Effective Patient Engagement Strategies in the Post-COVID Era

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April 29, 2021
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How Do I Advance our PX Engine When My Caregivers Are Overwhelmed?

Connecting Patient and Caregiver Experience

How Are You Adapting Your Leadership of Patient Experience in these Challenging Times?

The AACN reports that main contributors to nursing shortage are:

- **Retiring nurses** or those leaving the profession
- Aging population is **increasing the level of care** patients require
- A **nursing faculty shortage** capping pre-licensure admission capacity
- **Nursing burnout**

Kaiser Family Foundation reports that **younger frontline health care workers** (those under age 30) seem to be the hardest hit, with three quarters (75%) reporting that the pandemic has had a negative impact on their mental health, and nearly as many (69%) saying they feel “burned out.” (1)

Is Patient Experience an Intrinsic Reward or External Stressor?

Depends on Your Perspective

Connecting with Patients Is

Intrinsic Reward
• What I’ve missed most during COVID
• I can see now how important family is to great care
• I just want to ease my patients’ suffering and loneliness
• They can’t even see my face

Stressor
• I don’t even have time to go in the room
• Don’t ask me to do one more thing
• I can barely get the essentials done
Start with Heart

Emphasize what is going right – and how to do it more often

From: “Begin with Trust,” by Frances Frei and Anne Morriss, May-June 2020
Build a Connection in 56 Seconds

56 Second Connection
COVID Lesson: Family ARE Members of the Care Team

Create spaces and places for family to connect to care

“The inpatient world has become more complicated, and it is harder to align. This Zoom meeting accomplished the bridge”

Zoom Family Meeting Thomas H. Lee, M.D. NEJM 384;17 nejm.org April 29, 202

Bedside Shift Report

• Scheduled time for updates/input
• Alignment with patient priorities
• Reinforce personal connection

Communication Boards
Creating Safe Spaces

- Safe spaces for patients and caregivers to connect
- Safe spaces for team members to connect
Reinforce What is Right with Comments
How Leaders Advance Change Through Culture

PRIMARY EMBEDDING MECHANISMS

- What leaders **pay attention to**, measure and **control on a regular basis**
- How leaders **react to critical incidents** and crises
- Observed criteria by which leaders allocate scarce resources
- **Deliberate role modeling, teaching and coaching**
- Observed criteria by which leaders allocate **recognition, reward and status**
- Observed criteria by which leaders **recruit, select and exit talent**

SECONDARY EMBEDDING MECHANISMS

- Organizational **design and structure**
- Organizational systems and procedures
- Organizational **rites and rituals**
- Design of physical space
- **Stories, legends about people and events**
- Formal states of organizational philosophy and values.
5 Things to Remember

• Caregivers want to connect with patients
• We have time to make a connection
• Use process to consistently involve family in care
• Leaders can have tremendous influence by emphasizing the positive
• We reinforce culture with coaching, recognition and stories