



UBTs and 'the voice of the customer'

How Level 5 teams can meet the Path to Performance requirement

March 1, 2016

- New requirement in the P2P for Level 5 teams
- What is the voice of the customer?
- How can UBTs can get this feedback?
- Key issues (Patient- and Family-Centered Care regional contacts, confidentiality, consent forms)
- What are your experiences? What support do you need?



What is the voice of the customer?

- Kaiser Permanente members and family members bring new perspectives about the care experience and can give UBTs insights about how our departments really work.
- It's energizing for team members to get direct feedback from members and their families.
- It takes courage and confidence but adds a ton of value.



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- Consult with the Patient- and Family-Centered Care (PFCC) point person, Patient Advisory Council, Performance Improvement Director, or Volunteer Services at your facility or region.
 - Follow KP's policies and procedures to ensure you stay in compliance with legal requirements to protect KP member and family data. There are different requirements, such as confidentiality forms and video release forms, depending on the type of interaction with the KP member.
 - Get support from your UBT sponsors, especially if you have questions about KP's policies on how to interact with members and their families.
 - Web links for resources mentioned throughout this deck are listed at the end.

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- Member rounding means asking members what's going well and what could be improved.
 - UBT co-leads can round on KP members by asking them a few short questions and taking notes about the responses. Just check in with the charge nurse first to see if there are members they would not want you to disturb. The first question to the member should always be whether it's a good time to talk.
 - Share the rounding feedback with the entire UBT to find out if there are ideas for improvement.
 - For more ideas, see KP's Rounding for Outcomes Toolkit, module 6. There is also a KP Learn web-based training on rounding on members.



- Shadowing means walking through an entire care experience—from beginning to end—in the member’s footsteps, observing and recording every detail of the care experience through her eyes.
- You can obtain a list of members to shadow by getting an appointment list. Be sure to get the member’s permission.
- Report the shadowing results and themes back to your team to discuss opportunities for improvement.
- For more information, see the PFCC How to Guide.

Invite a KP member to attend a team meeting

- You can ask your local PFCC point person, Patient Advisory Council, Performance Improvement Director, or Volunteer Services to help you find someone.
- Work with your team members to come up with the questions you'll ask the KP member. Also prep the member – tell her how many people will be attending the meeting and what issues the team wants to get information about.
- Publicize to the team that a KP member will be attending the meeting so you get a good turnout.
- After the meeting, thank the member with a signed card or a small gift from the KP Brand Store; let the member know the change or impact their attendance had.



Video storytelling

- One or two team UBT members interview an individual KP member or family member to gain an in-depth understanding of her experiences.
- This is similar to inviting a member to a team meeting, but can be done in a location and at a time that is convenient for the member.
- A training and form must be completed before creating a video.
- You can use your phone to take the video and then show the video to the entire team.
- For more information, including video release forms, go to the Video and Ethnography Storytelling wiki.



Invite KP members to participate in codesign projects



- CoDesign is a way to collaborate side by side with several KP members and/or family members on redesigning a work process or product.
- It involves members and their families in all steps of redesign—from brainstorming to important decision-making to testing solutions.
- Step-by-step instructions can be found on the CoDesign wiki.

Invite a KP member to become a member of the UBT.

- Once team members have experience getting feedback from KP members and their family members, they should consider inviting a KP member to join the UBT. That way all UBT meetings and projects will include the voice of the member.
- Again, your PFCC local and regional point people, Patient Advisory Council, Performance Improvement Director, or Volunteer Services can help you identify members who might be interested.



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- Patient and Family Center Care Wiki (http://kpnet.kp.org/qrrm/pfcc/pfcc_index.htm)
 - PFCC regional and national contacts (click on regional PFCC contacts):
http://kpnet.kp.org/qrrm/pfcc/pfcc_index.htm).
 - PFCC How to Guide (http://kpnet.kp.org/qrrm/pfcc/pfcc_index.htm) (info about shadowing a member)
 - Video and Ethnography Storytelling wiki (<https://wiki.kp.org/wiki/display/CMI/Video+Ethnography+and+Storytelling>).
 - KP's Rounding for Outcomes Toolkit, module 6 (<http://kpnet.kp.org/qrrm/service2/COE/roundings.html>)
 - KP CoDesign Toolkit <https://wiki.kp.org/wiki/display/CMI/CoDesign+at+KP>)
 - CoDesign wiki (<https://wiki.kp.org/wiki/display/CMI/CoDesign+at+KP>)
 - LMP video: Giving Patients a Voice (<http://www.lmpartnership.org/stories-videos/giving-patients-voice-0>)
 - Hank magazine: Giving Patients a Voice <http://www.lmpartnership.org/tools/hank-fall-2014>
 - Poster: How UBTs Can Listen to Patient Voices (<http://www.lmpartnership.org/tools/poster-how-ubts-can-listen-patient-voices-1>)
 - LMP audio: Virtual UBT Fair on Patient Involvement (<http://www.lmpartnership.org/tools/virtual-ubt-fair-patient-involvement>)
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