

HOW TO ENGAGE PATIENTS AND FAMILIES: CANCER CARE ONTARIO'S 5-STEP APPROACH

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BACKGROUND

- Person-Centred Care was identified as a strategic objective at Cancer Care Ontario (CCO) in 2012.
- Patient and family engagement is an evidence-based tactic to practice person-centred care.
 - Directly linked to reduced length of stay^{2,4}, dramatically fewer diagnostic tests and referrals,^{1,3} improved patient safety,² and increased self-care,² all of which imply better recovery^{1,3} and reduced costs.^{1,2,3}
 - Patient and provider satisfaction and patient outcomes also shown to be improved.²⁻⁵

OBJECTIVE

- To pilot CCO's 5-Step Approach to Patient Engagement (see toolkit, at bottom centre) internally prior to disseminating the toolkit within Regional Cancer Programs province-wide.

METHODS

- **Data Source:**
 - Online survey to evaluate extent of uptake patient engagement at CCO
 - Administered following department-specific interactive sessions to introduce patient engagement.
 - Key informant interviews with CCO employees currently engaging patients/family members to evaluate impact and barriers to patient engagement.
- **Population:**
 - Surveyed all CCO employees who attended an interactive session on patient engagement.
 - Interviewed consecutive convenience sample of CCO employees currently engaging patients/family members.
- **Analysis:**
 - Used NVivo v. 10 and Microsoft Excel 2013 to:
 - Group survey responses to quantitative questions,
 - Thematically categorize survey and interview responses to qualitative questions, and
 - Identify quantitative and qualitative data symmetry.

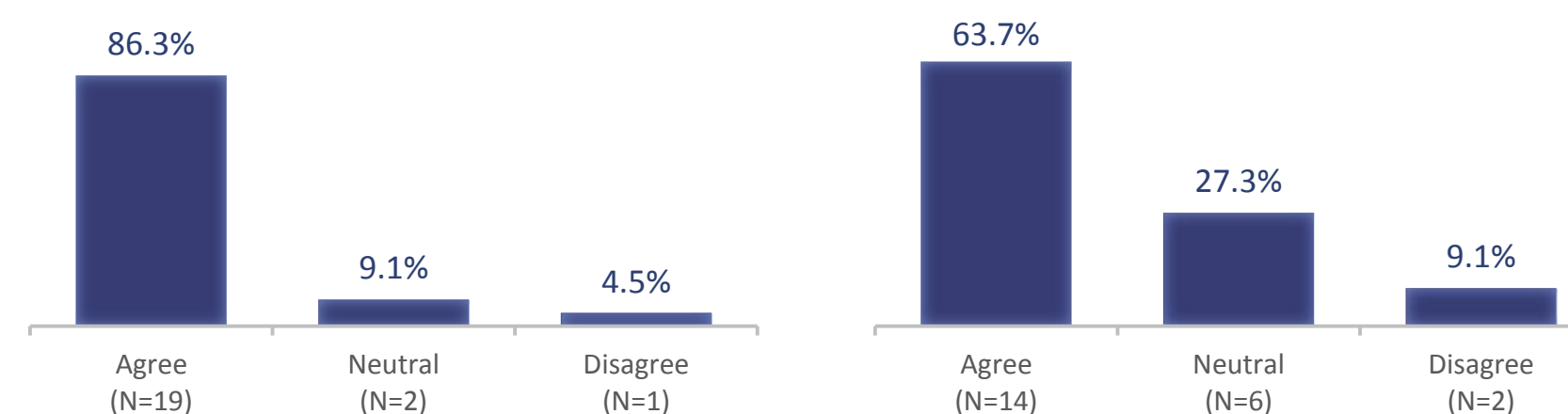


"We at CCO are quite good at engaging experts in our work...it's about changing the scope of who an expert is and it's important for a patient/family advisor to be considered one of those people."

RESULTS

- Most employees (86.7%; n=19) understood the value of engaging patients/family members in their work (Figure 1), and acknowledge that:
 - Our service efficiency impacts patients,
 - Patients/family member involvement enriches our plans,
 - Patients/family members are stakeholders for change, and
 - Incorporating change driven by patient input in turn drives our success.
- After an introduction to the Patient Engagement Toolkit, the majority of employees (63.7%; n=14) felt willing and able to start engaging patients/family members (Figure 2).
 - Increase (71.4%; n=14) in knowledge of the number of ways to engage patients, including: engaging patients/family members as members on committees, working groups, focus groups, recruiting patients/family members to speak at events, using patient/family members quotes or stories, etc..
 - Demonstrated interest in how other departments were engaging patients, and
 - Wanted to understand the current involvement of patients/family members at CCO.

Figure 1: Agreement with the Value of Engagement Figure 2: Willingness to Start Engaging



PATIENT ENGAGEMENT AT CCO: THE 5-STEP APPROACH

- This toolkit is designed to provide you with:
 - A simple step-by-step approach to patient engagement at CCO,
 - An understanding of your roles and responsibilities in the patient engagement process, and
 - Tools, guides, forms and templates to assist you in planning and implementing patient engagement activities at CCO.



DISCUSSION

- Following 6 interactive sessions across 7 departments with 184 CCO employees, a total of 138 instances of patient engagement occurred or are ongoing within 1 quarter.
 - 70 patient and family advisors embedded on system-level committees
 - 68 unique engagement activities with patient and family advisors
- Employees who claimed to disagree with the value of patient engagement were instead unsure of the relevance of patient engagement to their work.
 - Belong to departments with indirect patient impact (e.g., Finance, Communications, Procurement), and
 - Actively requested support (e.g., department-specific education, examples of patient engagement in other departments, tailored training and consultation) to understand how to embed person-centred care in their work.

WHAT'S NEXT?

- Launch organization-wide eLearning module on person-centred care to establish baseline understanding of philosophy and Patient Engagement 5-Step Approach
- Disseminate tailored learning to Regional Cancer Programs
- Design and disseminate Person-Centred Care Mentorship Program across all departments; specialized training to be provided to all mentors.

REFERENCES

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