Amplifying Impact

How a Grateful Patient is Transforming our Cancer Patient Experience
Grateful patient-families are our biggest advocates
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
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**
- Need
- Scheduling
- First Visit
- Treatment
- Follow-Up

**PRIORITIY DISCUSSION TOPICS**
- Initial knowledge about Emory
- Ease of access
- Intake process
- Treatment decision making
- Communication of results
- Patient education

**ADVOCACY**
- On-going support
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 ongoing emotional and physical needs
Emotional Support Needs

Focus areas for support resources and educational materials

- **Hope**
  - “Ways that you can manage a roller coaster of emotions are...”
  - “Other patients have found it helpful to...”

- **Normalcy**
  - “Habits that can help you stay healthy are...”
  - “You and your partner can remain close by...”

- **Control**
  - “You should ask your doctor for help if...”
  - “Tips for managing social and work situations are...”
  - “Habits that can help you stay healthy are...”
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

“\text{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

**Post-Op**
Desire increase inclusion of caregivers immediately post-op

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

**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.

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

Completed for each segment
“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

**Increase Awareness of Outcomes**
Detail access, outcomes, and patient stories to facilitate initial decision-making; focus on getting diagnosis right the first time.

#### 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.

1. **Set Expectations Early On**
   Increase preparation before the patient’s visit, particularly educational and logistical needs.

2. **Detailed Preparation for Side Effects**

3. **Robust Support Options**
   Provide consistent options for emotional support, holistic care, and lodging during long treatment stays.
Progress to Date
Recommendations Summary

Preparation for Initial Visit
- Explain care team roles
- What to bring to visit
- Contact information

Set Expectations Early On
- One page summary
- Compare treatment options
- Talking point during consult

Detailed Preparation for Side Effects
- Detailed prep before surgery, at hospital, and at home

Robust Support Options
- TrueNTH Decision Support and Symptom Tracker
- Improved EMR message response
What do Your Patients Experience?

Key Stages and Activities

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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

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