

## SE1EOa

Using the required empirical outcomes (EO) presentation format, provide an example, of an improved patient outcome associated with the participation of clinical nurse(s) serving as a member(s) of an organization-level interprofessional decision-making group.

### Example a: The “Explain Campaign” – A Collaborative Approach to Patient and Family Experience

#### Problem

The Patient and Family Experience Oversight Committee (PFEOC) is an organizational, interprofessional decision-making group comprising nursing leaders, ancillary leaders, medical leaders, clinical nurse council chairs, and the organization’s patient experience service vendor, Professional Research Consultants (PRC). The PFEOC identified an issue in nursing communication related to demonstrating respect, listening to patients and families, and explaining care as reported by patients in the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey.

#### Pre-Intervention

The PFEOC, led by Emily Beck, MHS, BSN, RN-BS, CEN, Manager, Patient Experience, and Dianna Knight, DNP RN, NEA-BC, Executive Director, Patient Experience and Med/Surg Nursing, reviewed the data and identified a downward trend. The “Always” score for the patient satisfaction question, Nurse Explain was 79.09% for June 2022.

As the committee recognizes that effective communication prevents errors and drives positive outcomes, they identified this as an unacceptably low score and a patient safety risk.

#### Goal Statement

To improve the percent “Always” score for patient satisfaction with the question, Nurse Explain for WakeMed Health and Hospital System.

#### Participants

Patient and Family Experience Oversight Committee			
Name, Credentials	Discipline	Title	Department
Waqiah Ellis, PhD, RN, NE-BC, BCC	Administration	Vice President, Nursing	Raleigh Campus
Sabrina Tyndall, DNP, RN, NEA-BC	Administration	Executive Director, Nursing	Cary Hospital
Christie Hatch, MSN, RN, CEN, NE-BC	Nursing	Nursing Director	Emergency Services, Raleigh Campus

Amanda Thompson, NHA, BSN, RN, NEA-BS	Administration	Executive Director, Nursing	Heart & Vascular
Amy Short, MSN, RN, NE-BC	Nursing	Nursing Director	Emergency Services & Adult Acute Care Nursing Service, Cary
Vicky Whitley, NHA, BSN, RN, NEA-BC, CEN, EMT-P	Administration	Executive Director	Ambulatory Services
Beth Fifield, MSN, BSN, NE-BC	Administration	Executive Director, Nursing	North Hospital
Karen York, MSN, BSN, RN, MEDSURG-BC	Nursing	Clinical Nurse IV & Clinical Nurse Council Co-Chair	Hear Center, Pre-, Post-procedure
Kerrie Gottschall, MSN, RN, BNC-NIC, CLC	Nursing	Clinical Nurse IV, Interim Manager Milk Bank, Clinical Nurse Council Co-Chair	Milk Bank, Cary
Dianna Knight, DNP, RN, NEA-BC	Administration	Executive Director, Nursing and Support Services	Medical Surgical Nursing, Raleigh, & Patient and Family Experience, System
Emily Beck, MHA, BSN, RN-BC, CEN	Nursing	Manager	Patient and Family Experience, System
Amy Horger, CPXP	Quality Analytics	Quality Data Analyst	System
Amy Sullivan, BSN, RN, CV-BC	Nursing	Manager, Nursing	3A Cardiovascular Intermediate Care
Shams Zia, MD	Medical	Physician	Hospitalist-Raleigh
Michael Williford, MD	Medical	Physician	General Surgery-Raleigh
Jason Haag, MD	Medical	Physician	Cardiology-Raleigh
Jeff Langdon, MHA	Administration	Executive Director, Women's & Children's	Children's Hospital
Coryell Perez, MD, FACOG	Medical	Physician	Obstetrics-Gynecology, Raleigh
Elaine Rohlik, PhD, MSW	Administration	Executive Director	Rehab Services
Sanjay Premakumar, MD, MPH	Medical	Physician	Wake Emergency Physicians
Mary Krizay, BSN, RN, CPHQ	Quality Analytics	Director	Quality Analytics

Sarah Meeks, CDM, CFPP	Food and Nutrition	Director, Food & Nutrition	Morrison Healthcare, Raleigh Campus
Crystal O'Neal, NHA, BSRT, RCP, RRT-ACCS	Respiratory	Director	Respiratory Care Services
Cheshire Cole, MBA, BSMT(ASCP)	Pathology	Non-Employee Director	Pathology Labs
Coleen Doerner (Athey), CLLM, TCHEST	Environmental Services	Director	Environmental Services
Shannon Holt, PharmD, BCPS, BCIDP	Pharmacy	Manager	Pharmacy
Dana Knapp, BS, CRA, R.T.(R)(M)	Imaging Services	Manager	Imaging Services
Jason Combs, MD	Medical	Physician	Hospitalist-Raleigh
Fawad Tariq, MD	Medical	Director, Physician	Hospital-Cary
Jahid Arteh, MD	Medical	Director, Physician	Hospital-North
Becky Scolio	Marketing and Communications	Senior Marketing & Communication Specialist	Marketing & Communications
Heather Monackey, BA	Patient Engagement	Executive Director	Patient Access & Engagement

## **Description of the Intervention**

### *July 2022*

- The PFEOC, led by nurse leaders Beck and Knight, conducted a literature review of evidence-based practices for communication.
- The committee, spearheaded by nurse leaders Beck and Knight, sought the patient's perspective on communication from the Patient and Family Advisory Council (PFAC).

### *August 2022*

- PFEOC members created the first version of the patient and family experience communication framework and project, The Explain Campaign, in August 2022.
- PFEOC members Beck and Becky Scolio, Senior Marketing and Communication Specialist, collaborated to create logos for The Explain Campaign. The committee reviewed the options and voted on the logo that they determined would be the most recognizable and relatable.
- Beck presented the first version of The Explain Campaign to the PFEOC. The framework, created through collaborative discussion among the committee and PFAC insights, included evidence-based practices that the committee identified through their literature review as possible initiatives to address the issue.
- The committee identified an opportunity to increase access to evidence-based practice resources. This included establishing The Explain Campaign resource

page and toolkit containing evidence-based practices, articles, and patient care tools.

- Knight presented the first version of The Explain Campaign to the Nurse Executive Council.

#### *September 2022*

- Beck identified an opportunity to engage Clinical Nurse Council (CNC) chairs Kerrie Gottschall, MSN, RN, RNC-NIC, CLC, Clinical Nurse 3C Rehab, and Karen York, MSN, RN, MEDSURG-BC, Clinical Nurse 5A Medicine, in the PFEOC decision-making process for the communication-focused initiative. Gottschall and York's participation in the PFEOC was presented to the committee and received unanimous support. PFEOC extended invites to Clinical Nurses Gottschall and York to serve as acting members in its decision-making process.
- Gottschall and York invited Beck to present The Explain Campaign at the October 2022 CNC meeting.
- Beck presented the second version of The Explain Campaign to the PFEOC, which eliminated initiatives that did not match the organization's culture, mission, and strategy.
- The committee reviewed and voted on The Explain Campaign logo.
- PFEOC members Beck and Knight presented The Explain Campaign to System Nursing Leadership (SNL) and Joint Committee on Quality Care (JCQC).
- SNL voted on The Explain Campaign logo.
- PFAC Subcommittees voted on The Explain Campaign logo.

#### *October 2022*

- Clinical Nurses Gottschall and York joined the PFEOC, sharing insights and reports from CNC focusing on system participation, engagement, and The Explain Campaign presentation from PFEOC member Beck.
- The PFEOC held a roundtable discussion about progress on The Explain Campaign, creation of standardized work, communication and marketing plans for system committees and teams, and the project timeline.
- PFEOC, including Gottschall and York, voted on and approved the proposed project timeline.
- The Explain Campaign was presented to CNC, which voted on the project's logo.
- The third version of The Explain Campaign was presented to PFEOC. This included an updated logo selected by system nursing and interprofessional teams.
- Executive leadership included The Explain Campaign in the annual report to the Board of Directors.
- Beck presented The Explain Campaign and its communication initiatives in various forums around the organization.

#### *November 2022*

- The PFEOC and system teams selected the communication best practice: "Caring Out Loud."

- Gottschall and York invited fellow PFEOC member Beck to present at the December 2022 system CNC meeting on the progress of The Explain Campaign and evidence-based practices for patient experience that connected the project to current care processes.
- Beck presented to the Executive Steering Team (EST) updates on the progress of The Explain Campaign, opportunities, and standardized work.

#### *December 2022*

- Beck presented evidence-based practice selection and introduced The Explain Campaign toolkit to PFEOC and System Management meeting.
- Beck created the online training module for The Explain Campaign.
- Beck used guidance and feedback from the PFEOC and its subcommittees to create The Explain Campaign rollout toolkit. This included a video message and PowerPoint presentation for staff meetings, a written attestation for those completing training outside the online module, marketing tools, and tools to assess compliance with and use of Conversational Care in practice.
- Beck and York collaborated on creating the PFE progress bulletin for December 2022's CNC meeting.

#### *January 2023*

- The PFEOC transitioned data review and report to mirror The Explain Campaign's outcome measures.
- PFEOC members collaborated to establish WakeMed's Explain Campaign communication initiative, Conversational Care, using the "Caring Out Loud" model.
- Beck and Scolio finalized the marketing fliers, email communications, announcements, and online training in collaboration with the Marketing and Communications team.
- Beck shared The Explain Campaign update at the January SNL meeting.
- Approval for systems dissemination of the online module training was obtained from EST, which maintains oversight for all education and initiatives.
- The Explain Campaign online training went live with an autoenrollment of all WakeMed employees, including nurses and interprofessional partners.

#### *February 2023*

- WakeMed leadership performed daily rounds with staff members to assess their awareness and understanding of The Explain Campaign and its initiative, Conversational Care.
- Gottschall and York invited Beck to present at the February 2023 CNC meeting.
- The PFEOC collaborated with the Organizational Development Department to create education to update system courses related to the patient experience.

#### *March 2023*

- Nursing leaders transitioned from staff-focused The Explain Campaign rounds to integrating a focus on using Conversational Care in nursing practice during patient care rounds.

- The Explain Campaign rollout update was presented at the System Quality Oversight Committee and at the SNL meeting.
- Over 11,100 WakeMed employees completed the online module training.

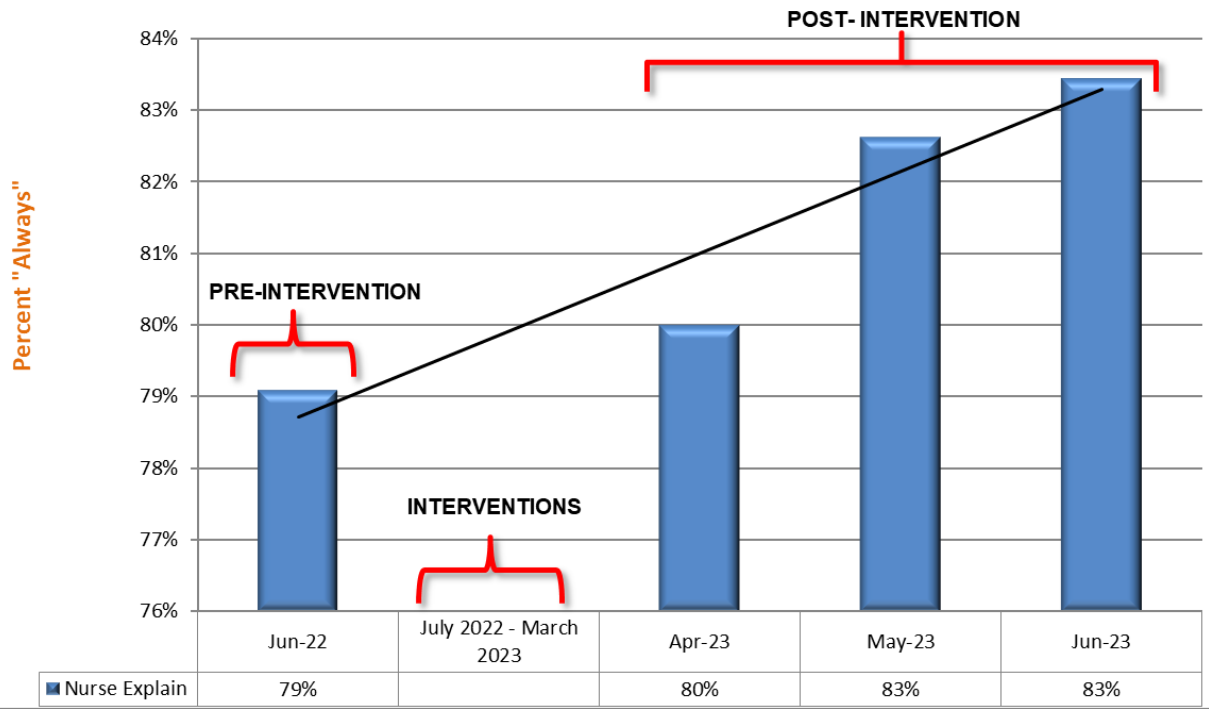
The participation of Gotschall and York serving as members of PFEOC, an organization-level, interprofessional decision-making group, to create the evidence-based initiative The Explain Campaign, improved the percent “Always” score for patient satisfaction with the question, Nurse Explain for WakeMed Health and Hospital System.

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## Outcome

**SE1EOa-1**  
**Hospital Consumer Assessment of Healthcare Providers and System Survey**  
**WakeMed Health & Hospitals**



(Evidence SE1EOa-1, Percent “Always” Score for Patient Satisfaction with the Question Nurse Explain for WakeMed Health and Hospital System)