

PFCC.Connect Informal Conversation:  
**Improving Organizational Websites to Support  
Partnerships with Patients and Families**

Chat Log  
5.26.22

Marie Abraham: Welcome everyone! Chat in who you are and where you are from.

Marie Abraham: I'm Marie Abraham from IPFCC and joining from CT

Lisa McAvoy: I'm Lisa McAvoy and joining from Kingston Ontario. Kingston is located on the ancestral and traditional territory of the Anishinaabe, Haudenosuane and Huron-Wendat nations

Ashlie Fritz: Hi All! Ashlie Fritz from ProMedica in Toledo ohio

Sharon Gretzinger: Hi Everyone, Sharon Gretzinger from Home and Community Care Support Services in Ontario.

Sheryl Chadwick: Hello everyone! Sheryl Chadwick from Children's Mercy Kansas City.

Rhonda Patton: Rhonda Patton, Alberta Health Services in Alberta, Canada

Erin Sturgeon: Erin Sturgeon, Brigham and Women's Hospital - Boston, MA

Jennifer Coldren: Hi all, Jennifer from Children's Hospital of Philadelphia

DeeJo Miller: Hello! DeeJo Miller from Children's Mercy Kansas City

Tammy Dube: Tammy Dube, Babygirl Foundation Gorham, Maine

Kyla Johnson: Hello! Kyla Johnson, Deer Lodge Medical Center, Montana, USA

Layah Blacksberg: Layah Blacksberg, UC San Diego Health

Joel King: Joel King, Coproduction Laboratory, The Dartmouth Institute for Health Policy and Clinical Practice, Lebanon, New Hampshire

Carol Bauer: Hi everyone! Carol Bauer, planner with the Minnesota Department of Health in St. Paul, MN.

Michelle Sayles: Michelle Sayles from the American Association on Health & Disability

Lisa LeBlanc: Hi there! Lisa LeBlanc from The University of Vermont Medical Center!

Karen Cartier: Karen Cartier, Patient Relations Manager, Community Health Center, Rutland, VT

Nancy Buhr: Nancy Buhr, Stanford Children's Health, Palo Alto CA

Colleen MacDonald: Hi, I'm Colleen MacDonald, Interim Web Producer at St. Joseph's Health Care London in southwestern Ontario

Billie Adler: Hey everyone! Billie Adler, UMass Memorial Medical Center

Crystal Soberg: Crystal Soberg UC San Diego Health

Anne bidelman: Hello! Anne Bidelman, Moffitt Cancer Center, Tampa FL

Liz Kruvand: hello I'm Liz Kruvand from St. Louis SSM Health Cardinal Glennon

Amber Gooding To Ushma Patel, IPFCC(privately): Hi all, Amber Gooding from Home and Community Care Support Services in Ontario, Canada

Martie Carnie: Senior Patient Experience Advisor Brigham and Women's Hospital Boston

Maria Conley: Hi there! Maria Conley from Brigham and Women's Hospital in Boston.

Hillary Basden: Hello from University of Mississippi Medical Center in Jackson MS

Lisa Allen: Hi, Lisa Allen from Johns Hopkins Health System in Maryland

Kate Mayer: Kate Mayer from Lucile Packard Children's Hospital Stanford

Steven Slowka: Hi everyone! Steven Slowka joining from the Care Partnership Office at St. Joseph's Health Care London, in London Ontario. What is now often referred to as London is located on the traditional lands of the Anishinaabek, Haudenosaunee, Lunaapeewak, and Attawandaron people.

Layah Blacksberg: Patient friendly language

Liz Kruvand: something easy to use on a mobile

Carol Bauer: Gets directly to what they need to know.

Kate Mayer: Easy to navigate

Billie Adler: Images of diverse peoples

Martie Carnie: It represents Health Literacy guidelines

Rhonda Patton: Easy to navigate. Doesn't require someone to sift through tons of things to find what they need

Amber Gooding To Ushma Patel, IPFCC(privately): Ease of access/navigation, accessible and of course, plain language is key

Rhonda Patton: Informed by input of patients and families

Amber Gooding: Ease of access/navigation, accessible and of course, plain language is key

Liz Kruvand: Less marketing and more useful information easy you find..

Kate Mayer: multiple languages

Martie Carnie: WE discussed this yesterday and have a a group to redo our website..

Sheryl Chadwick: A website that is geared towards the patient and family. The content should be reviewed for health literacy and written below a 6th grade level.

Amber Gooding: Guided for users and not "about us" - focused on who, what, where, when, etc. We need to remember what it is that THEY need to know, just not what WE need to say

Sharon Gretzinger: Patient and Family Advisors inform website content

Sheryl Chadwick: It should also be very easy to navigate both on a computer and a mobile device.

Rhonda Patton: I agree - we need to make sure what we share is aligned with what people are looking for.

Martie Carnie: Good point as they are related saves mixed messaging!

Colleen MacDonald: Engagement with families and caregivers when designing content and navigation.

DeeJo Miller: Sharing the always changing COVID-19 information is what led Children's Mercy to start using QR codes and active links to drive families to information on the website.

Liz Kruvand: The trick is balancing priorities and who actually uses the website and what for. Academic institutions are especially challenged

Ushma Patel, IPFCC: Sheryl - thanks for your comment! That reading level is consistent with what I found as well.

Ushma Patel, IPFCC: Feel free to share your organization website here if you've made changes to reflect the ideas we are discussing.

Sheryl Chadwick: Thanks to insight from Bev, here is a change we made to the Children's Mercy Kansas City website. "At Children's Mercy, parents are essential members of their child's health care team and are not considered visitors. This role is important because parents know their child best. Parents and guardians will be given an orange wristband which welcomes them 24 hours a day. Visiting hours for other guests are 9 a.m. to 9 p.m."

Ashlie Fritz: We used to share CAHPS results on our website for several years however those were removed as we found there was not many 'hits' to those pages.

Carol Bauer: People do look at reviews. We've been trained to do that by consumer "star" ratings.

Martie Carnie: That is a great way to share with those are interested and yet not confuse those who are not interested or know what that actually means.

Marie Abraham: Westminster Medical Clinic  
<https://www.westminstermedicalclinic.com/>

Marie Abraham: Nationwide Children's  
<https://www.nationwidechildrens.org/>

Donna Drouin: excellent perspective from Marketing

Marie Abraham: Moffitt Cancer Center  
<https://moffitt.org/>

Rhonda Patton: Sometimes it is easier for patients to attend virtually.

Joelle Fawcett-Arsenault: I think this is AMAZING

Joelle Fawcett-Arsenault: Or even from their hospital rooms if they don't want to leave their child

Ushma Patel, IPFCC: This is wonderful, Anne!

Kate Mayer: Such a great process!

Donna Drouin: agree!!

Marie Abraham: LuminisHealth

<https://aahs.org/Plan-Your-Visit/Patient-Resources/>  
<https://aahs.org/Patient-and-Family-Advisor/>

Marie Abraham: Cohen Children's Medical Center  
<https://childrenshospital.northwell.edu/>  
<https://childrenshospital.northwell.edu/patients-families-visitors>

Mary Lynne Knighten: I appreciate hearing it requires persistence in other organizations—it isn't just us. This affirms and encourages me to keep on pushing forward.

Donna Drouin: has anyone had to present a CBA (cost benefit analysis) before web team change approval

Martie Carnie: Great suggestion...who is it for and about!!!

Anne Bidelman: I think that's a good idea

Anne Bidelman: we have not

Mary Lynne Knighten: We haven't had to do a CBA.

Amber Gooding: I hear and appreciate these discussions re: language - for US English and Spanish; for me/us (those on call from Canada), we do this with English and French but it is a bit of a challenge to do at the same time and as fulsome as we can in English

Mary Lynne Knighten: Thank you.

Amber Gooding: Caveat is of course, provide any info in language or format as requested but our primary second language in Canada is French, like in the States would be Spanish

Amber Gooding: It's not automatic

Amber Gooding: we try but there are gaps

Lisa McAvoy: Great opportunity to learn and share

Marie Abraham: IPFCC - Better Together Website Template  
<https://ipfcc.org/bestpractices/better-together-partnering.html>

AHRQ - Health Literacy Online: A Guide for Simplifying the User Experience  
<https://health.gov/healthliteracyonline/>

CDC - Health Literacy – Guidance and Tools  
[www.cdc.gov/healthliteracy/developmaterials](http://www.cdc.gov/healthliteracy/developmaterials)

Complete the survey at:

<https://www.surveymonkey.com/r/YDF965N>

Joel King: Thanks!

Donna Drouin: wonderful information to continue the focus on patients/family

Anne bidelman: Thank you!

Amber Gooding: Thank you!

Adam Blair: Thank you!

Erin Sturgeon: thank you

Sharon Gretzinger: Thank you for this great session!

Kate Mayer: Thanks everyone!

Billie Adler: Great webinar!

Sheryl Chadwick: Thank you!

Tammi Jenifer: thank you

Martie Carnie: Excellent