Current State of Real-Time Measurement to Improve the Patient Experience for Cancer Patients in Ontario

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CAHSPR Conference
May 15, 2014
Cancer Care Ontario (CCO)

CCO’s Current Approach to Patient Experience Measurement

Patient Experience Real-Time Measurement

- What is Real-Time Measurement?
- Current State Assessment Results
- Next Steps for CCO’s Real-Time Measurement Project
What Drives Cancer Care Ontario?

Our Vision

Working together to create the best health systems in the world

Our Mission

Together, we will improve the performance of our health systems by driving quality, accountability, innovation, and value.
Ontario Cancer Plan III

VISION
Working together to create the best cancer system in the world

MISSION
We will improve the performance of the cancer system by driving quality, accountability and innovation in all cancer-related services

GOALS
1. Help Ontarians lessen their risk of developing cancer
2. Reduce the impact of cancer through effective screening and early detection
3. Ensure timely access to accurate diagnosis and safe, high quality care
4. Improve the patient experience along every step of the cancer journey
5. Improve the performance of Ontario’s cancer system
6. Strengthen Ontario’s ability to improve cancer control through research

STRATEGIC PRIORITIES
1. Develop and implement a focused approach to cancer risk reduction
2. Implement integrated cancer screening
3. Continue to improve patient outcomes through accessible, safe, high quality care
4. Continue to assess and improve the patient experience
5. Develop and implement innovative models of care delivery
6. Expand our efforts in personalized medicine

GUIDING PRINCIPLES:
- Transparency
- Equity
- Evidence-based
- Performance oriented
- Active engagement
- Value for money
The cancer journey
Better cancer services every step of the way

- Prevention
- Screening
- Diagnosis
- Treatment
- Recovery/Survivorship
- End-of-Life Care

Psychosocial & Palliative Care
PERSON-CENTRED CARE IS...

An approach to care that involves partnering with patients and healthcare providers to:
PATIENT & FAMILY ENGAGEMENT IS…

Patients

Family Members/Caregivers

Healthcare Providers

Engagement
The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions and expectations across the continuum of care.
DIMENSIONS OF PATIENT EXPERIENCE

Respect for Patients’ Preferences

Emotional Support

Continuity and Transition & Coordination of Care

Physical Comfort

Access to & Convenient Care

Information, Communication, Education

Inclusion of Family and Friends

Comprehensive Care

Adapted from the National Research Corporation Canada Dimensions of Care
Measuring Patient Satisfaction vs. Patient Experience

Patient Satisfaction

- Assesses patients’ feelings (often in an overall rating) which allows for an overall assessment, broad accountability, and reflects expectations and experience

Patient Experience

- Looks at the processes, transactions, and relational aspects of care
- Provides an understanding of what happened during a healthcare visit and thereby knowing how to improve care

(Delnoij, 2009; Foot & Fitzsimons, 2011)
CCO’s Current Approach to Patient Experience Measurement
Ambulatory Oncology Patient Satisfaction Survey (AOPSS) - Survey Tool and Process

Designed to capture experiences of patients:

who are currently receiving cancer treatment

or

who have received treatment in the last 3 months

Total of 95 questions (2013 version)

- evaluative core items contribute to 6 dimensions of care
- non-core items

Sampling frame:

Surveys mailed by NRC Canada to random sample of patients from each facility; total distributed N = ~8400

~ 600 surveys/facility with exception of a couple of facilities

Response rates typically 55-60%
AOPSS - Reporting

**Frequency**
- Annually: Q1 and Q2

**Channels**
- Reported publicly through the Cancer System Quality Index (CSQI)
- Regional Scorecards

**Cancer System Quality Index (CSQI) 2012**

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>Good</td>
<td>Some processes and standards for a safe cancer system are in place. However, we need better measures of safety from the patient’s perspective.</td>
</tr>
<tr>
<td>Effective</td>
<td>Very Good</td>
<td>Cancer services are generally effective and evidence-based.</td>
</tr>
<tr>
<td>Accessible</td>
<td>Good</td>
<td>More Ontarians are accessing the services they need but efforts need to continue.</td>
</tr>
<tr>
<td>Responsive</td>
<td>Fair</td>
<td>Ontario’s cancer system needs to focus more on patients’ and survivors’ quality of life, both during and after active treatment.</td>
</tr>
<tr>
<td>Equitable</td>
<td>Poor</td>
<td>Cancer burden is still higher among those with lower socio-economic status. More work needs to be done using a whole-of-society approach to ensure equity.</td>
</tr>
<tr>
<td>Integrated</td>
<td>Poor</td>
<td>We have better data for measures that bridge across the cancer system, but more improvement is needed to ensure a seamless journey for patients and survivors.</td>
</tr>
<tr>
<td>Efficient</td>
<td>Fair</td>
<td>We need to better measure cost efficiency and value for money, while maintaining good health outcomes for all Ontarians.</td>
</tr>
</tbody>
</table>
Patient Experience Real-Time Measurement
What is Real-Time Measurement?

Definition:
“Measurement of the patient experience at the point of care delivery (e.g., within 24-48 hours post visit/discharge).”

“Point of care” differs based on the part of the cancer journey being measured.

HOW
• Using an electronic solution to capture, analyze and report patient experience data

WHY
• Used for quality improvement (e.g., change practice)
## Benefits of Real-Time Measurement

**Patients & Families**
- Opportunity for Feedback
- Enhance Engagement
- Accountability

**Healthcare Providers**
- Drive Quality Improvement

**Cancer Care Ontario**
- New Data Source to Improve the Cancer System
Real-Time Measurement
Current State Assessment Results

“The number one challenge around patient experience measurement is not measuring but responding to the measurement and getting agreement on targets and actions to improve results. Increasing the frequency of the data stream to influence mindsets is critical to shaping behaviour and culture change.”
Current State Assessment - Methods

Regional Patient Focus Groups
• 11 regions; 800+ patients; voluntary

Interviews
• 14 Regional Vice Presidents

Targeted Online Survey
• 14 regions; Cancer Centre administrators

External Consultations
• Within Ontario
Regional Patient Focus Groups - Results

- **94%** of patients agreed that measuring patient experience in real-time is important.

- Number of questions patients are willing to answer:
  - 5-10 questions - **61%** of patients
  - 15 questions - **18%** of patients

- Time willing to spend answering a real-time survey:
  - 2-6 minutes - **62%** of patients
  - 10 minutes - **24%** of patients
### Strategies Used to Measure Patient Experience Beyond the AOPSS

- **Targeted surveys** (paper-based)
- **Patient Rounding** (inpatient only)
- **Post-discharge phone calls**
- **Patient-led forums & focus groups**
- **Quality huddles**
- **Experience-Based Design**
- **Comment/suggestion boxes**
Current Real-Time Measurement Approaches in Ontario

• Only 36% of Cancer Centres are using a real-time measurement approach to measure the patient experience

• 3 of 14 regions (21%) have utilized electronic tools for real-time measurement
Support for Real-Time Measurement

100% Regional Vice-Presidents (RVPs) in favour of electronic RTM approach
  • Must be patient-friendly (e.g., accessible from home)
  • Customization is important

100% of RVPs in favour of moving forward with RTM in the next year
  • CCO is leading the way in real-time measurement

RVP FEEDBACK
  ▪ Don't want to not get feedback from cancer patients while waiting for the rest of the healthcare system to catch up
  ▪ Start with oncology in short term and then expand to general patient population
  ▪ See success and lessons learned in cancer area first before rolling out elsewhere
External Consultations - Results

• 3 interviews:
  • Ministry of Health and Long-Term Care (MOHLTC)
  • Canadian Institute for Health Information (CIHI)
  • Health Quality Ontario (HQO)

• Recognize importance of measuring patient experience
  • Focus on primary care

• Not currently focused on real-time measurement methodologies

Advice to CCO
Start small and build upon the findings of pilot projects
Conclusion &
Next Steps for CCO’s
Real-Time Measurement Project
Real-Time Measurement of Patient Experience

Work Stream

(1) Survey Content
- Survey Content Developed

(2) Procurement of Electronic Tool
- Request for Information (RFI)
- Business Requirements
  - i. Request for Proposal (RFP) & Procurement of Tool
  - ii. Pilot of Electronic Tool with Survey Content

Work Completed To Date

Next Steps

Validation & Pilot of Survey Content
Questions

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