Overcoming Barriers to PFC C Implementation

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MemorialCare’s Journey to PFCC

- IFCC Conference
- Developed the Team
- Developed the Message to sell the Concept
- Engaged Top Leadership
- Developed the Curriculum to Teach PFCC
- Engaged Families as Partners
- Continuous Improvement
Challenges to PFCC

- Culture Change
- Customer Service
- Resistant Staff
- Family Involvement
- Financial Priorities
- Time Resources
Culture Change

- Everybody LOVES change!
- Intangible nature of PFCC
- Allocating Resources to provide PFCC training & initiatives
- “We already do that”
- Transparency is threatening
- Overburdened systems, disengaged employees
- Engaging Patients & Families is difficult, takes time and sustained effort
Solutions

• Top Down Buy In
• Using a Train the Trainer Model
• Tie to national standards
• Sharing Patient stories
• Sharing PFCC success stories
• Start a Family Advisory Council
• Start a Interdisciplinary PFCC Council
• Be patient & persistent
• Empower employees
Customer Service

- Common misconception that Customer Service = PFCC
- Integrate the efforts of Customer Service, Quality and PFCC
- PFCC as the umbrella to create care that is Patient & Family Centered
Solutions

• Use Patient Satisfaction Data to provide baseline and improvement benchmarks
• Start with Customer Service skills to build the foundation for the partnership
• Establish working definitions of each
Resistant Staff

• PFCC Concepts are not part of curriculum
• “We’ve always done it this way”
• Shifts the balance of authority in the relationship
• Risk of negatively influencing younger staff
• Fear of appearing incompetent
• Communication Skills
• Goes Against HIPPA and other initiatives
Solutions

• Engage a seasoned staff member as a champion
• Provide resisters the opportunity to voice concerns in a safe environment
• Create ownership
• Family Faculty presentations
• Accountability on annual reviews
Family Involvement

- Identifying family partners
- Staff acceptance
- Integrating participation
- Financial commitment
- Feedback loop
Solutions

- Develop the structure for participation
- Provide training
- Creating ownership of the group by the group
- Collect data for validation and support
- Identify reporting structure
Financial Resources

- Intangible impact
- Competing priorities
- Existing strategic plan
- Global training needed
- Sustainability as priorities change
Solutions

- Highlight national movement
- Advocacy by PFCC leadership team
- Tie into a project in the strategic plan
- Present at New Hire Orientation
- Continually collect data
Time Resources

- Combating the feeling that PFCC is adding something to staff’s job
- Managers not supporting PFCC activities
- Physicians schedules
- Frantic pace of healthcare
- Getting Leadership to invest the time and staff necessary to drive the culture shift
Solutions

• Raise awareness that PFCC is a way of interacting, not an additional task
• Train the managers first
• Engage a physician champion and provide training opportunities specific to MD’s.
• Share the research evidence of time investment
Questions?

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