Background

Eastern Health (EH) is committed to improving the patient experience. In order to achieve this we understand and respond to the experience of our consumers and carers, we established a Centre for Patient Experience which provides a coordinated focus for the organisation to deliver on our 2010 – 15 Strategic Plan – A GREAT Patient Experience. The development of this initiative was inspired by the increased understanding of the importance and value of patient engagement in the delivery of responsive and high quality health services.

The work of the centre for the patient experience aims to ensure that the organisation listens and responds to the voice of the consumer, embedding consumer and carer feedback into the organisation’s continuous improvement approach when planning and reviewing services.

Key objectives in support of this overarching aim include:
- To gather themed data providing evidence of outcomes aligned to the 10 EH patient experience of care principles
- To achieve innovation in process and practice based on feedback and outcome evidence

Our ‘In the Patient’s Shoes’ framework for measuring and trending the patient experience, allowing us to use the ‘voice of the consumer’ to prioritise and inform service improvement initiatives. EH are one of the few health services in Victoria to implement a multi-faceted approach to gathering feedback and a standardised approach to theming and analysing all data.

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Theming and Reporting

The patient experience data obtained from the ‘In the Patient’s Shoes’ Performance Monitoring Strategies is themes against our 10 Patient Experience of Care Principles (listed in Table 2) which were developed based on best practice (Picker, Planet4) and with input from our consumers. In the data分析师 is then analysed to identify areas for improvement. (These are listed in Table 2).

The theming of the data is one strategy that enables us to use the ‘voice of the consumer’ to prioritise and inform service improvement initiatives.

In the past two years, we have reviewed more than 7700 pieces of feedback which identified communication, and variability in the quality of meals as significant areas for organisation-wide focus. A copy of our ‘Patient Experience of Care Summary Sheet’ is pictured in Table 2 above.

Improvements resulting from feedback

In response to the themes identified as areas for organisation-wide focus, EH has:
1. Implemented a new communication protocol with a landline prompt. The protocol and prompt has been developed based on the Studer Group’s ADET model. ADET is a simple acronym that represents how to gain trust and communicate with people who are nervous, anxious, and feeling vulnerable. Eastern Health has developed its own Customer Service acronym using GREAT, a key word from the 2010 – 15 Strategic Plan that stands for Great, Reason, Explain / Explore, Agree on Action and Thank. A ‘lanyard tag has been designed for all staff to remind them of our commitment to GREAT patient experience (Studer Group).
2. Initiated specific actions to improve the use of interpreters and ensure a culturally sensitive care experience for culturally and linguistically diverse patients and their families. An expanded “in-house” Interpreter Department is being piloted at Box Hill Hospital, with an additional 4 EFT providing assistance in Greek, Turkish, Vietnamese and Chinese languages/dialects.
3. An Interpreter Fact Sheet was developed and is available in 21 languages to provide information about Interpreter Services and a statement that staff can use to explain to carers why it is important to use interpreters.
4. Conducted tailored training sessions on the topic of communication, customer service and patient experience to specific staff groups including nursing participants of the New Manager Forward Management and Certificate IV in Frontline Management courses.
5. Implemented formal training for more than 250 managers on Patient & Family Centre Care – this was facilitated by a current patient who spoke of his own experience at EH.
6. Commenced a re-design activity to increase the percentage of patients who are satisfied that their meals were served promptly. The feedback data reflects an improvement in patients reporting that they are ‘always’ involved in decisions about their care as much as they want to be (86% - 73%) and that staff ‘always’ consider their individual needs (78% - 85%).

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