

INSTITUTE FOR PATIENT- AND FAMILY-CENTERED CARE

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Better Together: Partnering with Families — A 4-Part Webinar Series

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With a team from Contra Costa Regional
Medical Center, Martinez, CA

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Learning New Ways of Communicating

August 13, 2014
Webinar Series — #3





Better Together

Partnering with Families

Pre-work/Home-work for August 13th Webinar:

- ◆ Develop a working draft of a Welcoming Family Policy. Samples and a template can be found at:
<http://www.ipfcc.org/advance/topics/changing-policies-sample-guidelines.html>
- ◆ Begin to use a variety of resources and educational materials to prepare and support staff, patients, and families for change in practice.
 - ◆ HIPAA: Clarifying the Impact of a Welcoming Policy on Privacy and Confidentiality.
 - ◆ Implementing a Welcoming Family Presence Policy: The Role of Security.
 - ◆ Roles for Patient & Family Advisors in Changing the Concept of Families as “Visitors” to Families as Partners.



In our time together . . .

- ◆ Identify and discuss staff practices and strategies that encourage the presence and participation of families.
- ◆ Explore strategies for involving staff from all disciplines and departments in learning to work with patients and families in new and more welcoming ways.
- ◆ Discuss staff concerns and fears about moving toward more welcoming family policies and practices.
- ◆ Discuss how patient and family advisors can participate in this change process.



Patient- and Family-Centered Core Concepts

- ◆ People are treated with **respect and dignity**.
- ◆ Health care providers communicate and share complete and unbiased **information** with patients and families in ways that are affirming and useful.
- ◆ Patients and families are encouraged and supported in **participating in care and decision-making** at the level they choose.
- ◆ **Collaboration** among patients, families, and providers occurs in policy and program development and professional education, as well as in the delivery of care.



Sharing Personal Stories





Better Together

Partnering with Families





IPFCC Challenges Hospitals to Eliminate Restrictive Visiting Policies

Imagine being restricted from the bedside of a loved one because of hospital visiting policies. A growing number of hospitals are lifting those restrictions. But just opening the door isn't enough. **Hospitals need to change the concept from families as "visitors" to families as partners in care.**

[Learn more...](#)



[Join Us To Make This Change In 1,000 Hospitals In Three Years](#)

In Partnership with:



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FOUNDATION OF THE
AMERICAN GERIATRICS SOCIETY



[Learn More About Better Together...](#)

IPFCC recognizes **12 exemplar hospitals** that successfully changed the concept of families as visitors:

[Anne Arundel Medical Center \(Annapolis, MD\)](#)

[Contra Costa Regional Medical Center \(Martinez, CA\)](#)

[Essentia Health-St. Mary's Medical Center \(Duluth, MN\)](#)

[Methodist LeBonheur Healthcare \(Memphis, TN\)](#)

[Rochester General Hospital \(Rochester, NY\)](#)

[South Health Campus \(Calgary, Alberta, Canada\)](#)

[Spectrum Health \(Grand Rapids, MI\)](#)

[University of Michigan Health System \(Ann Arbor, MI\)](#)

[University of Washington Medical Center \(Seattle, WA\)](#)

[University of Wisconsin Hospitals and Clinics \(Madison, WI\)](#)

[Vanderbilt University Medical Center \(Nashville, TN\)](#)

[Vidant Medical Center \(Greenville, NC\)](#)

In the News...

A Patient's Story

"I was intubated and scared that I was going to die because of my previous reaction to Fentanyl. My husband knew, my mother knew - but they weren't there. That terrifying situation happened because the hospital's rules wouldn't allow my family to stay with me in ICU."

— Melissa Thomason

<http://www.ipfcc.org/advance/topics/better-together.html>





Better Together

Partnering with Families

Changing the Concept

From Families as "Visitors" to Families as Partners

Isolating patients at their most vulnerable time from the people who know them best places them at risk for medical error, emotional harm, inconsistencies in care, lack of preparedness for the transitions of care, and unnecessary costs. Yet in many hospitals and health systems, outdated visiting policies still separate families and other loved ones during hospital stays.

Changing these policies is the first step toward creating a patient- and family-centered culture where families are recognized as essential to patients' health and well-being, and where they are respected as allies for quality and safety.

IPFCC's campaign, **Better Together: Partnering with Families**, equips hospital leaders with the rationale, tools, and support needed to change visiting policies. The tools are designed for hospitals that are just beginning to think about changing policies—and for hospitals that have already begun the process but can benefit from additional resources.



The Toolkit created by IPFCC for the **Better Together** campaign includes the following materials available to hospitals to download and use:

1. [Strategies for Changing Policies](#)
Steps and models to use in the process of developing new policies
2. [Strategies for Educating Staff](#)
Strategies and resources for bringing staff "on board" with new policies and practices
3. [Guidance about Family Participation](#)
Practical ways to work **TOGETHER** as a team
4. [Videos](#)
5. [Media Resources](#)
Strategies and materials to use in announcing new policies within a hospital's own community

Additionally, hospitals have access to other valuable resources—publications, technical assistance, seminars, and webinars—offered by the Institute for Patient- and Family-Centered Care.



[Join us to make this change in your hospital.](#)
[Pledge Today!](#)



- ◆ Strategies for Changing Policies
- ◆ Strategies for Educating Staff
- ◆ Guidance about Family Participation
- ◆ Videos
- ◆ Media Resources

<http://www.ipfcc.org/advance/topics/better-together-partnering.html>





Strategies for Changing Policies



Changing the Concept From Families as "Visitors" to Families as Partners

Strategies for Changing Policies: Steps to engage stakeholders in developing new policies and using materials in the Toolkit, including:

- [Guidance Brief, *Strategies for Changing Policies*](#), providing a framework for planning and implementing new policies and practices
- [Organizational Self-Assessment](#)
- [Profiles](#) of 12 exemplar hospitals that have successfully changed visiting policies
- [Sample Policies/Guidelines and other resources](#)
- [Videos outlining the process of change at one hospital, Contra Costa Regional Medical Center](#)
- [Facts and Figures about Family Presence and Participation](#)
- [Roles for Patient and Family Advisors](#)
- [Roles for Security Personnel](#)
- [Metrics/Sample Dashboard](#) - Download PowerPoint Slide

Potential roles for patients, families, and other care partners:

- ◆ Serve as members of and/or co-chair the policy task force or committee to change the policy and track the impact.
- ◆ Review and assist in revising hospital materials, especially, current visiting policy, patient/family handbooks, informational packets and brochures, website, and social media venues.
- ◆ Tour the hospital through the “eyes” of patients, families, and care partners and examine signage and aspects of the physical environment that support or hinder family presence (e.g., signage, bulletin boards, space and comfortable furnishings at the bedside, arrangement of chairs in exam rooms).



Potential roles for patients, families, and other care partners (cont'd):

- ◆ Talk with other patients, families, and care partners in focus groups or other gatherings to gain their perspectives on the hospital's current “visiting” policies and practices.
- ◆ Share personal stories with leadership and frontline staff and clinicians in educational sessions and other meetings.
- ◆ Present at or co-facilitate educational sessions for staff and clinicians about the importance of family presence and participation.
- ◆ Use the ***Better Together Guide for Families*** in various peer support activities to build on the confidence and competence of families to be present and active participants in care, care planning, and decision-making.



Changing the Concept of Families as “Visitors” A Key Strategy for Quality and Safety





**Contra Costa Regional
Medical Center Team**



Anna Roth, Hospital CEO

Development of a Welcoming Policy

Sharing among participants on the call.

◆ Key Considerations for a Policy

- ◆ Language choices... welcoming, respectful, flexible, strengths-based...avoid words that are controlling and rigid.
- ◆ Conveying the importance of what families and other care partners bring to patients' health, well-being, and comfort as well as to safety, quality, and continuity across the transitions of care.
- ◆ Guidelines for supporting the majority, while addressing the small minority of challenging situations.



Regional Medical Center

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CCRMC Welcomes Families and Loved Ones 24/7



We are open 24 hours a day

We have a new Welcoming Policy to make the hospital accessible 24 hours a day to family and loved-ones of those receiving care in the medical center. Everyone—including accompanied minors—can be with

Related Links

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<http://cchealth.org/medicalcenter/visiting.php>



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CCRMC's New Welcoming Policy



Contra Costa Regional Medical Center (CCRMC) has eliminated the concept of visitors in the medical center and health delivery system. We have implemented a new Welcoming Policy to make the hospital accessible 24 hours a day to family and loved-ones of those receiving care in the medical center. Recognizing that family and loved-one presence supports safe and high quality care, we have worked over the last year to replace our "visitor policy" with this Welcoming Policy. You can view the policy and supporting documents here on our website and we welcome your ideas and suggestions for improvement.

-  [Welcoming Policy](#)
-  [Policy Attachment: Welcoming Guide](#)
-  [Data Collection for Nursing Staff](#)
-  [Data Collection for Patients & Family](#)

Latest News

- Press Release: [Contra Costa Hospital Nationally Recognized for Welcoming Policy](#) - Jun 24, 2014
- KGO Radio News story on Welcoming Policy - June 25, 2014



Send Us Your Comments

Comments:



During the implementation of the Welcome Policy these are some essential Key Elements.

Key Element 1

JUST IN TIME FEED-BACK

Quotes from Medical-Surgical Unit

- **Nurse: “My patient felt safer and more comfortable with her family present. Family was completely supportive and listened carefully to the medical team.”**
- **Patient: “With my work hours, it was absolutely wonderful to be able to come and stay as long as I wanted.”**



**At CCRMC You Are
WELCOME**

Quote from a family member visiting IMCU:

- **“It was so comforting to be able to open my eyes and see my daughter here with me.”**



**At CCRMC You Are
WELCOME**

Quote from a patient in CCU:

“It is wonderful that I can actually help with my mom’s care. She smiles more and is much more relaxed and less fearful with me here.”



**At CCRMC You Are
WELCOME**

Key Element 2:

- **Listen with intent to understand.**
- **Listen with alert compassion.**
- **Encourage and respect different points of view and different ways of communicating by engaging the heart and mind of our staff.**

**At CCRMC You Are
WELCOME**

Key Element 3:

Commit to treat patients, family members and staff with respect and compassion at all times.

**At CCRMC You Are
WELCOME**



Key Element 4:

**COMMUNICATE !
COMMUNICATE !
COMMUNICATE !**



**At CCRMC You Are
WELCOME**

Contra Costa Regional Medical Center & Health Centers, Martinez, CA

A Team Approach

Lt. Jeff Moule,
Chief Security Officer





Implementing a Welcoming Family Presence Policy: The Role of Security

Security personnel have important expertise and experience in assuring the safety of patients, families, and staff. This expertise and experience will be important to the process of changing the concept of families as "visitors" in a hospital or for specific clinical area. They should be well represented on planning committees and should play an essential role in planning the change in policy as well as in successful implementation and ongoing evaluation. The following recommendations outline important considerations for a hospital's security personnel:

- Hospital leaders convey to all security personnel, through contracts and in person, the vision, values, and behavioral expectations for patient- and family-centered care and the importance of the welcoming family presence policy.
- Security leaders and staff participate in educational sessions about patient- and family-centered care and welcoming family presence policy. In these sessions, there are opportunities to:
 - Learn directly from patient and family advisors about helpful, supportive security practices and those that are not.
 - Develop skills and confidence in using language that is welcoming and supportive of patients and families.
 - Learn about privacy and confidentiality and explore myths and misperceptions about HIPAA.
 - Discover the power of signage and its impact on the experience of care.
- Security leaders and staff partner with front-line staff and facilities management in identifying and addressing potential problems and security risks related to the implementation of the welcoming family presence policy.
- Security personnel are provided with training on how to proactively welcome, support, and anticipate the needs of patients and families, especially in emergency and critical care situations.
- Security leaders and staff provide training to front-line staff on how to manage and de-escalate difficult situations, such as threatening, violent, disruptive, self-destructive, and other inappropriate behaviors.
- Security personnel are trained to support families during resuscitation, in end-of-life situations, and in the trauma bay. They always respond when codes are called.
- Security leaders and staff participate in the monitoring, evaluation, and continuous improvement of the welcoming family presence policy.

For more information, tools, and resources about the Better Together: Partnering with Families campaign, visit: <http://www.ipfcc.org/advance/topics/better-together.html>

For more information about the role of security and advancing the practice of patient- and family-centered care:

Spencer, P. (2008). The security case for patient and family centered care. *Journal of Healthcare Protection Management*, 24(2), 1-5.

Spencer, P. (2012). Security's role in PFCC. *Journal of Healthcare Protection Management*, 28(2), 30-34.

Supporting Security Staff and the Collaboration with Front-line Nursing Staff and Facilities Management

<http://essentialhospitals.org/webinar/engaging-staff-patients-and-families-in-change/>





Better Together

Partnering with Families

Questions and Sharing of Ideas





Better Together

Partnering with Families

Pre-work/Home-Work for the November 19th Webinar

Complete brief status reports with lessons learned — collect quotes about the issues/concerns that have arisen and the positive comments from patients, families, staff, and physicians.

Celebrating and Sustaining the Change

- ◆ Discuss best practices for partnering with patients and families can reduce risks for harm and improve transitions of care.
- ◆ Explore additional ways patient and family advisors can be involved in and contribute to QI teams and patient safety initiatives.
- ◆ Describe a variety of ways to measure the impact of this change process.
- ◆ Describe how to celebrate and recognize staff for learning new skills, adapting new practices, and partnering with patients and families.

