



**Creating Exceptional Client Experience:
Back to our Roots**
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CHNC Conference 2015



HISTORY OF VON

- Celebrating 118 years founded in 1897 by Lady Aberdeen the then Governor General of Canada's wife.
- Recognized a need for home and community care to support families and communities.
- Participated in two World Wars and first on the scene in 1917 Halifax Explosion, Great Depression and the establishment of Universal Health Care in Canada.







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Objectives for Today

- To provide information that highlights VON staff education that focuses on ensuring Exceptional Client Experience (ECE).
- To describe various ECE education delivery methods disseminated to staff
- To discuss changes in home care standards and expectations of service delivery




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Client Experience Definition

The sum of all the interactions, shaped by an organizations culture, that influences client perceptions about care and service across the continuum of care and service.

The Beryl Institute




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Times are Changing

- Metrics are changing
 - Focus is now on patient satisfaction
- Flexible approach to care
- Changing the language from *client to patient*
- Service provider conversations and questions should:
 - Engage patients and show we care
 - Trigger patient centred conversations
 - Focus on patient preferences and time of visits

While future contracts will depend on the satisfaction results, it is the right thing to do for our patients



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What are clients telling us ?

Research from client satisfaction surveys provide feedback on health care organizations' performance and their overall satisfaction with care:

- Respect
- Listen carefully
- Understand their needs
- Thoroughness
- Treat them with courtesy


(CCAC, 2014)



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Pulling it all together


- Changing the conversation does have to be **purposeful** and **thoughtful**
- It does not have to take lots of time, incorporate into care activities/conversations
- VON home and community care was founded on the philosophy of caring and demonstrating partnership in care.
- Back to our roots in home care



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What did we do to Address the Changing Times?


- Delivery Exceptional Client Experience (ECE) Education at Orientation facilitated sessions to new staff since 2012
- A full day workshop was developed that engages staff to reflect on their commitment and impact on client experience.
 - Shift in funder focus toward clients experience/satisfaction
 - Challenged staff to consider, Who are your customers? Customer Service
 - Client and Customer Centred focus



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Education

- All Employees are required to complete introductory E learning module on Exceptional Client Experience.
 - Nurses, Unregulated Care Providers, Office staff , Managers all departments
- Modified all- day workshop to bite size pieces to accommodate staffing needs and site requirements.
- Same education is used across the organization and our Senior Management Team have received the education.



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Did it work ?

Client satisfaction survey results have shown some small increases in the indicators for:

- Client feels like they have input into their care and service
- Client was treated with respect
- Service providers notified them of the time of their visit.

A work in progress and Client Satisfaction Key Performance Indicators are incorporated into Site Balanced Score Card Data

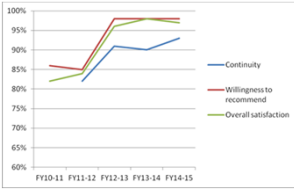
- Overall satisfaction
- Willingness to recommend services
- Perception of continuity and how it has impacted care/service




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National Experience Results

	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15
Continuity		82%	91%	90%	93%
Willingness to recommend	86%	85%	98%	98%	98%
Overall satisfaction	82%	84%	96%	98%	97%
Target		95%	95%	95%	95%





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What every employee does is Important

- VON staff have great influence on the client experience. Whether they are in a client's home, a clinic, day program, planning centre, or at the office
- Every interaction is an opportunity for caring, support and compassion





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12

Discussion

- What are home and community care Organizations doing ?
- Education is challenging to roll out to community care staff ?
- Has your Organization explored the patient engagement experience more fully ?
- How are you using patient experience ?

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