



## Amplifying Impact

How a Grateful Patient is Transforming our Cancer Patient Experience

# Grateful patient-families are our **biggest advocates**

 #SoThankful









# The Kennedy Initiative

Emory Medicine received a grateful patient donation, earmarked to launch new patient-centered care models and to improve patient experiences and outcomes.

The Prostate Cancer Program was the initial clinical focus.

Focus areas included:

- Patient Access
- Patient Intake
- Communication of Results
- Communication with the Care Team
- Patient Education

## \$25 million grant from James M. Cox Foundation aims to transform patient care at Emory

Woodruff Health Sciences Center | Oct. 14, 2015



(l-r) Christian Larsen, dean of Emory University School of Medicine and vice president for health center integration in Emory's Woodruff Health Sciences Center; William Bornstein, chief medical officer and chief quality officer for Emory Healthcare; Jim Kennedy, chairman of Cox Enterprises Inc. and president of the James M. Cox Foundation; John Pattaras, associate professor of urology, Emory University School of Medicine and Peter Rossi, associate professor of radiation oncology, Emory University School of Medicine.

# Experience Improvement via VOC Input

## Patient Experience Mapping

**41** in-depth patient interviews

- Included 4 key segment divisions based on treatment type
- Patients from both treatment locations

Surgery



Radiation



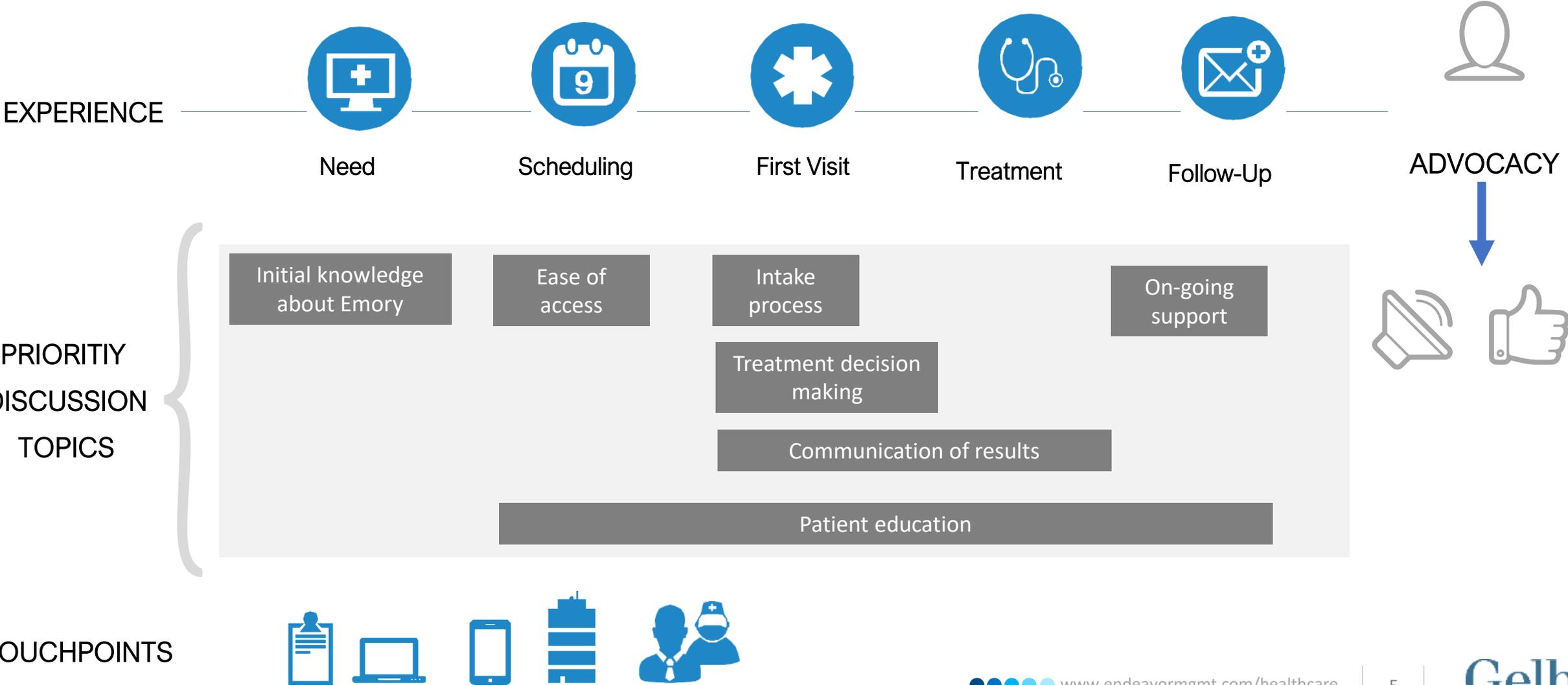
Active Surveillance



Hormone Therapy



# Experience Mapping Focus Areas



# Experience Assessment

Assessment of performance, touchpoints, and functional/emotional needs at each stage

EXPERIENCE



Need

Scheduling

First Visit

Treatment

Follow-Up

Reassurance

Confidence

Preparation

Support Options

Resources and a point of connection so that they feel well-prepared for the first visit

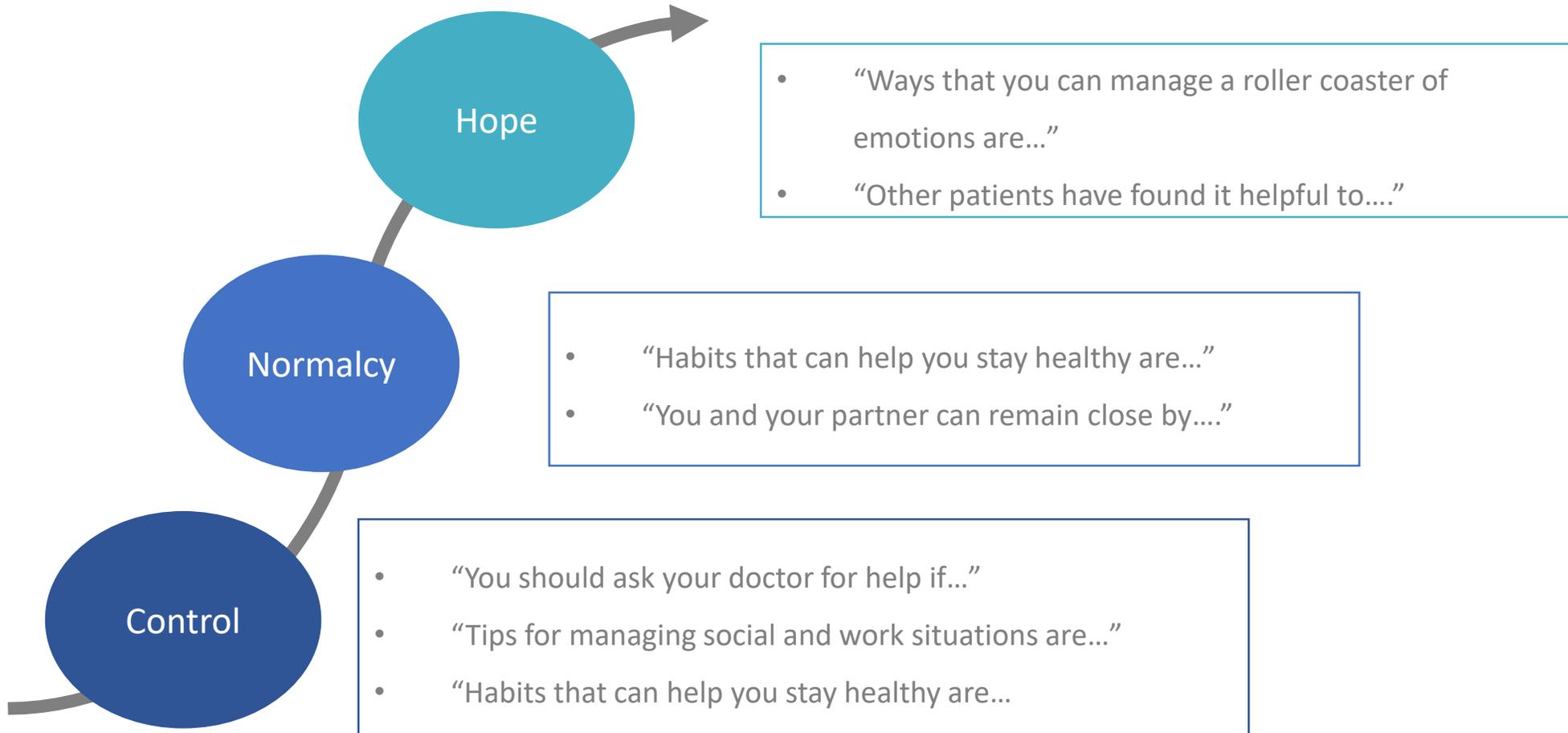
Knowing that this is the best treatment pathway (and minimization of pain and side effects)

Detailed understanding of continuum of side effects and at-home care instructions

Help managing on-going emotional and physical needs

# Emotional Support Needs

## Focus areas for support resources and educational materials



# Treatment Decision Making

## Tools to Build Confidence in Treatment Decision-Making

### Facilitators

- ✓ Meeting with surgeon and oncologist together
- ✓ Ample time spent with patient
- ✓ Confidence, expertise, and specialization of doctor
- ✓ Giving patients a sense of control and partnership

### Recommendations

- Knowing what to consider and how to prepare in advance of visit
- Tools to take notes during the first visit
- Trusted research and data for conducting additional research
- Accessible real stories from other patients (including the hard parts)
- Detailed understanding of potential side effects

### Barriers

- Contrasting information online (what to trust)
- No one “right” decision at times
- Side effects are mentioned, but not truly understood
- When side effects are worse than expected, patients question decision

# Segment Persona

## Surgical Patients

Completed for each segment



“I am confident that surgery is the best option to make sure the cancer does not come back; the inpatient care is good and I experience minimal pain, but have unexpected complications after I go home and wish I would have been more prepared.”

## Identification of segment-specific needs



### Medication Management

Go-to contact for help managing many medications, including quick resolution if prescription was not called in as expected



### Home Care

Need a pathway for quick resolution of questions or problems post surgery, such as infections or urinary retention; ability to avoid the ER when possible. Ideal is a proactive check-in call post-discharge.



### Instructions

Need more detailed home care instructions prior to discharge, including multiple formats (verbal, written, visual)

### Post-Op

Desire increase inclusion of caregivers immediately post-op

# VOICE OF THE CUSTOMER

Empathy and Change Motivation

Patient stories, quotes, and audio clips

*“I was really blindsided by how sick I was after the four days of radiation. I was out of commission for three weeks after that, but I didn't feel prepared for feeling that way, and was not told that I could get that sick.”*

*– Radiation patient*



# Action Priorities

Recommendations Highlights

## Translating Insight to Impact

### Increase Awareness of Outcomes

Detail access, outcomes, and patient stories to facilitate initial decision-making; focus on getting diagnosis right the first time



### Set Expectations Early On

Increase preparation before the patient's visit, particularly educational and logistical needs



### Robust Support Options

Provide consistent options for emotional support, holistic care, and lodging during long treatment stays



### Detailed Preparation for Side Effects

Increase preparation for what to expect and management of side effects, tips for how to manage, stories from other patients, etc.

# Progress to Date

## Recommendations Summary



### A Preparation for Initial Visit

- Explain care team roles
- What to bring to visit
- Contact information

### B Set Expectations Early On

- One page summary
- Compare treatment options
- Talking point during consult

	Active Surveillance	Surgery (Prostatectomy)	Radiation Therapy				
			Brachytherapy (HDR/LDR)	External Beam Radiation	Radiation with Hormone Therapy		
		Early	Early	Early	Early	Late	
<b>Erectile Dysfunction</b>	On going	Early	Late	Early	Late	Early	Late
<b>New problems with Ejaculation</b>							
<b>Problems holding or leaking (Incontinence)</b>							
<b>Urinating more often or Difficult to empty bladder</b>							
<b>Bowel/Rectal Problems</b>							
<b>Anxiety and Emotional distress</b>							
<b>Decreased energy and Vitality</b>							

### C Detailed Preparation for Side Effects

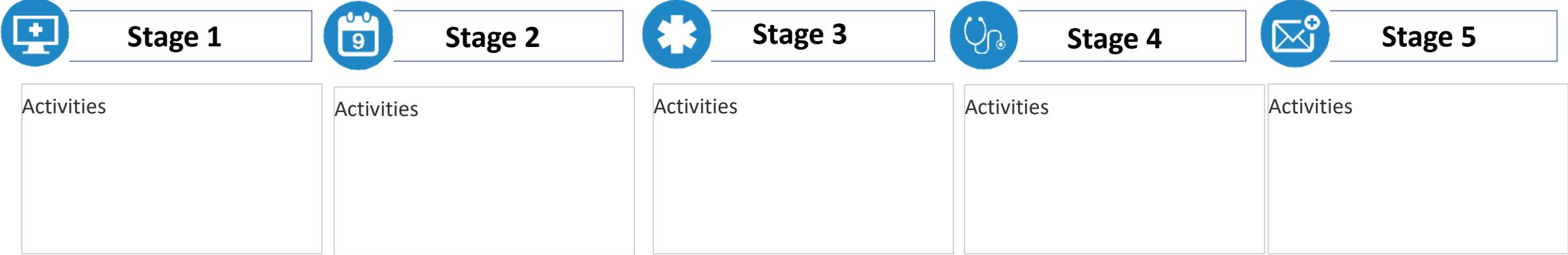
- Detailed prep before surgery, at hospital, and at home

### D Robust Support Options

- TrueNTH Decision Support and Symptom Tracker
- Improved EMR message response

# What do Your Patients Experience?

## Key Stages and Activities



## VOC Feedback

-  **WHAT WE LEARNED**
-  **TOUCHPOINT ASSESSMENT**

## Action Planning

-  **TACTICAL RECOMMENDATIONS**

# ABOUT US



Healthcare market leaders and challengers turn to Gelb Consulting to advance their strategic objectives. We work collaboratively with our clients to merge market insights and industry expertise to design and implement practical strategies. Our clients keep coming back to us not only for a near-term game plan, but as a long-term trusted partner.

## **Understanding the What and the Why**

Our approach yields direction for our clients to drive advocacy – customers willing to go out of their way to recommend you. This is formed by the alignment of your brand’s promise, your delivery of services and how they are delivered. These create the ideal experience.

We believe that market leadership is based on a keen understanding of the underlying drivers of your customers – whether they be patients, families, referring physicians, donors or employees. Since our founding in 1965, we have continued to innovate identifying industry-leading best practices and deploying the latest research techniques to support our clients’ success.

## **Making the How a Reality**

This is where our experience comes in. Our clients include many of the most recognized and well-regarded healthcare organizations in the country, with a focus the most complex - academic medical centers. We bring best practices and success to the table.

In addition, our seasoned consultants have been in your shoes, having decades of experience serving in leadership positions within healthcare organizations. We understand the challenges of navigating the most challenging of situations – from competitive environments to resource constraints. We work with you to implement practical strategies to accelerate business performance at a pace that’s manageable for your organization.



# THANK YOU

---

We appreciate the opportunity to advance our relationship

## Contact



[www.endeavormgmt.com/healthcare](http://www.endeavormgmt.com/healthcare)



950 Echo Lane, Suite 200, Houston, TX 77024



@GelbConsulting



800-846-4051



[info@gelbconsulting.com](mailto:info@gelbconsulting.com)



[www.linkedin.com/gelbconsulting](http://www.linkedin.com/gelbconsulting)