

ZUBER'S TEN PRINCIPLES OF PATIENT-CENTRIC PATIENT EXPERIENCE AND A FRAMEWORK

Zuber M Shaikh - Director of Corporate Quality Improvement, Patient Safety and Risk Management,
Dr. Sulaiman Al-Habib Medical Group, Riyadh, Saudi Arabia

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INTRODUCTION

A patient-centric patient experience is a key to high-quality healthcare service industry since; it has been observed that the patients with good experience add trust, cohesiveness with treating the healthcare team and a better continuity of care, which leads to a better outcome and excels patient experience.

AIM

To develop a patient-centric patient experience framework.



METHODS

This is a review of literature study and the data were collected with comprehensive searches in the online databases of goggle scholars and ResearchGate.

RESULTS

Dr. Zuber has developed “Ten Principles of Patient-Centric Patient Experience and A Framework”



1 GOVERNANCE AND LEADERSHIP

- Include Patient Experience in the Board of Governance Bylaws and reports, hospital Strategic Plan, Operational Plan and Departmental Operational Plans.
- Provide all required resources for Patient Experience, continuous education and training for leaders and staff to encourage an organizational culture of patient experience.
- Conduct the patient, family, staff, stakeholder and community need assessment for patient experience.
- Establish an organizational structure for patient experience; create specific positions, job descriptions for assigned personnel.
- Develop education and training materials and resources in national and English.
- Ensure that leadership is visible and accessible in the organization and routinely engaged with patients and frontline staff.
- Embed patient experience in all aspects of leadership development.
- Conduct the leadership rounds monthly and on weekends, night shifts and on holidays as a surprise leadership round.
- Implement and monitor compliance to the Bill of Patients' Rights and Responsibilities, award, appreciation and recognition program for patient experience.
- Establish and implement policies for all barriers to improve access and communication with the patient, family, staff, stakeholder and community leaders.
- Support in implementing the concept of Patient Friendly Hospital.



2 HOSPITAL ENVIRONMENT

- Design a supportive physical, technological, and psychosocial setting that forms a comfortable atmosphere for clinical and procedural processes to generate quality outcomes.
- Provide clear signages for all services by using an international healthcare signage and symbols.
- Ensure that the facility is safety for physically or differently abled persons visiting to hospital for care, treatment, etc.



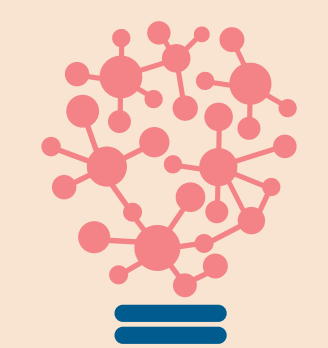
3 MANAGEMENT OF INFORMATION, COMMUNICATION & EDUCATION

- Provide on-demand advice, diagnosis, treatment for minor health conditions, shared medical records, continues information on clinical conditions, improvement, diagnosis, outcome, care process.
- Ensure how well healthcare providers communicate with patients, support groups and self-care.
- Implement a reminder system for immunization and preventive services.
- Promote information transparency and symmetry by giving patent and provider access to the same data and knowledge.
- Provide disease-specific resources to patients or their families, information about the cost of care and treatment.



4 STAFF ENGAGEMENT AND EMPOWERMENT

- Empower all full-time, part-time, locum, trainees, and students etc. to improve patient's experience by change management and make them accountable and to gather feedback from patients, their families and carers to improve patient's experience by change management.
- Establish a mechanism to collect the real time patient's experience feedback.



5 INNOVATIVE TECHNOLOGY & TOOLS

- Implement innovative technology for conducting online patient experience surveys in all departments of the hospital, education and training of staff, patients and their families and carers.
- Ensure that technology and tools are efficiently used for expanding capacities and extending boundaries of care.



6 PATIENT EXPERIENCE CULTURE

- Establish a culture in which staffs are proud to work for the organization and speak highly of the culture.
- Create a patient friendly hospital culture.
- Establish a process to identify and celebrate achievements of staff that consistently exceed patient expectations.
- Develop a mechanism of collecting the patients' stories.
- Publish the patient stories on the hospital portal after taking the written consent of the patient by maintaining the national laws and regulations.
- Ensure that all staff is helpful, courteous, and respectful.
- Assist in getting information in a needed language or format.
- Cultivate cultural competence.
- Collaborate help, understand, personalize and manager patients needs and care.



7 ACCESS, TRANSITION AND CONTINUITY OF CARE

- Assist in getting timely care, appointments, and information between visit communications, providing care on timeliness, openness, health plan and cost of care, planned and unplanned visits, getting needed and quick care and getting access to specialists and providing care based on the identified needs during transition.
- Establish quality measures to be monitored on patient experience.
- Provide rapid internal and external referrals and internet access.
- Involve the patients, their families and carers whenever there is a change in the level of care within the organization or transferred out for treatment and care.



8 ORGANIZED AND INCORPORATED CARE

- Provide tools to help patients, families and carers to communicate their needs and coordinated, integrated care across the care of continuum.
- Ensure that the healthcare workers provided information is useful to coordinate patient care.
- Involve the patients, their families and carers in the care decisions, treatment, and discharge process.
- Communicate with patients, their families and carers after discharges.
- Remind and communicate with patients, their families and carers after discharge about their planned visits, treatment, medication refills, procedures and tests, etc.



9 PATIENT-CENTRIC CARE

- Give patient locus for control of care decisions by using information transparency and communication to enhance knowledge and participation.
- Develop, implement and evaluate the action plan prepared based on the feedback received from patients, their families and carers.
- Implement the concept of no decision about me without me.
- Establish a culture of respecting patient's ethics, choices, requirements, cultural issues, self-esteem, solitude and autonomy of patients and service users.
- Improve quality-of-life issues of the patients.
- Provide physical comfort, clean and comfortable surroundings.
- Ensure that pain is managed and education is provided to the patients, their families and carers.
- Conduct the feedback for food services.
- Implement Teach Me, Ask Me 3 Concepts, arts and entertainment Program.



10 QUALITY IMPROVEMENT

- Capture the data for monitoring the effectiveness of Patient Experience Framework.
- Establish a system to capture the real time feedback of patients and families, user-friendly complaints process and to monitor the compliance and outcomes.
- Prioritize quality outcomes to maximize value and consistently prioritize good clinical results.
- Publish the Patient Experience Quality Measures on the website of the hospital once data are validated and approved by the hospital management. Publish the Patient Experience and feedback in the hospital newsletters for the staff information.
- Submit the reports monthly to the hospital management and to the Board of Governance on Patient Experience and feedback.

CONCLUSIONS

The study concluded in a new concept and framework “Zuber's ten principles of patient-centric patient experience and framework.”



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CONTACT INFORMATION

Email- drzuber5@yahoo.co.in
Contact Number: +966-564629290

