

Insight Innovation Impact

Patient and Family Advisory Councils
Impact Statement 2015



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Thank You

Teamwork is defined as a coordinated effort on the part of a group, acting together toward a common goal. For Spectrum Health, our vision is to be the national leader for health by 2020. Through a partnership with our patients and family members, work with the Patient and Family Advisory Councils has been invaluable. These groups have been vulnerable with us, and shared their personal experiences to help the care teams understand our community’s expectations of health care.

As we look back over the last year, we celebrate the impact that has been made in collaboration between council members and Spectrum Health leadership. Through intentional goal setting and working as a team, each council is making a difference in transforming how care is delivered. The transparency and honest feedback are what push our leadership to strive to create a better experience for our patients and their families.

To our advisory council members, thank you for sharing your time and talent with us. Your perspective has inspired us to discover ways we can be better to ensure exceptional experiences for all patients and families at Spectrum Health.



Seth W. Wolk

Seth Wolk, MD, MHSA
Chief Medical Officer, Spectrum Health
President, Spectrum Health Medical Group



Christina M. Freese-Decker

Christina Freese-Decker
President, Spectrum Health Hospital Group



Kurt Knoth

Kurt Knoth
Vice President, Performance Improvement

The Role of Councils



"Knowing our feedback is being heard and implemented in a timely fashion is very rewarding. It is rewarding to see our suggestions being promoted through the system. Now that is what you call patient input."
 — Anita D. Jones

"We are repeatedly reminded by our PFAC members that our understanding of the care we deliver is incomplete. They provide us with compelling perspectives that change our decision making in every improvement event they participate in. The substantial hours and service that PFACs provide are invaluable."
 — Mike Kramer, MD
 Senior Vice President and Chief Quality Officer

"I'm helping raise the bar for all health care providers, therefore bringing up the quality of health care for my whole community."
 — Steve Christians,
 Executive PFAC Vice Chair

Working Together

An exceptional experience goes beyond meeting the basic needs and expectations of the patients and families we serve — and we strive to offer that experience. Our patients, their families and members of our health plan are central to the work that we do at Spectrum Health, and we count on our partnership with them.

By sharing their own experiences, the Patient and Family Advisory Councils join us at the table, are an active part of the conversation and make a direct impact on care. They, along with leadership, help develop a strategy for the future of Spectrum Health, and their work supports the three priorities of the Delivery System: Heal the Whole Person, Access Within 48 Hours and Own the Cost of Care.

Members share their voice and work to:

- Promote patient- and family-centered care
- Hold us accountable to an exceptional experience
- Prioritize goals and strategies related to policies and programs that support our patients, their families and members of our health plan
- Serve as our ambassadors and a link between the community and Spectrum Health
- Integrate themselves by serving on committees where a patient voice is necessary
- Engage in facility planning and patient-centered design
- Ensure that access to health care is convenient and meaningful to patients and families

System Involvement

“As leaders, we need to surround ourselves with people who will provide us with unvarnished truth. The PFACs provide us this truth from a lens and perspective we do not have: that of the patient, family and member. The input of the PFAC is essential to being a learning organization.” — James Bonner, Director, Patient Experience

Measurement of Impact

For 2015

42

Committees, panels and process improvement events had PFAC member involvement

357

Hours on process improvement events

152

Number of council members

3,134

Overall hours given (including monthly meetings)

Each month, Patient and Family Advisory Council members give hundreds of hours to Spectrum Health. As we work to be the national leader in health by 2020, our partnership with PFACs is integral to improving our value: quality, affordability and the experience of care. By participating in PFAC meetings and engaging in opportunities with Spectrum Health teams, council members help drive change.

In 2015, PFAC members were engaged in the following:

- Process Improvement events
- Leadership interviews
- Patient panels
- Patient welcome video
- Employee training videos
- Neurosciences strategic planning session
- Interviewed for national publications
- Institute for Healthcare Improvement national webinars and presentations
- Michigan Hospital Association — Patient Experience work group
- Quality and Safety committees and workgroups
- Root Cause Analysis team
- Advanced Medical Home development
- Ethics committee
- Palliative, Hospice and Geriatric Services strategy sessions
- Facility design work
- Grand Rapids Medical Education Program resident education
- MyHealth patient portal design work

“My voice and participation have been invited and acknowledged. Patient engagement is clearly valued by leadership.” — Dan Ford, Executive PFAC Member



Council members assist in various ways, from playing the role of a patient as they help us film a new welcome video to attending meetings each month to partner with Spectrum Health leaders.

Executive Patient and Family Advisory Council



“Leadership shows an amazing amount of respect for the voice of the patient. It takes great courage to listen, to hear our opinions, and most of all to take ownership and make changes.”

— Carolyn “Skeet” Slocum, Chair, Executive Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Heal the Whole Person
- Access Within 48 Hours
- Own the Cost of Care
- Physician Finder tool
- Website
- Facility master plans
- Community needs assessment
- MyHealth patient portal
- Welcome video

Meeting Needs in a Digital World

As we become a more digital culture, digital health is becoming more prevalent. Health and wellness information is literally in everyone’s hands, driving the demand for more access, transparency and answers—without having to wait.

To be proactive in a digitally changing world, PFAC members discussed the spectrumhealth.org website, MyHealth patient portal and Physician Finder tool.

Find a Doctor

Spectrum Health leaders reached out to the PFACs to gain clarity on what people value most when looking for a new provider. Member input started with the tool name that would make sense to the community.

Find a Doctor launched in November and replaced the Physician Finder tool at spectrumhealth.org. Features include the ability to do a Google-like search, finding providers more easily. Through the search function, providers are identified by location, insurances accepted, those who see new patients and specialty interests.

PFACs talked about the value of video introductions for each physician as a way to create a warmer welcome and a more robust profile.

PFACs expressed a desire to know more about physicians before meeting them in person, get a feel for their communication style and hear a little bit about their philosophy of care.



Meet Jan Heerspink

Jan’s husband, John, was hospitalized at Spectrum Health for five months following a stroke. Jan says while it was hard to see him hooked up to machines in Neuro ICU, the medical staff was present and engaged the family as a part of the care team.

She clearly understood the need for communication, and was as positive as possible during those touch-and-go days. The therapy staff quickly became Jan’s lifeline. Ten months later, John died from a ruptured aortic aneurysm. The emergency medical technicians took him to Butterworth Hospital where Jan and her family met with his care team. “They were so compassionate when John passed away,” says Jan.

“After some time, my physical therapist talked about the role of PFAC and suggested it would be a good fit for me,” says Jan. “I realized I could use my experience to contribute, and chose to join the newly forming Continuing Care PFAC.”

Also serving on the Executive PFAC, Jan has been involved in several process improvement events and looks forward to seeing the new Rehab and Nursing Center - Kalamazoo Avenue come to fruition.



“As we continue to focus our efforts on transforming our care model, having our patients at the table is not just a luxury, it’s a necessity.”

— Kurt Knoth, Vice President, Performance Improvement

Leadership listened to PFAC discussions around what it means to “Heal the Whole Person.” It’s about putting patients first and knowing their stories. This includes their emotional and social well-being. Members also talked about ensuring that patients and families have timely access to information and appointments—with a goal of providing “Access Within 48 Hours.” The third area for discussion was around the cost of care. How can we improve our value and be more competitive on price, quality and the experience? As stewards of both the organization’s and the community’s resources, are looking for ways to be more efficient and lower the cost of care.

Leadership listened intently to the discussions, and used the feedback to identify meaningful project work for all three areas. Together, the Spectrum Health Medical Group, Hospital Group, Priority Health and aligned physicians are moving forward as the Delivery System to challenge the status quo and develop new ways to better serve patients, families, members of our health plan, neighbors and the community.

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Thanks to all of our council members

Executive Patient and Family Advisory Council Members

Patient and Family Advisers

- Carolyn “Skeet” Slocum, Chair
- Steve Christians, Vice Chair
- Tino Caviggiola
- Andy DeVries
- Dan Ford
- Jan Heerspink
- Anita Jones
- Mary Ellen Mika
- Julie Wallace

Service Line Chairs

- Bill Crooks
- Rick Diamond
- Billie Jean Dutmers
- Pam Greb
- Doug Haan
- Diana Humm
- T. Scott Kearney
- Jeff McKnight
- Dennis McMurray
- Marlene Nelson
- Jan Nowicki
- Laurie Supinski
- Shelley Volkert

Spectrum Health Leadership Partners

- Tina Freese-Decker, President, Spectrum Health Hospital Group
- Seth Wolk, MD, President, Spectrum Health Medical Group/Chief Medical Officer, Spectrum Health Delivery System
- Kurt Knoth, Vice President, Performance Improvement, Spectrum Health Delivery System
- Doug Apple, MD, Chief Medical Officer, Spectrum Health Medical Group
- Sarah Banks, Vice President, Operations, Spectrum Health Medical Group
- James Bonner, Director, Patient Experience, Spectrum Health Delivery System
- Brian Brasser, President, Spectrum Health United and Kelsey Hospitals
- Marc Chircop, Senior Vice President, Regional Relationships, Spectrum Health Delivery System
- Brad Crawford, Vice President, Operations, Spectrum Health Medical Group
- Mike Harrison, MD, Department Chief, Critical Care, Spectrum Health Medical Group
- Mike Kramer, MD, Senior Vice President and Chief Quality Officer, Spectrum Health Delivery System
- Julie Lepzinski, Chief Operating Officer, Spectrum Health Medical Group
- Ron Lewis, President, Spectrum Health Zeeland Community Hospital
- Edward Millermaier, MD, Primary Care Department Chief, Spectrum Health Medical Group
- Carole Montgomery, MD, Vice President, Clinical Health Management Services, Spectrum Health Delivery System
- Carol Nowak, Director, Customer Experience, Priority Health
- Ralph Rogers, MD, Vice President, Medical Affairs/Chief Medical Officer, Spectrum Health Hospital Group
- Gwen Sandefur, Chief Operating Officer, Spectrum Health Hospital Group
- Shari Schwanzl, Vice President, Operations/Nursing, Helen DeVos Children’s Hospital
- Randy Stasik, President, Spectrum Health Gerber Memorial Hospital
- Kim Suarez, Vice President, Medical Operations, Priority Health
- Chad Tuttle, President, Spectrum Health Continuing Care



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- Shawn Ulreich, Chief Nursing Officer/ Vice President, Clinical Operations, Spectrum Health Hospital Group
- Mary Kay VanDriel, President, Spectrum Health Big Rapids and Reed City Hospitals
- Henry Veenstra, President, Spectrum Health Zeeland Community Hospital
- Mark Vipperman, President, Spectrum Health Ludington Hospital

Council Support

- Deb Sprague, Program Manager, Patient and Family Services, Center for Patient Experience
- Stephenie Young, Program Manager, Patient and Family Services, Center for Patient Experience
- Lisa White, Administrative Assistant, Patient Experience



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Website and Patient Portal

PFAC members gave input on what they would expect as a part of their digital experience with Spectrum Health. They reviewed other health care websites to set a benchmark for what consumers, patients and families expect from a national leader in health.

The council was extensively involved in the release of radiology results in the MyHealth patient portal. Through several discussions, including a patient panel to share feedback, PFAC concluded that transparency of patient information alleviates the stress of waiting for results.

Improving Our Services

To gain input from all councils, the Executive PFAC initiated a process for systemwide discussions that included all 152 Patient and Family Advisory Council members. Each month, a topic was selected to share with all councils to help leadership see the full picture of system-wide impact based on the perspectives of each council.

Councils talked about three areas that affect the experience across the entire Delivery System: Heal the Whole Person, Access Within 48 Hours and Own the Cost of Care.

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Top: Julie Wallace, Dan Ford and Mary Ellen Mika

Heart & Vascular Patient and Family Advisory Council



"I am so proud to be part of a PFAC that helps better serve patients and their families during what can be a very challenging part of life. I am happy membership now includes heart and lung transplant recipients, as well as heart patients and family members."

— Scott Kearney, Chair, Heart & Vascular Patient and Family Advisory Council



2015 AREAS OF FOCUS

- MedNow cardiac care
- MyHealth patient portal
- Percutaneous coronary intervention
- Cardiac prevention and wellness
- West Pavilion patient flow and facility redesign
- Heart & Vascular marketing
- Cardiovascular imaging
- Heart failure — hospice & palliative care
- Cardiovascular Services Patient Experience Excellence Plan
- Tablet — real-time education in room
- Toll-free access

Improving Access

Patients and family members value access to answers during their care. Without the convenience to speak to someone when needed, heart and vascular patients often experience an added level of stress.

Knowing whom to call, scheduling multiple appointments and getting a second opinion can alleviate anxiety and suffering. Based on council input, the heart and vascular team has a plan for a single toll-free number. With a phone call to the 1-800 number, all heart and vascular needs can be more efficiently and effectively triaged through a single access point.

Council input around the ideal phone experience defined expectations. Members recommended having a "live" person answer the phone and stay on the line to manage transfers as quickly as possible. Members shared the reality that after leaving the hospital, there are often questions that arise and follow-up appointments to schedule, so having one easy-to-remember number eliminates complexity.



Meet Michael Weiden

In 2009, Michael Weiden's wife, MK, had a minor heart attack. Based on her experiences, MK joined the Heart & Vascular PFAC to share her story and help improve care for others.

In October 2014, she received a more serious, life-threatening diagnosis: stage 4 lung cancer. True to her positive attitude and unwillingness to give up hope, MK underwent treatment before she died in December of that same year.

Just five days after his wife's death, Michael had double bypass heart surgery. He went from being a caretaker to a patient without the support of MK. Following his recovery, Michael was motivated to join the PFAC—it was what MK would want him to do, and he wanted to give back as well to help improve the experience of others.

His participation keeps MK's memory alive, and continues the work she was so proud of. "In my short time on the council, it's been great to realize hospital leadership continues to see value in the councils and the patient voice. I am honored to be able to participate," says Michael.

"The PFAC has been imperative in improving care through honest feedback, thorough investigation and consideration through information mining, role play, website explorations and gemba walks."

— Nancy Schwallier, Director, Cardiovascular Services, Heart & Vascular Institute

Coming Together: One Team With One Focus

The cardiovascular services care team reached out to the Heart & Vascular PFAC for input on how they can do a better job of caring for patients. Their goal: be one team with one focus.

Eanas Yassa, MD, cardiovascular surgeon, and nurse managers Kristen Sinke and Jackie Biel led the effort to improve the patient experience by connecting as human beings rather than simply as providers and patients. PFAC expressed the patient's desire to be heard—to have more of a voice in his or her own plan of care.

Recounting their personal experiences, members emphasized alignment with the health care team to create meaningful goals together. Patients want the ability to define successful outcomes for themselves. Nurse managers and leadership listened to council advice and are taking action, with steps to increase collaboration and integrate patients and families into their own care.

Weiden. Center: Council members serving dinner to Renucci House guests

Heart & Vascular Patient and Family Advis



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Thanks to all of our council members

Heart & Vascular Patient and Family Advisory Council

Patient and Family Advisory Council Members

- T. Scott Kearney, Chair
- Harry Konynenbelt, Vice Chair
- Tino Caviggiola
- Dick de Spelder
- Jim Heidenga
- Arlene Hendricks-Potter
- Ann Holmes
- Donna Klungle
- Joe Stepanski
- Kris Vandenberg
- Cheryl Wanless
- Michael Weiden

Spectrum Health Leadership Partners

- Jeffery Decker, MD, Section Chief, Cardiovascular Services
- Maureen Miller, Interim Vice President/Director of Finance, Heart & Vascular Institute
- Colleen Tacoma, Director of Critical Care, Cardiothoracic and Cardiovascular Nursing
- Nancy Schwallier, Director, Cardiovascular Services, Heart & Vascular Institute
- Jack Dillon, Director, Operations
- Adam Mix, Director, Operations
- Liz Petro, Business Development Consultant
- Jes Goetsch, Administrative Assistant, Heart & Vascular Institute (Council Support)



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Honoring Their Legacy

This year was difficult for the Heart & Vascular PFAC with the sudden loss of two council members, MK Patterson-Weiden and Donna Klungle. The two women greatly impacted the council through their combined 11 years of service.

MK often talked about the honor and pleasure of serving on the council. She spoke up to recognize the enthusiastic commitment of leadership to provide the best experience for patients and families like hers.



To celebrate MK's and Donna's lives and recognize their contribution to the council, the Weiden and Klungle families joined the council to serve a meal at the Renucci House. Spending time with families away from home with loved ones in the hospital was a way to give back to the community and honor the legacy of Donna and MK.

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Top: Heart & Vascular PFAC members Donna Klungle and MK Patterson-Weiden. Center: Council members serving dinner to Renucci House guests to honor the lives of MK and Donna.

Cancer Program Patient and Family Advisory Council



"I find it very rewarding to serve on a council with people who have such fresh and diverse ideas. Staff bring us a wide variety of challenges and new programs, and our work has real significance."

— Bill Crooks, Chair, Cancer Program Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Master facility plan
- Adult Blood and Marrow Transplant inpatient unit redesign
- Regional cancer program strategy
- Marketing and social media
- Multidisciplinary specialty clinic strategy
- K9 unit
- Patient education materials
- Music Therapy program
- Pastoral care
- Interventional radiology scheduling
- Resource library
- Cancer support services
- Parking, valet and wayfinding
- MedNow
- Medication communication

Supporting Families With Dedicated Space

The emotions surrounding the word "cancer" run the gamut, and members of the Cancer Program PFAC know them well from firsthand experience. Members recognize that surroundings have a profound impact, and that working as a team supports healing the whole person beyond the diagnosis of cancer.

PFAC members provided their perspective to create a healing environment in the Adult Bone Marrow Transplant (ABMT) inpatient unit, in the outpatient cancer space and as part of support services. For the ABMT area, members expressed a desire to have family space because family

is integral to the healing process. The result is dedicated space for families in patients' rooms and private places to offer respite nearby, outside of the rooms.

Mary Dougherty, director, Spectrum Health oncology, said, "Our PFAC members were instrumental in designing the space for the Adult Bone Marrow Transplant area. They helped us think about the amenities and comforts to provide patients and families, because they often spend multiple weeks in the hospital. Members helped us realize the importance of having space for families both in the rooms and on the unit."



Meet Bert Elliott

Two different kinds of breast cancer, one in each breast, were diagnosed in Bert three years ago. During her experience with Spectrum Health, Bert says she "always felt cared for and that no question was a silly one."

The breast cancer multispecialty team spent a significant amount of time explaining what would happen throughout her cancer journey. Every person Bert encountered, from mammography to surgery, was "amazing and caring."

She also valued the environment where she received care. "Lemmen-Holton is a place that I cherish going to because it is welcoming, quiet, has resources, a café, and the staff is friendly," says Bert.

Bert has appreciated getting to know other PFAC members and the Spectrum Health staff. Having the opportunity to offer suggestions and share ideas makes Bert feel that she is "valued, listened to and that my opinion counts."

"Spectrum Health leadership has worked extensively with us to ensure that patients and families understand information, and feel confident that they can ask questions and receive help when they need it," says Bert.



"Our PFAC members are some of the most highly dedicated volunteers I have had the pleasure to work with. Their commitment, thoughtfulness, experience and insight helped improve our multispecialty team approach. Their tenacity strengthens our commitment to continuous improvement."

— Angela Ditmar, MBA, BSA, RN, Senior Director, Oncology, Spectrum Health Regional Cancer Center and Director, Pulmonary Diagnostics & Respiratory Services

Streamlining Multiple Appointments

One recurring challenge in the cancer journey is managing multiple appointments for various procedures. For example, patients might need to schedule separate radiology procedures coordinated with their calendars. The Central Scheduling team engaged PFAC to help streamline the process. The council gave input based on how and when they would like to schedule their appointments. Many voiced their preference to make appointments before leaving the provider's office.

As a part of scheduling procedures, members reinforced the need for an explanation of what to expect—better understanding leads to patients more willing to be involved in their care, which in turn leads to better outcomes.

mer, vice chair, on the patient education materials for the Cancer Resource Center in the Lemmen-Holton Cancer Pavilion.

Cancer Program Patient and Family Advisory Council



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Thanks to all of our council members

Cancer Program Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Bill Crooks, Chair
- Bret Zillmer, Vice Chair
- Bert Elliot
- Heather Gluszewski
- Cathy Greer
- Holly Harmon
- Mary Ann McAvoy
- Scott Melby
- Don Pleune
- Rocio Salvador-Santos

Spectrum Health Leadership Partners

- Judy Smith, MD, Department Chief, Oncology Program
- Angie Ditmar, Senior Director, Oncology Program
- Mary Dougherty, Director, Oncology and Med Surg
- Gerri Roobol, Manager, Cancer Programs

Cancer & Hematology Centers of Western Michigan

- Wendy Koopman, Senior Director, Clinical Operations, Cancer & Hematology Centers of Western Michigan
- Patricia Jereck, BSN, OCN, RN, Director of Operations, Cancer & Hematology Centers of Western Michigan



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Communicating With Patients at the Center

Safety Cancer Multispecialty Teams (MSTs) are a collaboration among providers to coordinate services around the patient—patients are at the center of their own teams. When it is time for the team to explain a diagnosis or treatment plan or have a conversation with the patient and family, they often rely on educational materials.



PFAC helped the team recognize that complex medical terms are difficult to understand, and confusion is even more significant for patients receiving a diagnosis of cancer.

By drawing on their personal experiences, members helped MST understand that how they are communicating is as important as the medical terminology and information provided. PFAC also offered insight into talking with patients and family members about the importance of their role in the care plan.

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Top: Gerri Roobol working with Cancer PFAC Chair Bill Crooks and Bret Zillmer, vice chair, on the patient education materials for the Cancer Multispecialty Clinics. Center: Deb Bisel and Cathy Greer rounding in the Resource Center in the Lemmen-Holton Cancer Pavilion.

Primary Care/Outpatient Services Patient and Family Advisory Council



“The experiences of our council members, combined with the receptiveness of leadership, keep our focus on the health of the whole person.”

— Doug Haan, Chair, Primary Care/Outpatient Services Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Council restructure to include primary care
- Integrated Care Campus facility plans
- Interventional radiology
- Advanced Medical Home
- Patient access
- Physician finder
- Central scheduling
- Care team providers
- Radiology results
- Lab patient experience
- Rounding
- ICD-10
- MyHealth patient portal

Changing the Model for Primary Care

Spectrum Health’s primary care division is working to transform the traditional model of health care to a model of health. The massive shift requires a more proactive approach. Instead of waiting for people to come to us, how do we engage with consumers to keep them healthy and help patients manage their chronic conditions?

PFAC worked closely with Ed Millermaier, MD, Spectrum Health Medical Group primary care division chief, to explore ideas. The group talked extensively about what is necessary to create

a personal plan of care, where and how to access care, and the ideal types of providers on the care team.

With technology at their fingertips, patients expect choices and round-the-clock access to health care. PFAC discussed various ways to remotely connect patients and providers through smartphones or other devices. Members agreed that virtual visits save patients the inconvenience and cost of traveling to appointments. Having timely access to care also helps avoid unnecessary trips to an urgent care center or the emergency department.



Meet Wally Wasilewski

Wally and his family have had many experiences with Spectrum Health, from the birth of their son to elder care and radiology treatments. When Wally responded to a survey about one of his experiences, he was impressed with the effort Spectrum Health leadership took to learn more. The issue was resolved and Wally was invited to join the council.

Wally is most proud of the redesign of radiology and laboratory services’ drop-off process to improve patients’ experience and efficiency. He also looks forward to more work around proactively engaging people in their own care. “The ability to understand my medical options and the various ways I can contribute to the improvement of my health is invaluable. Health care should be informative, not scary or mysterious,” says Wally.

Making a difference in the way patients and their families interact with Spectrum Health is important to Wally.

“Easy access to health care contributes to my family’s quality of life,” says Wally. “As Spectrum Health grows, it will become increasingly important to focus on achieving positive outcomes, and I look forward to helping maintain high standards,” he adds.



“The council’s wisdom, experience and guidance will help us be successful in transforming our primary care model. With their help we will get it right!”

— Edward Millermaier, MD, MBA,
Department Chief, Primary Care

Reducing the Anxiety of Waiting

Health care reform has increased transparency—consumers and patients have more access to more information. Radiology services followed the lead of laboratory to engage multiple councils in work around the timing of test results available through MyHealth. The question: Would patients value having radiology results posted in their online portal before they received a call from the provider’s office? Members shared the opinion that having access to results as quickly as possible helps reduce the anxiety and suffering of waiting.

Radiology results are now available through MyHealth 24 to 48 hours after the study is performed. Providers call patients if the results require discussion, or communicate through secure messaging online. Members emphasized the need for choice, and some prefer a phone call. As a result, patients have the option of waiting to be contacted by the office staff for results. The goal is to engage patients in conversation, shared-decision making and education about their health using their preferences for communication.

Primary Care/Outpatient Patient and Family Advis



“The experiences of our cou
the receptiveness of leaders
of the whole person.”

— Doug Haan, Chair, Primary Care/Outpati



Changing the Model for Primary Care

Spectrum Health’s primary care division is working to transform the traditional model of health care to a model of health. The massive shift requires a more proactive approach. Instead of waiting for people to come to us, how do we engage with consumers to keep them healthy and help patients manage their chronic conditions?

PFAC worked closely with Ed Millermaier, MD, Spectrum Health Medical Group primary care division chief, to explore ideas. The group talked extensively about what is necessary to create

Thanks to all of our
council members

Primary Care/ Outpatient Services Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Doug Haan, Chair
- Wally Wasilewski, Vice Chair
- Cindy Corbin
- Billie Jean Dutmers
- Lesley Jeruzal
- David Moody
- Kristen Myers-Chatman
- Aimee Sterk
- Karyn Wolschleger

Spectrum Health Leadership Partners

- Ed Millermaier, MD, Department Chief, Primary Care
- Cheryl Pierre, Vice President, Operations, Spectrum Health Medical Group
- Larry Genzink, Director, Radiology, Spectrum Health Hospital Group
- Sue Mammina Smith, Director, Lab and Pulmonary, Spectrum Health Hospital Group
- Doug Sterken, Operations Director, Spectrum Health Medical Group



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— Edward Millermaier, MD, MBA,
Department Chief, Primary Care

Bringing Services Together

Convenience is important when seeking care, and Spectrum Health’s integrated facilities bring services together under one roof, including primary care, lab and radiology. PFAC members participated in brainstorming to identify preferences for the design moving forward, specifically to create a welcoming experience.

Members talked about the experience of getting from the parking lot to the front door and the need for clear navigational signs both inside and out. Given the size of the facility, which houses multiple services, members emphasized the need for spaces to feel welcoming. They also talked about hospitality, and how that might look and feel with services such as coffee bars and water stations.

“Having the patient perspective in the facility design process is important,” said PFAC member Kristen Myers-Chatman. “Traditional facilities are designed symmetrically to support clinicians. The patient’s point of view is critical to quality of care and reoccurring visits. Heath care isn’t just clinical experience, it’s emotional as well. Facility planning needs to support the whole person and their experience beyond efficiency.”

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Top: Karyn Wolschleger, Doug Haan, Billie Jean Dutmers, Lesley Jeruzal and David Moody

Helen DeVos Children's Hospital Family Advisory Council



"I am so proud of the continued collaborative input our council members and hospital administration have provided in the area of patient safety. Their positive feedback is so rewarding."

— Shelley Volkert, Chair, Helen DeVos Children's Hospital Family Advisory Council



2015 AREAS OF FOCUS

- Specialty clinic welcome center
- Pediatric psychology
- Heroes Against Harm
- Safety initiatives
- Small Baby Unit
- Website
- Pediatric palliative care
- Nutrition services
- Medically complex children
- Videotaping policies
- MedNow

Feeding the Needs of Children

The Family Advisory Council believes one way to comfort children during a hospital stay is by preparing food they like in a way that feels more like home—giving kids choices and making food look good enough to eat, even when they're not feeling the best.

The council worked closely with dietitians and the food services team at Helen DeVos Children's Hospital for a full review of room service. Members started by identifying the top five choices their children would make from the existing menu. They then compared items to what is offered on area restaurant menus, reviewed samples and rated food presentation.

The Helen DeVos Children's Hospital teen council also participated in the taste test and offered their suggestions for what an older child would like to have available.

Leadership shared all of the feedback with nutrition services to develop a plan to revamp the experience. The result: a simplified menu with more personalized choices, enhanced meal presentation and delivery to the room based on the child's preference for mealtime. "We can't improve our services without the FAC and teen council giving us feedback—we appreciate their time," said Jessica Stanley, manager, nutrition services.



Meet Gary Wade

During a routine appointment with their 10-year-old daughter nearly five years ago, the Wade family received devastating news: Sydney's abnormal masses were stage 4 neuroblastoma.

Cancer turned the family's life upside down for the next three years, as Sydney endured chemotherapy, a bone marrow transplant, 20 rounds of radiation and an antibody therapy. Toward the end of her treatment, she participated in a groundbreaking clinical trial to find a maintenance drug for her type of adrenal cancer.

Once given a 25 percent to 30 percent chance of survival, Sydney is now an active teenage girl and her cancer is in remission.

"Helen DeVos Children's Hospital was more than a place for treatment, it became our home and staff became our community," says Gary. "We wanted to find a way to give back."

Gary is motivated to stay involved because he sees the direct impact the group has had. "Leadership cares about what the council thinks and wants to understand what parents are feeling," says Gary.

"Being part of the FAC has made me proud. In my years of community service, very few groups have been more valuable than this one," he adds.



"We continue to rely on our PFAC members to provide insight and constructive feedback on programs and projects. We couldn't do this work without them. Their commitment of time, energy and dedication is priceless."

— Shari Schwanzl, Vice President, Operations/Nursing, Helen DeVos Children's Hospital

in Chicago. The council is a collaboration of 88 children's hospitals around the country.

Shelley Volkert, council chair, and Heidi Prior, vice chair, presented with Leslie Jurecko, MD, medical director, safety and quality, Helen DeVos Children's Hospital. Shelley and Heidi talked about the importance of storytelling, featuring a superhero, to continue the safety conversation while engaging the patient and family.

They shared the council's feedback on simple, visual messaging as a key to safe, quality, patient-centered care. As a result of the program, there were more than 3,500 interactions between parents and frontline staff in the first five months of the campaign, using tools designed with FAC input.

Helen DeVos Children's Hospital continues its reputation as a national leader in patient safety and its commitment to be the safest hospital in America. Sharing best practices at the conference sparked a relationship between our FAC leaders and Duke University Children's Hospital.

See a picture with Shauna Boughey during the MedNow demonstration.

Helen DeVos Children's Family Advisory Council



"I am so proud of the continuing members and hospital commitment of patient safety. Their position is..."

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Thanks to all of our council members

Helen DeVos Children's Hospital Family Advisory Council

Family Advisory Council Members

- Shelley Volkert, Chair
- Heidi Prior, Vice Chair
- Jennifer Briggs
- Julie Hauck
- Anita Jones
- Bridget Lassig
- Amanda Miles
- Mary Jo Pletzke
- Gary Wade
- Jenni Wittenbach

Spectrum Health Leadership Partners

- Robert Connors, MD, President, Helen DeVos Children's Hospital
- Matthew Denenberg, MD, Chief Medical Director, Helen DeVos Children's Hospital
- Shari Schwanzl, Vice President, Operations/Nursing, Helen DeVos Children's Hospital
- Amy Fox, Director, Helen DeVos Children's Hospital Ambulatory and Support Services
- Amy Lodenstein, Operations Director, Helen DeVos Children's Hospital Administration
- Dave Majestic, Vice President, Operations, Helen DeVos Children's Hospital Pediatrics
- Bridget Menzel, Operations Director, Spectrum Health Medical Group, Helen DeVos Children's Hospital
- Tom Revitte, Operations Director, Spectrum Health Medical Group, Helen DeVos Children's Hospital
- Joan Rikli, Director, NICU and Women's & Infant Services, Helen DeVos Children's Hospital
- Judy Westers, Director, Helen DeVos Children's Hospital Pediatric Services



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Coordinating Medically Complex Care

Most parents of children needing medically complex care lack a single care plan among multiple specialists. As a result, a parent fills the role of "communications manager" among the care teams. A pilot between Helen DeVos Children's Hospital and Priority Health care managers came to fruition to improve collaboration among the care teams and communication with parents.

FAC members offered insight for the service, based on their experiences with their own children. Recognizing the need for coordination to create a seamless experience, members championed for an advocate.

Bridget Lassig, longtime FAC member, said, "We've been waiting for a program like this for as long as I can remember. Development of programs like this is because of input from our patients and families."

Continuing the Journey of Safety

Two FAC members and 16 leadership and staff presented Helen DeVos Children's Hospital's safety initiative program, Heroes Against Harm, at the Solutions for Patient Safety Council

in Chicago. The council is a collaboration of 88 children's hospitals around the country.

Shelley Volkert, council chair, and Heidi Prior, vice chair, presented with Leslie Jurecko, MD, medical director, safety and quality, Helen DeVos Children's Hospital. Shelley and Heidi talked about the importance of storytelling, featuring a superhero, to continue the safety conversation while engaging the patient and family.

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Top: Council members Heidi Prior, Jenni Wittenbach and Shelley Volkert pause for a picture with Shauna Boughey during the MedNow demonstration.

Women's Health Patient and Family Advisory Council



"It has been amazing to see the changes in participation between patients and staff to create the best care for every individual."

— Billie Jean Dutmers, Chair, Women's Health Patient and Family Advisory Council



2015 AREAS OF FOCUS

- MedNow
- MyHealth
- Bedside reporting
- Pap smear guidelines
- Infant swaddlers
- Facility planning
- Wayfinding
- Role of the resident
- Midlife and Menopause Health Services & Cancer Survivorship
- Natural birthing suites
- Integrated Care Campus at East Beltline
- Breastfeeding support
- Quality initiative for lactation services
- Maternal Fetal Medicine

Transforming the Birth Experience

The birth of a child is a personal and intimate experience—women want to follow their own birth plans. The leadership of Spectrum Health Medical Group and Women's Services turned to the PFAC for its input based on members' experiences. The question: How can we ensure moms and babies are at the center of their care?

CenteringPregnancy®

In CenteringPregnancy, pregnant women with similar due dates join together in a group setting with their health care provider to receive all components of prenatal care. PFAC provided input on how women might respond to a group visit. Members saw the value in expectant moms

engaged in facilitated conversations and receiving support from other women going through similar experiences. In pilots, women were more comfortable asking questions and more likely to follow prenatal advice when their peers were included in the conversation. Appointments with the provider are reserved for exams, with more time to ask specific questions or clarify group discussion. Spectrum Health OB/GYN Residency Practice received a grant to move forward with CenteringPregnancy and launch in 2016.



Meet Anedra Morris

On January 12, 2015, Anedra's and her family's lives changed forever, in an emotional and joyous occasion, welcoming the birth of her second daughter, Caomie.

Anedra experienced the birth of her first child as a single parent, so she appreciated having her husband and 14-year-old with her to plan and celebrate their family's addition. "After a wonderful tour of the new rooms at the Women's Center at Spectrum Health Butterworth Hospital, we felt we made the right decision in choosing Spectrum Health," says Anedra.

After labor, their experience was unexpected. They were in a room that wasn't on the tour and were asked questions they didn't feel were relevant.

After expressing her concerns to patient relations, Anedra was put in touch with PFAC to share her story. Feeling that being a part of change means getting involved, Anedra joined the council and spoke from her personal experience.

"I don't have a ton of council experience, but I help wherever needed. Even though I am new to the council, I feel like my voice is heard and my opinions matter," says Anedra.



"We have broadened our focus beyond childbirth, and PFAC's input has been so helpful in setting the direction for gynecologic care. The energy and enthusiasm of our members are contagious, and their engagement is inspiring."

— Joan Rikli, MSN, RN, CPNP, NE-BC, Director of Neonatal Intensive Care, Women's and Infant Services

Lactation Support

Council members talked candidly about their personal experiences with breastfeeding struggles. Through PFAC input, care teams experimented with more convenient scheduling times for moms to meet with lactation consultants. With more involvement from nurses at the bedside, moms receive more immediate support. Plans are in development for outpatient lactation services.

Raising Awareness of Menopause

PFAC members openly discussed the phases of menopause with Diana Bitner, MD, Spectrum Health Medical Group, to help raise awareness among all ethnicities as part of a community awareness event. Through the connection with Dr. Bitner, and with the encouragement of the PFAC, Women's Health leadership sees the opportunity for primary care and OB/GYN providers to proactively collaborate and be more transparent about the realities of menopause and the benefits of starting the dialogue at an earlier stage.

Bitner, MD, David Colombo, MD, Vivian Romero, MD and daughter, Jade, assisting with the welcome video.

Women's Health Patient and Family Advisory Council



"It has been amazing to see the connection between patients and staff at every individual."

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Thanks to all of our council members

Women's Health Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Billie Jean Dutmers, Chair
- Leah Hansen
- Arlene Hendricks-Potter
- Lesley Jeruzal
- Anedra Morris
- Mandi Nielson
- Tomarra Richardson
- Melody VanderWeide
- Erin Wiseman-Parkin

Spectrum Health Leadership Partners

- Stephen Rechner, MD, Division Chief, General OB/GYN, Spectrum Health Medical Group
- Shari Schwanzl, Vice President, Operations/ Nursing, Helen DeVos Children's Hospital/Women's Services
- Joan Rikli, Director, NICU/Women's & Infant Services, Spectrum Health Hospital Group
- Stacey Merren, Operations Director, Women's Services, Spectrum Health Medical Group
- Annie Evans, Nurse Manager, Women's & Infant Services
- Laurel Jander, Nurse Manager, Women's & Infant Services



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Natural Birthing Suites

The number of natural birthing suites and home births is increasing. Spectrum Health leadership recognizes the need to give families the experience of a natural birth while ensuring the highest level of quality and safety. Moms on the council talked about their desire to have a high-touch, low-tech experience, with more involvement by the family.



Midwives

PFAC members talked about midwives as part of the care team. With moms at the center of care, members said midwives should be there, too, for every stage of birth. Leadership listened and made changes. The rounding schedule now includes midwives and Advanced Practice Providers, giving moms who need a higher level of medical care more time to spend with their obstetrician.

Lactation Support

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Top: Audrey Laarman, Mandi Nielson, Billie Jean Dutmers, Stephen Rechner, MD, David Colombo, MD, Vivian Romero, MD and Erin Wiseman-Parkin touring the Maternal Fetal Medicine Clinic. Center: Becky and daughter, Jade, assisting with the welcome video.

Orthopedic/Neuroscience Patient and Family Advisory Council



“It has been wonderful to partner with leadership; they have listened, valued and appreciated the input from our council. We worked hard to bring the patient and family viewpoint to the strategic plan, and to reinforce the importance of recognizing the frontline staff.”

— Marlene Nelson, Chair, Orthopedic/Neuroscience Patient and Family Advisory Council



2015 AREAS OF FOCUS

- MedNow
- Stroke patient communication
- Brain & Spine Tumor Multispecialty Team
- Joint Outpatient Clinic
- Quiet and calm on inpatient units
- Limb Care & Preservation Clinic
- Expansion of ortho services
- Signage at Blodgett Hospital
- Inpatient speech therapy
- SHMG ortho referral process
- Ortho & Sports Medicine
- Understanding discharge medications
- Neurosciences strategic plan
- Orthopedic strategic plan
- Total Joint and Stroke Unit accreditation

Scheduling to Meet Patients’ Needs

Spectrum Health Medical Group Orthopedic & Sports Medicine experienced an increase in patient referrals, which led to more calls to patients from scheduling. To improve access to care, leadership set a goal to reduce the number of missed calls between the patient and scheduling team, and met with PFAC for input.

PFAC first identified the success of a referral—a process that takes the patient’s needs into account, determining what works best for the individual. For example, some patients would rather go to a particular location than take the first appointment available.

Members discussed the scheduling call process and shared specific recommendations, such as experimenting with varying call times before or after a typical work/school day. Based on council input, the scheduling team is committed to scheduling appointments within 48 hours after connecting with the patient.

**ACCESS WITHIN
48 HOURS**



Meet Kurt and Katie Dietrich

Two years ago, Kurt Dietrich had surgery to remove a brain lesion. It turned out to be a rare malignant brain tumor. Removing the tumor caused Kurt to lose all function on his left side.

Following his hospital stay, Kurt and Katie chose the Center for Acute Rehabilitation at Blodgett Hospital for his recovery. Because he was not mentally or physically capable of expressing his needs, Katie relied on the care team as her partner. A few days after his arrival, Kurt’s temperature spiked, leading to another surgery. Kurt was in the ICU for 18 days to fight an infection — presumably contracted by a urinary tract infection that spread.

“We truly had the best medical team and support team,” says Katie. “I leaned on them for guidance through our darkest days, and Kurt prevailed.”

Katie and Kurt joined the PFAC together to share their firsthand experiences. “We have learned that you have to be an advocate for yourself, and to ask questions. If you do not understand, ask again,” adds Katie.

Today, Kurt is working and enjoying life with Katie and their children. Due to the brain trauma, Kurt’s road to recovery has not ended, but through hard work, support and faith, he keeps moving forward.



“PFAC members demonstrate a dedication to improving the patient experience and quality of care. This has ensured that we stay focused on the work that is most important to our patients and families. We appreciate their input and the time they provide to help us consistently improve.”

— Linda Schaltz, Director, Orthopedic & Neuroscience, Spectrum Health Hospital Group

Living as a Stroke Survivor

The council was actively engaged by leadership to launch a dedicated unit focused on the care of stroke patients. Educational materials were developed for patients and families to support their role as part of the compassionate care team navigating a traumatic journey.

Based on their own recovery experiences, members reviewed and provided feedback on several versions of materials. They looked for opportunities to recognize each person’s recovery after stroke is unique. Members emphasized the importance of a partnership with the care team, conveying what it means to live the fullest life by achieving the best possible level of function and mobility.

Members recognized the need for patients to find their new normal, and realize that many don’t fully recover. Personalizing the individual’s journey while including the family means that every gain is celebrated as a win. The message of hope was translated into educational materials focused on encouraging words and was embraced by the care team.

gnition event for the nursing team.

United and Kelsey Hospitals Patient and Family Advisory Council



“Many thanks to our staff and volunteers for their efforts in being the voice of our patients and family. I am truly proud to be part of an organization where the leaders and volunteers work side by side for a better tomorrow.”

— Diana Humm, Chair, United and Kelsey Hospitals Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Rounding in multiple locations
- Community Health Needs Assessment
- Process improvement
- Patient safety
- Convenient care strategy
- MedNow
- Community involvement
- MyHealth
- Parking lot redesign
- Marketing
- Spectrum Health Security & K9 Officer

Improving Processes

Process improvement work is an ongoing priority at Spectrum Health United and Kelsey hospitals, and PFAC is an integral resource for sharing the realities faced by those we serve.

When suggested changes in processes directly impact a patient, care teams and leadership automatically engage the PFAC for the patient and family perspective. Touch points are identified that increase value—often saving time and leading to better outcomes. PFAC members share their personal experiences for rich dialogue around ideas that result in action.

Many PFAC members participated in process improvement events, and primarily focused on the experience in the emergency department.

As a part of the event, PFAC members traveled the path of a patient from the emergency department to an inpatient room. They shared their perspectives on how the patient would experience the transition. PFAC member Kim Christians participated in the emergency department Rapid Assessment Zone event. “It was beneficial to be able to see the entire process, and the team appreciated my role representing the patient,” said Kim.

Council members also participated as partners in the Community Health Needs Assessment and various feasibility studies to identify areas of focus for next year.



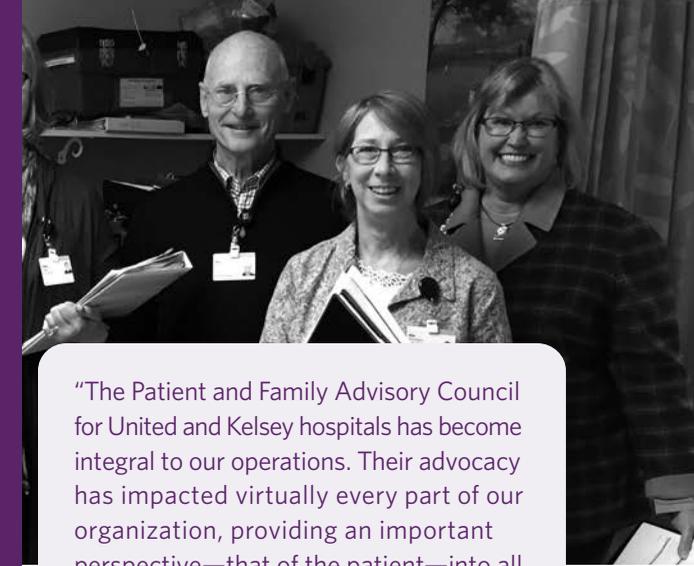
Meet Lone Edison

Five years before Lone’s husband died, the couple completed hospice training to compassionately serve those in pain, both physically and emotionally. Their experience came full circle when John was diagnosed with stage 4 multiple myeloma.

John and Lone navigated a multitude of services throughout the Spectrum Health system in their cancer journey—from their initial visit to the emergency department, to lab, radiology and out-patient transfusion, to inpatient acute care, social services and ultimately the Spectrum Health United Hospital Rehab and Nursing Center. The couple appreciated coordination of care at the hospital closest to their home in Greenville. Ongoing oncology treatments at United Hospital’s Cancer Center meant local family could be closely involved in John’s care.

Over the course of their four-year journey, John and Lone experienced a deep, personal connection with staff members. Many stopped in to visit with John at the Nursing Center.

Today, Lone serves on the council to continue to improve the patient experience, and to advocate for the benefits of being a part of an integrated system.



“The Patient and Family Advisory Council for United and Kelsey hospitals has become integral to our operations. Their advocacy has impacted virtually every part of our organization, providing an important perspective—that of the patient—into all that we do.”

— Brian Brasser, President, United and Kelsey Hospitals

Council members helped refine the purpose of rounding by marrying their feedback with patient experience survey results. Thanks to PFAC insight, leadership is now better equipped to ask the right questions during their rounds to visit with staff, patients and families.

At Spectrum Health Kelsey Hospital, the advisory council provided specific input into elements that create a warm welcome for patients and their families. After discovering that patient areas were loud, their suggestions were implemented to increase patient comfort by decreasing noise in adjacent hallways.



en Sheppard rounding with staff. Bottom: Karen Sheppard,

United and Kelsey Hospitals Patient and Family Advisory Council



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Thanks to all of our council members

United and Kelsey Hospitals Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Diana Humm, Chair
- Karen Sheppard, Vice Chair
- Don Burns
- Kim Christians
- Lone Edison
- Kathy Engel
- Josh Gibbs
- Andrew Hurst
- Carolyn “Skeet” Slocum
- Jennifer Town

Spectrum Health Leadership Partners

- Brian Brasser, President, Spectrum Health United and Kelsey Hospitals
- Percy Mahar, Chief Clinical Officer, Spectrum Health United and Kelsey Hospitals
- Shirley Hayes, Patient & Family Experience Director, Spectrum Health United and Kelsey Hospitals
- Laura Dargitz, Administrative Assistant, Spectrum Health United and Kelsey Hospitals (Council Support)



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Parking Makes a First Impression

Arriving safely in your own vehicle is often the first point of contact for a hospital visit—whether you’re a patient, family member or visitor, driver or passenger. How the parking experience is perceived often impacts the tone for the entire visit. To complete the parking lot redesign project, PFAC drove the experience, both literally and figuratively.

Focusing on ease of navigation and accessibility, members contributed valuable input into the design of the parking lot maps and logical naming for parking areas, and even weighed in on the typeface, size and color of words used on parking lot signage for better readability. Community members appreciate the level of attention to detail that extends the experience beyond the front door.

Walking in Their Shoes

Rounding throughout the hospitals is a powerful way for PFAC members to observe and experience what patients and family members see, hear and feel. Making time to stop along the way to ask “How’s it going?” and “What can I do for you?” spurs one-on-one conversations with hospital leadership to improve service.

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Top: Council members Kathy Engel, Don Burns, Kim Christians and Karen Sheppard rounding with staff. Bottom: Karen Sheppard, Kim Christians and Kathy Engel make notes while rounding.

Big Rapids and Reed City Patient and Family Advisory Council



“Participating in rapid improvement events has been particularly satisfying, as we can really see the results. I look forward to continuing to work with councils, both locally and in Grand Rapids.”

— Jeff McKnight, Chair, Big Rapids and Reed City Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Master facility plan
- Emergency department process improvement
- Leadership panel
- Laboratory services
- Patient experience scores
- MyHealth
- MedNow
- One Electronic Medical Record (EMR)
- Patient access

Seeing Environments With Fresh Eyes

When people are exposed to the same thing day in and day out, it is difficult to recognize what could, or should, be changed. Staff asked PFAC to see the environment as patients, family and visitors do, and provide feedback to differentiate between environments that are “good” and “very good.”

This year, the group rounded in the registration and lobby spaces. Based on comments from patient experience surveys, they took the initiative to talk with patients in those areas about ways to improve the experience. One recommendation was to rearrange the furniture to support a warm and welcoming experience.

In the Spectrum Health Reed City Hospital lab, PFAC also recommended changing signage to make it easy for patients and guests to find their way.

Exchanging Ideas to Improve Experiences

The exchange of information between council leadership and members traditionally happens during meetings. To improve how ideas are shared, the PFAC formed a panel to give Spectrum Health Big Rapids and Reed City hospital leadership an open forum to discuss community perceptions of hospital care with council members.



Meet Carole Wood

After selling their home in the greater Grand Rapids area, Carole and John Wood moved to Evert. The couple quickly realized making weekly treks to Grand Rapids for their doctor visits was not ideal, so they looked to the Reed City area for care closer to home.

Carole and John found Spectrum Health Reed City Hospital and a provider to care for chronic health conditions—they learned John had an autoimmune disease. Carole says: “We give our heartfelt thanks to an incredible organization for the wonderful compassion and care we have received up here in the ‘North Country.’ It has been first-class health care all the way, and we couldn’t be more pleased.”

After some challenges with billing and their insurance carrier, Carole learned about the PFAC. She felt she could provide input to make the process easier for others. Before retirement, Carole worked as a secretary for a lawyer in the health care field, and loved her work.

“The PFAC has been so beneficial, and our ideas and concerns are listened to. We are challenged to give our thoughts on facilities, processes and connecting to the community,” says Carole. “I believe we are making a difference, and it has been a privilege for me.”



“As our services continue to evolve, PFAC input is crucial to help make key decisions in strategic projects and in our day-to-day workflow. They not only provide their own feedback, but also act as liaisons between the community and the hospital. Members help remind us of our mission: to improve the health of the communities we serve.”

— Mary Kay VanDriel, President, Spectrum Health Big Rapids and Reed City Hospitals

Members reminded leadership that patients and family members may be emotionally stressed or drained, and unable to think clearly during a hospital stay or visit to the emergency department. When staff and providers are empathetic, patients and family members are better equipped and open to conversations, asking questions and being part of their care.



The reality, PFAC reminded the group, is that there will be times when patients and families are dissatisfied and upset with circumstances beyond their control. Listening and having private space for personal discussions is important. PFAC provided scripting for conversations with patients and family members about patient privacy.

ing to recruit new members during Reed City’s 5K. Center: Council

Big Rapids and Reed City Patient and Family Ad



“Participating in rapid improvement projects is particularly satisfying, as we can see the results. I look forward to continuing to work with the hospital locally and in Grand Rapids.”

— Jeff McKnight, Chair, Big Rapids and Reed City Patient and Family Advisory Council



Seeing Environments With Fresh Eyes

When people are exposed to the same thing day in and day out, it is difficult to recognize what could, or should, be changed. Staff asked PFAC to see the environment as patients, family and visitors do, and provide feedback to differentiate between environments that are “good” and “very good.”

This year, the group rounded in the registration and lobby spaces. Based on comments from patient experience surveys, they took the initiative to talk with patients in those areas about ways to improve the experience. One recommendation was to rearrange the furniture to support a warm and welcoming experience.

Thanks to all of our council members

Big Rapids and Reed City Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Jeff McKnight, Chair
- Thomas Cook
- Jane Esterle
- Carol Ladd
- Terri Larson
- Betty Pontz
- Evlyne Sheltroun
- Loren Stieg
- Beverly Wesche
- Carole Wood

Spectrum Health Leadership Partners

- Mary Kay VanDriel, President, Spectrum Health Big Rapids and Reed City Hospitals
- Amanda Knuth, Director, Financial Services, Spectrum Health Big Rapids and Reed City Hospitals



“As our services continue to evolve, PFAC input is crucial to help make key decisions in strategic projects and in our day-to-day workflow. They not only provide their own feedback, but also act as liaisons between the community and the hospital. Members help remind us of our mission: to improve the health of the communities we serve.”

— Mary Kay VanDriel, President, Spectrum Health Big Rapids and Reed City Hospitals

Some of the feedback shared was around helping patients understand the unknown. PFAC panel members talked about the reasons why patients and family members don’t ask questions—they simply may not know what to ask. Panel members talked with leadership about the benefits of having conversations between staff and patients with clear expectations of the care process. They also stressed the importance of using understandable language without medical jargon.



PFAC shared with leaders the importance of understanding the patient’s circumstances to create a better experience based on the whole person. Knowing the individual’s social and economic situation—all of the factors that affect health and well-being—can influence how care is delivered.

Members reminded leadership that patients and family members may be emotionally stressed or drained, and unable to think clearly during a hospital stay or visit to the emergency department. When staff and providers are empathetic, patients and family members are better equipped and open to conversations, asking questions and being part of their care.



The reality, PFAC reminded the group, is that there will be times when patients and families are dissatisfied and upset with circumstances beyond their control. Listening and having private space for personal discussions is important. PFAC provided scripting for conversations with patients and family members about patient privacy.

Top: Council members Bev Wesche, Carol Ladd and Carole Wood working to recruit new members during Reed City’s 5K. Center: Council members discussing the benefits of MedNow services.

Gerber Memorial Patient and Family Advisory Council



“Leadership has demonstrated a commitment to making sure the patient and family experience is considered part of every strategy.”

— Laurie Supinski, Chair, Spectrum Health Gerber Memorial Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Community Health Needs Assessment
- MedNow
- Quality council
- Lobby renovations
- Warm welcome
- Interdisciplinary rounding patient guide
- Advance care planning
- 3-D mammography
- Master facility planning
- Medical surgical discharge experience
- Emergency department patient flow
- Emergency department patient education
- Volunteer services
- Bedside shift report
- Spectrum Health Security and K9 Officer

Welcoming Patients Warmly

PFAC members were heavily involved in Process Improvement events for the medical/surgical units. Value Stream Analysis (VSA) was a planning event to explore the entire patient experience, from arrival to leaving the hospital. The first Rapid Improvement Event (RIE) was centered on creating a warm welcome. Leadership partnered with the PFAC to talk about building trust and ways to engage the patient and family members as partners in their care.

The PFAC walked through the process as a group and identified opportunities to welcome warmly,

giving insight into how the impression might affect their relationship with staff. Members also identified team members they would want to hear from during the process. Recommendations resulted in standardizing expectations for a warm welcome.

Barb Geno, PFAC member and a pet therapy volunteer, said, “I see this new process working and being maintained as I make rounds to visit patients with my dog. There has been a positive change in the staff. It’s been a wonderful experience, and solidifies the importance of our role.”



Meet Todd Koopmans

For the past 25 years, Todd has been well known as an active member of the Fremont community. When he is not fishing, reading or riding his bicycle, he is volunteering wherever he can. He has devoted a lot of his time to Community Mental Health, and serves on various boards. Todd chairs the State of Michigan Developmental Disabilities Council, which focuses on promoting people with disabilities to lead a full life.

After reading about the PFAC in the local newspaper, Todd asked to join. “I have a disability,” he says, “but I work with it every day—it is a part of me. I am happy to contribute and add value. If I can help others keep an open mind, it helps me keep an open mind, too.”

Todd is proud of the council’s involvement with the emergency department and new lobby design, and input on collaboration between the patient and health care team. “I’m interested in the quality of patients’ care and making sure their needs are met. I also think that a smile goes a long way,” says Todd.



“Because of PFAC involvement, our conversations around patient-centered care are rich and meaningful. Members guide our decision-making and offer unique perspectives.”

— Meleah Mariani, MSN, RN, NEA-BC, Vice President, Patient Care Services, Chief Nursing Officer, Spectrum Health Gerber Memorial

Members see the potential of this collaboration as a breakthrough in community health.

Engaging in the End-of-Life Experience

Decisions regarding end-of-life care are critical for patients and their family members. Spectrum Health is working to improve the process by enhancing the bedside experience. Gerber Memorial is the first regional hospital to initiate dialogue at the bedside, and the first in West Michigan having conversations in a community setting.

Directing community members through Advanced Care Planning, the team held a pilot with members of the Silver&Fit® program at Tamarac, The Center for Health and Well-Being, Fremont. The team had in-depth, one-on-one conversations with patients around their beliefs, their desired experience and what is helpful when selecting an advocate. PFAC members assisted the team with training by participating in mock conversations.

from Jeremy Bainbridge, director, business operations.

Gerber Memorial Patient and Family Advisory Council



“Leadership has demonstrated the patient and family of every strategy.”

— Laurie Supinski, Chair, Spectrum Health Gerber Memorial



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Thanks to all of our council members

Gerber Memorial Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Laurie Supinski, Chair
- Todd Blake, Vice Chair
- Barb Geno
- Holly Harmon
- Juan Herrera
- Nathaniel Hickman
- Todd Koopmans
- Donald Potter
- Jen Roesly
- Mary Rottier

Spectrum Health Leadership Partners

- Randy Stasik, President, Spectrum Health Gerber Memorial
- Meleah Mariani, Chief Nursing Officer, Spectrum Health Gerber Memorial
- Shelly Johnson, Vice President, Community and Integrated Services, Spectrum Health Gerber Memorial
- Sharon Boczkaja, Patient Rights Advocate, Spectrum Health Gerber Memorial
- Lisa Jahr, Executive Assistant, Spectrum Health Gerber Memorial (Council Support)



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Rounding After Renovating for a Better Experience

Over the past two years, PFAC members have shared their thoughts on the functional design of the emergency department, lobby, and registration for outpatient laboratory and radiology services. Following the build-out and renovation, members were asked to give feedback on the patient experience during an emergency visit. Walking the path a patient takes with staff, PFAC members observed the team at work and shared their first impression. The council made recommendations to engage patients and family members to convey confidence and reassurance in potentially stressful situations.

Improving the Health of Communities Served

A goal of Spectrum Health Gerber Memorial is to improve the health of its surrounding communities. The community and integrated services department helps lead this effort with the PFAC. Community organizations collaborate to impact the Community Health Needs Assessment planning, with a focus on healthy behaviors, clinical care, socioeconomic factors and physical environments. PFAC shared the importance of a targeted, patient-centered model to meet the needs of community members.

Members see the potential of this collaboration as a breakthrough in community health.

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Top: Gerber PFAC members Don Potter and Barb Geno receive a demo from Jeremy Bainbridge, director, business operations.

Zeeland Community Hospital Patient and Family Advisory Council



“Participating in our PFAC allows us to be the voice for our community hospital and the system. We have the opportunity to give back.”

— Rick Diamond, Chair, Zeeland Community Hospital Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Patient experience data
- Transitions of care
- Rounding with leadership
- Lobby redesign
- Process improvement
- Facility plans
- Nutrition services strategy
- Patient access
- Sustainability plan

Making a Lasting First Impression

The Patient and Family Advisory Council at Spectrum Health Zeeland Community Hospital believes a positive first impression leads to a great patient experience. Even though the hospital is relatively new, PFAC felt lobby enhancements would create a more hospitable environment for guests.

After rounding in the space and accessing services, members made recommendations that included providing access to electronic charging stations, adding more comfortable seating and arranging the furniture to improve both privacy and visibility to registration.

PFAC members met with suppliers to review furnishings and evaluate samples, fabric choices and soothing color palettes. After the lobby floor plan was created, PFAC reviewed the layout and approved the improvements.

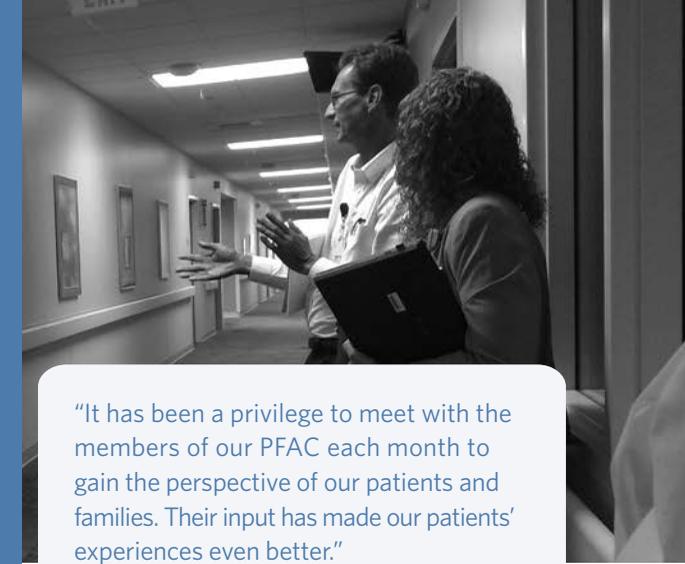


Meet Rick Diamond

For nearly 20 years, Spectrum Health Zeeland Community Hospital has been the hospital of choice for Rick and his family, particularly for laboratory and outpatient surgery services. When Zeeland Community Hospital joined Spectrum Health, he felt it was the best of both worlds—a nationally recognized health system with a deeply rooted community hospital.

Rick was asked to be involved in the first Zeeland Community Hospital PFAC because he had talked on numerous occasions with members of hospital administration about experiences of exceptional patient care. Rick stays involved because PFAC and Zeeland Community Hospital are “caring people caring about people!”

Rick is extremely proud of the council work, and most proud of how ingrained PFAC is in the hospital’s culture. Thanks to Spectrum Health leadership’s ongoing support, input is not only welcomed, it is actively sought. Departments tell us, “We want to hear from the PFAC about what they think.”



“It has been a privilege to meet with the members of our PFAC each month to gain the perspective of our patients and families. Their input has made our patients’ experiences even better.”

— Henry Veenstra, President, Spectrum Health Zeeland Community Hospital

Creating a Seamless Experience

To communicate more effectively, enhance systems and equipment, and update processes, PFAC partnered on several Process Improvement events. The primary focus has been in surgery, following several Rapid Improvement Events that stemmed from the Value Stream Analysis.

PFAC input was particularly valuable in discussions around services starting on time and coordinating the patient experience. During the event, PFAC members talked about the need for privacy when waiting for procedures to begin. They suggested a change to the process: patients can use the call light when ready for the provider to enter. This allows a patient to get into the bed comfortably and be completely covered before someone enters. In addition, members talked about needing to know that the person taking care of them directly relays information to the next provider on the care team. This seamless handoff from one caregiver to another helps ensure continuity of care, and eliminates duplication of questions and efforts.

th leadership.

Zeeland Community Hospital Patient and Family Advisory Council



“Participating in our PFAC for our community hospital is a great opportunity to give back.”

— Rick Diamond, Chair, Zeeland Community Hospital



Making a Lasting First Impression

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Thanks to all of our council members

Zeeland Community Hospital Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Rick Diamond, Chair
- Rachelle Berggoetz
- Carrie Dattels
- Jennifer Dougherty
- Randy Johnson
- Karen Klemm
- Cory Pepoy
- Jenn Spindler
- Becki Sumrall
- Bob Sumrall

Spectrum Health Leadership Partners

- Henry Veenstra, President, Spectrum Health Zeeland Community Hospital (Retired September 30, 2015)
- Ron Lewis, President, Spectrum Health Zeeland Community Hospital
- Jane Czerew, Vice President, Spectrum Health Zeeland Community Hospital
- Steve McNeely, Patient Experience/Safety Specialist, Spectrum Health Zeeland Community Hospital
- Kate Emerick, Administrative Assistant, Spectrum Health Zeeland Community Hospital (Council Support)



“It has been a privilege to meet with the members of our PFAC each month to gain the perspective of our patients and families. Their input has made our patients’ experiences even better.”

— Henry Veenstra, President, Spectrum Health Zeeland Community Hospital

Seeing Spaces Through the Eyes of Others

During every meeting, PFAC reserved designated time with leadership to round throughout the entire facility. Members worked with Team Zeeland, a group of Zeeland Community Hospital staff, to identify areas for improvement.

While rounding, members recorded notes in their rounding logs to report issues or situations they observed for follow-up by leadership. Council members are given something specific to look for while rounding: people, processes or places they encounter. The goal is to look at everything through the eyes of patients and their family members to help ensure that the experience is a clean, welcoming environment. For example, the council noted areas for enhancement to better focus on the needs of the patient and improve the overall experience. Based on feedback, rooms were repainted and furniture was rearranged to support the delivery of care and improve the patients’ and family members’ experience.

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Top: Council members Rick Diamond and Jennifer Spindler rounding with leadership.

Ludington Hospital Patient and Family Advisory Council



"As a new council, we are eager to work with the leaders of Spectrum Health to improve the patient and family experience in every possible situation. Leadership is open and committed to providing exceptional patient experiences."

— Pam Greb, Chair, Ludington Hospital Patient and Family Advisory Council



2015 AREAS OF FOCUS

- Goal setting
- Radiology and laboratory registration
- MedNow
- Community Health Needs Assessment
- Convenient Care Model

Coming Together

Memorial Medical Center integrated with Spectrum Health in October of 2013 to become Spectrum Health Ludington Hospital.

In July 2015, eight community members gathered to be a part of the first Spectrum Health Ludington Patient and Family Advisory Council. Spectrum Health Ludington leaders Mark Vipperman, president, and Helen Johnson, vice president, nursing, set the tone for the work ahead, talked about areas they wanted council input on and shared their desire to collaborate with members as partners.

Council members talked about areas they would like to see improved based on their personal interactions with local and regional care. With experience in pediatrics, orthopedics, transplant services and more, the council is equipped to represent the community's viewpoints.

"There is clearly a sense of partnership and collaboration among the group," said Helen Johnson, VP, Nursing, Ludington Hospital. "We expect PFAC will have a positive impact on the patient and family experience."



Meet Susan Bentz

Susan's first experience with Spectrum Health was when her husband, Roger, had a heart attack.

A few years later, Susan had pneumonia and was on life support at Ludington Memorial Hospital. She went home with a prescription for oxygen and a referral to the lung transplant clinic at the Heart & Vascular Institute in Grand Rapids.

After extensive testing, Susan learned she was a good candidate for a transplant and received a new lung in July 2014. She made the 90-mile trip to Spectrum Health in Grand Rapids every week for 10 months for care and now visits every other week.

In March, the couple began another journey following her husband's cancer diagnosis. After receiving chemotherapy treatments at Lemmen-Holton Cancer Pavilion and at Spectrum Health Ludington Hospital, Roger died this fall. Susan appreciated having access to a system of care close to family at home.

"I am very proud to tell people I am a part of the PFAC, and feel as much as Spectrum Health has given us, we can give back," says Susan. "I have lived in this community for most of my life, and I care about it and the people in it."

"When I walk into Spectrum Health Ludington, it's so nice to be treated like family," says Susan.

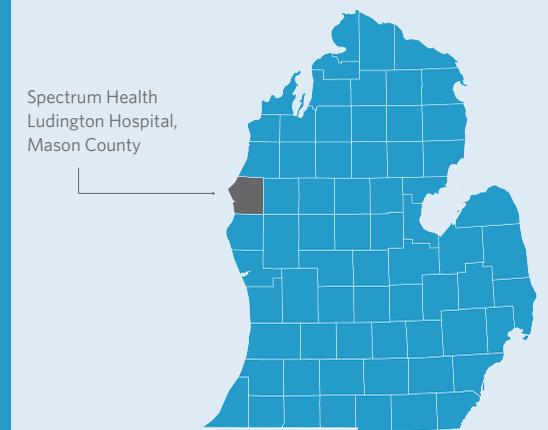


"I'm so pleased with the valuable insight we've begun to receive from the Spectrum Health Ludington Hospital PFAC. Our initial meeting was in July, and I'm excited by the engagement and commitment already displayed by our members, who share our vision for excellence and our passion for the communities we serve."

— Mark Vipperman, President, Spectrum Health Ludington Hospital

health issues, education and behavioral health. The PFAC provided input on these issues.

Members reviewed the availability of senior care in the community and the lack of transportation for seniors in some of the more rural areas. They also discussed resources that would be helpful to patients as they navigate care and transitions within the Spectrum Health System.



gton PFAC chair, during the goal setting discussion.

Ludington Hospital Patient and Family Advisory Council



"As a new council, we are excited to work with Spectrum Health to improve patient care in every possible situation. Our focus is on providing exceptional patient experiences."

— Pam Greb, Chair, Ludington Hospital Patient and Family Advisory Council



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Thanks to all of our council members

Ludington Hospital Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Pam Greb, Chair
- Susan Bentz, Vice Chair
- Alice Jones
- Debb Kalmbach
- Mary Jo Kroeze
- Dick Schwikert
- Jennifer Tooman
- Jill Whitaker
- Sid Whitaker

Spectrum Health Leadership Partners

- Mark Vipperman, President, Spectrum Health Ludington Hospital
- Helen Johnson, Vice President, Nursing, Spectrum Health Ludington Hospital
- Jim Wincek, Vice President, Operations, Spectrum Health Ludington Hospital
- Jody French, Director, Clinical Quality, Spectrum Health Ludington Hospital
- Cindi Lehrbass, Executive Assistant, Spectrum Health Ludington Hospital (Council Support)



"I'm so pleased with the valuable insight we've begun to receive from the Spectrum Health Ludington Hospital PFAC. Our initial meeting was in July, and I'm excited by the engagement and commitment already displayed by our members, who share our vision for excellence and our passion for the communities we serve."

— Mark Vipperman, President, Spectrum Health Ludington Hospital

Determining Strategic Direction

One of the first items on the agenda for the PFAC was determining strategic goals to guide the group's direction. Based on their personal experiences and knowledge of the community's needs, PFAC identified overarching opportunities: improved navigation of the Spectrum Health System, communications to highlight new services in the community, and tactics that support a better patient experience.

The council will partner with leadership to provide input on the master facility plan, new technology and patient-centered care both within the hospital and through community outreach.

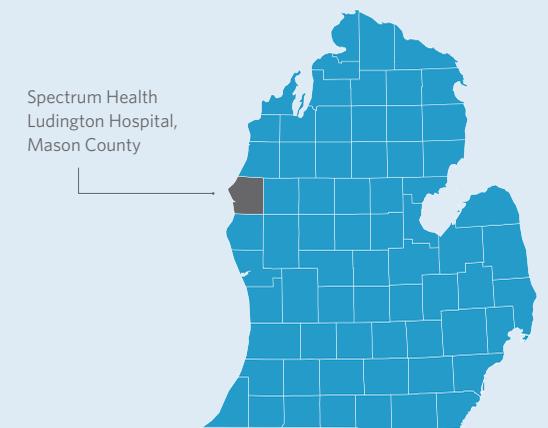
Community Health & Wellness Committee

A Community Health & Wellness Committee formed as a consortium among many key organizations throughout Mason County. They reviewed the Community Health Needs Assessment, which provided insight into health problems in the community and improvements for quality of life.

An implementation plan was developed to address the top issues identified in the assessment: access to primary care, addressing chronic

health issues, education and behavioral health. The PFAC provided input on these issues.

Members reviewed the availability of senior care in the community and the lack of transportation for seniors in some of the more rural areas. They also discussed resources that would be helpful to patients as they navigate care and transitions within the Spectrum Health System.



Top: Jim Wincek, VP Operations and Pam Greb, Spectrum Health Ludington PFAC chair, during the goal setting discussion.

Continuing Care Patient and Family Advisory Council



“Watching the continuing care facility on Kalamazoo Avenue grow from a brainchild, to paper, to moving dirt has been very exciting. Why do I love being a part of this committee? I am no longer one voice!”

— Jan Nowicki, Chair, Continuing Care Patient and Family Advisory Council



2015 AREAS OF FOCUS

- MedNow
- Fuller campus clinical assessments
- MyHealth patient portal
- Kalamazoo facility plans and groundbreaking
- Strategic planning
- Hospice and Palliative Care
- Readiness for discharge
- Safety culture
- Patient experience — pulse surveying
- Patient feedback survey
- Branding
- No-fault auto insurance legislation

Addressing Needs in the Moment

The council worked with Kelly Keenan, patient experience consultant, to focus on enhancing the patient experience by proactively engaging patients to ensure that their needs are being met. Kelly is an active partner with both the PFAC and the care team. Her goal is to facilitate open dialogue to share concerns, make reports meaningful and empower staff to resolve concerns in the moment.

PFAC gave input on different versions of a survey tool to ensure that questions were of value. Members offered suggestions for more approachable language, framing questions that are easy to understand. By asking about the experience and quality of care before leaving the facility, staff can address any concerns patients and family members may have.

Staying at Home to Receive Care

The Spectrum Health Neuro Rehabilitation Services team asked PFAC for guidance on innovative options for at-home and transitional care beyond what is covered by traditional Medicare and commercial insurance plans.

By leveraging their clinical expertise, the team is looking to offer a new in-home service that is financially viable for our community’s aging patient population. The service would allow some patients to stay at home with the assistance of technology and home visits.

The council reviewed two different service packages in development. The council expressed the value of knowing that aging parents could have their health monitored at home. Members



Meet Marion Harwood

Marion and Joan Harwood are often together. The identical twins share a home, a career (both are home health aides) and a passion for the West Michigan Whitecaps.

Unfortunately, they were together when their vehicle was hit broadside. Joan had minor injuries; however, it took emergency responders 45 minutes to get Marion out of the car, and they were not optimistic she would survive. Marion had a severe head injury, missing teeth, broken ribs, leg injuries, and multiple fractures in her neck and spine.

Marion’s journey began at the Level 1 Trauma Center at Spectrum Health’s Butterworth Hospital and transitioned to Spectrum Health Special Care Hospital, a long-term acute care facility.

Continuing to defy the odds, Marion moved to inpatient rehabilitation services at Spectrum Health Rehab and Nursing Center, and continued with intensive therapy services at home. Marion has progressed to outpatient therapy at Spectrum Health Neuro Rehabilitation Services. Joan continues to work and care for her twin.

Marion joined the Continuing Care PFAC this past year. “It’s been great working with people who know Joan and me, and what we are going through. I love that I am still able to make an impact and improve care for patients,” says Marion.



“PFAC members’ selfless giving of time and individual talents has resulted in a better patient experience for all we serve. For that, we are incredibly grateful.”

— Chad Tuttle, President, Spectrum Health Continuing Care

Council members Jan Nowicki, Marion Harwood and Jan Heerspink participated in the groundbreaking ceremony representing the PFAC, and were recognized for their work “digging into” the plans for the project.

PFAC was also present during multiple process improvement events to enhance the patient experience. Focusing on nursing orientation, a patient’s transition to the facility and a plan for pain management, PFAC directly impacted care for future patients and residents.



President of Spectrum Health Continuing Care, break ground with Jan Nowicki and Marion Harwood participate in the groundbreaking Kalamazoo Avenue facility.

Continuing Care Patient and Family Advisory Council



“Watching the continuing care grow from a brainchild, to present reality is so exciting. Why do I love being no longer one voice!”

— Jan Nowicki, Chair, Continuing Care Patient and Family Advisory Council



Addressing Needs in the Moment

The council worked with Kelly Keenan, patient experience consultant, to focus on enhancing the patient experience by proactively engaging patients to ensure that their needs are being met. Kelly is an active partner with both the PFAC and the care team. Her goal is to facilitate open dialogue to share concerns, make reports meaningful and empower staff to resolve concerns in the moment.

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Thanks to all of our council members

Continuing Care Patient and Family Advisory Council

Patient and Family Advisory Council Members

- Jan Nowicki, Chair
- Marybeth Rardin, Vice Chair
- Mary Allan
- Lynn Beatty
- Jack DeVos
- Rosemary DeVos
- Marion Harwood
- Jan Heerspink
- Dianne Reed
- Lindsay Rines

Spectrum Health Leadership Partners

- Chad Tuttle, President, Spectrum Health Continuing Care
- Deb Cress, Chief Nursing Officer, Spectrum Health Continuing Care
- Karen Pakkala, Vice President, Operations, Spectrum Health Continuing Care
- Kim Smith, Director, Patient Care Transitions, Spectrum Health Continuing Care
- Kelly Keenan, Consultant, Center for Patient Experience
- Heather Dyke, Executive Assistant, Spectrum Health Continuing Care (Council Support)



“PFAC members’ selfless giving of time and individual talents has resulted in a better patient experience for all we serve. For that, we are incredibly grateful.”

— Chad Tuttle, President, Spectrum Health Continuing Care

talked about how much they would be willing to pay for the service, and discussed virtual tools they would consider valuable for staying connected to care without leaving the comforts of home.

Creating the Experience From the Ground Up

Building upon the work they started last year, the PFAC continued to partner with leadership and provided input on the new Spectrum Health Rehab and Nursing Center – Kalamazoo Avenue. Plans continue to be refined for the new facility, expected to open in the summer of 2016.

The council provided input on the facility design, patient rooms, living spaces, lobby area and courtyard. For example, PFAC helped define the neighborhood concept for patients/residents, which will feature a large dining and living room space for congregating and socializing.

Members offered suggestions for roof gardens and courtyards that allow people to experience the benefits of being outdoors and enjoying green space. Discussions were focused on expectations for convenience and an environment designed to help people quickly and easily navigate the facility, including input on parking close to the entrance.

Council members Jan Nowicki, Marion Harwood and Jan Heerspink participated in the groundbreaking ceremony representing the PFAC, and were recognized for their work “digging into” the plans for the project.

PFAC was also present during multiple process improvement events to enhance the patient experience. Focusing on nursing orientation, a patient’s transition to the facility and a plan for pain management, PFAC directly impacted care for future patients and residents.



Top: Jan Nowicki, Jan Heerspink, Marion Harwood and Chad Tuttle, president of Spectrum Health Continuing Care, break ground with local community leadership. Bottom: Council members Jan Heerspink, Jan Nowicki and Marion Harwood participate in the groundbreaking ceremony for the Spectrum Health Rehab and Nursing Center - Kalamazoo Avenue facility.

Priority Health Member Advisory Council



“Our monthly meetings are efficient and effective, yet a genuine feeling of family and caring is realized as life experiences shape dialogue, ideas and strategies.”

— Pastor Dennis McMurray, Chair, Priority Health Member Advisory Council



2015 AREAS OF FOCUS

- First Call resolution
- Welcome and onboarding experience
- MedNow
- Wellness and health coaching
- Member Perks
- PriorityRewards
- MyHealth patient portal
- Online stress management

Rewarding Savvy Health Care Consumers

High-deductible health plans continue to grow in popularity. Until recently, consumers have had limited access to information about the cost or quality of care, leaving them paying more out of pocket. With the recent introduction of Priority Health’s Cost Estimator tool, members are able to understand what they will pay for a procedure and how they could pay less. The Cost Estimator takes provider and facility pricing, combined with a member’s benefit and deductible balance, to calculate specific anticipated out-of-pocket costs.

The Priority Health Member Advisory Council worked in partnership with the leaders to

ensure that digital tools, like the Cost Estimator, meet expectations for the experience and the needs of our community. The council’s work has evolved over the past few years to provide input on design and effectiveness.

This year, the council worked with leadership to find the best way to communicate discounts and member perks available to Priority Health members utilizing the Cost Estimator tool. PriorityRewards is an incentive program that rewards people up to \$200 for choosing a fair-priced medical procedure through the Cost Estimator. Through engagement and transparency, the goal is to reduce health care costs.



Meet Art Felix

Art Felix is a retired dentist who has always been involved in his community. Invited by another council member to serve as a part of the initial Priority Health Member Advisory Council, he appreciated the opportunity to do something where he could make a difference.

Art brings the perspective of the Medicare population to the council, and is passionate about driving the need for transparency and to be competitively priced in the market. As an individual with a hearing impairment, Art also offers a voice for others like him.

“Overall, this work has me very involved in the electronic tools available from Priority Health,” says Art.

One of Art’s favorite things to do is to be a “secret shopper,” always looking for ways to improve members’ experience.

Cheryl Osentoski, Priority Health experience architect, says, “Every time we meet, Art brings forth something we should feature, examples of his own personal experience, and keeps pushing us to improve.”



“In almost every meeting there was an ‘aha’ moment where we benefited from a perspective we hadn’t yet considered. PFAC constantly reminds us of the need to be sensitive to the different customers we serve.”

— Carol Nowak, Director, Customer Experience, Priority Health

Marketing was interested in what would drive new members to register for an online Priority Health account. Various methods included emailing a link to an online card, a quick-start guide, membership ID card activation stickers and electronic messaging. The marketing team then piloted three variations of a welcome packet with 480 individual, Medicare and group plan members. The pilot increased registration from seven percent of new members to more than 47 percent.

Feedback from members of the pilot echoed this sentiment: Priority Health is the first insurance company I’ve been with that wants to keep me informed and healthy.

—OWN THE COST—
OF CARE

Priority Health Member Advisory Council



“Our monthly meetings are a genuine feeling of family and experiences shape dialogue.”

— Pastor Dennis McMurray, Chair, Priority Health



Rewarding Savvy Health Care Consumers

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Thanks to all of our
council members

Priority Health Member Advisory Council

Member Advisory Council Members

- Pastor Dennis McMurray, Chair
- Knicki Karsies, Vice Chair
- Art Felix
- Walt Gorak
- Danielle Meeuwesen
- Terry Moore
- Chris Poterack
- Nancy Wier
- Karen Wiley

Spectrum Health Leadership Partners

- Kim Suarez, Vice President, Medical Operations, Priority Health
- Carol Nowak, Director, Customer Experience, Priority Health
- Cheryl Osentoski, Consumer Experience Architect, Priority Health
- Anjali Vasquez, Marketing Consultant



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Coaching to Support Member Health

While most insurance companies only process claims, Priority Health is committed to working with members to manage their health. Wellness and health coaching is one component to support members. Member feedback on the previous program, administered by WebMD, was that the coaching felt “impersonal.” Leadership launched a new wellness program under Priority Health to integrate a more personal, proactive approach to holistic health and expand the offering to additional health plan members.

PFAC suggested ideas for supplemental support via digital components, discount programs, group support and encouraging family connections. As part of an integrated health system, members have access to coordinated efforts designed to improve health.

Welcoming and Engaging New Members

Meeting consumers where they are, the Priority Health marketing team asked for council input on multiple communication methods to welcome new members and engage them with all that the health plan offers.

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Top: Member advisory council members Knicki Karsies, Terry Moore and Karen Wiley.



Looking Ahead to 2016

As we continue to grow as a health care system and work to intentionally capture the voices of those in the communities we serve, we have the opportunity to expand the work of the Patient and Family Advisory Councils in 2016.

- In May 2015, Pennock joined the Spectrum Health System. The PFAC will launch in spring 2016.
- A Digestive Health PFAC is currently being planned and will launch in early 2016.
- To meet the needs of the growing service lines for Orthopedic Services and Neurosciences, the PFAC representing both areas will separate.



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