

Building Health Literate Care Through Meaningful Patient Engagement

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Resources and handouts

References:

- **Health Literate Care Model.** Department of Health and Human Services, USA.
<https://health.gov/communication/interactiveHLCM/>
- “A Proposed ‘Health Literate Care Model’ Would Constitute A Systems Approach To Improving Patients’ Engagement In Care”. Koh, H.; Brach, C.; Harris, L.M.; and Parchman, M.L. (2013). Health Affairs. No. 2 (357-367).
- **Person Centred Care Values – Institute for Patient and Family Centred Care, IPFCC**
<http://ipfcc.org/about/pfcc.html>
- **Frameworks for Patient Engagement:**
 - Carman, K.L., Dardess, P., Maurer, M., Sofaer, S., Adams, K. Bechtel, C. & Sweeney, J. (2013). Patient and family engagement: A framework for understand the elements and developing intervention and policies Health Affairs, 32, 2, 223-231.
 - International Association of Public Participation; Government of B.C. Integrated Primary and Community Care Patient and Public Engagement Framework
 - Health Quality Ontario: <https://www.hqontario.ca/Engaging-Patients/Patient-Engagement-Framework>
- **Agency for Healthcare Research and Quality:** <https://www.ahrq.gov/>

1. What health literacy projects are you (and others in the room) working on right now?

2. Think pair share

THINK: On your own, consider:

- What opportunities do you see in partnering with patients/family caregivers in this way?
- What concerns or questions about working with patients/family caregivers do you have?

PAIR: Now turn to the person next to you. Share what you came up with.

SHARE: What did you discuss? Share back your key themes with the larger group.

3. Make the case for engaging patients in your work

Create an elevator pitch or generate a story to make the case about engaging patients. *Think about a time when you engaged others in your work and it made a difference. Or when not engaging made a difference.*

Ask yourself the following questions to help round out your preparations and give depth to your message.

- What is my purpose? What am I trying to communicate?
- What would be a successful outcome for this pitch?
- How do I want people to feel?
- What do I want people to remember or do differently?

Now create your pitch:

Adapted from Piper, Kip "Craft an Effective Elevator Speech." [Craft an Effective Elevator Speech](http://ezinearticles.com/?Craft-an-Effective-Elevator-Speech&id=1784355). 12 Dec. 2008 *EzineArticles.com*. 8 Mar. 2010 <<http://ezinearticles.com/?Craft-an-Effective-Elevator-Speech&id=1784355>>.

Methods of Engagement

Method Of Engagement	When to Use	Notes
One on One (Interviews, story sharing, materials review, questionnaire)	<ul style="list-style-type: none"> • To identify priority areas for quality improvement • To explore a single issue or understand experience 	<ul style="list-style-type: none"> • Can lead to opportunities and ideas for other methods of engagement in the future
Focus Groups	<ul style="list-style-type: none"> • To identify general approaches to a problem • To identify priority areas 	<ul style="list-style-type: none"> • Duration and size of focus group is important • Have clear and defined question(s)
Committees / Working Groups	<ul style="list-style-type: none"> • To develop and implement a specific project in partnership/collaboration • To collaborate on driving the entire quality improvement process 	<ul style="list-style-type: none"> • There are various preparatory steps to take for this longer duration engagement method (ongoing relationship)
Surveys	<ul style="list-style-type: none"> • To receive systematic feedback from a larger population • Opportunity to gain insight into a specific issue/question 	<ul style="list-style-type: none"> • Real-time surveys • Virtual patient focus group • Can be used in conjunction with another method of engagement

Preparing for a Focus Group

Preparatory Element	Notes
<ul style="list-style-type: none"> Define a clear role for patient participation Be clear about the level of engagement you are trying to achieve 	<ul style="list-style-type: none"> What will they be doing? Consult, Deliberate, Collaborate How will this tie into the engagement that occurs at the point of care?
<ul style="list-style-type: none"> Identify a facilitator for the group Identify a Staff Liaison 	
<ul style="list-style-type: none"> Give information about the purpose, goals, and intended outcomes of the focus group 	<ul style="list-style-type: none"> Part of the invite we send out Part of the background given at the start of a focus group Template slide deck available
<ul style="list-style-type: none"> Have a follow-up process in place that informs patients of the outcome of the project 	<ul style="list-style-type: none"> How will they be updated after on the outcome of the work?

Preparing for a Working Group/Committee

Preparatory Element	Notes
<ul style="list-style-type: none"> Define a clear role for patient participation 	<ul style="list-style-type: none"> What will they be doing? What are you asking them to do?
<ul style="list-style-type: none"> Be clear about the level of engagement you are trying to achieve 	<ul style="list-style-type: none"> Consult, Deliberate, Collaborate How will this tie into the engagement that occurs at the point of care?
<ul style="list-style-type: none"> Prepare the team before the engagement 	<ul style="list-style-type: none"> Staff education session
<ul style="list-style-type: none"> Identify a Staff Liaison 	<ul style="list-style-type: none"> Someone connected to the work and part of the engagement (see role description)
<ul style="list-style-type: none"> provide information about the purpose, goals, and intended outcomes Clearly define expectations, including timelines, background information 	<ul style="list-style-type: none"> Site Orientation Terms of reference Goals for the group
<ul style="list-style-type: none"> Have a follow-up process in place that informs patients of the outcome of the project 	<ul style="list-style-type: none"> How will they know the outcome of the work?

Preparing for a Survey

Preparatory Element	Notes
<ul style="list-style-type: none"> Be clear about the level of engagement you are trying to achieve 	<ul style="list-style-type: none"> Consult, Deliberate, Collaborate How will this tie into the engagement that occurs at the point of care?
<ul style="list-style-type: none"> Determine how the survey will be administered (online, real-time) If online, develop the survey in an online format (e.g. survey monkey) 	<ul style="list-style-type: none"> Ensure there are clear instructions
<ul style="list-style-type: none"> Give information about the purpose, goals, and intended outcomes 	<ul style="list-style-type: none"> As part of the preamble in the survey
<ul style="list-style-type: none"> Have a follow-up process in place that informs patients of the outcome of the project 	<ul style="list-style-type: none"> Provide the results of the survey Share with the survey participants how the information will be used/final decision made

Preparing for a one-on-one Engagement

Preparatory Element	Notes
<ul style="list-style-type: none"> Define a clear role for patient participation 	<ul style="list-style-type: none"> What is the theme, topic? Provide high level questions ahead
<ul style="list-style-type: none"> Be clear about the level of engagement you are trying to achieve 	<ul style="list-style-type: none"> Consult, Deliberate, Collaborate How will this tie into the engagement that occurs at the point of care?
<ul style="list-style-type: none"> Who will conduct the information gathering? 	
<ul style="list-style-type: none"> Give information about the purpose, goals, and intended outcomes 	<ul style="list-style-type: none"> Part of the invite we send out Part of the background given at the start of a focus group
<ul style="list-style-type: none"> Have a follow-up process in place that informs patients of the outcome of the project 	<ul style="list-style-type: none"> How will they be updated after on the outcome of the work?

Activity 4: Planning for Engagement in Your Project

1. What is the purpose of your project? What impact is it going to make and on whom?	
2. Who will you engage with? Whose voices need to be involved?	
3. How will engagement inform your project?	
4. What method(s) of engagement will you use? OR How will you engage? <ul style="list-style-type: none"> a. Committee membership b. Focus group c. Interviews d. Surveys e. Other? 	
5. What could be a barrier to engagement in your project?	
6. What will be the role of the participants in the engagement?	
7. How will you prepare and support participants for the engagement?	
8. How will you prepare your staff team for this engagement? Are they ready?	
9. How will you inform participants about the outcome of the engagement and the outcome of your project ?	