

Placing and Supporting a Person and Family Engagement (PFE) Leader in Your Hospital

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- Healthcentric Advisors ■ Qlarant
- Kentucky Hospital Association
- Q3 Health Innovation Partners
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Hospital Quality Improvement Contractors
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Goals for Today's Presentation

- Understand **what** a Hospital PFE Leader or Coordinator does and **why** it matters
- Learn **how** to set up a Hospital PFE Leader or Coordinator for success
- Discover what **tools and resources** are available to you and your hospital

The Hospital PFE Leader Role

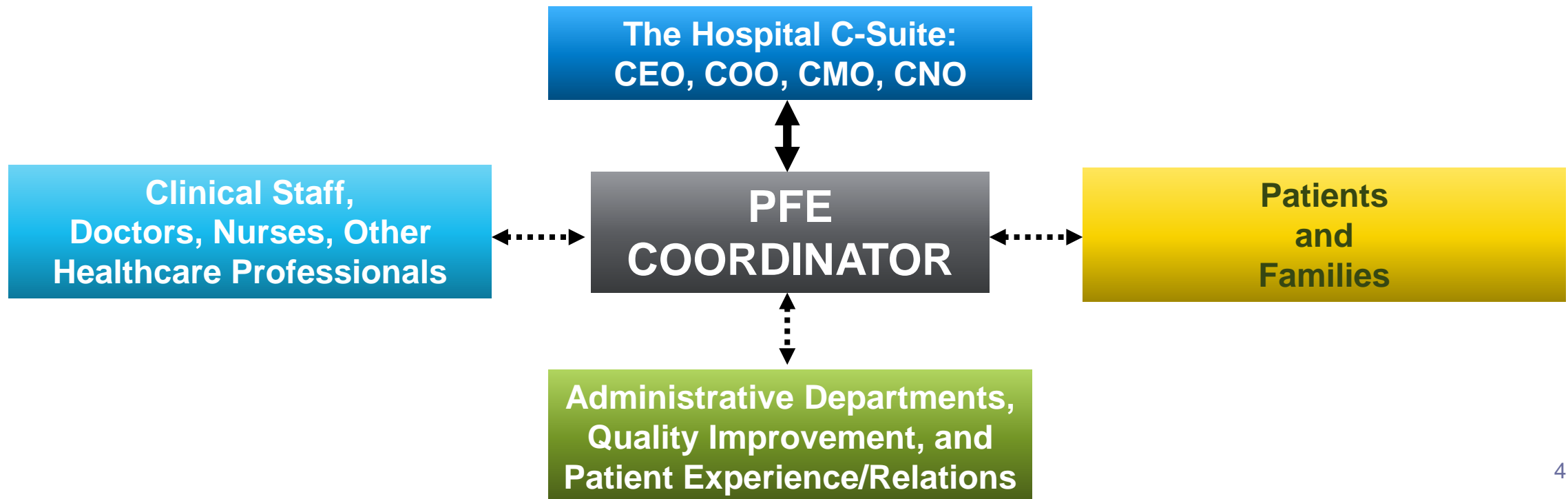


PFE Best Practice: Hospital Quality Improvement Contract (funded by the Centers for Medicare & Medicaid Services or CMS):

“At least one person is recognized across all hospital staff and administration as responsible for the leadership, coordination, support, and reporting of PFE activities throughout the hospital.”

Primary Duties of a PFE Leader

Successfully integrate PFE into the culture and operations of the hospital or healthcare system.



What's in a Name?

PFE Leaders may have different titles:

- Patient and Family Engagement Coordinator
- Director of Patient and Family Engagement
- Principal Advisor, Patient and Family Engagement
- Staff Liaison to Patients and Families
- Patient-and Family-Centered Care (PFCC) Manager

Remember:
This might be a
SHARED or
PART-TIME
position!

PFE Coordination can also be added to existing positions:

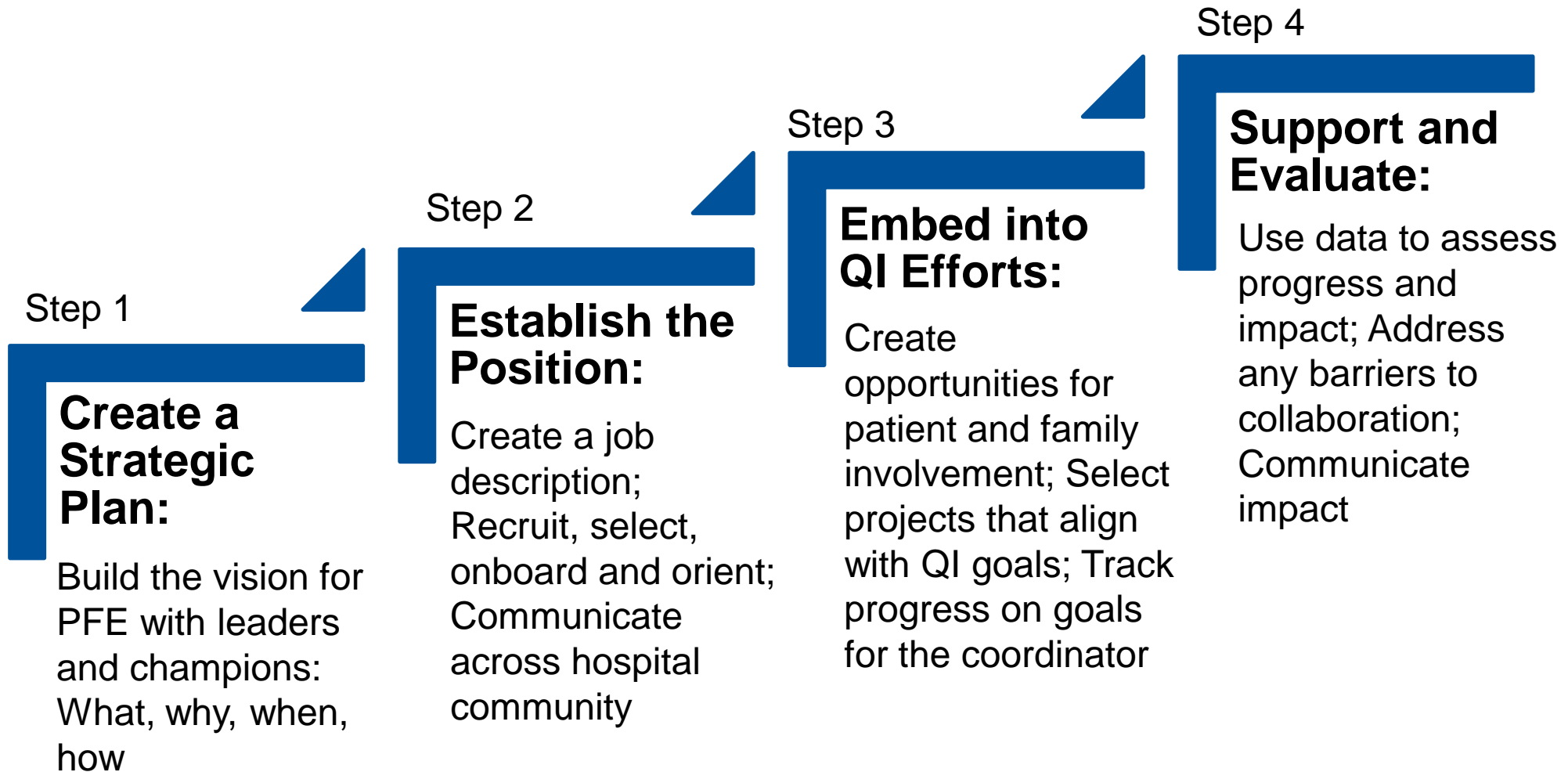
- Director of Patient Experience or Patient Experience Coordinator or Advisor
- Director of Patient Safety
- Director of Quality Improvement or Quality Improvement Specialist
- Director of Volunteer Services or Volunteer Coordinator

The Benefits of Having a PFE Coordinator at Your Hospital



- Provides a clear “go to” person to organize and centralize PFE efforts across the hospital
- Serves as a spokesperson and liaison to patients and families in the community
- Creates a critical connection between administrators, clinical staff, and patients/families to foster partnerships and improve patient safety
- Gives an important message to the community about the hospital’s commitment to PFE and PFCC
- Creates accountability for PFE and PFCC to the Board

Steps to Implement and Sustain the PFE Coordinator Position



Step 1: Create a PFE Strategic Plan

- Identify the areas where partnership with patients and families could improve the quality and safety of care
 - In Direct Care (using partnership with patients, family caregivers)
 - Hospital Wide (using patient and family advisors (PFAs) or a Patient and Family Advisory Council (PFAC))
- Create a mission/vision statement for PFE for the hospital
- Include the WHY and the value of PFE to the hospital

Identifying and Selecting Your PFE Coordinator



- Create a formal position or duty with a job description
 - Responsibilities
 - Amount of FTE
 - Reporting Chain
 - Qualifications
 - Application and Selection Process
- Promote the position across staff and community
 - Remember that the role may best be filled by a patient advisor or hospital volunteer
- Make a formal selection and begin onboarding
- Make sure when onboarding to solidify relationships between the PFE Coordinator and staff/leadership across the hospital

Overcoming Possible Challenges

Challenge 1: No Budget for the Role

- Can we sell the need to the Board in a special request?
- Can we create a volunteer position?
- How can PFE be integrated in existing priorities and initiatives?

Challenge 2: No One Has Time to Take On the Role

- Am I looking in the right “pool”?
- Have I activated my hospital’s PFE champions?
- Have I created a compelling PFE vision and job description?

Challenge 3: Lack of Support for PFE

- Has the C-Suite endorsed and communicated their support?
- Has enough effort been given to getting the hospital to buy into the PFE vision?

Resources

- [Staff Liaison to Patient and Family Advisory Councils and Other Collaborative Endeavors](#) (Institute for Patient- and Family-Centered Care)
- [Safety Is Personal: Partnering With Patients and Families for the Safest Care](#) (National Patient Safety Foundation)
- [Working With Patients and Families as Advisors: Implementation Handbook](#) (Agency for Healthcare Research and Quality)
- [Hospital Roadmap for Person and Family Engagement](#): Achieving the five PFE best practices to improve patient safety and health equity (American Institutes for Research for the IPRO HQIC)
- [PFE Practice 4: Implementation Guide for Hospitals](#) (American Institutes for Research for the IPRO HQIC)

We're here to support you!

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