

THE QUALITY GAP

BETWEEN HEALTH CARE & THE PUBLIC VIEW

BACKGROUND

WITHIN HEALTHCARE, THERE IS NO UNIVERSALLY ACCEPTED DEFINITION OF 'QUALITY'. HOWEVER, LIKE ALL HEALTH CARE ORGANIZATIONS, VANCOUVER COASTAL HEALTH USES RIGOROUS STANDARDS TO MEASURE AND REPORT ON THE QUALITY OF OUR WORK. VANCOUVER COASTAL HEALTH LEADERSHIP WANTED TO EXPLORE THE SIMILARITIES AND DIFFERENCES BETWEEN VCH'S DEFINITION OF QUALITY AND HOW MEMBERS OF THE PUBLIC DEFINE HEALTH CARE QUALITY SO THAT WE CAN INCORPORATE THIS PERSPECTIVE INTO OUR QUALITY IMPROVEMENT EFFORTS.

WHAT WE DID

VCH COMMUNITY ENGAGEMENT HOSTED A HALF-DAY FORUM FOR THE COMMUNITY ENGAGEMENT ADVISORY NETWORK (CEAN) – A GROUP OF MEMBERS OF THE PUBLIC WHO SUPPORT PATIENT AND PUBLIC INVOLVEMENT IN HEALTH SERVICE PLANNING AND DECISION-MAKING – TO DISCUSS FACTORS THAT INFLUENCE THEIR PERCEPTION OF QUALITY HEALTH CARE IN A DIVERSE RANGE OF HEALTH CARE SETTINGS AND HOW HEALTH CARE ORGANIZATIONS CAN MORE EFFECTIVELY REPORT ON HEALTH CARE QUALITY TO THE PUBLIC. THIS WAS A TIMELY FORUM AS THE PUBLIC HAS BECOME INCREASINGLY AWARE OF THE ROLE QUALITY OF CARE PLAYS IN HEALTHCARE.

THE GOAL

VCH QUALITY DIMENSIONS

VCH CONCEPTUALIZES QUALITY USING THESE 8 DIMENSIONS. THE FORUM'S GOAL WAS TO EXPLORE HOW MEMBERS OF THE PUBLIC DESCRIBE 'QUALITY' IN HEALTH CARE SERVICES AND TO SEE WHERE THERE ARE SIMILARITIES AND DIFFERENCES BETWEEN THE DIMENSIONS USED BY HEALTH CARE PROVIDERS TO CONCEPTUALIZE QUALITY, AND THOSE USED BY THE GENERAL PUBLIC.

- SAFETY
- EFFECTIVENESS
- ACCESS/TIMELINESS
- PATIENT CENTEREDNESS
- EFFICIENCY
- EQUITY
- WORKFORCE/WORKLIFE
- LEARNING & GROWTH

WHAT WE ASKED

1. DOES VCH'S DEFINITION OF QUALITY MATCH THE PUBLIC'S UNDERSTANDING?
2. ARE WE MEASURING THINGS THAT ARE IMPORTANT TO MEMBERS OF THE PUBLIC?
3. ARE WE REPORTING OUT TO THE PUBLIC ON QUALITY IN WAYS THAT ARE MEANINGFUL AND ACCESSIBLE?

HOW WE DID IT

- FACILITATED DISCUSSION WITH 60 MEMBERS OF THE PUBLIC – Community Engagement Advisory Network
- MATRIX TO COMPARE VALUES FOLLOWED BY WHOLE GROUP DISCUSSION

WHAT WE HEARD

THE INNER CIRCLE OF THE PIE CHART SHOWS THE PUBLIC'S DEFINITION OF QUALITY OF CARE (11 THEMES).

OUTSIDE OF THE CIRCLE ARE THE 8 VCH QUALITY DIMENSIONS MATCHED AS CLOSELY AS POSSIBLE TO THE PUBLIC'S VIEWS.



IMPROVING COMMUNICATIONS ABOUT QUALITY

TWO KEY CHALLENGES:

1. HOW TO PROVIDE THE PUBLIC WITH THE INFORMATION THEY REALLY WANT?
2. HOW TO MAKE THE INFORMATION WIDELY AVAILABLE SO VCH CAN "TELL THE STORY" ABOUT WHAT WE ARE DOING ABOUT HEALTH CARE QUALITY?

SOME SUGGESTIONS:

- INCORPORATE THE PUBLIC'S PERSPECTIVE WHEN CHOOSING WHAT WE REPORT – USE LANGUAGE THAT MATCHES THAT OF THE PUBLIC
- START SHARING INFORMATION WHERE COMMUNITIES ALREADY GATHER AND HOW THEY GATHER – BOTH ONLINE AND OFFLINE AS APPROPRIATE
- ENGAGE IN MORE DIALOGUE WITH THE PUBLIC – FIND OUT WHAT THEY WANT TO KNOW ABOUT AND LET THEM KNOW HOW THEY HAVE INFLUENCED CHANGE

WHAT WE DID WITH WHAT WE HEARD...

THE VCH REGIONAL DIRECTOR OF QUALITY & PATIENT SAFETY & COMMUNITY ENGAGEMENT STATES THAT THESE INITIATIVES HAVE BEEN IMPLEMENTED:

- RELEASING TIME TO CARE – INVOLVING PATIENTS & FAMILIES IN TEAM HUDDLES FOR CARE PLANNING
- REGIONAL QUALITY & PATIENT SAFETY COUNCIL - INCLUDES PATIENT REPRESENTATIVES AT THE TABLE WITH VCH STAFF AND UNION REPRESENTATIVES

THE COMPLETE SUMMARY REPORT OF THE CEAN FORUM IS AVAILABLE AT:
http://www.vch.ca/media/CEReport-What-Does-Quality-in-Health-Care-Mean-To-You_Jan2013.pdf

