Improved Physician Engagement and Patient Experience at Seattle Children’s Hospital

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Agenda

Introduction
- Intro

CONNECT Program
- Experience the program
- Why pursue MOC

Engaging Physicians
- Building a QI project out of passion
- Mutual benefit
- Using data to drive improvements
MOC and CONNECT: Growing Together
What are the essential elements of any relationship, healthcare or otherwise?
About Seattle Children’s

- 311 patient beds
- 368,059 annual patient visits
- 6,168 employees
- 1,404 active medical staff
- 1,431,833 main campus and support space sq. ft.

Seattle Children’s treats patients from a four state area:
37 regional sites with training and outreach across four states.
Why is this work important?

• Lessons from the other side of the bed: when the doctor’s child is sick
Table discussion

• What themes did you hear?

• What resonated with you?

• What might you do differently as a result of watching this video?
A Father’s Request

Being Your Best-Self!
What makes a good doctor?

Most Important factor that makes a high-quality doctor

- Listens/attentive
- Accurate diagnosis/competence
- Caring
- Bedside manner/relationship with patients
- Knowledgeable
- Personality traits
- Time with patients
- Other
- Communication
- Accessible
- Attention to detail/thorough
- Experience
- Office Environment
- Medical values/philosophy
- Puts patients first
- Affordable
- Accepts my insurance

REFERENCE:
Faculty survey

Ranked Importance of Factors contributing to Job Satisfaction

<table>
<thead>
<tr>
<th>Place</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Relationships with patients and families</td>
</tr>
<tr>
<td>2nd</td>
<td>Practicing my craft</td>
</tr>
<tr>
<td>3rd</td>
<td>Being in service to others</td>
</tr>
<tr>
<td>4th</td>
<td>Collaboration with colleagues</td>
</tr>
<tr>
<td>5th</td>
<td>Scholarship</td>
</tr>
<tr>
<td>6th</td>
<td>Advancement/recognition/compensation</td>
</tr>
</tbody>
</table>
What is CONNECT?

CONNECT is a program focused on:
• Compassion for all involved in healthcare
Connecting Vision

**Family Experience**

*We wouldn't go anywhere else for our children's care.*

**Provider Experience**

*I wouldn't want to work anywhere else.*
CONNECT Workshop

Four Main Components

1. Why CONNECTing is important to providers
2. Why CONNECTing is important to patients & families
3. CONNECT Model with facilitated self-discovery
4. Role play and feedback
Why MOC?

• Incentivizing participation
• Feedback loop
• Sustainment
This way, Heart.
Project Requirements

- Have sufficient leadership at the project level
- Actively engage physicians
- Impact one or more Institute of Medicine quality dimensions
- Use standard QI methods
- Have a specific, measurable, relevant and time-appropriate aim for improvement
- Use appropriate and relevant performance measures, intervention(s) and repetitive data collection and reporting of performance data to assess the impact of the interventions.
Our Mission
We provide physicians with the opportunity for meaningful professional development to enable them to help every child live the healthiest and most fulfilling life possible.

Our Vision
Seattle Children’s MOC Program will be an innovative leader in professional development, research, quality improvement, medical education, and compassion for children, their families, and the pediatric workforce.

Our Values
- Compassion
- Excellence
- Integrity
- Collaboration
- Equity
- Innovation
MOC at Children’s: Unique Features

- All Projects are Physician-led
MOC at Children’s: Unique Features

• All Projects are partnered with a Physician “QI Coach”
MOC at Children’s: Unique Features

• All participants are surveyed before and after participation in the project using the Children’s developed “MOC-PEAKS™” – (MOC-practice, engagement, attitude, and knowledge Survey).

• This 20-item web-based survey features questions falling into the domains of (1) engagement and attitude of QI and MOC; (2) application of QI methods; (3) perceived impact of MOC activity on patient care.
MOC at Children’s: Unique Features

Average Post-Participation Survey Response by Domain

-I would recommend this program to a colleague-

Seattle Children's
Hospital • Research • Foundation
MOC at Children’s: Unique Features

### Participation

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<table>
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<tr>
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<tbody>
<tr>
<td>Number of Participants Enrolled</td>
<td>23</td>
</tr>
<tr>
<td>Number of Participants Attested</td>
<td>20</td>
</tr>
<tr>
<td>% Completed (# Attested/# Enrolled)</td>
<td>87%</td>
</tr>
<tr>
<td>Number of Divisions/Clinics</td>
<td>3</td>
</tr>
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</table>

### Participant Engagement (scale of 5 to 1, 1 = strongly agree); n=20

<table>
<thead>
<tr>
<th></th>
<th>Question 1</th>
<th>Question 2</th>
<th>Question 3</th>
<th>Overall</th>
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</thead>
<tbody>
<tr>
<td>Average Pre-Participation Score</td>
<td>2.1</td>
<td>1.8</td>
<td>2</td>
<td>1.97</td>
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<tr>
<td>Average Post-Participation Score</td>
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<td>1.55</td>
<td>1.95</td>
<td>1.83</td>
</tr>
<tr>
<td>Δ Pre- to Post-</td>
<td>-0.1</td>
<td>-0.25</td>
<td>-0.05</td>
<td>-0.13</td>
</tr>
</tbody>
</table>

Likert-scaled averages on the three ‘engagement’ questions:

1) I believe the MOC experience is an important tool in improving the delivery of healthcare.
2) How likely are you to recommend this MOC Program to a colleague?
3) How critical are/were the knowledge and skills you will learn/learned in this MOC project to your success on the job?

### Participant QI Learning (scale of 5 to 1, 1 = strongly agree); n=20

<table>
<thead>
<tr>
<th></th>
<th>Question 1</th>
<th>Question 2</th>
<th>Question 3</th>
<th>Question 4</th>
<th>Question 5</th>
<th>Question 6</th>
<th>Question 7</th>
<th>Question 8</th>
<th>Overall</th>
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</thead>
<tbody>
<tr>
<td>Average Pre-Participation Score</td>
<td>1.7</td>
<td>1.75</td>
<td>1.9</td>
<td>2.35</td>
<td>2.35</td>
<td>2.6</td>
<td>2</td>
<td>2</td>
<td>2.08</td>
</tr>
<tr>
<td>Average Post-Participation Score</td>
<td>1.7</td>
<td>1.6</td>
<td>1.55</td>
<td>2.05</td>
<td>1.9</td>
<td>2.35</td>
<td>1.85</td>
<td>1.8</td>
<td>1.85</td>
</tr>
<tr>
<td>Δ Pre- to Post-</td>
<td>0</td>
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<td>-0.35</td>
<td>-0.3</td>
<td>-0.45</td>
<td>-0.25</td>
<td>-0.15</td>
<td>-0.2</td>
<td>-0.23</td>
</tr>
</tbody>
</table>

Likert-scaled averages on the eight “QI application” questions:

1) I plan to apply QI methods and strategies to other aspects of my job.
2) This project will help/helped me develop solutions for improvement.
3) This project will help/helped me identify barriers to improvement.
4) I can use a run chart/SPC chart to improve the care of my patients.
5) I can interpret a run chart/SPC chart.
6) I can create a run chart or statistical process control (SPC) chart.
7) I am able to fully describe a Plan-Do-Check-Act/Plan-Do-Study-Act cycle.
8) I can apply QI methods to improve healthcare delivery for patients.
Impact, Engagement, QI Application

This MOC Project will directly improve the care of my own patients

How critical were the knowledge and skills you learned in his MOC project to your success on the job

I can apply QI methods to improve healthcare delivery for patients
Why CONNECT?

Different but bestfriends
Evolving focus

2015
• Patient Experience
• Peer observations

2016
• Behaviors adopted
• Peer observations
Sustainment is about Habits

Excellence is not an act but a **habit**.

- Aristotle
Behavior Self-Reported

CONNECT Behaviors Incorporated

- Presence "ritual" 80%
- Set agenda 80%
- Summary statement 80%
- Empathy statement 80%
- Pause 80%

The actual performance for each behavior is represented in blue, while the goal is represented in green.
% of CONNECT Behaviors Incorporated

2016 MOC Project Data

Patients Impacted Annually:
N= 1000 or more

Physicians Participating 2015-2016: 95

Specific Aim: Physicians will incorporate 80% of targeted behaviors into each evaluated clinical encounter by November 18, 2016.

Current Status: Ongoing, will revise for 2017 cycle
Physician experience emphasized

2015
• Patient Experience
• Peer observations

2016
• Behaviors adopted
• Peer observations

2017
• MD sense of meaning
• Behaviors adopted
• Burnout
We must practice these communication behaviors diligently, and in doing so they will become habitual - and the patient-physician encounter will flourish.
Physician feedback

This project was actually relevant for my daily practice rather than just checking off required MOC needs!
What we learned

- Physician experience is part of quality improvement
- Physicians value MOC projects emphasizing work they are “doing anyway”
- Conversations can create change
- MOC is not a four-letter word!
Thoughts?