Ethical Practice in Delivering Patient-Centered Care

Ray Clark, MA, BSN, RN
Regional Vice President – Clinical Operations
Gentiva Odyssey Hospice
Objectives

• Identify the components of patient-centered care.

• Describe the ethical concerns when seeking to move toward a patient-centered approach to care.

• Identify the myths of patient-centered care in an organization.
An Organizational Promise

• A patient-centered organization exists to serve their patients and their community.
• They are honored to be here for them, their family and friends.
Proclamation for Patient-Centered Care

• A patient is an individual to be cared for, not a medical condition to be treated.
Proclamation for Patient-Centered Care

• Each patient is a unique person, with diverse needs.
Proclamation for Patient-Centered Care

- Each staff member is a caregiver, whose role is to meet the needs of each patient.
Proclamation for Patient-Centered Care

• Our patients are our partners and have knowledge and expertise that is essential to their care.
Proclamation for Patient-Centered Care

• Our patients’ family and friends are also our partners and we welcome their involvement.
Proclamation for Patient-Centered Care

• Access to understandable health information is essential to empower patients to participate in their care and it is our responsibility to provide access to that information.
Proclamation for Patient-Centered Care

• The opportunity to make decisions is essential to the well-being of our patients.
• It is our responsibility to maximize patients’ opportunities for choices and to respect those choices.
Proclamation for Patient-Centered Care

- Our patients’ well-being can be enhanced by an optimal healing environment, including access to music and the arts, satisfying food, and complementary therapies.
Proclamation for Patient-Centered Care

• To effectively care for patients, we must also care for our staff members by supporting them in achieving their highest professional aspirations, as well as their personal goals.
Proclamation for Patient-Centered Care

- Patient-centered care is the core of a high quality health care system and a necessary foundation for safe, effective, efficient, timely, and equitable care.
Myths of Patient-Centered Care

• Providing patient-centered care is too costly.
  • This misconception that providing patient-centered care requires a substantial infusion of financial resources overlooks a key point: that while certainly patient-centeredness can be enhanced with technology, renovations, and new equipment, fundamentally providing patient-centered care is about human interaction.

• It is about attitude, kindness, compassion and empathy, all of which are absolutely free!
Myths of Patient-Centered Care

• Patient-Centered care is “nice”, but it’s not important.
  • There are some aspects of patient-centered care that perhaps are not essential to patient care (cookie baking, pianos, and pet visits), but they certainly do contribute to an outwardly more pleasant healthcare experience.

• By strengthening partnerships between patients and caregivers and by actively promoting family involvement in patient care, patient-centered practices set the foundation for a characteristic of care that is of the utmost importance, that it is safe.
Myths of Patient-Centered Care

• Providing patient-centered care is exclusively the job of nurses.
  • On the contrary, implementation of patient-centered care is akin to a complete transformation of organizational culture and its success requires buy-in and involvement from every department, clinical and non-clinical, and every tier of the organization, from front line staff to the governing board.

• Every staff member in a true patient-centered organization is a caregiver, and accordingly every staff member is expected to be responsive to patient and family needs, which may mean personal escorting a visitor to their destination or alerting a nurse when the patient has a clinical concern.
Myths of Patient-Centered Care

• To improve patient-centered care, we will have to increase our staffing ratios.
  • This reasoning is based on the assumption that nursing staff in patient-centered healthcare organizations devote more time meeting the needs of patients, which increases their workload.

  • This assumption is erroneous, and in fact, the converse may be true: that nursing time is actually decreased. If the entire staff in centered around the needs and satisfaction of the patient, patients have better access to the team, not just the bedside caregivers.
Myths of Patient-Centered Care

• We can’t implement a shared medical record policy. That would be a violation of HIPAA.
  
  • Inviting a patient to read their medical record is not only **NOT** a HIPAA violation, it is, in fact **a patient right**, recognized by state and federal law.

• Patient-centered organizations optimize the opportunities for education and communication that arise when a patient reads their medical record by ensuring they understand the information contained and have the opportunity to ask questions about it’s implications on their health, lifestyle, or prognosis.
Myths of Patient-Centered Care

• Our patients aren’t complaining, so we must be meeting all their need.
  • Even top performing healthcare organizations have opportunities for improvement.

• Furthermore, if patients are not complaining, does not mean that all of their needs are being met.

• The truth is that there is no such thing as being too good at meeting patient’s needs. There are always opportunities to engage your patients, families, and staff in identifying where those opportunities are is an ideal first step towards becoming more patient-centered.
Myths of Patient-Centered Care

• Being patient-centered is too time consuming. Staff is stretched as it is.
  • Few healthcare professionals entered the field for the documentation, administrative duties and meetings that today are consuming much of their time.

• Patient-centered care provides a framework for enabling staff to do the work they likely entered the health care profession to do – CARE for patients, interacting with and supporting families and developing supportive mutually beneficial relationships with colleagues.
Having the RIGHT Attitude

• “I come to work to make a difference by...”

• “I can encourage others around me to be more focused on being patient-centered by...”

• “To challenge myself today, I will...”

• “I became a (nurse, social worker, administrator, aide, physician, chaplain, volunteer, ) because...”
Patient-Centered Satisfaction

- Key points to patient-centered satisfaction is as easy as **C.P.R.**
  - **C** – Compassionate Communication
  - **P** – Patient Information/Pain Management
  - **R** – Response

CPR requires consistent delivery of the following:
- **Communicate** to the patient who you are and what you do
- **Inform** the patient daily what their plan is for the day
- **Inform** the patient and family if they have any questions, just ask
- **Encourage** the patient to communicate how you are doing in managing their pain and symptoms
- **Include the patient** in the plans and tell them what you are doing in the room, even if it is a simple task of adjusting thermostat
“It’s Not My Job”, Does Not Exist!

• How can you stop this statement from being said?
  • Don’t say it yourself!

• Respond with H.E.A.R.T.
  • H – Hear the story (Listen attentively)
  • E – Empathize ("I can hear/see that you are upset")
  • A – Apologize (I’m sorry you were disappointed”)
  • R – Respond to the problem ("What can I do to help”)
  • T – Thank them ("Thank you for taking the time to talk with me about this")
Final Thoughts

“If you take care of the small things, the big things take care of themselves. You can gain more control over your life by paying closer attention to the little things.”

Emily Dickinson

If a man is called to be a street sweeper, he should sweep the streets as Michelangelo painted, or Beethoven composed music, or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, here lived a great street sweeper who did his job well.”

Martin Luther King, Jr.
Thank You!

I want to express a sincere and warm thank you to the participants of this presentation.

Healthcare is a remarkable profession, and your dedication is simply extraordinary.

For further information, you can email me at raymond.clark@gentiva.com