



2020: Year of Patient Experience

Executive Summary

September 24, 2020 Webinar

Abraham Segres

Vice President Quality and Safety, Virginia Hospital and Healthcare Association

- The VHHA Board has declared 2020 The Year of Patient Experience. The goals of the initiative are to:
 - ~ Identify: Identify, highlight and celebrate efforts by Virginia hospitals and health systems to improve the patient experience of care.
 - ~ Integrate: Continue to link and integrate patient experience improvement efforts with broader quality and patient safety improvement efforts.
 - ~ Connect: Facilitate connections between Virginia hospitals and health systems and other stakeholders for the purpose of shared learning.
 - ~ Improve: Support efforts to improve Virginia hospitals' individual and aggregate performance on national patient experience measures.

Designing for Patient and Staff Experience: Sheltering Arms Institute (SAI)

Alan Lombardo, FACHE, Chief Executive Officer

John L. McElroy III "Mac", President - Sheltering Arms Foundation

Matt Wilks, PT, MSPT, NCS, Vice President, Chief Rehabilitation Officer

SAI Process

- SAI opened on June 13, 2020 after a multi-year planning, design, and build process.
- The organization engaged in an extensive design process in developing its new rehabilitation facility. With an average length of stay of two weeks, the hospital took cues from the hospitality industry in creating a thoughtful design for longer stays. As patient and family members remarked, "we know you are licensed as a hospital but we think of this as a place between hospital and home."
- More than 150 patients and family members, volunteers, Board members, Sheltering Arms and VCU staff and donors participated in the design process in 28 hospital user groups. The groups held more than 200 meetings over 15 months. Each meeting lasted approximately 1.5 hours and consisted of a discussion between 10-30 user group members and the design/build team.
- Three workshops of 2-4 hours were also conducted in a full-size mockup room, with more than 40 attendees at each workshop.
- Executive Leadership from Sheltering Arms and VCU Health, the SAI transitional leadership team, and SA Board members were actively involved in the planning, design, and construction process. A steering committee was convened to oversee all phases, and leadership core team members also committed to attend regular Owner + Design Build Team meetings during all phases of the project.

SAI Design Features

- The SAI design uses on-stage and off-stage concepts that promote respect, dignity, and pride and preserve the use of patient and family spaces for direct care activities.
 - There is an off-stage dedicated patient entrance and elevator that allows new patients to get to their rooms privately.
 - The visitor entrance is separate and is a welcoming and warm on-stage space with natural light.
- On the floors, the on-stage corridor is for therapy, nursing/medical care and for patients and visitors. All logistical off-stage work is done in an inner core hallway on each floor.
- The on-stage/off-stage spaces promote extremely quiet and restful units.
- Patient rooms have large windows, lift systems, and colored copper-infused linen sheets. Sliding barn doors into the bathrooms preserve more space in the room for patients/families. There are also dedicated family rooms on each unit, which respond to patients and families' desire to have a place to meet outside of the patient room.
- The same degree of care and consideration applied to designing patient/family spaces was given to designing staff spaces. There are six beautiful dedicated staff break rooms with large windows designed to show staff how much their work means to SAI, as well as dedicated team member rooms for meetings/huddles. There is also free and abundant parking.
- Investments in state of the art technology support evidence-based clinical care, including functional electrical stimulation bikes and tilt tables, 4 body weight support gait training systems and many virtual reality therapy programs. An ADL suite with body-weight support system is available to integrate ambulation training into functional tasks.
- The best patient experience is an optimal patient outcome. SAI integrates technology to engage patients in their rehabilitation experience, which drives positive clinical outcomes.
- SAI uses the Get Well Network as a tool to empower patients to direct their care and achieve their goals. Patients can see their daily therapy schedules and provide real-time feedback on their care and the environment of care, as well as review their medication list and access their digital whiteboard. Clinical staff can order education for patients in Cerner.
- SAI has a culture of measurement and is outperforming regional and national benchmarks for community discharge percentage, average length of stay and functional outcome at discharge. Press Ganey surveys have recently been launched; no results are available yet. An active leader rounding program is in place.

Carrie Brady, VHHA Patient Experience and HCAHPS Advisor

- The Year of Patient Experience is grounded on four foundational elements: leadership, patient and family engagement, staff engagement, and effective use of data and SAI's process involves all four.
- A healing environment is better for patients, families and the healthcare team. Every redesign initiative should include the perspectives of patients, families, and frontline staff.
- Even without renovations, hospitals can tap into the creativity of their staff and the community to promote healing environments, increase engagement, and transform space, for example with community artist exhibits and photography contests.

Next Webinar: October 22, 2020

Improving Patient Experience in Virginia Hospitals and Health Systems



Webinar #8: *Sentara Healthcare*
Customer Experience: Because We Care

Thursday, October 22, 2020
12:00 p.m. - 12:45 p.m.

Objectives:

- ▶ Hear how Sentara Healthcare designed a customer experience program based on the four foundations of patient-centered care developed by the VHHA
- ▶ Describe improvement strategies and tactics deployed to support the four foundations.
- ▶ Discuss the impact of the strategies and tactics and how they work together to enrich the experience of care.



Genemarie McGee, MS, BSN, RN,
NEA-BC
Corporate Vice President and
Chief Nursing Officer
Sentara Healthcare



Cherika Britt, MSN, RN
System Director,
Patient Experience
Sentara Healthcare

Target Audience: Leaders and managers in Virginia hospitals and health systems.

Register using the following link:

<https://attendee.gotowebinar.com/register/3384178453061408527>

Contact Abraham Segres at asegres@vhha.com with questions regarding event details.

