



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

Insights from implementation
science

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Disclosures



Grant support

AHRQ 4R18HS022757 Detecting, Addressing and Learning from Patient-Perceived Breakdowns in Care, Kathleen Mazor, PI

AHRQ K08HS024596 Patient-Perceived Breakdowns in Care: Informing Physician Responses and Improvements in Healthcare Delivery Kimberly Fisher PI

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
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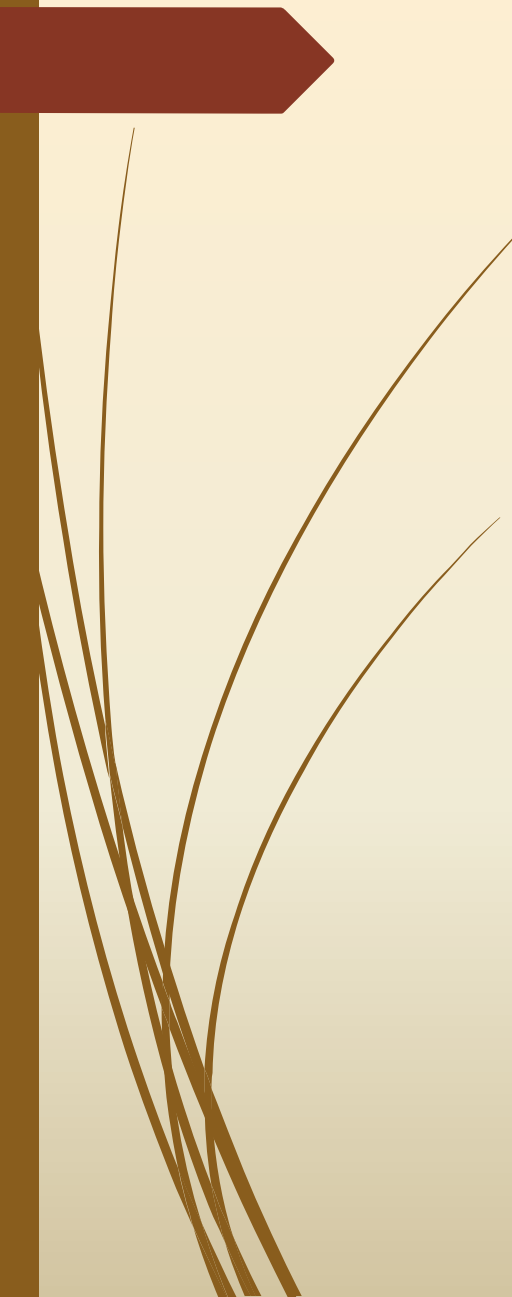


Implementation Science



- **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.

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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.

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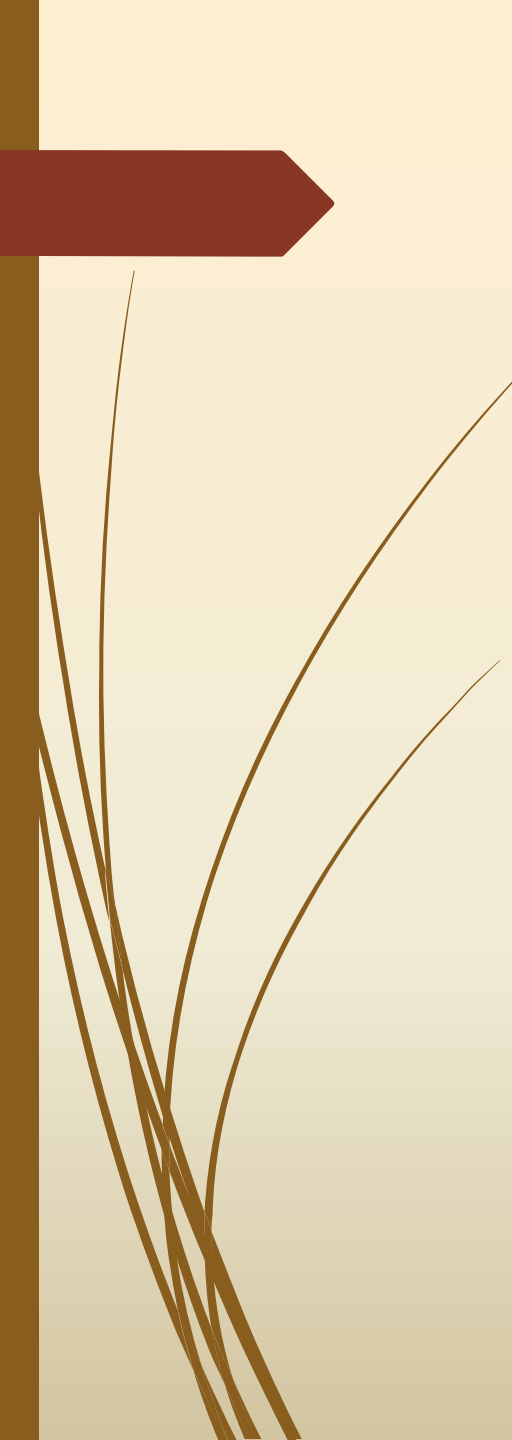
Implementation...the process of putting to use or integrating evidence-based interventions within a setting

➤ **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


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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

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- 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

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