

JOSEPH BRANT HOSPITAL

PATIENT FAMILY ADVISOR RECRUITMENT MANUAL



Contents

A Message from the President and CEO..... 3

Introduction 4

Patient Family Advisors at JBH..... 5

 Patient and Family Advisory Council (PFAC) 5

 Patient /Family Advisor (PFA) 5

Being a Patient Family Advisor 6

 What Does a Patient Family Advisor (PFA) Do? 6

 What is Out of Scope for a PFA..... 6

Understanding Person-Centred Care, Patient Experience, and Engagement 6

Person-Centered Care..... 7

 Patient Experience 7

 Patient and Family Engagement 7

Core Concepts of Person-Centered Care..... 7

 Characteristics of a PFA..... 8

References..... 9

A Message from the President and CEO

In 2020, Joseph Brant Hospital (JBH) established the Patient and Family Advisory Council (PFAC) to ensure we were collaborating with patients and families to help inform the delivery of care processes. Our Patient Family Advisors, who have had direct experience with JBH, as their hospital, have been instrumental in bringing the patient/family voice to many of our committees, projects and quality improvement initiatives.

Joseph Brant Hospital is committed to achieving excellence in quality patient care. The partnership between staff, physicians and the Patient and Family Advisory Council, exemplifies this commitment and is an important part of JBH's continuous improvement journey.

By sharing your experience from the patient, family member or caregiver perspective, as an Advisor, you will have an important and positive impact on the internal processes and systems and help to inform the delivery of patient-centered care.

On behalf of the staff, physicians, and volunteers at Joseph Brant Hospital, thank you for volunteering as part of the Patient and Family Advisory Council.

Sincerely,



Eric Vandewall

President and CEO



Introduction

Our Challenge

Around 20 years ago, an Austrian gentleman named Peter Drucker, who is widely regarded in the international business world as “the man who invented management”, identified healthcare as the most difficult, chaotic and complex industry to manage and suggested that the hospital is altogether the most complex human organization ever devised. Since then, things have only become more complicated.

Over the years, we have seen the development of hospitals providing specialized care within regional hospital systems, and the alignment specific services to community-based healthcare providers. Even though hospitals have become more focused in terms of our roles within the larger healthcare systems, we are still required to be many different things to many different people. Both our patients and the care that we provide have become more complex. There are many things to get right, and many things that can go wrong. We are therefore on a never-ending journey to learn and improve at every opportunity to deliver the best outcomes and experience of care possible for our patients and their families.

Our Opportunity

In recent years, hospitals have recognized that we can do much better at incorporating the perspective of patients and families into how we design and improve care delivery as an organization. Like other hospitals, JBH has previously sought feedback from patients and families through surveys, has responded to feedback received through the hospital’s compliments and complaints processes, and has conducted interviews and focus groups to take comments and insights back to program and project committees. While there is still an important place for these consultative processes, best practices have emerged for engaging patients and families that take a more proactive and collaborative approach to impact the design and improvement of healthcare delivery.

By formalizing the roles of patients and families as advisors to the design and improvement of our hospital processes, JBH is committing to achieving what is considered the “gold standard” of patient engagement approaches. This partnership approach to improving care and service is still relatively new to hospitals. At JBH, we began the work of bringing alongside patients and families to strengthen our programs, services and initiatives three years ago. The impact has been significant. We are very appreciative of the commitment of those who have and continue to volunteer to take on these roles.

Our Goal

At JBH, we will raise the level of success of our patient advisory processes by establishing common understandings, knowledge, and even language, for both our patient and family advisors and the diverse hospital stakeholders and teams with whom they will partner with. In the short term, our success will be evidenced by an increasing number of meaningful engagements of PFAs in design and improvement work with JBH teams across the organization and by the evaluation of the partnerships by all involved. Over time, success will be evidenced by excellent patient experience outcomes, and a philosophy of patient and family centred care that has been realized from the bedside to the boardroom.

This manual is intended as a “living” resource for all who will be involved in this exciting journey.

Patient Family Advisors at JBH

For several years, Joseph Brant Hospital (JBH) has drawn upon a variety of patient and family engagement activities to inform continuous improvement in care and service. A Patient and Family Advisory Council (PFAC) was established in September 2020 to enhance and formalize our on-going commitment to patient and family engagement and help to inform the delivery of patient-centered care.

Patient and Family Advisory Council (PFAC)

A patient and family advisory council (PFAC) is a formal body within the JBH organization. It is a volunteer group of current and former patients, family members and caregivers who work together to advance best practices at a hospital or healthcare organization. PFAC meets monthly throughout the year. PFAC members can be asked to participate in collaboration opportunities with employees (clinical, administrative and support) to provide guidance on how to improve the patient and family experience. The PFAC also oversees all the engagement opportunities in the organization and will continue to build on the current council structures.

Patient /Family Advisor (PFA)

PFAs are volunteers who share their unique thoughts and perspectives with employees to ensure the voices of patients and families are heard. They provide the patient/family perspective during many different type of engagement activities.

- Note the Patient and Family **Advisor role** is different than that of **Patient Advocate**. The Patient and Family Advisor role focuses on the continuous improvement of our hospital processes and systems, and is not intended to achieve specific outcomes for individual patients.

Being a Patient Family Advisor

Gives you the opportunity to:

- Make a difference by bringing the perspective of the patient or family member into meaningful discussions
- Help improve the hospital care and services that are here for you, your family and your community
- Expand your knowledge about your hospital and healthcare system

What Does a Patient Family Advisor (PFA) Do?

As a PFA, you will help inform JBH about how best to meet the needs and priorities of our patients, families and communities by sharing your opinions, ideas, and first-hand knowledge about issues that may have an impact on patient/family experience. PFAs work collaboratively with employees to ensure JBH is providing the best possible experience for patients, family members and caregivers.

What is Out of Scope for a PFA

- This role has certain boundaries and does not include any clinical tasks legally performed by a healthcare professional (such as a physician, pharmacist, physiotherapist, laboratory technician, etc.)
- The Patient Family Advisor Role Description will not allow you the opportunity to practice or develop your clinical or technical skills.

Understanding Person-Centred Care, Patient Experience, and Engagement

This section is will provide clarity on the importance of the partnership between JBH and our Patient Advisors.



Person-Centered Care

The philosophy that guides how we provide care to our patients. It may be characterized by:

- Empowering the individual (or their delegate) with complete and understood information, and a voice that is heard at every stage and decision during their healthcare journey.
- Planning and providing care according to not only clinical practice guidelines and standards, but also according to the beliefs, values, personal needs and preferences of the individual such that they have been heard and understood and they have been treated with dignity and respect.
- From the patient outward, everyone at JBH is responsible for, and demonstrates their commitment to, doing their part to achieve the above for every patient.

Patient Experience

As shown in the image above, this term refers to the patient's perspective of care and the outcome of their care journey. This encompasses the impact of all of their interactions with people, the environment, processes, and treatments. Expectations can be highly variable and can frequently change due to factors unrelated to the care journey at hand. By focussing on patient experience as an outcome, we are better able to understand whether our efforts as providers are resulting in improvement over time.

Patient and Family Engagement

The Ontario Hospital Association (OHA) defines “patient engagement” as “proactively seeking out the views of patients to help inform decisions and designs that impact them”. Health Quality Ontario (a division of the provincial Ministry of Health also known as Ontario Health-Quality) has increased expectations for engagement in order to move our mindsets from ‘doing for’, to ‘doing with’ patients and families. This shift reflects a growing understanding that the perspectives of patients and families can lend crucial insights to an organization's quest to improve safety and quality outcomes.

We are committed to guiding and advancing patient/family engagement at JBH from Senior Management to the bedside, through quality improvement, risk management and planning organizational processes.

Core Concepts of Person-Centered Care

1. **Dignity and Respect.** Health care practitioners listen to and honour patient and family perspectives and choices. Patient and family knowledge, values, beliefs and cultural backgrounds are incorporated into the planning and delivery of care.
2. **Information Sharing.** Health care practitioners communicate and share complete and unbiased information with patients and families in ways that are

affirming and useful. Patients and families receive timely, complete and accurate information in order to effectively participate in care and decision-making.

3. **Participation.** Patients and families are encouraged and supported in participating in care and decision-making at the level they choose.
4. **Collaboration.** Patients, families, health care practitioners, and health care leaders collaborate in policy and program development, implementation, and evaluation; in facility design; in professional education; and in research; as well as in the delivery of care.

Characteristics of a PFA

- Experience with care at JBH as a patient or family member of a patient at JBH, within the past three (3) years
- An interest in participating in work that will improve the experience of JBH patients and their families
- Has at least four (4) hours monthly to volunteer as a Patient and Family Advisor to reliably participate in the work, working groups, meetings (may be in person or virtual)
- Good listening and communication skills
- Able to respectfully share thoughts and opinions, while respecting diverse populations
- Willingness to complete a Vulnerable Sector Search (police check), 2-step Tuberculosis (TB) test and show proof of up-to-date immunization
- Willingness to commit to at least one (1) year

Joseph Brant Hospital is committed to Diversity and Inclusion, and we welcome new members who reflect the diverse community JBH serves as we continue and expand our efforts to become a more inclusive, safe and respectful place for everyone to visit, work and receive care.

[Apply Online](#)

References

The Institute for Patient- and Family-Centered Care. Retrieved March 2020:

<https://www.ipfcc.org/>

Using Patient Feedback: A Practical Guide to Improving Patient Experience

Retrieved March 2020: <https://www.england.nhs.uk/improvement-hub/wp-content/uploads/sites/44/2017/11/Patient-Experience-Guidance-and-Support.pdf>

Agency for Healthcare Research and Quality. Working With Patient and Families as Advisors Implementation Handbook. Retrieved March 2020:

https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/systems/hospital/engagingfamilies/strategy1/Strat1_Implement_Hndbook_508_v2.pdf

AMA Education Hub. Forming a Patient and Family Advisory Council (PFAC)

Patient and family perspectives can help you achieve more patient-centered care in your practice. Retrieved March 2020: <https://edhub.ama-assn.org/steps-forward/module/2702594>

Sault Area Hospital. Patient and Family Advisory Council Handbook. Retrieved March 2020:

<https://sah.on.ca/wp-content/uploads/2021/06/PFAC-Handbook.pdf>

Brant Community Healthcare System: Patient And Family Advisor Orientation

Handbook. Retrieved March 2020: https://www.bchsys.org/en/care-services/resources/Documents/DOCN_20201222_PFAC-Orientation-Guide.pdf

Conference on Practice Improvement. The Patient & Family Advisory Council (PFAC).

Retrieved March 2020:

<https://resourcelibrary.stfm.org/HigherLogic/System/DownloadDocumentFile.ashx?DocumentFileKey=da74b244-cba5-9f18-11cd-19555c42ca2d&forceDialog=0>

Patient Engagement Research. A TOOLKIT FOR PATIENT-FAMILY ADVISORY

COUNCILS. Retrieved March 2020: <https://resources.planetree.org/wp-content/uploads/2017/09/Patient-Engagement-in-Research-A-Toolkit-for-PFACs.pdf>

Lakeridge health. Patient and Family Experience Advisor Handbook. Retrieved March

2020. <https://www.lakeridgehealth.on.ca/en/patientsandvisitors/patient-and-family-handbook.asp>

Author Philip W. McArthur Chapter in The Sage Encyclopedia of Action Research.
David Coughlin and Mary Brydon-Miller (eds.). Sage Press, 2014. ADVOCACY AND
INQUIRY

Retrieved March 2022: <https://actiondesign.com/resources/readings/advocacy-and-inquiry#:~:text=Advocacy%20and%20Inquiry%20are%20two,inquiry%20refers%20to%20asking%20questions.>