THE NEW COMPETITIVE EDGE FOR HEALTHCARE

29 SEPTEMBER 2020  l  ONLINE VIA LIVE CONFERENCE STREAM

#PX2020
RE-IMAGINING HEALTHCARE FOR EXEMPLARY PERSON-CENTRED CARE

INTRODUCTION

The Patient Experience is more than just offering good service and receiving good ratings. It's about achieving the delivery of CARE in the eyes of patients, families, and healthcare professionals.

The Focus Group's Patient Experience Event is designed to bring together those who are passionate about, invested in and tasked with improving the Patient Experience – Organizations, Executives, Clinicians, Administrators, Patient Advocates and Healthcare Providers of all backgrounds. The inspiration for this conference comes from the very personal experiences of the Directors of The Focus Group, David and Maggie Wheeler. They experienced first-hand how poor communication between healthcare practitioners contributed to the untimely death of their loved one, Michael. His death might have been avoided. At The Focus Group we are aware that when health care professionals and patients have a conversation there is always an exchange of language. Unfortunately, communication, where both parties leave with the same understanding of what transpired, does not always happen. Patients may leave feeling their healthcare providers disregarded what they and their family members tried to tell them. In our situation had the nurse and the psychiatrist truly heard what our family was truly saying they may have realized what their patient, Michael, what telling them was not the true situation. They may have been able to take action to prevent the tragedy that followed. As with so many other families, Michael’s death impacted his whole family.

The Focus Group and The Wheelers are now focusing their resources on The Patient Experience to make the unavoidable experience of health care better for patients and for those who choose the path of providing essential services for them. Health care organizations and professionals need to succeed in delivering the Patient Experience. To do so they must re-imagine how to achieve exemplary person-centered care. The healthcare landscape continues to rapidly shift. Patients and their families want to be involved in the care of themselves and their family members in ways they choose. They want to be heard. They want their concerns addressed promptly. In essence, they want and need every point of care, every moment of their journey to be incorporated so their healthcare organization can deliver fantastic service. Hospitals, healthcare organizations, and healthcare providers want to deliver fantastic service while at the same time providing quality clinical outcomes.

Join us for this transformational event where the most influential physicians, MedTech start-ups and health professionals from across the globe will show you how you can improve your delivery of The Patient Experience to your patients, their families, and your staff so all may experience better CARE when delivering healthcare.

We will explore:
- Driving service excellence and quality care
- Achieving cultural transformation at Board-Level
- Employee engagement to improve patient experience. Successful strategies in engaging staff improvement. Accountability: holding yourself and employees accountable to service standards
- Leadership and HRO’s (High-Reliability Organisation)
- The future of healthcare.

Through this event, you will gain exposure for your company and enjoy excellent networking opportunities. You will learn which technologies and innovations are improving the patient experience with some of the leading clinics and healthcare providers. Our speakers will inspire you with practical outcome-based thinking methods and you will learn from international thought leaders which innovations they are implementing to improve their healthcare services. Lastly, our vendors will give you excellent opportunities to try new technology solutions which you can take with you to take a step closer to patient experience success.

Customers today are more demanding than ever before. They want personalization, immediate resolution of their concerns, and they want to be heard and understood. The same logic applies to the "patient."

COME AND FIND YOUR LIGHT BULB MOMENT.

** Read more about Michael’s story and the inquest that followed: https://www.birminghammail.co.uk/news/midlands-news/man-mental-health-problems-killed-15521469
THANK YOU TO ALL OUR SPONSORS.
#PX2020 AGENDA

EVENT REGISTRATION
08:00 - 08:30

REGISTRATION & OPENING REMARKS

EVENT CHAIR
08:30 - 08:45

STRATEGIC CX LEADERSHIP - BEYOND TACTICAL THINKING

DR. MOHAMED LATIB
Founder & CEO
CX University

#PX2020 www.customerexperienceworld.com
Accreditation is the process of external, outside experts to conduct a review of the hospital or clinic to validate existing quality, patient safety, patient-hospital interaction and other applicable standards and to improve the medical and non-clinical services provided to patients and accompanying persons.

The presentation will address the following topics and defines respective roles and responsibilities to ensure high-quality services from medical service providers’ side and to support transparency, ethics, communication, and continuity of care for patients worldwide.

- Why do we talk about PX?
- 2020 patients’ medical and non-clinical needs
- Patient satisfaction versus patient experience
- What is accreditation?
- What is the impact of accreditation on quality of healthcare services and PX?
- How do accreditation standards support the organization’s every day PX work?

Examples from an accreditation program
- How to measure PX as part of accreditation activities?
- Looking into the crystal ball: PX in 2030 – personalized medicine via AI, robots and tracking devices?
Delegates will have the choice of two streams over the event - two will be run before lunch and two directly after lunch.

**MORNING STREAM**
10:15 - 13:15

**AFTERNOON STREAM**
14:00 - 17:00

The two sets of streams will run in parallel so you can choose which stream you wish to attend either before the event or during. Each stream will provide practical insights and outcomes.
PATIENT EXPERIENCE AND CULTURE FOR CARE

10:15 - 13:15

EVENT TOPICS

• Driving Service Excellence and Quality Care
• Achieving Cultural Transformation at the C level
• Employee Engagement to Improve patient experience. Successful strategies in engaging staff improvement
• Accountability: Holding yourself and employees accountable to Service Standards
• Leadership and HRO’s (Highly Reliable Organisation)

STREAM CHAIR

JANET BIEDRON
President
Patient Experience Academy
QUALITY TOOLS AND TECHNIQUES TO IMPROVE PATIENT EXPERIENCE

Improvement Science can be harnessed to improve the patient experience. Learn how to use proven QI tools and techniques to drive improvements that are designed for your patients in your facility.

Objectives:
- Identify 4 QI tools for the design, implement, and spread of patient-focused improvements
- Identify how to engage the patient in improvements

HRO’S AND THE IMPACT ON PERSON- AND FAMILY-CENTERED CARE

According to the Institute for Healthcare Improvement (IHI), the next five years will bring a new era of patient and family engagement that will extend significantly beyond the simple involvement of patients and families to new models of care. The conversation is moving from “What’s the matter?” to “What matters to you?”

The shift is demanding a focus to improve the care experience (building stronger coordination, communication, kindness, compassion, and safety) and to increase patients’ and their family’s voices and influence.

One response to providing consistent, widespread quality in health care is the Highly Reliable Organization (HRO). HROs are entities which are exceptionally consistent at:
- Accomplishing their goals
- Avoiding potentially catastrophic errors in an environment where normal accidents can be expected due to risk factors and complexity
- Delivering consistently safe and high-quality service

Highly Reliable Healthcare and the organizations that provide that care came on the scene in following the 1999 report by the Institute of Medicine, “To Err is Human”. This ground-breaking report spurred a movement to improve the quality and safety of health care. These characteristics are vital for clinical outcomes. However, the savvy patient now has new demands. Patients want to be included in their care, they want transparency, clear communications, and most importantly expectations that they want to have a voice that is heard, understood and actions taken.

Reliability should be as relevant to person- and family-centered care as it is to safety and effectiveness. We are positing that HRO’s must go beyond these basic requirements and include patients’ non-clinical needs, and emotional disposition at the time of care. The foundational concepts found in HRO’s are the basis for creating patient-centered care and experience and will be explored as it is clear healthcare providers have a lot of work to do.
SPEAKER

DR. MOHAMED LATIB
Founder & CEO
CX University

14:00 - 14:30
EMPLOYEE ENGAGEMENT: GETTING PAST LEGACY MODELS

STREAM 1
PX AND CULTURE FOR CARE
THE FUTURE OF HEALTHCARE AND THE DIGITAL EXPERIENCE
10:15 - 13:15

EVENT TOPICS

• Driving a Digital Transformation in Healthcare
• Artificial Intelligence’s impact on Nursing and Experience

SPEAKER

DANIEL COULTON SHAW
International Clinic Ambassador
GCR - Global Clinic Rating

THE FUTURE OF PATIENT CHOICE

• how healthcare becomes personalized
• how patient outcomes can drive transparency
• how “easy” will become your biggest challenge
DESIGNING FOR EXPERIENCE

14:00 - 17:00

EVENT TOPICS

- Delivering outcomes that matter to patients
- Designing the Patient Experience: Myth or Reality?
- Journey mapping to create change
- Leadership driving Quality, and meeting Performance and Human Experience Objectives
- Learn by doing “Suits to Scrubs”

STREAM CHAIR

14:00 - 14:30

T.B.A.
IMPLEMENTATION STRATEGY FOR CHANGE OF CARE TOWARDS VALUE BASED HEALTH CARE

- Start with enthusiastic persons who can become ambassadors
- Team developing and choosing a team lead
- Focus on different topics of value based health care (choosing outcomes; patient participation and shared decision making; care paths outside the hospital etc.)
- Development of ICT, dashboarding, prom-tools etc.
- Means and Money
**CONVERSATION ANALYSIS AND PATIENT EXPERIENCE: EXPLORING THE DETAILS OF HEALTHCARE DELIVERY FOR INTEGRATED EXPERIENCE DESIGN**

Conversation analysis (CA) is a technique used in the social sciences to examine the details of how persons interact with one another, and how those features are used to create meaning and understanding. As such, CA has been applied in exploring the nature of communication in a variety of settings, which includes healthcare delivery. There exists an extensive body of knowledge related to how communication and interaction occurs in healthcare, including doctor/patient encounters. This research has been applied to help train healthcare professionals better interact with patients, which has involved training doctors of how interaction happens in real-life contexts.

Those looking to advance patient experience have been adopting a customer experience framework, especially in relation to defining Px as involving perceptions that are formed from interactions with healthcare delivery overall. Despite Px being based on interactions, attempts to measure Px primarily have focused on the perceptions of those interactions, rather than the interactions themselves. While there are a variety of reasons for this, the sum total effect has been a lack of understanding of how interactions themselves can be factored into our examination of patient experience.

This talk (or session or workshop) will discuss approaches to integrating perceptual indicators with interactional features in order to develop a more complete sense of the experiences had in healthcare settings. The topics under examination will include a brief review of the healthcare-based conversation analytic work, examples of practical application of this approach, and ways in which it can be blended with more ‘scalable’ data derived from traditional measures. This talk (or session or workshop) is suitable for anyone looking to measure patient experience, as well as trying to create programs to improve the interactions had within healthcare.
NARRATIVE PERSON-CENTERED CARE: EXPERIENCE HOW TNI’S® FACILITATED NARRATIVE TECHNIQUES USING YOUR PERSONAL STORY ENHANCES CRUCIAL COMMUNICATION AND LISTENING SKILLS

The Narrative Initiative LLC ® (TNI) works to help make important conversations between people in critical relationships more effective and efficient. We understand personal bias, emotion, and perception color what we say and what we hear.

At TNI we use the personal stories written by participants to enhance their critical listening and communication skills. Professional TNI narrative facilitators use innovative educational and validated research-proven narrative techniques that help participants gain an awareness of how personal biases and perceptions can stand in the way of moving forward. Since 2017 TNI’s research has demonstrated writing short personal stories in a safe setting about challenging issues...issues where people hold differing perceptions...that are then read word-for-word and reflected upon by an invested group has the ability to:

• Heighten awareness of individual biases and perceptions
• Open participants to a new understanding and appreciation of different ways of perceiving the same situation
• Validate difficult emotions and experiences in the work environment
• Provide opportunities to practice paying attention to specific words and language that are practical ways to actively show respect for the person telling their story

TNI research consistently shows participants benefit by leaving with an enhanced sense of personal and professional resilience, improved team cohesion, and an ability to immediately apply what they practiced to caring for patients, families, colleagues, and in their personal lives.
BEYOND THE SATISFACTION SURVEY: USING SYSTEMS SCIENCE TO IMPROVE PATIENT EXPERIENCE ACROSS A CONTINUUM OF CARE

Patient experience is about more than the medical encounter. Patients just don’t experience what happens in the exam room; their experiences are made up of everything that occurs throughout their healthcare journey. Expanding the conception of patient experience to include a wider variety of experiences across the healthcare journey is critical for health care organizations interested in providing optimal health care delivery and improving overall system experience. At the same time, taking this perspective can seem daunting to healthcare providers who are focused on their own point of contact. Furthermore, tackling the healthcare journey can be overwhelming given the time and resources it can take to just make patients better.

Dr. Albright, using her experience working in healthcare systems as well as being a medical sociologist, will discuss how to use a system-based framework to address healthcare experience across the continuum. We will learn how other healthcare organizations have identified opportunities for improving the healthcare experience across the patient journey, and the steps they have taken to implement these changes. We will discuss ‘mixed-methods’ approaches to evaluate the delivery of experiences and identify opportunities for improvement. While traditional survey-based approaches can provide some measure of patient experience, there is much more that can be understood through more open-ended and narrative-based qualitative research. We also will explore how to use implementation and system sciences to communicate opportunities for improving experience, as well as outline how to create meaningful change by putting data into practice.

COMMUNICATING WITH PATIENTS AND FAMILIES WHEN HARM HAS OCCURRED

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CLOSING KEYNOTE

DO I REALLY NOTICE YOUR EMPATHY AND COMPASSION?

THE EMOTIONAL EXPERIENCE.

Within this experiential presentation, Carolyn will be identifying the presence and absence of empathy within a hospital setting and when things go wrong, both from an individual perspective and the culture. By journeying through the ‘emotional experience’, communication, biases and compassionate care are examined. Carolyn will further take delegates on a thought-provoking journey of the ‘Funnel of Life’ and levels of stress, taking a light-hearted look at how we naturally perceive things differently and how we all ‘catch’ sad and happy emotions.

This will be linked into the 6C’s and the role empathy and emotional awareness play in these. Finally, Carolyn will touch on challenging workdays and the importance of personal wellbeing.

Learning outcomes:
- Who is the patient? – evaluating the presence and absence of empathy
- Develop knowledge of the ‘funnel of life’
- Experience perspectives and catching emotions
- Examine how the 6 C’s of nursing are underpinned by empathy and emotional awareness
- Recognise compassionate communication ‘A gift in the middle of a storm’
- Understanding what empathy isn’t and personal self-care.

CLOSING REMARKS FROM CHAIR