Patient Experience Stories: Analysis and Action

Institute for Healthcare Improvement
March 2011
Objectives

• To describe the IHI Open School's "Hear Our Voice" Project and explain how it can be used to explore patients' experience of health care

• To consider multiple ways to analyze the stories and take action to improve health care
Our Intention

To create an IHI Open School online Patient Story Bank by recording 100 patient experience stories by April 2012.

Aims:
1. To analyze key healthcare reform themes and to indicate where to concentrate improvement work

2. For chapters to see the value of patients stories and make patient experience a core chapter topic by April 2012
Hear Our Voice Student Objectives

Participants will be able to:

- Develop skills in listening to patient experience stories to enhance interviewing, history-taking and healthcare management skills

- Explore the factors that influence patient experience positively and negatively

- Identify opportunities to improve local health care delivery as well as the larger health care system by redesigning around patient experience
Story telling is part of most cultures...
Why Tell Stories?

• Invites you to visualize a different world
• Creates an emotional and cultural connection
• Helps simplify the message
• Helps bypass defense mechanisms
• Can enhance or change perceptions
• Stories are non adversarial
Chapter Story Examples

• See the Open School online patient experience stories, or ones collected by your class or chapter
  – These may be videos, tape recordings or written transcripts

• What do you observe as you watch / listen?

• Do themes emerge from the stories?
Analyzing Stories for Improvement

Many methods.....for example

• The Institute of Medicine quality domains
• Thematic areas
• Kano service specifications tool
• Wordle
6 Quality Domains

• Safe
  Defect free

• Effective
  Outcome focused

• Patient Centred
  Based on what the patient values

• Timely
  Care provided at the right time

• Efficient
  Avoids waste, value for money

• Equitable
  Standardised and accessible to all

Crossing the Quality Chasm: A New Health System for the 21st Century, Institute of Medicine, 2001
## Quality Domain Analysis - example

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</table>
Factors affecting patient experience

- Environment
- Culture
- Technology
- Communication
- Process
- Attitude
Kano Tool

Customer Satisfaction

Delighted
Neutral
Annoyed

Absent
Product / Service Features
Present

Delighter (un-spoken)
Performer (specified)
Basic (un-spoken)
Kano Tool Example

- Delighted (un-spoken)
  - Personal follow-up
  - Valet parking
- Performer (specified)
  - Online booking
  - Choice of appt times when my husband was free
  - Pleasant attitude
  - Ward quiet at night
- Unspoken (basic)
  - Cleanliness

Customer Satisfaction

Product / Service Features

Absent

Present

Delighted

Neutral

Annoyed
Kano Tool Example Action Areas

Customer Satisfaction

Annoyed

Neutral

Delighted

Absent

Present

Product / Service Features

Delighter (un-spoken)

Personal follow-up
Valet parking

Unspoken (basic)

Choice of appt times when my husband was free

Performer (specified)

Online booking

Ward quiet at night

Pleasant attitude

Cleanliness
See examples created in the UK on The Patients Voices Digital Story website
http://www.patientvoices.org.uk/index.htm
Experience Based Design (EBD)

The NHS Institute for Innovation and Improvement’s **ebd approach** involves patients, carers and staff in the design of healthcare in a deeper way than any other process in the NHS. It provides the opportunity to build on previous successes by focusing more attention on the experience of care – how it feels to use or be part of the service.

For Information:  
http://www.institute.nhs.uk/index
Uses of Patient Stories

NHS Wales 1000 Lives Campaign suggest five uses of patient stories:

- Learning – Board to ward level
- Inspiration - to improve or celebrate what works well
- Education
- Media
- Research – later stage
Taking Action

• What themes emerged from the stories?
• How can you improve things?
• See the IHI Open School website for material on improvement tools and techniques, case studies and courses
• The Quality Improvement QI 101 and 102 might be a good starting point
• See the Patient Safety courses PS 100-103 if safety emerges as a theme from your story analysis
http://www.ihi.org/IHI/Programs/IHIOpenSchool/Course+Catalog.htm
Patient safety material
Interested in Knowing More...

• The Hear Our Voice information will be on the IHI Open School website

• Listen to a broadcast from WIHI in April 2010 on Patient Centered Care

• Patient and Family Centered Care Open School course coming soon!
Contacts

IHI Open School Team
openschool@ihi.org

Elizabeth Bradbury
The Health Foundation Quality Improvement Fellow IHI, 2009-10
Associate Director for Quality Improvement NHS Bolton
ebradbury@ihi.org