

25, June 2015



Promoting Patient Centered Care

June 2015 Workshop Report

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INTRODUCTION:

On the 25th of June 2015 the Society for Quality in Healthcare in Nigeria (SQHN) hosted another of its quarterly workshop at the Lagos travel Inn, here in Lagos.

This workshop summary report contains general information about the workshop itself, as well as summary details of presentations, participant evaluation results, and lessons learned to guide future workshop planning

This report, has been prepared for circulation to participants but it is also intended as a resource for others who were for one reason or another, unable to attend.



- Cross Section of Participants

A total of 50 Participants attended the Workshop and the attendance cut across Healthcare administrative personnel including medical practitioners, nurses, pharmacists, clinicians, and members of the society. We had a total of 4 speakers who dealt extensively on given topics tailored to fit the theme of the workshop

WORKSHOP THEME & OBJECTIVES

The Theme of the Workshop: Promoting Patient Centered Care

The specific Workshop objectives were:

1. To help participants to be familiar with the principles of Patient & Family Centered Care
2. Share strategies for and outcomes of engaging patient/families in their care
3. Importance of customer service in the delivery of care
4. How team work improves patients' outcome

All the speakers had extensive background experiences and unique perspective to topics delivered and according to both formal and informal feedback received from workshop participants most comments were in praise of their knowledge, skill, presentation style, warmth and ability to engage and energize the group and this allowed for extensive personal interaction among participants and speakers.



PROGRAMME

| | |
|-----------------------|---|
| Meeting Name | SQHN WORKSHOP |
| THEME | Promoting Patient Centered Care |
| DATE & TIME | 25 th June 2015; Time: 8:30am – 4:00pm |
| Location | Lagos Travel Inn, 39 Toyin Street, Ikeja Lagos |
| Conference Objectives | <ol style="list-style-type: none"> 1. To help participant to be familiar with the principles of Patient & Family Centered Care 2. Share strategies for & outcomes of engaging patient /families in their care 3. Importance of customer service in the delivery of care 4. How teamwork improves patients outcome |

| TIME | TOPIC | FACILITATOR |
|------------------------|--|--|
| 08:30 – 9:00am | Registration & Administration | Mrs. Bridget E. |
| Welcome Remarks | | |
| 09:00 – 9:30am | Welcome & Introduction <ul style="list-style-type: none"> • Update on the Society | Mrs. Njide Ndili Secretary, SQHN |
| 9:30 – 10: 00am | Opening Remarks / Address | Prof. E.A. Elebute Chairman SQHN |
| Session 1 | | |
| 10:00 – 11:00am | <ul style="list-style-type: none"> • Teamwork | Dr. Ngozi Onyia Paelon Memorial Clinic |
| 11:00 – 11:30am | Tea Break | |
| Session II | | |
| 11:30 – 12:30pm | <ul style="list-style-type: none"> • Communicating with Patients /Relatives | Dr. Mams Omisore Lagoon Hospital |
| Session III | | |
| 12:30 – 1:30pm | <ul style="list-style-type: none"> • Customer Service In Healthcare | Dr. Yetunde Ayo -Oyalowo Senior Partner Preventive Health Managers |
| 01:30 – 2:30pm | LUNCH | |
| Session IV | | |
| 02:30 – 3:30pm | Patient & Family Engagement In Healthcare | Matron Felicia Egbagbara Lagoon Hospital |
| 3:30 – 3:45pm | Question & Answer Session | |
| 03:45 – 4:00pm | Wrap up | (Moderator) |



- **SQHN Executive Manager giving her Opening Remarks/Slides**

The registration process for the workshop kicked off at exactly 8:00am. The workshop started at about 9:00am as planned.

The welcome address and remarks was presented by the SQHN Executive Manager, Dr. Olawumi Oluborode.

Dr. Oluborode, welcomed the participants and briefed them on the expectations and agenda for the workshop. She gave more insight on what SQHN was all about, membership, activities and journey towards accreditation. She then introduced the first speaker Dr. Ngozi Onyia, Managing Partner of Paelon Memorial Clinic who presented the first paper on Teamwork.

Session I: Team Work- Dr. Ngozi Onyia

She stated the outline of her paper to include;

- Patient Centered Care
- Teamwork/Teams
- Cardinal Principles of Medical Ethics
- Goal of Patient Centered Care
- Why is teamwork important in Patient Centered Healthcare
- Characteristics of Effective Team
- Four Stages of Team development

She started by defining what a team is and that a team is 2 or more individuals with high degree of interdependence geared towards achievement of a goal or completion of a task. Functions of the team include team decisions, Solve problems, Provide support, Accomplish missions, plan their work and work together. She briefly mentioned that the goal of patient centered care is to provide the best possible clinical outcome, cost efficiently in the most satisfying manner i.e “Doing good well” The importance of teamwork in patient centered care is because healthcare delivery system is not as safe, effective and efficient as it should be.



Dr. Ngozi Onyia

Dr Onyia said there are 2 healthcare teams that must be considered; healthcare team and patient & healthcare providers. Its importance is to promote teamwork and good communication that will yield better outcomes, increased customer satisfaction, increased provider satisfaction and cost.

She stated that characteristics of effective team includes;

- Clarity of goals
- Result oriented
- A plan for achieving the result
- Clear roles for member
- Members are committed to the goal.
- Competent members
- Decisions are arrived at by consensus
- Diversity amongst team members



- Good relationships amongst members.
- Effective interpersonal skills
- Each member feels empowered to act, speak up or offer ideas.
- Each member has a high standard of excellence.
- An informal climate and easiness exists among members
- The team has the support of management

She also went further to state the four stages of team development: Forming, storming, norming and performing and that none of the process stage be jumped.

Session II: Effective Communication- Dr. Mams Omisore

Dr. Mams Omisore defined Communication & Patient Centered Care to mean " ...care that is respectful of and responsive to individual patient preferences, needs and values, ensuring that patient values guide all clinical decisions" She stated that communication involves treating patients with dignity and respect, sharing of unbiased information, patient and family participation and collaboration in the delivery of care. She talked about the role of communication which could be art (interpersonal skills) and science (technical skills).

Roles of Communication includes: Health Care Professional Privilege, ethical relationship, better relationships, better time management, better relationships with staff and colleagues and decreased risk of litigation.

There are various barriers of communication which could be practitioner issues (personal) or systemic issues (time, patient flow, resources, cost and working patterns).

There are various motivators for patient engagement and they are;

- Adverse outcomes in 3.7% of admissions
- 1 in 4 due to negligence
- 2 of 3 claims from patients with no adverse outcome or adverse outcome not due to negligence
- Only 3% of patients who suffered negligence filed a lawsuit
- 70% of litigation is related to poor communication after an adverse outcome where patients feel that they have: been deserted, been devalued, lacked information, or been misunderstood.
- 27% of surgical claims are related to poor explanation of the procedure to the patient

Dr. Mams Omisore mentioned that for communication to be active, effective and efficient there must be human connection, listening is just as important as talking and conveying empathy assists patients to feel heard and understood. Patients form rapid assessments of doctors' interpersonal competence
Patients are concerned with three key questions;

1. Are you listening?
2. Do you care?
3. Are you going to get this right? -Diagnosis and treatment

She mentioned that patients always have a story to tell their doctors and they always have expectation she encouraged that you listen to their story and if otherwise they will feel the consultation was rushed or you did not listen to their complaints.

Patient's expectations from doctors include;

- The personal qualities of the doctor
- The quality of the treatment received
- The size of the account
- How they will be treated as people
- How much time will be spent with them?
- Doctor availability
- Competence
- How ancillary staff will treat them
- Amount of information they will receive



Dr. Mams Omisore

Dr. Omisore also stated that patients usually have difficulty in assessing competence but the level of interaction can be the 'de factor'.

There are techniques for improving non-verbal skills and they are mirroring body language and matching voice and vocabulary. She also mentioned the behavioural characteristics of patient centered and doctor centered care. The differences between Medical and Patient-Centered Models were discussed.

While rounding up her presentation she discussed Communication and Risk Management

Session III: Customer Service in Healthcare- Dr. Yetunde Ayo-Oyalowo

The outline of the topic is as follows;

- What is Customer Service?
- Types of customers
- What is quality?
- Why is customer important?
- How patient satisfaction pays?
- Assessment of customer service Status
- Components of customer service in hospitals
- Feedback programs
- Triple Action Plan
- Barriers of Customer Service
- Customer perception of Service
- Danger zones in customer service
- Managing the customer

Dr. Yetunde Ayo Oyalowo started her presentation by giving a brief definition of customer service, which she defined as; the service provided to customers before, during and after purchasing and using goods and services. Customer service is an experience. There are 2 products of customer service which includes compliment or complain. Customer service is not same as patient satisfaction it is rather an indicator of

Quality care while patient satisfaction is what the patient says it is. She mentioned that there are internal and external customers.

She explained an equation; clinical competence (70%) + service quality (30%) = Patient Satisfaction and also mentioned reasons why customer service is important. She also stated how patient satisfaction pays which includes;

- Greater profitability
- Improved patient retention
- Increased patient referrals
- Improved compliance
- Improved productivity
- Better staff morale

Dr Oyalowo stressed the fact that it takes 12 positive results to make up for one negative experience. She also made mention of the quality diamond which comprises of customer, continuity, commitment and expectation to make up the quality medical care. She also mentioned some of the feedback programs which includes; Service Recovery, Response Strategy. Barriers to customer service in health sector; Personal Defensiveness, Professional Pride, Loss of Wisdom, Turnover and “Task” focus vs. “person” focus. She also talked about service delivery and that customers have different perceptions of customer service delivery. She stressed the importance of some factors in service delivery such as projection of positive attitude, body language.



Dr. Yetude Ayo-Oyalowo



Session IV: Patient & family Engagement-Mrs Felicia Egbagbara

Mrs. Egbagbara's outlines are as follows;

- Objective
- Definition of terms
- Patient and family centered care
- Transforming Healthcare-A safety imperative
- Conclusion

She started off by saying the objective of the topic and went further to define who a patient is:

1. A person who is under medical care or treatment.
2. A person or thing that undergoes some action.
3. A sufferer or victim.

Family members:

A Spouse, Parents and grandparents, children and grand children, brothers, sisters, mother in-law and father in-law, sister in-law and son in-law, adopted, half and step members are also included in the immediate family.

She gave the definition of patient centered care from Quality Institute as Providing care that is respectful of and responsive to individual patient preferences, needs, and values and ensuring that patient values guide all clinical decisions."Core of patient and family centered care includes: dignity & respect, information sharing, participation, collaboration and partnership.

She also went further to say that patient & family engagement is important now because without sustained patient/family participation on all aspects of policy program development and evaluation, the care program she said will fail to respond to the real need and concern of those it is intended to serve.

Mrs. Egbagbara mentioned a few barriers to patient & family education to include:

- Competing priorities
- Limited hospital resources
- Hospital culture
- Provider and patient/family experience
- Health Literacy
- Lack of "How To" resources

To have a sustainable culture of care you must put into consideration the values and practices of the profession.

She concluded by saying patient & family engagement, encompassing the concepts of patient & family centered care as a transformational care model based upon collaborative partnerships among healthcare providers, patients and families. To ensure and sustain a culture of excellence and improve the patient's experience, it is imperative that this evidence-based model be reflected in all levels of the organization.



Mrs. Felicia Egbagbara

Workshop Evaluation Report:

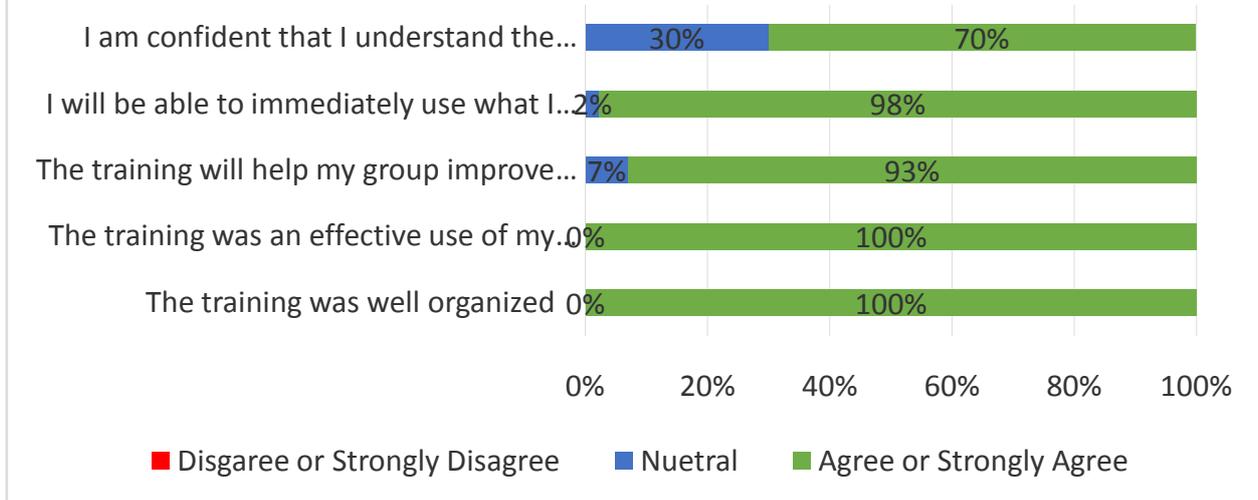
Feedback from evaluation forms was extremely positive. Participants enjoyed the opportunity of being able to share and discuss practical issues with the speakers.

The evaluation report was designed to identify:

- Reaction to Conference
- Change in participant confidence
- Improvement Recommendation
- General Comments
- Conclusions



Conference Effectiveness

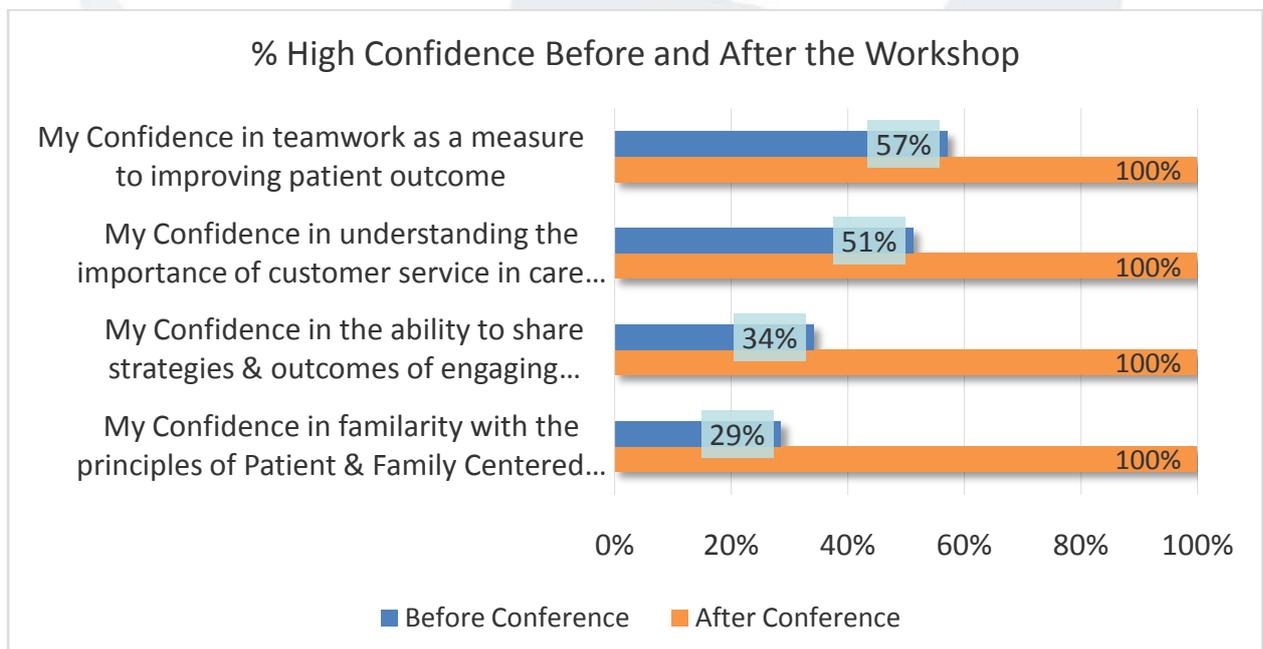


KEY:

Showing the complete questions to the Table;

1. The Training was well organized
2. Training was an effective use of my time
3. The training will help my group improve safety
4. I will be able to immediately use what I learned
5. I am confident that I understand the concepts presented

Effect of workshop on Participant Confidence





Keys:

Showing the complete questions to the Table;

1. My confidence in teamwork as a measure to improving patient outcome
2. My confidence in understanding the importance of customer service in care delivery
3. My confidence in the ability to share strategies & outcomes of engaging patients & families in their care
4. My confidence in familiarity with the principles of patient & Family Centered Care

What could we do to improve this training?

The collated responses from Participants are;

- More Awareness especially in the public hospitals
- Make Handouts available at the training venue shared to everyone to help get along with presenters
- Get Sponsorship to take it to the public sector health workers
- Better visuals and sitting arrangements it would help if facilitators keep to time
- Ensure better gender mix males were seriously outnumbered
- Organize trainings more often to constantly update and remind members of latest trends
- Take trainings directly into hospitals if possible
- Regular seminars especially in different establishments/ hospitals
- There should be handbills and lecture booklets
- Topic Materials should be available to participants immediately after workshop
- More Interactive Sessions; real life scenario presentations
- Group activities to maximize learning and ensure understanding of concepts
- More effort should be put on time management
- Extend training days
- Bring in other health care providers like Pharmacists, Med Lab Scientist to shed more light on ways of improving patient centered care

Positive comments received include;

The collated responses from Participants are;

- Good Job, Well done!
- Satisfied
- Well done, it could be better.
- Thanks for the learning experience Keep it up!
- Very Satisfying
- More of this Trainings should be conducted and if possible a group should be set up to find out the organizations that are erring and possible correct them or sanction them
- A very impactful seminar /workshop had a great educative time
- Well planned, highly comprehensive and educative. Well done!



Comments:

Positive comments provided in this section include;

- Good Job, Well done!
- Satisfied
- Well done, it could be better.
- Thanks for the learning experience keep it up!
- Very Satisfying
- A job well-done
- The lecture on customer Care well appreciated.
- Very educative
- Wonderful workshop, it is something to have monthly.
- Hope to attend future activities
- I really enjoyed this program/workshop. Please we want more of this
- It was worth it and will attend another event
- It is an interesting, impactful, educating and interacting workshop, but can be better.
- Keep it up.
- I have learned quite a lot from this training on ways to improve patient centered care and also on improving customer service delivery.
- Well done this is an eye opener to quality healthcare delivery.
- Very interesting, educative and interactive
- Really enjoyed the training, thumbs up to the organizers.
- Very good training. Excellent presentations, clear and simple PowerPoint presentation.

CONCLUSION:

In summary, the event was well received and many expressed satisfaction with the quality of the meeting in general. Participants also strongly agreed or agreed that the workshop objectives were met and stated that the information gained in these sessions was relevant to their performance responsibilities. Participant confidence in the learning objectives was relatively high to begin with, but grew significantly in every area. There were also some suggestions for improvement that could be considered including logistical issues, presentation needs, and agenda modifications.

These evaluation results will be considered to inform future planning efforts.