

***IHI Person- and Family-Centered Care:
Transforming the Patient Experience Seminar***

October 15-16, 2013 • Chicago, IL

The following excerpt was written by a patient or family leader/advocate who shared insights from the [IHI Person- and Family-Centered Care: Transforming the Patient Experience seminar](#) in October 2013.

The conference opened with a presentation that articulated IHI's vision of Person and Family Centered Care. The session "Through the Patients Eyes" demonstrated the importance of storytelling as a tool to use for accelerating change. With the foundation of PFCC firmly established the next step was to articulate the context and purpose for PFCC. The second session "Setting the Context" helped lay the groundwork for participants to develop an actionable plan to strategically align and incorporate a wide range of approaches to improve patient and family experiences. The following session, "Introducing IHI's Patient Experience Framework and Change," was an evidence-based explanation for improving the patient and family experience. The session's emphasis was not on one course of action, rather a change in the culture of hospital care to incorporate a wide range of approaches into an actionable strategy. Of course interpreting data comes into play with these new initiatives. With that is the need to gain a clearer understanding of the patient experience data that is available. "Best Practices for Data Interpretation and Using Measures for Learning and Improvement" was the session that was designed to help staff avoid wasted efforts in the use of survey data. It helped participants gain a clearer understanding of the surveys and how to use patient complaints, real time feedback, rounding and patient letters to guide the development of an improved strategy.

After the ground work was laid out, the participants were given the opportunity to let the information sink in a bit with a breakout session that allowed everyone to think about where our organizations are and where we want them to be. This time gave us the opportunity to identify behaviors and process supporting partnerships between staff, patients and families. It also gave us time to understand how to integrate techniques into our action plans as well as hearing the experiences from members of the groups we broke into. While much of the work spoken of earlier centered on direct interaction between patient, family and staff, the session "Engaging Leaders" that followed gave foundation for developing actions to engage other leaders in an organization towards patient and family engagement.

Very import to the success of transforming the patient and family experience is to create and sustain a PFCC culture. We were guided to understand that that is accomplished through having a clear, action-oriented and pervasive practice or set of behaviors that provide: A foundation for partnering with patients and families, actions that will assure optimal patient experiences and an ongoing commitment to patient and family centered care. It is a continual process, nothing that just ends up just as a flow of process.

The conference came to an end with a team from Spectrum Health sharing their experiences of how they created their patient and family centered care. It gave participants the opportunity to follow up on techniques and ideas that we learned in our sessions.

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