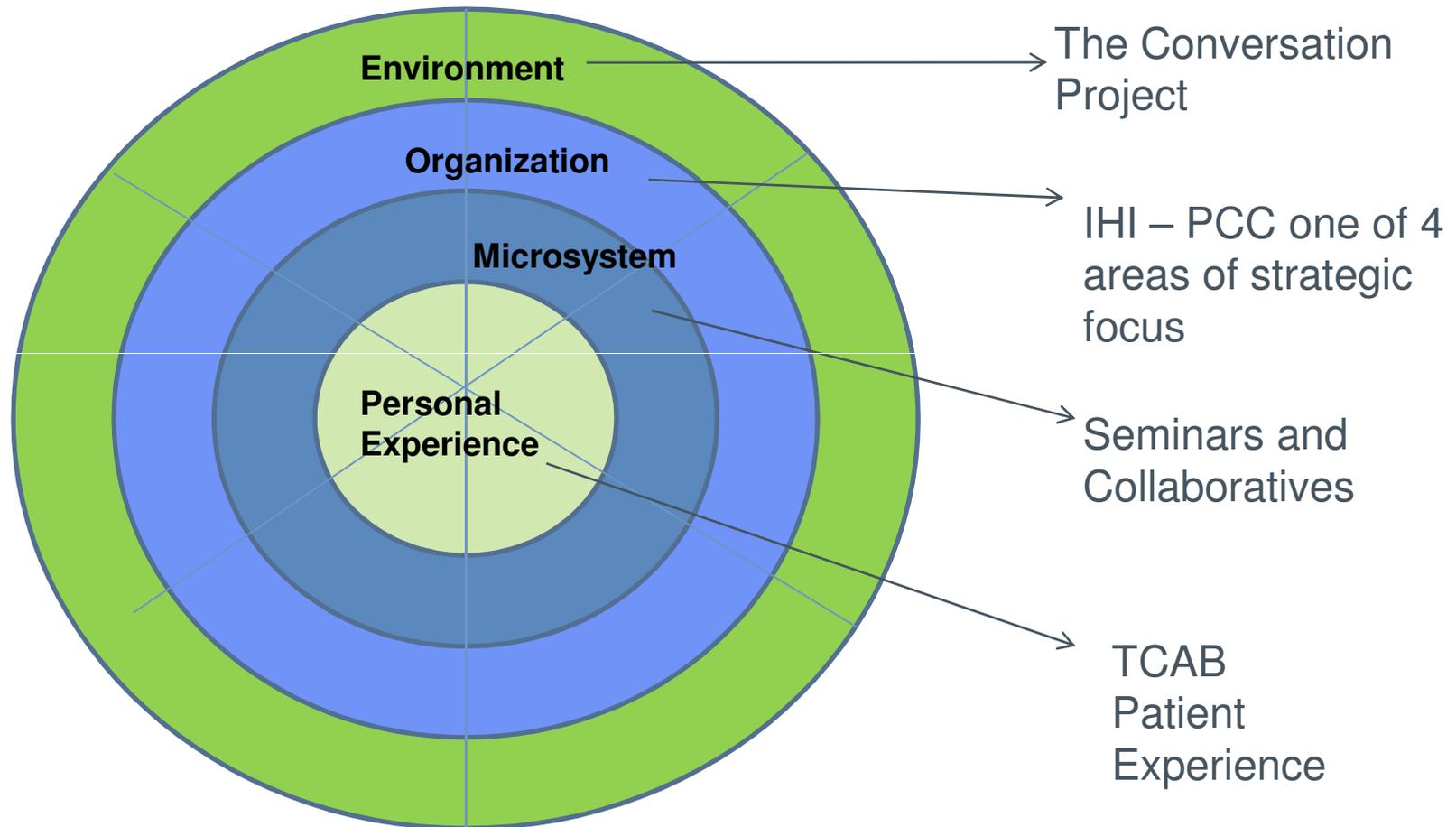
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- Don't do more.
 - Do better.



Framework for Public and Patient Engagement



The Framework



	Techniques	When it's Useful
Asking and Listening	<ul style="list-style-type: none"> • Conversations • Soliciting preferences, wishes • Focus groups • Surveys • Panels • Town meetings 	<ul style="list-style-type: none"> • When the purpose is to listen • When there is no commitment to do anything • When an initiative is being shaped
Informing	<ul style="list-style-type: none"> • Fact sheets • Websites 	<ul style="list-style-type: none"> • In a crisis • When the issue is simple
	<ul style="list-style-type: none"> • Media campaigns • Resource centers • Patient Portals 	<ul style="list-style-type: none"> • When a decision has already been made • When there is no opportunity to influence the outcome • When factual information is needed to describe a program/policy/process
Participating	<ul style="list-style-type: none"> • Priority setting • Ranking • Voting 	<ul style="list-style-type: none"> • When there is a capacity for the public to shape initiatives/programs/ policies • When the public has accepted the challenge of developing solutions • When there is agreement to implement solutions/ improvements



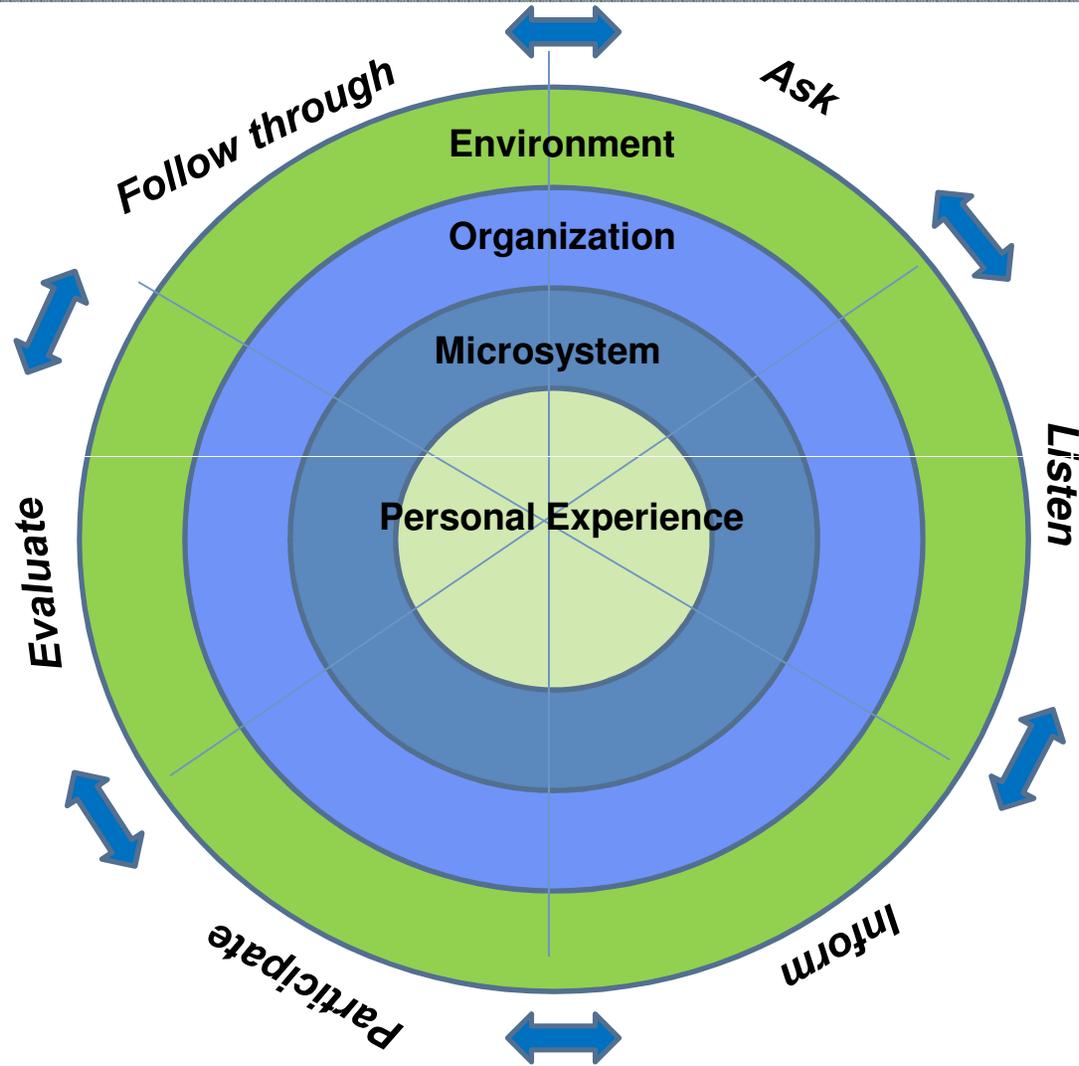
Culture of Safety Enhanced

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- Engaging patients at the bedside enhances all safety protocols.
- Engaging families extends safety to the home.
- Engaging Patient/Family Advisors in planning saves time and precious resources.



Where does your work fit



Leadership: Your Team

10 Questions to ask **before** you engage with patient advisors:

1. What is your aim in engaging patient advisors?
2. How will you know if you are achieving your aim?
3. What role will the patient advisors play?
4. What is the best mechanism to achieve your aim?
5. How many patients do you need to engage and when?
6. Who are the right patient advisors?
7. Who will support the patients within your organization?
8. What resources do you have to support patient engagement?
9. How and when will you evaluate the engagement?
10. How will you record and share your learnings?



Using An Engagement Continuum

Inform, Consult, Involve, Collaborate, Empower....

An engagement
continuum helps you
to...

Articulate your aim

Choose your
methodology

Manage expectations

Keep your promise

Adapted from: International Association of Public Participation



Inform, Consult, Involve, Collaborate, Empower...

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and or solutions.

Websites, fact sheets



Engagement Framework:

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Focus groups, public meetings



Consult, Involve

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.



Inform, Consult, Involve, Collaborate, Empower...

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Inform, Consult, Involve, Collaborate

Collaborate

To partner with the public in each aspect of the decision-making including the development of alternatives and the identification of the preferred solution.



Inform, Consult, Involve, Collaborate, Empower...

Empower

To place final decision-making in
the hands of the public.

Citizen Juries, Voting



What kind of engagement is this?

You invite some patient advisors to sit on a committee on end of life care

You invite patients to a new Heart Health Resource Centre you have just opened in your hospital

You ask some patients to decide where you can trim 250,000 pounds from your budget



Where does your work fit?

Inform

Consult

Involve

Collaborate

Empower



Leadership: Patient Advisors

- Preparing patient advisors to be successful...BEFORE the engagement:
- Recruitment
- Orientation(s)
- Context and background
- Plain language
- Logistics
- Support



Leadership: Patient Advisors

- Preparing patient advisors to be successful during the engagement:
- Contact person
- Appropriate introductions
- Integrate them as appropriate
- Acknowledge them
- Thank them



Leadership: Patient Advisors

- Preparing patient advisors to be successful **after** the engagement:
- Check in with patient advisors
- Check in with providers
- Formal evaluations
- Close the loop
- Knowledge transfer/share the learnings



What will you do next Tuesday

- With whom might you collaborate
- Who holds power?
- How will you identify people with shared goals?
- What is your first call?



Transformative Learning

- Not spontaneous (requires work and discipline)
 - Creates new meaning to life, events, facts, interactions with others
 - Results in change in perception; knowing which requires different action or structure
- What is the learning that creates a new habit of mind?
 - Change perspectives and paradigms
 - Challenge and validate assumptions
 - Critical self-reflection
 - Include and integrate experiences



Transformational Learning: 1st Reflection

- Think of a time in your life (situation or incident) where you were vulnerable.
 - Where were you?
 - Who was involved?
 - What happened?
 - What made you feel vulnerable?
 - Make note of your feelings
- What advice did you or would you have liked to give those who influenced your experience?



Transformational Learning: 2nd Reflection

- Think of a time in your life when someone provided you genuinely *“helpful”* help.
 - What was your experience?
 - What did you feel?
 - Describe the characteristics of *“helpful”* helping

- Think of a time when someone provided you some *“not-so helpful”* help.
 - What was your experience?
 - What did you feel?
 - Describe the characteristics of *“not-so helpful”* helping

