eScholarship@UMassChan

Do We Want to Know about patients' perceptions of care? Insights from implementation science

Item Type	Presentation
Authors	Mazor, Kathleen
DOI	10.13028/y3t6-0p08
Rights	Copyright the Author(s)
Download date	2025-04-05 00:32:32
Item License	http://creativecommons.org/licenses/by-nc-sa/3.0/
Link to Item	https://hdl.handle.net/20.500.14038/28271

Do We Want to Know about patients' perceptions of care?

Insights from implementation science

Kathleen Mazor EdD

Meyers Primary Care Institute

University of Massachusetts Medical School

Disclosures

- Grant support

Background

- As many as 1 in 4 patients experience a care breakdown
  - Many do not make their concerns known
    - Worry about impact on care
    - Systems for reporting not obvious, easy
    - Suspect it will not make a difference
    - Desire to focus on getting well
    - Don't want anyone to "catch heck"

Why encourage patients to report

- Patient insights could lead to better care
  - For reporting patient
  - For future patients
- If we don't know about patients' concerns, we can't correct misperceptions

Current systems are inadequate

- Emerging reporting systems have limitations

- Active, intensive, multi-modal outreach is necessary

- Real-time responses to "fix" wrongs, and processes to prevent recurrences also needed

We Want to Know

Goal

Patients and family members who have concerns about care find it **easy** to express their concern and get a **response**

The Vision

- **Campaign materials** get the message out to patients and family members
- "Outreach" interviews **screen** for concerns
- Message is **reinforced** by staff and providers on the unit
- **Patients & family members** utilize 800#, website, email
- WWTK specialist **responds to concerns** engaging other team members as needed

The Reality

- **Campaign**
  - delayed, limited, uncertain reach
- **"Outreach" interviews screen** for concerns
  - easier than anticipated!
- **Staff and providers reinforce message**
  - delayed; questionable reach, fidelity
- **Patients & family members initiate reporting**
  - few use; uncertain awareness
- **WWTK specialist responds** to concerns
  - Yes, with caveats

Implementation Science

- **Adoption**: the decision of an organization or a community to commit to and initiate an evidence-based intervention

- **Implementation**: the process of putting to use or integrating evidence-based interventions within a setting

- **Sustainability:** the extent to which the intervention delivers its intended benefits over an extended period of time after external support ends

Rabin, B.A., Brownson, R.C., Haire-Joshu, D., Kreuter, M.W. and Weaver, N.L., 2008. A glossary for dissemination and implementation research in health. *Journal of Public Health Management and Practice*, *14*(2), pp.117-123.

Adoption...the decision of an organization or a community to commit to and initiate an evidence-based intervention

- **A promise is not a decision**
  - Site investigator and 1 leader = limited influence
- **Priorities are critical, vary over time, and conflict**
  - System-level vs hospital- vs unit-level
  - Provider and patient level
- **Things change....**
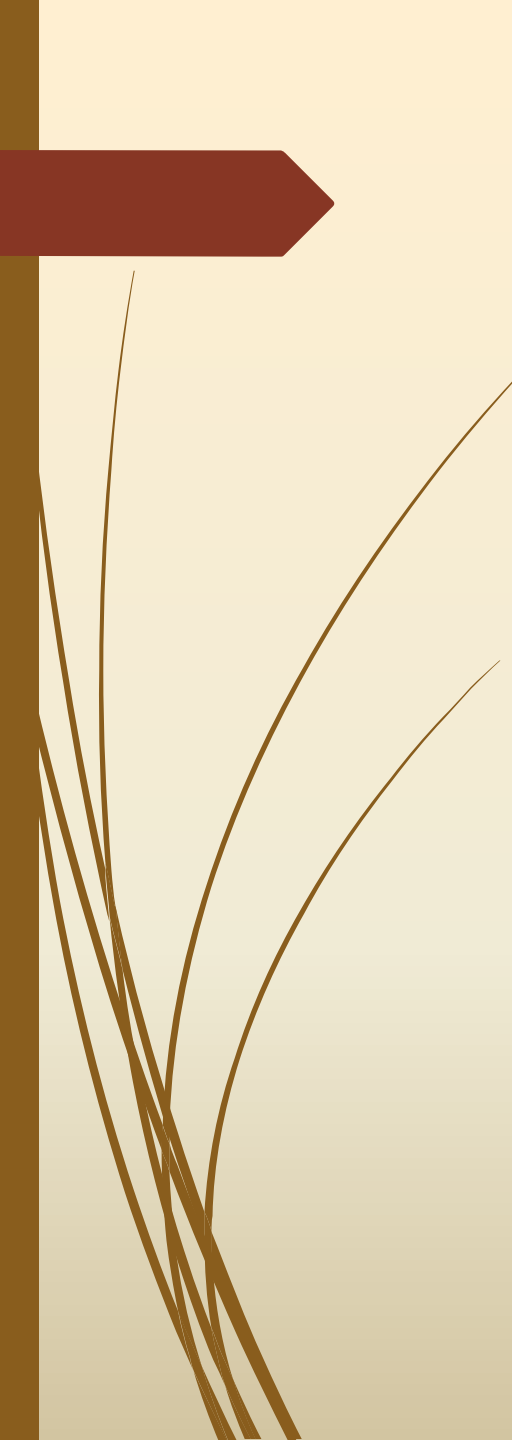 - Reality at the time of the promise differs from reality when the application is funded.

Implementation...the process of putting to use or integrating evidence-based interventions within a setting

- **Implementation required a vehicle**
  - Made possible by embedding in another initiative
  - Not the vehicle originally planned
  - Significantly delayed
- **Adaptation was inevitable**
  - Systems, hospitals, providers, adapted the training, message, materials
  - Tracking was challenging to impossible

Sustainability...the intervention delivers its intended benefits over an extended period of time after external support ends

- **Leaders (system- and hospital-level) like the program**
- **But many unanswered questions**
  - Who will pay for it? What will they pay for?
  - Who will "mind the store"?
  - **What happens when there is a new initiative?**

What we learned

- Be wary of promises
- Stakeholders at different levels have different (and possibly conflicting) motivations, priorities, constraints…
- Distance makes everything harder
- Documentation, tracking is critical (and hard)
- Adaptation is inevitable
- Relationships are important!

Thank you

Kathleen.mazor@umassmed.edu