Patient and Public Engagement at Vancouver Coastal Health

Meaningful Engagement of Patients and the Public for Improved Health Outcomes

BC Cancer Agency Conference November 1, 2013
Outline....

• About VCH
• What is Community Engagement at VCH
• What is Patient Public Engagement (PPE) and how does it impact health care
• How you too can do PPE
• Questions and comments
VCH Vision and Mission

People First

Vision

We will be leaders in promoting wellness and ensuring care by focusing on quality and innovation.

Mission

To support healthy lives in healthy communities with our partners through care, education and research.
“At VCH, People First means that we treat patients, clients, residents as we want to be treated and we involve our patients, family members and community in their care”

- Dr. David Ostrow, CEO, VCH
Who is Vancouver Coastal Health?

22,000 staff, 2,500 physicians and 5,000 volunteers working at 556 locations including 13 hospitals, and 15 community health centres.
Who we serve

VCH serves 25% of BC’s population (over 1 million people) including the residents of Vancouver, Richmond, the North Shore and Coast Garibaldi (Sea-to-Sky, Sunshine Coast, Powell River, Bella Bella and Bella Coola).

17 Municipalities; 16 First Nations Communities
Where We Work

Health services are delivered within three Communities of Care:

» Coastal
» Vancouver
» Richmond

And across:

» Acute Care
» Primary Care
» Home and Community Care
The Health Care Continuum

Population Health and Wellness
Primary Health Care
Home and Community Services
Mental Health and Addictions
Acute Care
VCH True North Goals

- Promote better health for our communities
- Provide the best care
- Innovate for sustainability
- Develop the best workforce

People first
We will be leaders in promoting wellness and ensuring care by focusing on quality and innovation.

**Provide the best care**
1.1 Reduce unnecessary variations in care by using evidence-based protocols.
1.2 Improve clinical integration and quality by building regional programs, departments, and processes.
1.3 Build an integrated electronic health record.

**Develop the best workforce**
3.1 Unleash staff potential so they can do their best everyday.
3.2 Encourage a culture of respect, engagement, safety, and accountability.
3.3 Strengthen management and leadership capacity.
3.4 Partner with physicians to improve quality and implement performance accountability.

**Innovate for sustainability**
4.1 Optimize capacity, resources allocation, and productivity.
4.2 Encourage innovative service models and funding mechanisms.
4.3 Secure increased capital funding.
4.4 Do the work with the least environmental impact.
4.5 Continuously improve using LEAN thinking at all levels.

**People first**

**Promote better health for our communities**
2.1 Implement targeted health promotion and prevention initiatives to reduce the burden of chronic diseases.
2.2 Reduce health disparities in the populations we serve.
2.3 Coordinate care across the continuum of primary, community, home and acute care.

**Vancouver Coastal Health**
Promoting wellness. Ensuring care.
Mandate of Community Engagement (CE) at VCH

The goal of CE is to develop and enhance public participation in health service planning and decision-making, so that members of the public have a ‘voice’ in the services and policies that affect their lives.

To raise awareness about community issues and concerns that may not otherwise be apparent.
Community Engagement Framework

More information at www.vch.ca/ce
So where does the patient and public fit in?

And how do they affect change?
Why does someone get involved in patient public engagement?

• personally being asked to participate
• Have a commitment to lifelong learning about new things - CE informs you about the healthcare system and health in general
• have a commitment to improving our society
PPE is important to health outcomes

When we engage the community, we create a process for mutual communication between the public and the health system, ensuring community values and needs are reflected in healthcare provision.
Spectrum of Participation

**Inform**
Community receives information and announcements

**Consult**
Community is consulted on draft plans or on issues; feedback impacts decisions

**Empower**
Community identifies issues, solutions and actions-system supports.

**Collaborate**
Community shares decision-making; system defines limitations

**Involve**
System involves stakeholders in planning and policy processes
Principles of Engagement

Everyone is a stakeholder

We help dissenting voices... work through their differences towards collective solutions

Diverse voices contribute to better decisions

We are open and transparent in how we share information

Communication is two-way street

Our ultimate goal is to engage community leaders as partners

We complete the circle of engagement

Consider the patient’s journey

We engage the community with integrity, in a way that builds trust and credibility

Target engagement to affected clients

Bring diverse and marginalized voices into planning process

Stimulates the growth of healthy communities

Our ultimate goal is to engage community leaders as partners

Consider the patient’s journey

Bring diverse and marginalized voices into planning process

Stimulates the growth of healthy communities
Strengthening the culture of PPE inside VCH

• CE Team is involved in strategic planning to embed PPE practice within VCH
• Champion the principles and practice of CE with our Board of Directors, senior leaders and staff
• CE Team act as “consultants” on projects
• Train, coach, mentor, advocate
  • “How to Guide to Community Engagement” CE Curriculum customized for internal teams
Patients/ Clients/ Families as Partners in their Own Care

- **Self Management**
  - Integrated Primary and Community Care (IPCC) engages patients to determine community supports for self management

- **Peer Support/Education**
  - Mental Health Peer Support Workers

- **Health Literacy**
  - Community Engagement Advisory Committee Forum to determine strategies for supporting patients and providers
  - Richmond Health Literacy Project
  - Dorothy's Story [www.vch.ca/your_health/seniors/](http://www.vch.ca/your_health/seniors/)

- **Health Promotion & Disease Prevention**
  - Regional Hand Hygiene – Community Engagement Advisory Network CEAN
Public & Community Participation in Shaping the Health Care System

• Involvement in Quality Improvement (QI), policies, plans, system redesign
  • CEAN Forum on Quality – What does quality mean to you as a patient?
  • Community Engagement Advisory Committee (CEAN) members develop and deliver Advance Care Planning workshops to members of the public
  • Parking at Richmond Hospital
  • Provide input to patient information and education materials
  • Advising on VCH Strategies: Eating Disorder, Perinatal Depression, Palliative Care
  • Advocacy for impact of environmental factors on health

• Public members on boards/committees
  • CEAN members on VCH internal committees: Regional Patient Safety
  • CEAN members at Senior Planning tables – Clinical Systems Transformation
  • Richmond Health Advisory Committee
  • Public members providing education
Patient and Public Engagement Can Make a Difference!
Thank you!
Questions?

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