

## Background

### Rationale

The use of patient feedback and experience measures are well established pillars to achieving quality healthcare.

Despite this understanding, patient experience indicators, data collection processes and utilization continue to be suboptimal.



COVID-19 provided a rapid uptake of virtual care practices, including email communication, that has awarded new and innovative ways in which to connect with patients.

### History

In 2018, the Guelph FHT formed its first **Patient and Family Advisory Committee (PFAC)**.

In 2021, the Guelph FHT revisited its patient feedback strategy as part of the Person and Family Centered-Care (PFCC) Best Practice Guideline (BPG) implementation.



Guelph FHT Patient and Family Advisory Committee (PFAC) - December 2022

### Methods

#### Forms of patient engagement utilized

- Collaboration with PFAC to identify survey improvements
- One-time transactional feedback through the dissemination of the electronic survey

#### Quality Improvement (QI) Team

Frameworks utilized to perform:

- Gap analysis
- Change idea generation
- Plan-Do-Study-Act (PDSA) cycles:
  1. Knowledge-to-Action
  2. Model for Improvement

### Goals

- ✓ Greater patient and provider participation
- ✓ Enhance patient experience data quality and utilization

## Results

### Survey Structure Changes



Reduced number of survey questions



Addition of appointment booking experience questions



Improved language simplicity

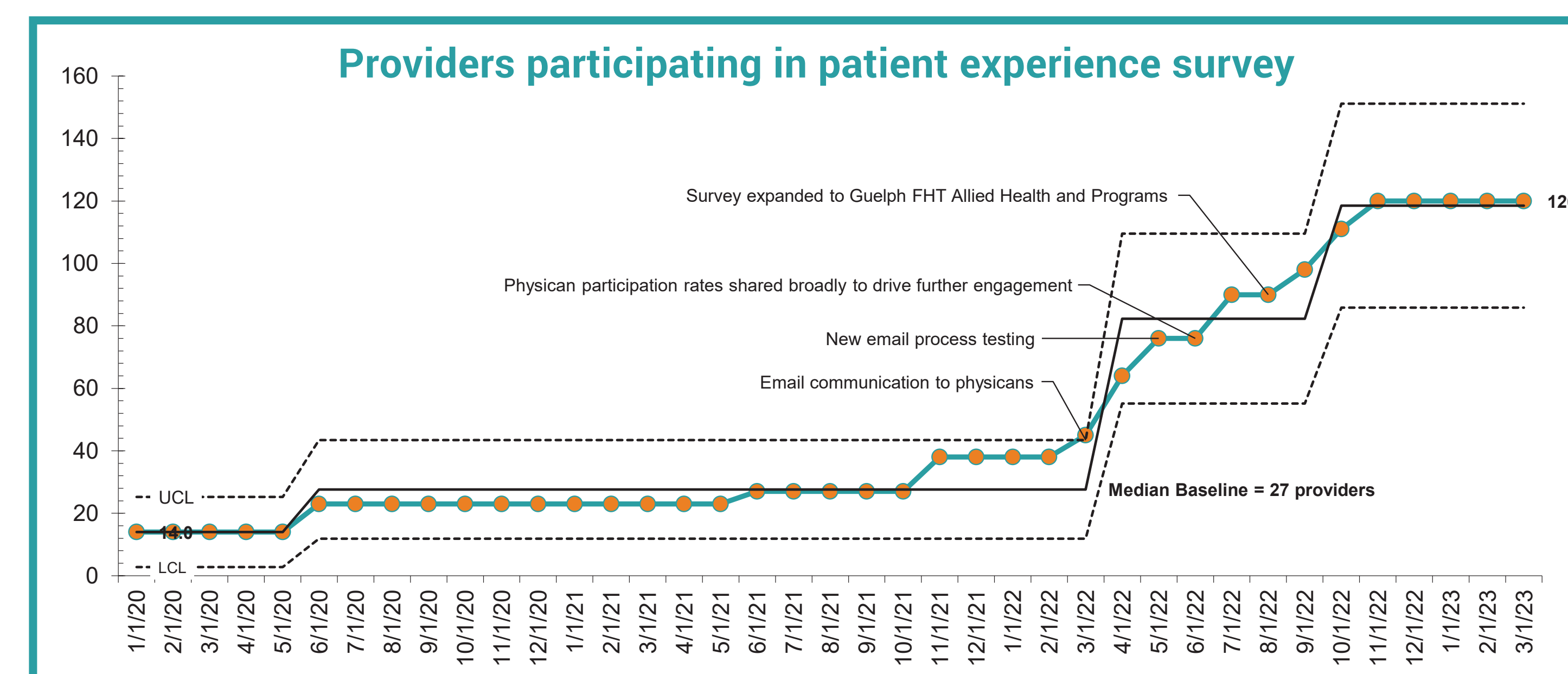


Addition of extended demographic questions for subgroup analysis

### Outcome Measures

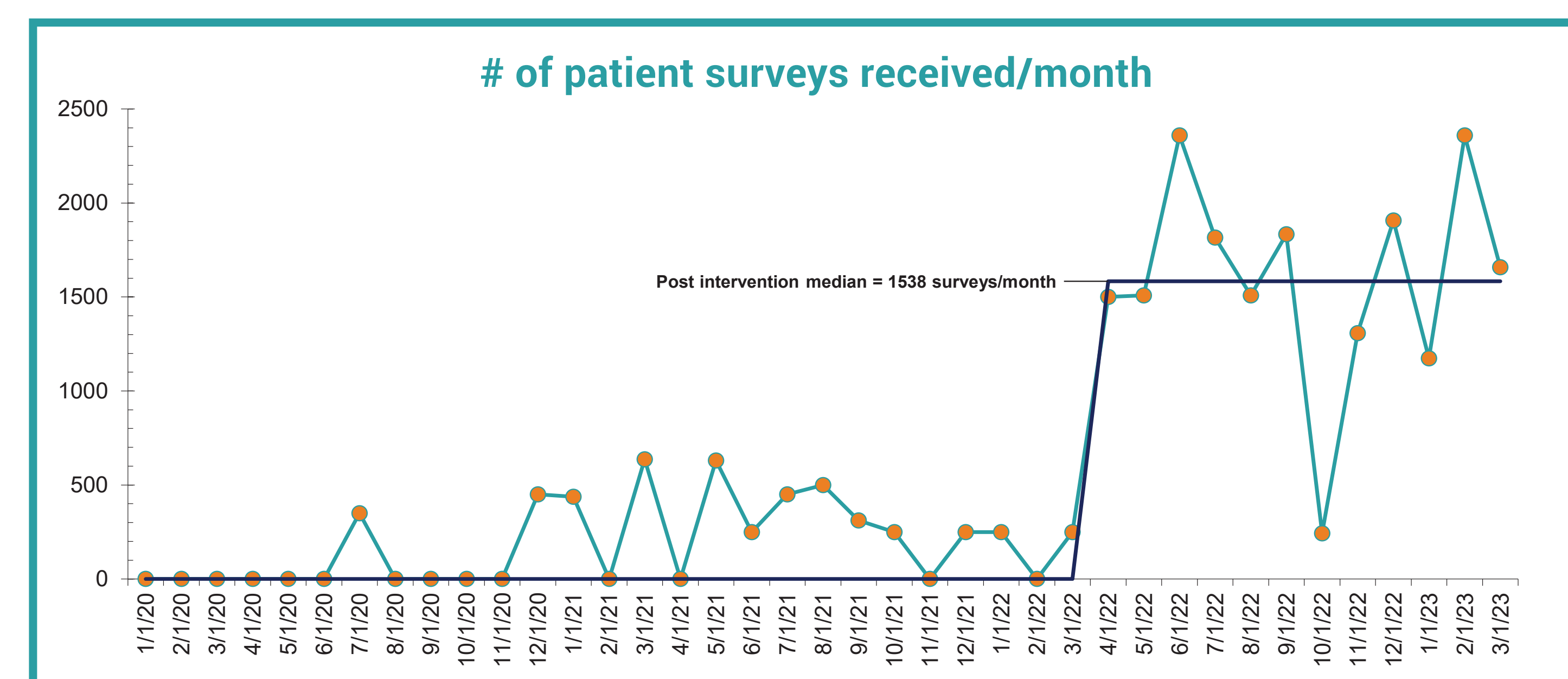
#### Physician, Nurses, and Allied Healthcare Professional Participation:

- Increase of **344%** from median baseline
- 120 Physicians, Nurses and Allied Healthcare professionals participating



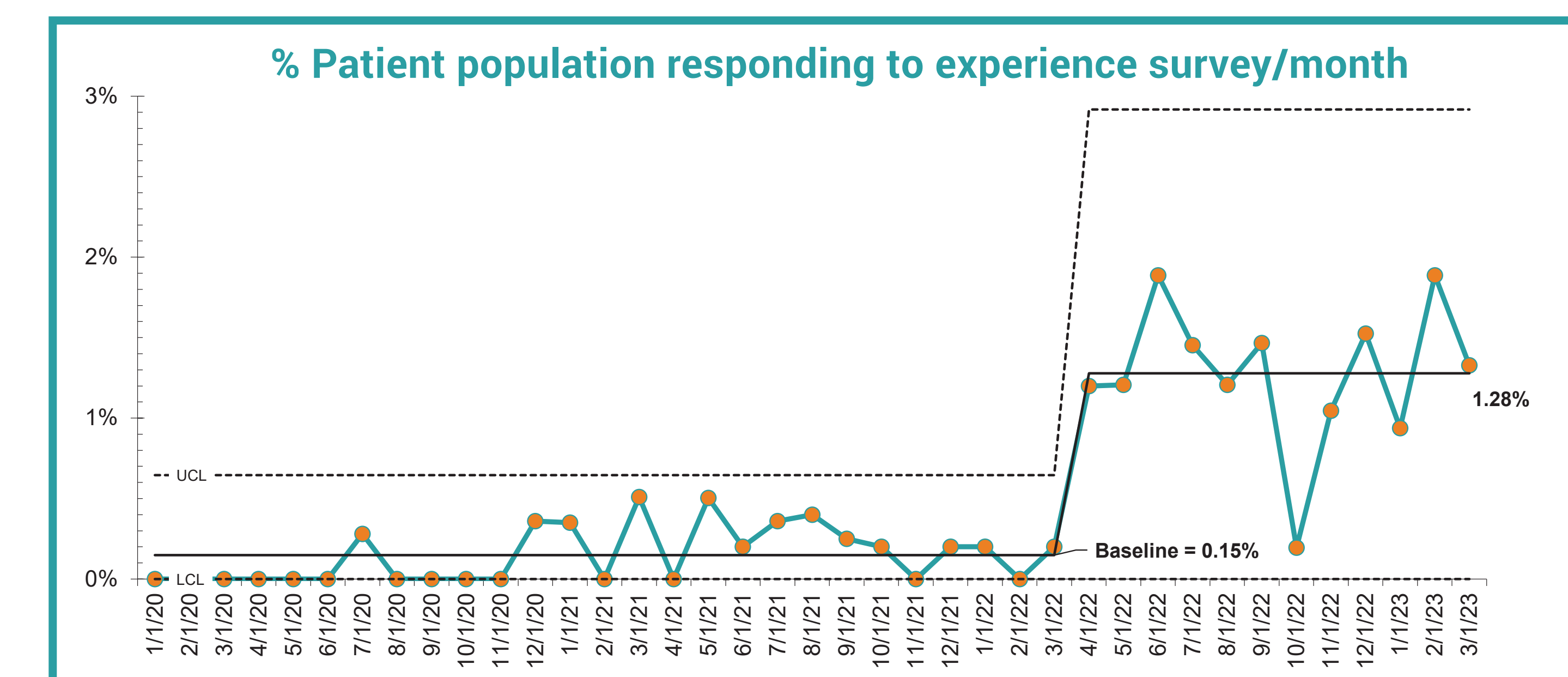
#### Patient Survey Completion Rates:

- Completion rate **increased by 30%** (from April 2022 to March 2023)



#### Patient Survey Response Rates:

- Response rate **increased by 36%** to a total of **17,150 patients** (from April 2022 to March 2023)



#### Healthy Equity:

- Increased health equity data analytics
- Survey offered in 10 different languages
- Survey response 10.8% from marginalized groups and 89.9% from non-marginalized

#### Survey Data Utilization:

- Previously used by 2 clinical teams
- Now used by **25 clinical teams**

## Discussion

### Quality Improvement Team

- Led implementation of the PFCC BPG
- BPSO and QI team collaboration lead to important improvements to both clinical and overall Guelph FHT:
  - Data performance
  - Graphic design for easy interpretation
  - Categorization of patient comments

### Provider Engagement

- Early provider engagement and ongoing design process improved communication strategies
- Patient involvement increased provider willingness to recommend survey to patients, facilitating greater patient response rates

### Elements of Care Delivery

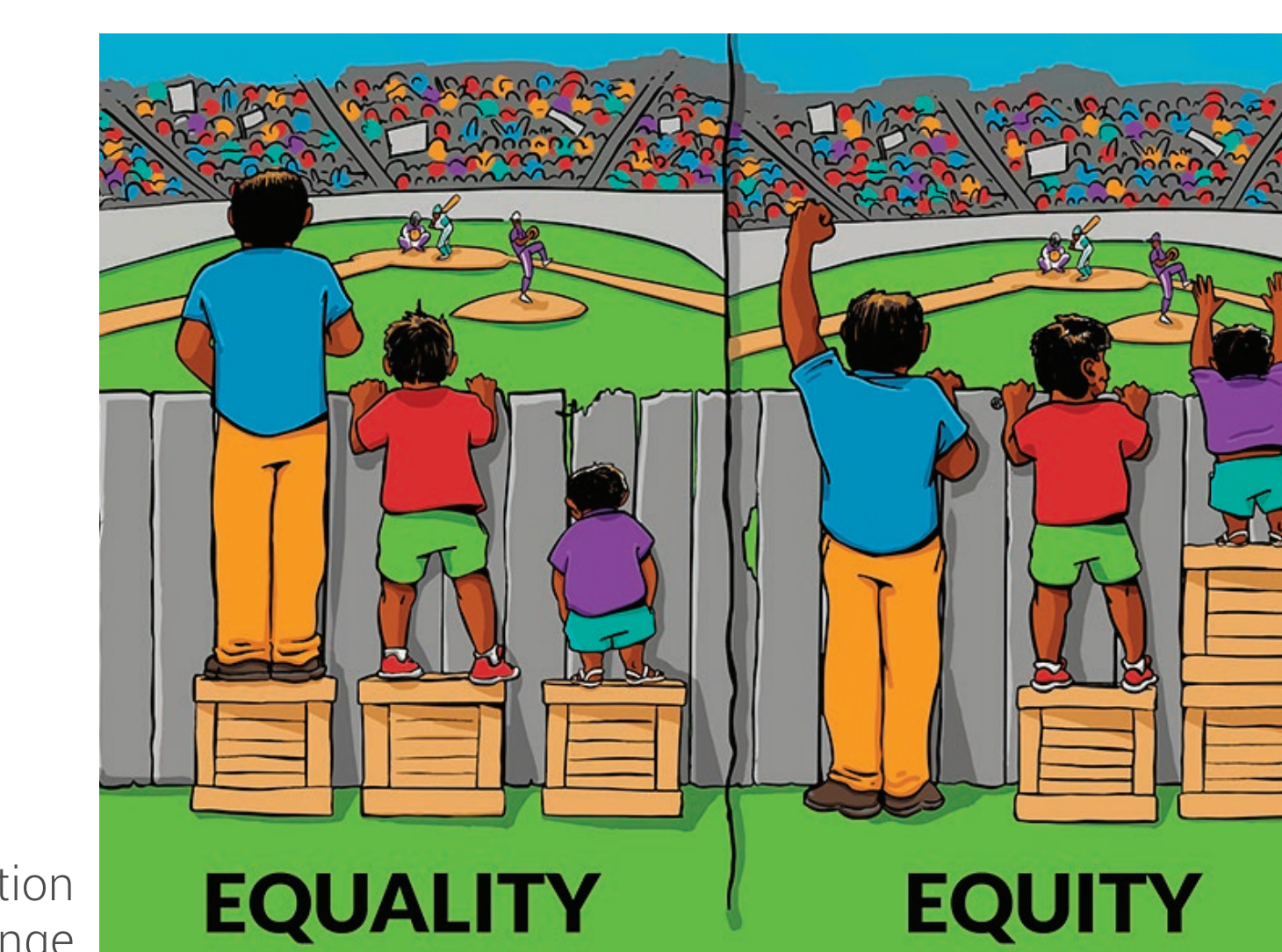
- New survey questions about Care Access (including appointment booking and after-hours care) highlighted areas for improvement

### Marginalized Groups

- Increased volume of data and patient descriptors have increased the ability to identify meaningful variations across clinic sites, discipline teams and patient populations



Social media graphic promoting the addition of multiple languages to patient survey.



### Future Direction

Incorporate survey result variations to better identify health equity issues.

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