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

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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



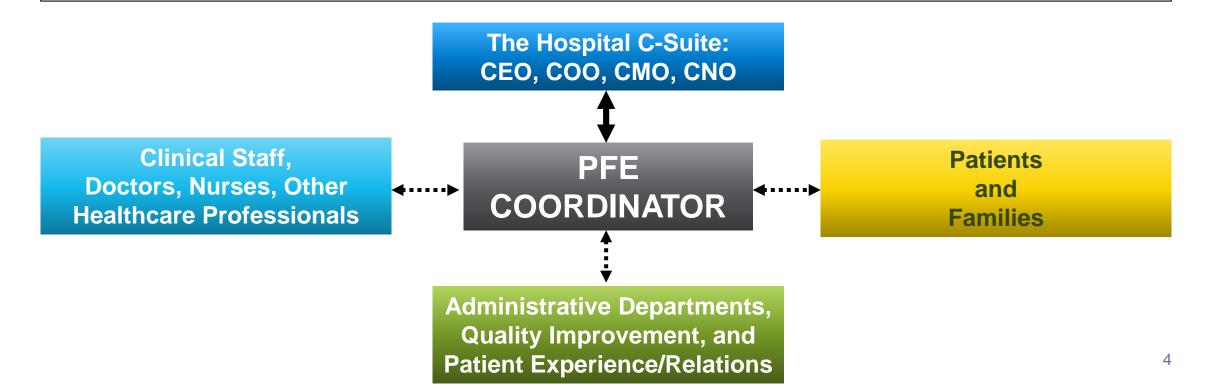
PFE Best Practice: Hospital Quality Improvement Contract (funded by the Centers for Medicare & Medicaid Services or CMS):

"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 Strategic Plan:

Build the vision for PFE with leaders and champions: What, why, when, how Step 2

Establish the Position:

Create a job
description;
Recruit, select,
onboard and orient;
Communicate
across hospital
community

Step 3

Embed into QI Efforts:

Oreate
opportunities for
patient and family
involvement; Select
projects that align
with QI goals; Track
progress on goals
for the coordinator

Step 4

Support and Evaluate:

Use data to assess progress and impact; Address any barriers to collaboration; Communicate impact



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

What Might a Day in the Life of a PFE Coordinator Look Like?







- Meeting with the CEO, CMO, or CNO to identify and operationalize PFE opportunities throughout the hospital
- Working with the QI Coordinator and/or Department Leads to identify opportunities to involve patients and family members in QI efforts
- Organizing the recruitment, selection, and onboarding of PFAs or PFAC members
- Presenting opportunities for patients and families in the community to become a volunteer or PFA
- Guiding and supporting the PFAC
- Collecting or reviewing data to measure the impact of PFE
- Providing training to clinical staff on PFE Best Practices to strengthen partnerships with patients and families

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)
- <u>Safety Is Personal: Partnering With Patients and Families for the Safest Care</u> (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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