

Patient Centered Care

Preethi Pradhan
Sr Faculty
LAICO



Learning Objectives

- Know the definition of patient centered care
- Understand the principles of patient centered care
- Learn the benefits of patient centered care
- Learn different ways patient centered care can be applied



Demand for Hospital Services

- Is determined by
 - Patient Retention
 - New Patient load
- Both of these are influenced largely by the “Quality of Service Delivery”
- Word-of-mouth: Over 70% of the patients come based on previous patients’ positive experience

Definition

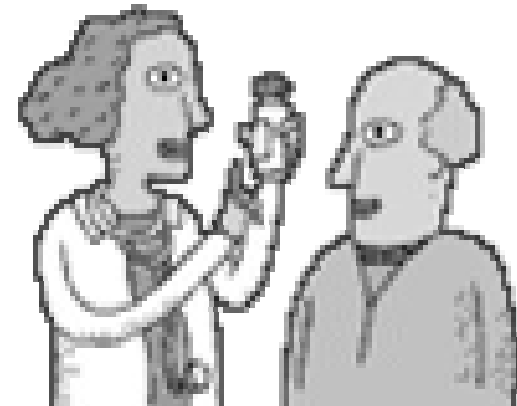
- Patient-centered care is about sharing the management of an illness between patient and doctor;



Patient-centered care is about sharing the management of an illness between patient and hospital

Benefits of patient centered care

- Increased adherence to management protocols
- Reduced morbidity
- Improved quality of life for patients



Principles of patient centered care

- Communication with patients
- Partnerships
- A focus beyond specific conditions, on health promotion and healthy lifestyles



Patient Expectations from PCC

- Explores the patients' main reason for the visit, concerns, and need for information;
- seeks an integrated understanding of the patients' world that is, their whole person, emotional needs, and life issues;
- finds common ground on what the problem is and mutually agrees on management;
- enhances prevention and health promotion;
- enhances the continuing relationship between the patient and the doctor

Editorial: Towards a global definition of patient centered care

BMJ 2001;322:444-445 (24 February) Moira **Stewart**

Patient centered care-Process

What do you mean by patient centered care?

Customers (inputs)
↓
Patient Centered Care
(process)

Customer Satisfaction (outcome)



Process

- Leadership and commitment
- Systems Design
- Team work
- Training
- Communication
- Handling patients



Key concepts- process

■ Policy level

- Patient centered care in mission statement; guiding policy and decision making

“To eliminate needless blindness by providing appropriate, compassionate and high quality care to all”

- Griffin's Mission

Griffin Hospital is committed to providing personalized, humanistic, consumer-driven health care in a healing environment, to empowering individuals to be actively involved in decisions affecting their care and well-being through access to information and education, and to providing leadership to improve the health of the community



Key concepts - process (contd)

- Decision making and developing systems
 - Timing of the clinic
 - Payment system
 - Patient flow
- Recruitment Strategy
 - Hiring people aligned with the organisation's values
 - Mayo Clinic credo "The interest of the patient is the only interest to be considered" hires guiding decision
- Orientation & Reinforcement
 - Use of stories
 - Recognitions



Process: Patient Centred

Patient benefits and comfort guide policies and action

Culture

Components:

- Decisions taken in view of the patient benefit
- Listening to the needs of patients
- Continually simplifying the procedures from the patient perspective

Systems:

- Standardized work procedures (quality)
- Monitoring patient satisfaction
- Finding a systems solution to patient complaints and suggestions

Process: **Clinical Outcomes**

Good clinical outcome is what the patients come for to a hospital

Culture

Components:

- Continually Learning from outcomes
- Considering “poor outcomes” as lessons rather than fixing the blame
- Setting higher standards and moving towards

Systems:

- Standardized clinical protocols
- Good training
- Monitor complications and visual outcomes
- Smoothing the demand – uniform flow

Process: **Ambience & Amenities**

The “Hotel component” is very significant in the hospital setting

Culture Components:

- Appreciating that the patients have a lifestyle that they are used to
- Taking the patients desires into account and giving that the importance
- Being externally focused

Systems:

- House keeping
- Maintenance
- Catering services
- Lifestyle Technologies – entertainment, communication, etc.
- Décor, gardens.

Process: **Complaint handling**

Handling patient complaints promptly improves satisfaction

Culture Components:

- Patient complaint is everybody's responsibility
- Viewing Complaints as feedback for improvement

Systems:

- Suggestion books
- Proactive talks
- Patient satisfaction survey
- Manager's & Clinicians meetings



Key concepts- process (contd)

- **Healing Environment**
 - Waterfalls, atriums, gardens, soft colours, open spaces, family spaces
- **Technology**
 - Electronic Medical Records
 - Video Conferencing
- **Moment of truth**
 - Employee's interaction with patient
- **Final impression**
 - Positive
 - Reinforces loyalty



Conclusion

- To satisfy patients this will be a minimum requirement
- Patient centered care should pervade everything we do