



PACO

Patient Advisory Committee

Newsletter Fall 10
Volume 3 Issue 2

Patient Centered Outcomes Initiative (PACO)
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Summary of March 26, 2010 meeting

Nipa Patel from Ambulatory Medicine spoke about the Patient First Program. The vision of the Patient First Program is "to deliver the highest quality care in each enterprise ambulatory setting in a manner that consistently provides the best ambulatory patient experience." The goals include improving the patient ambulatory experience (both patient satisfaction and operational standards and service consistency), strengthening the ambulatory brand of BWH, enabling other ambulatory initiatives and facilitating network expansion.

This process began with Brigham and Women's Hospital surveying primary care and specialty practices in April 2007. They send out 60,000 surveys a year. The answers are also used to create a priority index. They found that the themes of sensitivity, courtesy, and friendliness were most important to patients. Once the hospital gets the surveys and identifies themes, they are sent to specific clinics that are then responsible to remedy the problems.

The Ambulatory Council was created in April 2008 to create and oversee the development of a comprehensive strategic plan. The Ambulatory Council planned to disseminate data and create awareness of patient feedback in comparison to peers, have a 75th percentile rank for patient satisfaction in two years, utilize data to identify areas for improvement, launch Patient First Campaign and initiatives and provide support to practice teams that are working on local improvements.

The specific goals of the Patient First Program are delivery of high-quality and safe care, respect and dignity to all patients and families, and excellence in customer service and communication. The Patient First Program consists of several different phases. Phase 1 is Foundations, which consists of inventory and consolidation of job codes, job descriptions, and position qualifications in order to build a

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Summary of March 26, 2010 meeting (Continued)

framework for hiring the right employees into the right positions. The second phase, Academy, is to define behavioral and operational standards for ambulatory staff and enhance the customer service training program to educate staff and providers. Communication, Comfort and Cleanliness are Phase 3 which is to establish a standard around communicating wait times to patients and reception area comfort and cleanliness. The fourth phase is to establish a standard around communicating test results to patients. Hopefully these four initiatives will help increase overall patient satisfaction.

When the Patient First Program began, the survey results were in the 44th percentile, after one year they were in the 78th percentile. In order to continue to improve quality and safety we need to listen to patients, create standards around practices, make investments in changing operations and culture, and engage in frontline staff and providers.

