



DOES HEALTHCARE LEADER HEAR THE PEOPLE'S VOICE?

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Outlines

- Introduction
- The leader and his roles.
- Why do we need to listen to people's voice?
- What does the Patient need in their Healthcare journey?
- Does healthcare leaders listen to people's voice?
- Why do we need to do this?



Hospitals vs prisons vs hotels



Prison



Hospital



Hotel



Hospitals vs prisons

PRISON



- Authoritarian structure
- Dress code
- Emphasis on silence and order
- Negative reinforcement
- Walk in lines
- Loss of individual autonomy
- Abridged freedoms
- No input in decision making
- Set times enforced for walking, eating, etc.

HOSPITAL



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The leader

“ A **LEADER** is one who **KNOWS** the way,
GOES the way, and **SHOWS** the way.”



Leaders Roles

- **Accountability** for effective care.
- **Protecting** the safety of patients, employees, and visitors.
- **Contributing** to improvements in safety and organizational culture
- **Creating** a true culture of safety
- **Supporting and promoting** everyday safety measures.
- **Listening** to people's voice.



Why do we need to listen to people's voice?

- Evidence shows that refocusing care delivery around the patients will:



- Improve patient care experience
- Improve patient adherence to care plan.
- Enhance staff satisfaction.

- Less medication errors.
- Decreased adverse events.
- Decrease length of stay



Why do we need to listen to patient's voice?

- **Evidence shows that:**
Hospitals will have higher quality of care.



What about physicians practice?

If we listen to people's voice, this will:

- Improve patient engagement
- Enhance physician-patient relationships
- Improve patient outcomes
- Help identify areas for improvement.
- Increase practice reputation and patient loyalty
- Improve patient satisfaction scores
- Bring joy back to practice



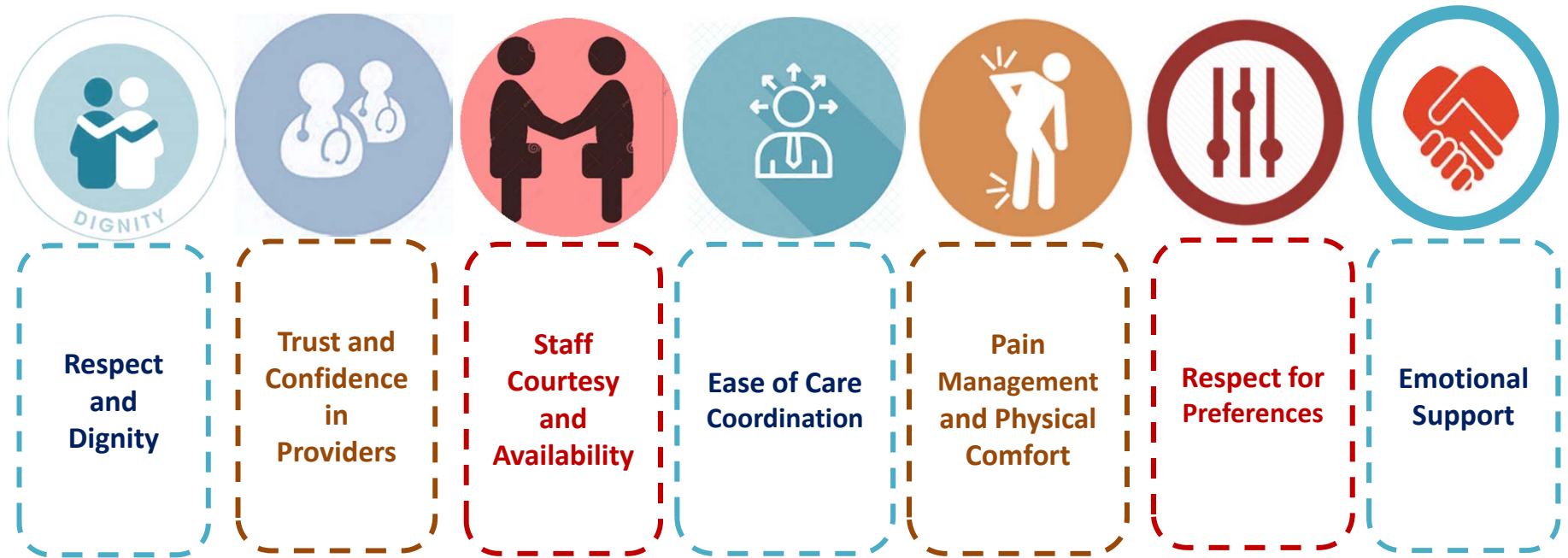
What matters to patients?

- **Feeling informed** and being given options
- Staff who **listen** and spend time with me/patients
- **Being treated as a person**, not a number
- Being **involved in care** and being able to ask questions
- The value of **support services**.
- **Efficient processes**

[Robert, Cornwall, Brearley et al., 2011]



What does the Patient need in their Healthcare journey?



Joffe et. al. Journal of Medical Ethics (2003)
Jenkinson et. Al Quality Safety Healthcare (2002)



**Does healthcare leaders
listen to people's voice?**

yes

NO



1. Is it a **Strategic priority?**

- Develop and promote an organizational mission statement that embodies patient driven care
- Part of the organizational values
- Embedded in strategic themes, initiatives and KPI
- All stakeholders should be part of developing this strategy.(all levels of caregivers, front liners, patients..)



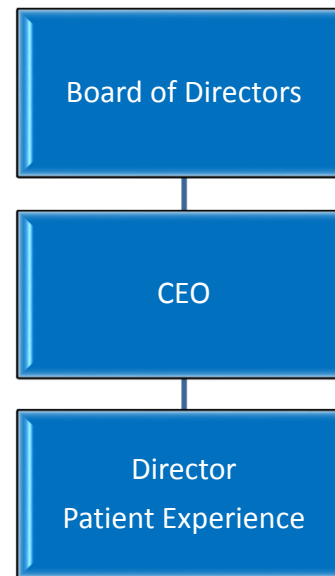
2. How committed?

- **Executive Walk Around:**
 - cover the inpatient and out patient area
 - Extended to include directors.
- **Involvement in patients and family advocacy board**
 - Led by the highest authority of the hospital.
 - Regular meetings.
 - Patient and families are members.



3. Did you Empowr Patient Experience Team?

- Selection.
- Training.
- Suporting with enough resources.
- Empowering



4. Did you Build a Culture that focus on people's voice?

❖ Training:

- Implement organization-wide training associated with communication skills, customer care, and professionalism.
- Leadership PX Certificate.



4. Did you Build a Culture that focus on people's voice?

❖ Recognition:

- PX Champion.
- Daisy Award for nurses.



4. Did you Build a Culture that focus on people's voice?

❖ Engagement of caregivers:

- Patient Experience Campaigns.
- Involve them in planning services and improvement projects related to patient
- Volunteer programs among caregivers to serve patients.



5. How much you Engage Patients and Their Families?

- **They need to be treated as partners:**
 - Engagement in the Patient Experience council.
 - Engagement in the Patient Family Advisory Council.
 - Engage Patient and their family in conferences. And give them the chance to talk.
 - Involvement in reviewing the process and policies.



6. Did you Enhance feedback from people..

- Patient portal
- Feedback system:
 - Feedback channels.
 - Real-time feedback.
 - Initiate improvement plans.



CALL US



PATIENT EXPERIENCE
SURVEY



SUGGESTION CARDS



SEND US AN EMAIL



Why do we need to do this?



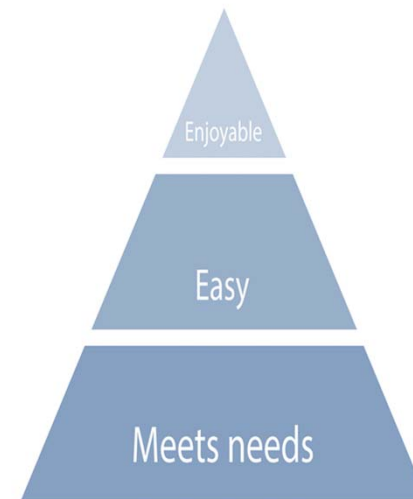
Customer Experience Pyramid

1.Meets needs, which describes how effective the business at satisfying the demands of its customers.

2.Easy, which stands for how intuitive the services are.

3.Enjoyable, which refers to the level of emotional engagement between a customer and the business.

The Customer Experience (CX) Pyramid



Thank you

