

Co-designing a hospitality program to improve supportive care in oncology

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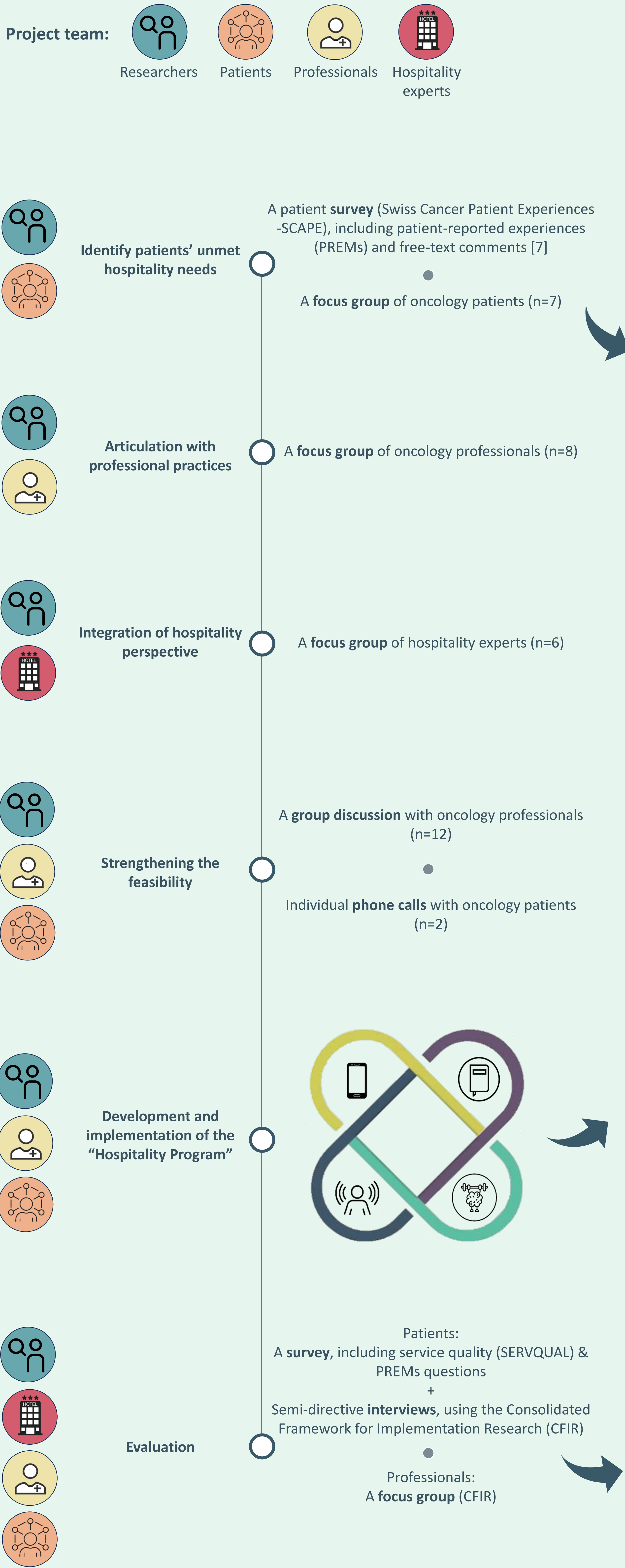
Background

- Supportive care in oncology aims to provide the necessary services for those living with or affected by cancer to meet their physical, emotional, social, psychological, informational, spiritual and practical needs across the care pathway, with the overall aim to enhance experiences of care [1,2].
- Patient-centered care influences the quality of healthcare and patient safety [3,4].
- Service science and hospitality approaches developed in the hotel industry offer solutions to personalize and improve *visitor/patient experience*, defined as cognitive, affective, sensory, and conative responses to stimuli encountered in pre, during, and post phases of trajectory in the organization [5].
- The “Lausanne Hospitality Model” [6] provides an extension to the supportive care framework [2], by integrating hospitality services inspired by the hotel industry.

Objective

Building on the “Lausanne Hospitality Model” [6], we aimed to co-design an innovative intervention program integrating a hospitality perspective in the Oncology Department of the Lausanne University Hospital CHUV, to improve the experience of care, for patients with cancer and their informal caregivers.

Co-design: materials and methods

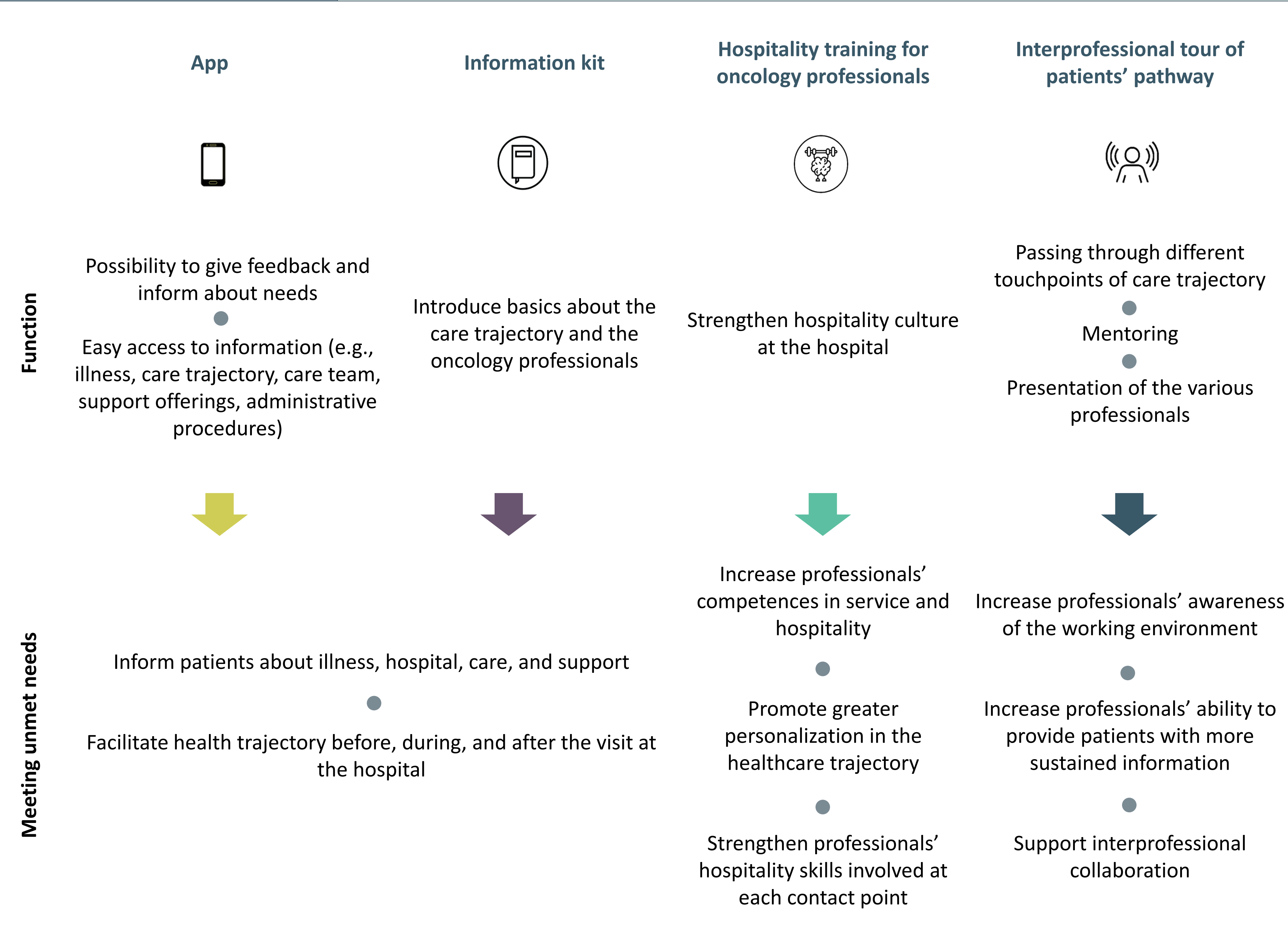


Results

Step 1: Nine unmet needs related to hospitality services

- Be informed about the possibility of being accompanied by a relative during visits
- Ensure that their specific characteristics as a patient are known by the entire professional team
- Receive information when appointments are delayed
- Have access to clear, written clinical information at all times
- Be subject to a lower number of appointment cancellations
- Identify a limited number of key contacts among professionals
- Have better access to information, and a richer and clearer offer of psychological, physical, socio-professional and financial support
- Have quality meals and snacks available at all times
- Have professional accompaniment in the hotel part of the hospital

Step 2: The “Hospitality Program”



Step 3: Preliminary implementation results

A program implemented, operated, accepted, and integrated in two cancer-specific centers

- A third of invited patients downloaded the app
- Patients regularly consult information available on the app
- The “Hospitality program” is well accepted by oncology professionals and is seamlessly integrated into their practices over the long term
- The availability of questionnaires on the app facilitates the collection of patients' feedback on the quality of care and their hospital experience
- It makes the analysis of collected data on quality and hospital experience more efficient, saving time in professional practices

Conclusion

- Our study provides insights into unmet hospitality needs and how to address them with a hospitality program co-designed with patients, oncology professionals and hospitality experts.
- Co-designing the intervention program contributed to its feasibility, adequacy, and penetration: it validated unmet needs, increased relevance of the intervention, promoted acceptability, and ensured its appropriate targeting
- Improving the quality of hospitality services is an important lever for enhancing the experience of both patients and informal caregivers.

Future work

- The ongoing evaluation will provide results on the implementation process, patient experience, and integration into professional practices.
- The program will soon be extended to all 11 cancer-specific centers of the CHUV oncology department, allowing more than 3'000 patients each year to benefit from its implementation.

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