

Patient Advisor Welcome Workshop

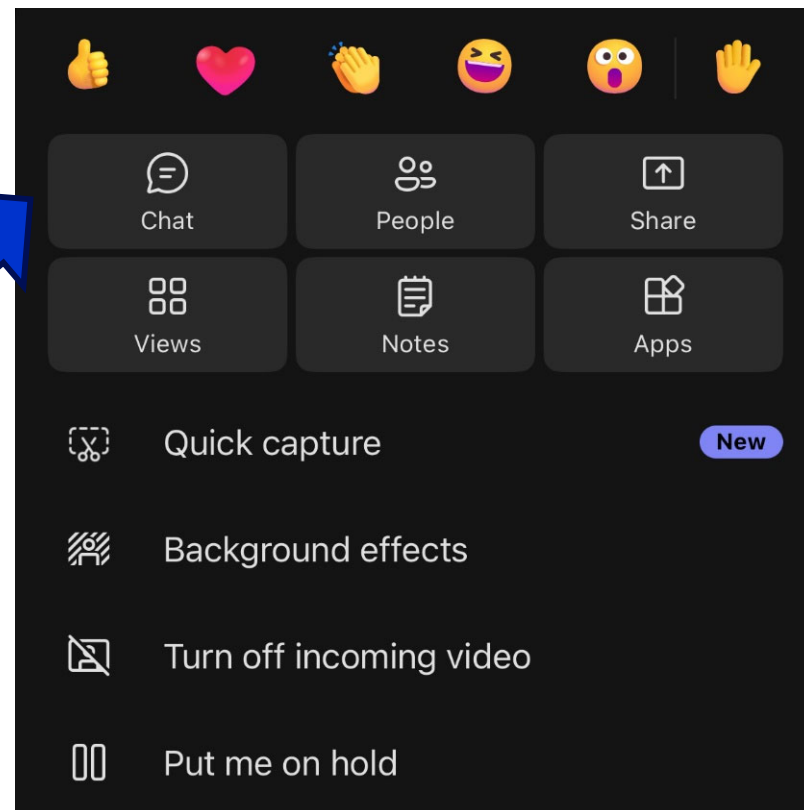
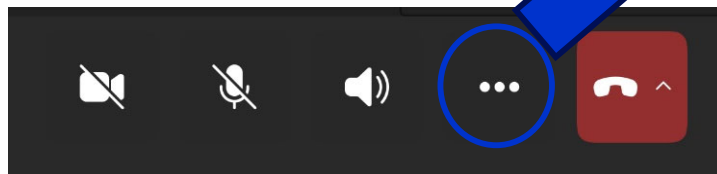


Using Microsoft Teams

Computer View:



Mobile View:



Orientation Objectives

Introduction to PERC & Patient Advisor Program

HFH Orientation

Patient Advisor Role & Responsibilities

Storytelling

Next Steps



What is PERC?

PATIENT ENGAGED RESEARCH CENTER

PERC started in 2014 when Henry Ford was chosen to participate in a groundbreaking research study to improve the outcomes of patients. HF saw the value of this program, so when the grant funding ended, the system leaders adopted the program and provided us system funds to remain active. Today, the program has over 400 active patient advisors



Meet the PERC Team

Patient Advisor Program



**Dana Murphy, BS
PERC Project Manager**



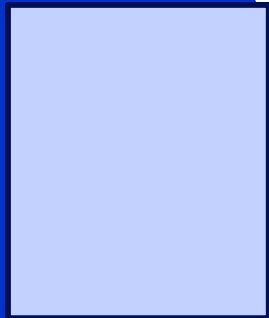
**Leah Copeland, BA
PERC Project Manager**

Research

**Dr. Sara Santarossa, PhD
Scientific Director of PERC**



**NEW TEAM MEMBER
COMING!
PERC Epidemiologist**



**Ashley Redding, MPH
PERC Epidemiologist**



**Maya Zreik, MPH
PERC Epidemiologist**



Henry Ford Health Orientation

Patient Engaged Research Center
Henry Ford Health

HENRY FORD HEALTH SM

Mission

We improve people's lives through excellence in the science and art of health care and healing.

Vision

We will be the trusted partner in health, leading the nation in superior care and value -- one person at a time.

Values

Compassion: We provide a heartfelt experience to every patient, member and each other.

Innovation: We continuously pursue what's possible through research, education, clinical and operational excellence.

Respect: We honor the commitment to our communities by acting with integrity, courage and inclusion.

Results: We reliably deliver on our promise to be leaders in safety and affordability, ensuring the health of our communities.

Health Insurance Portability and Accountability Act (HIPAA)

What is confidentiality?

- The Advisor has an obligation to refrain from talking about information learned while serving as an Advisor, without consent.

What kind of information is confidential?

- Patient information
- Medical chart
- Patient complaints re: care
- Patient history
- Social worker interview
- Reports of child/adult abuse
- Patient billings



*HFH is a **smoke-free**, **drug-free**, **alcohol-free**, and **weapon-free** organization.*

All facilities, including the parking lot.



Henry Ford Health Safety Policy:

A visitor may be restricted from HFH's campus for threats or acts of violence towards a patient, another visitor or HFH employees, disruptive behavior, carrying any type of weapon, use of transporting illegal substances to the patient, or presenting to HFH impaired.

Termination of Services

We reserve the right to terminate a Patient Advisor if such action is in the best interest of the hospital and/or the volunteer.

Termination could result from:

- **Excessive absences**
- Failure to comply with rules and regulations outlined in this orientation presentation and the Patient Advisor Code of Conduct
- Inability to function in a professional and responsible manner
- Behavior which is deemed as inappropriate

Patient Advisor Orientation

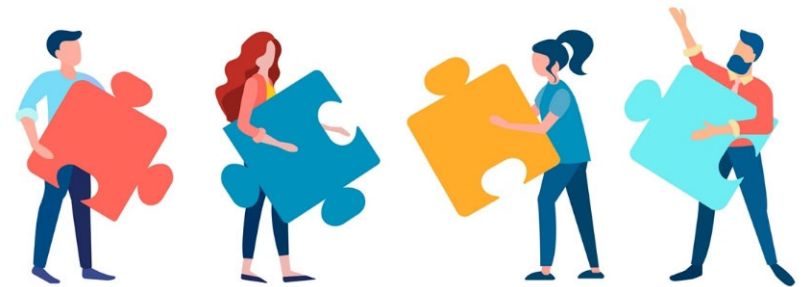


Who is a Patient Advisor?

- Patients and their family members
- People willing to contribute their own patient experience to the conversation

What do Advisors contribute?

- Knowledge
- Experience
- Passion
- Patient Perspective



GOAL: Improve the healthcare experience for yourselves and others

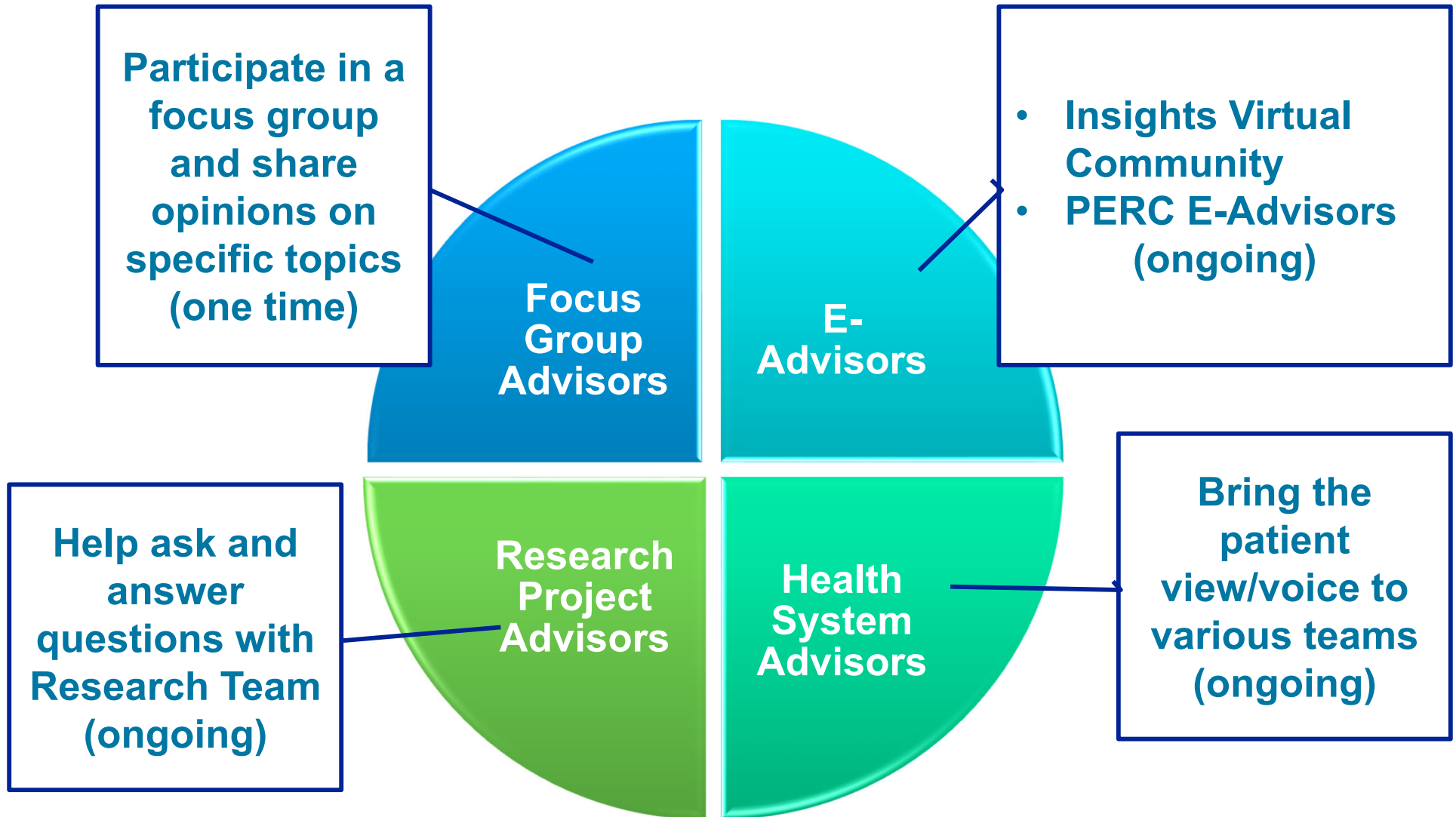


★ Benefits to Being a Patient Advisor

- *Helping out the next patient*
- Gain a better understanding of the healthcare system
- Appreciate being listened to and having your opinions valued
- Become an active participant in healthcare improvement
- Develop close relationships with team members
- Gain new skills (facilitating groups, listening skills, telling your story)
- Working side by side with Henry Ford staff



Patient Advisor Categories





Patient Advisor Categories

Examples

Example:

- Henry Ford Marketing Rebranding
- One time meeting
- Facilitator asks questions, group of advisors has discussion
- Provided feedback on new HF name and branding



Example:

- Diabetes Research Project
- Meets virtually monthly
- Eligibility: must be diabetes patient

Focus
Group
Advisors

E-Advisors

Research
Project
Advisors

Health
System
Advisors

Example:

- MyChart Survey
- Questions like- How often do you use mychart, what are the barriers
- Results are then used to understand and improve mychart experience by patients

Example:

- Cancer PFAC
- Meets monthly (in-person & virtual)
- Eligibility: cancer patients, survivors, caregivers
- Purpose: Process improvement specifically within HF Cancer/Oncology



Characteristics of an Effective Advisor



Patient Advisors are:

Solution-oriented

Helpful

Active Listener

Respectful

Effective Communicator



S- Solution-oriented



IDENTIFY **PROBLEMS**
BUT GIVE POWER
AND ENERGY TO
SOLUTIONS

H- Helpful





A- Active Listener



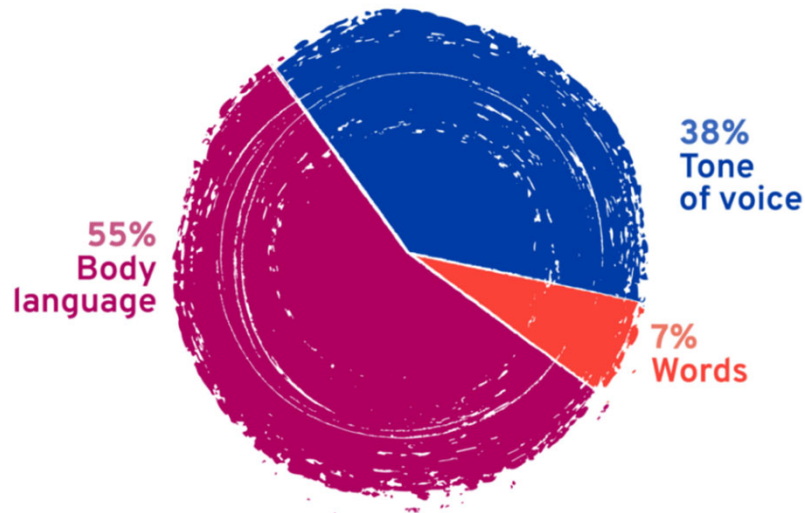
R- Respectful

1. Be Direct or matter of fact
2. Express your Concern
3. Express your Appreciation
4. Not Personal, hostile, or put-down
5. Caring, clear, focused on improvement

E- Effective Communicator



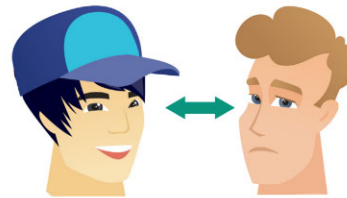
HOW IMPRESSIONS ARE FORMED



COMMUNICATION STRATEGIES

Aspects of non-verbal communication

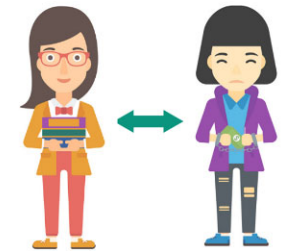
These aspects vary across cultures. Awareness of the cultural norms in your context will help you communicate more effectively.



Eye contact



Gestures



Personal space



Posture



Facial expressions



Physical contact



Do's & Don'ts

At council/committee meetings

DO

- Stay on topic
- Remember you are representing all patients at meetings
- Actively participate in meetings
- Share medical experiences relevant to the discussion without identifying someone else's private health information

DON'T

- Share someone else's medical experiences without their permission
- Bring up unresolved healthcare issues that are **not relevant to the conversation** (ie. An unpaid medical bill)
- Bring politics, religion, or other sensitive topics to the discussion unless it is relevant

Sharing Your Story ★

- Sharing your story in **an effective way** is a very important tool.
- You will have to **introduce yourself** many times throughout your time as an advisor- think of it as an “elevator pitch”.
- **Items to include in your story:**
 - Name
 - Why did you want to be a part of this program? (brief)
 - Relevant experience or qualities you’ll bring to your Patient Advisor role (brief)
 - End your pitch with 1 sentence: I hope to contribute by...

Your story should be short and sweet but with just enough information about yourself so that people listening feel they know you a little better and want to know more. Aim for 90 seconds or less.



-

Required Forms: Consent Form



- Signed consent to participate in the program
- On the consent, you **the Patient Advisor Program will be referred to as a “Research Project/Study”**
- A video and written Q&A are available
- Consent is **required** by Henry Ford Health policy

Documents

Forms below require your electronic signature.

- **Consent Form**

- *I consent to participation in the Patient Advisor Program*

- **Demographics Form**

- *This information helps us know the overall demographics of our patient advisor pool*

- **Photo Release Form**

- *Gives permission for HFH to take photos for internal use (newsletters, e-blast, etc.) We like to photograph our events and share with our team and patient advisor pool*
- *Please personally let PERC know if you do not sign*



Documents

- **Patient Advisor Code of Conduct**
 - *Explaining the responsibilities and standards of patient advisors*
 - *Does not need to be signed*



Patient Advisor Liaison (PAL)

- PA Liaison is the link between Patient Advisors and HFH on a given topic/project.
 - Communication with you on committee/council
- PA Liaison will create agendas and bring relevant topics to meetings for discussion.
- Check-in with you after meetings to make sure everything is going well.



So, you have a question?



Placement-related questions

Project
Timeline

Project
Scope

Project
Assignments

**Patient Advisor
Liaison (PAL)**

All Other Questions

Recruitment
Questions

Feedback on
your PAL

Training/
Education

PERC

PERC's commitment to you...

Advisor support

Regular communication and engagement

Networking opportunities

Ongoing contact with your assigned PAL





Thank you for volunteering your time to help improve the health care system!

PATIENT ENGAGED RESEARCH CENTER



Contact Info

Patient Advisor Program:

PERC@hfhs.org

(313) 874-6243