

Five Engagement Methods Common in BC Health Care



The Bulletin Board or Newsletter

Level of Engagement: Inform

If you have a project where the patient voice will not influence any decisions, you can inform people that you are making things safer and more efficient.

PROS	CONS
<ul style="list-style-type: none"> Proudly share your improvement work. People can feel cared for while you boost staff pride. 	<ul style="list-style-type: none"> Once started, it should be maintained and updated.



The Survey

Level of Engagement: Consult

There is a PHSA link to help you think about conducting surveys and privacy. You should begin at: <http://2pod.phsa.ca/quality-safety/privacy/surveys-privacy/Pages/default.aspx>

PROS	CONS
<ul style="list-style-type: none"> Inexpensive. Give quantitative data that is easy to collate and report. Opportunity for qualitative, narrative data if you wish. 	<ul style="list-style-type: none"> Hard to build well. Poorly crafted questions give useless data or create bias in the responses. No flexibility to adapt as you will not know your results until it is over. Too many surveys will burn out your audience.



The Interview

Level of Engagement: Consult

Interviews need a script. This is an excellent way to reach those who are too sick or far away to otherwise participate in a consultation engagement.

PROS	CONS
<ul style="list-style-type: none"> Can be done on the phone or in-person. Because only one person is speaking, there is an opportunity to go deeper with issues. With a neutral interview, there is less risk of an opinion being swayed by a group dynamic. 	<ul style="list-style-type: none"> No anonymity. Need a careful plan for storing interview notes that contain sensitive personal information. People may not be honest if they are worried their answers will affect their care. Time consuming.



Discussion Group

Level of Engagement: Consult/Involve

Discussion or consultation groups allow you to interview multiple people at once.

PROS	CONS
<ul style="list-style-type: none"> • People speak together and feed off each other’s ideas. • There is more opportunity for a group “answer” to emerge and for anonymity to be preserved. 	<ul style="list-style-type: none"> • Without strong facilitation, a dominant personality can take over and skew the conversation or quiet voices can be lost. • The facilitator and note taker can also skew the results in how they record.



The Advisory Council or Working Group

Level of Engagement: Involve/Collaborate

The degree of influence of this group is determined by what you promise and who is listening to the results. A solid Terms of Reference is required. Make a list of committee members and their roles. Commit time to prepare partners in advance.

PROS	CONS
<ul style="list-style-type: none"> • Provide collective, informed insight over time. • Can report to senior clinical or administrative leadership for true impact. 	<ul style="list-style-type: none"> • Time-consuming and may be difficult to find ongoing participants. • Senior staff must be committed. • May need to meet outside of standard office hours.

Teleconference, Webinar, In-Person, or Blended?

Phone or Webinar	In-Person	Blended method
<ul style="list-style-type: none"> • Great way to reach people who are too remote or ill to come to you. • Webinars are useful when you have visual materials. • More than 90 minutes is hard to maintain. • Both need very skilled facilitation. 	<ul style="list-style-type: none"> • Generates discussion. • Allows for a longer engagement. • People often speak more freely in person. • People can see if they are interrupting. • People form more of a relationship with each other. 	<ul style="list-style-type: none"> • Can be a useful option in an ongoing series of meetings where visual material is not included. • Don’t use for a one-time event. • People on the phone will struggle to hear the people in the room, can’t see and the facilitator will occasionally forget to ask them to weigh in. It is exhausting to push to be included so they will eventually stop trying.