



# Unite for Better Outcomes

Patient Stakeholder Council (PSC)  
Orientation and Retreat  
Saturday, April 9, 2016  
University Center





# Agenda



- **Introductions**
- **Icebreaker**
- **Organizations and Project Staff**
- **Team Building Exercises**
- **Lunch and Break**
- **Story Telling**
- **Public Speaking**
- **Expectations and Housekeeping**
- **Adjournment**



# INTRODUCTIONS





# ICE BREAKER



# STAKEHOLDERS

# Program Description

- Cancer patients and family members have unique perspectives and expertise
- Goals:
  - Build trust among patients and families, providers, and researchers
  - Develop training for providers, researchers, and community members
  - Support and train community members on developing research to address needs
- Team members
  - Patients and family members
  - Providers
  - Researchers
  - Community



# PSC Members

- Mr. Foster Adams – Co-Chair
- Mrs. Marlene Strong – Co-Chair
- Mr. Jesse Busby
- Ms. Jocelyn Bracy
- Ms. Wandra Cosby
- Ms. Pauline Guyton
- Mr. Edward Lindsey
- Rev. Bobby Moragne
- Mr. and Mrs. Ellis and Bettye Wilson – Patient and Family Member





# PSC Members

- Dr. Michelle Martin – Professor and Researcher, UTHSC and WCC
- Dr. Joy Goldsmith– Assistant Professor and Researcher, University of Memphis School of Public Health
- Ms. Valerie Payton – Community Outreach and Care Support, West Cancer Center
- Ms. Aurelia Taylor – Patient Care Coordinator, 4 Crews/OSCU, MLH
- Ms. Valerie Matthews – Coordinator with Wings
- Reverend Dr. Eric Winston – Pastor, Mount Zion Missionary Baptist Church





# University of Memphis School of Public Health

## Mission

- To improve population health, promote health equity, and produce the next generation of public health leaders, through innovation and excellence in interdisciplinary education, research, service and community engagement.

## Vision

- To be recognized as one of the nation's premier metropolitan schools of public health, and a leader in education, research and practice.

## People

- Dr. M. Paige Powell – Assistant Professor and Project Leader
- Dr. SangNam Ahn – Assistant Professor and Project Evaluator





# West Cancer Center

## Mission

- The West Cancer Center (WCC) is an innovative and progressive cancer treatment center committed to providing the highest quality cancer care with compassion and respect, and to treating the patient and their family physically, emotionally, and spiritually to ensure the highest quality of life throughout their cancer journey.

## Vision

- To provide the highest quality patient care, with a compassionate heart and patient centered approach; to develop innovative strategies to further the battle against cancer; and to educate future generations of cancer care providers.



The University of Tennessee  
**WEST**  
Cancer Center  
Methodist Healthcare Family





# West Cancer Center

- Ms. Cynthia Tankersley – Project Leader for Patient Engagement
- Ms. Zaquisha Green – Patient Engagement



The University of Tennessee

**WEST**  
Cancer Center

Methodist Healthcare Family



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for better health outcomes

# Methodist Le Bonheur Healthcare (MLH)

## Mission

- Methodist Le Bonheur Healthcare, in partnership with its medical staffs, will be the leader in providing high quality, cost effective health care to benefit the communities we serve. Services will be provided in a manner, which supports the health ministries and Social Principles of The United Methodist Church.

## Vision

- Methodist Le Bonheur Healthcare is a faith-based health care system that in partnership with its physicians will be nationally recognized for delivering outstanding care to each patient.





# Methodist Le Bonheur Healthcare (MLH)

- Ms. Joy Sharp – Patient Engagement
- Ms. Joanne Cunningham – Patient and Family Centered Care Advisor
- Ms. Michelle Collis – Patient and Family Centered Care Advisor
- Ms. Donna Abney – Executive Vice President, Executive Champion





# Congregational Health Network

- The goal of this program is to more intentionally build stronger relationships and bridges between local faith communities and MLH in order to improve the patient journey through the MLH system and more broadly to build healthier communities in Memphis, Tennessee and the Mid-South.
- It is a human bridge connecting the professional care system (including the hospital) with the natural caring system of family, neighbors and especially congregations.
  - Navigators: Employed by Methodist Le Bonheur Healthcare, “community case workers” responsible for improving connectional relationships between MLH and the community by providing a continuity of care between the hospitals and area congregations
  - Liaisons : Volunteer community health workers and representatives of the local faith communities





# Congregational Health Network

- Ms. Armika Berkley – Congregational Health Network Patient Engagement
- Ms. Lottie Minor – Congregational Health Network Patient Engagement





# PCORI

## Mission

- PCORI helps people make informed healthcare decisions, and improves healthcare delivery and outcomes, by producing and promoting high-integrity, evidence-based information that comes from research guided by patients, caregivers, and the broader healthcare community.

## Vision

- Patients and the public have information they can use to make decisions that reflect their desired health outcomes.



# Explaining PCOR

## PCORI's First Patient Engagement Workshop

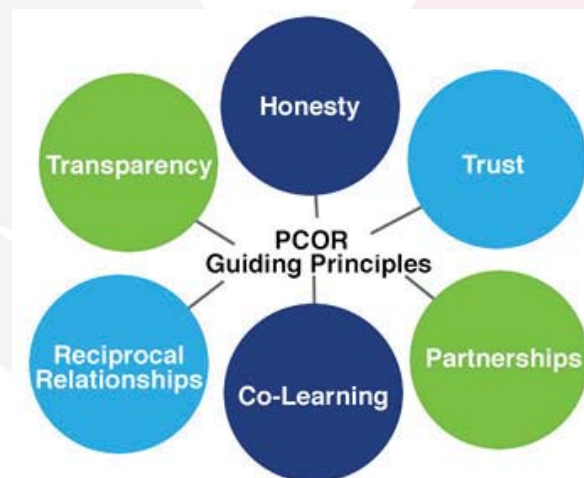


## Building a Patient-Centered Research Community



# PCOR Principles

- **Reciprocal Relationships**
  - The roles and decision-making authority of all research partners, including patients, are clearly stated
- **Co-learning**
  - Patient partners learn to understand the research process and providers and researchers understand patient-centeredness and patient engagement





# PCOR Principles

- **Partnership**
  - Time and contributions of patient partners are valued and demonstrated in compensation and reasonable and thoughtful time commitment requests. Cultural diversity is respected among all patients.
- **Trust, Transparency, Honesty**
  - Major decisions are made inclusively and information is shared readily with all research partners.
  - Patient partners and research partners express commitment to open and honest communication with one another.
  - The project team commits to communicating the projects progress and results back to the community in a meaningful and usable way.



# Roles of the PSC

- Lead the PCOR capacity building effort
- Build trust within the community
- Identify and recruit members of the community to Patient Caregiver Groups
- Facilitate Patient Caregiver Group meetings
- Develop and refine training materials for patients and family members, providers, and researchers
- Conduct training sessions



## Tips for How to be an Effective Partner

- Partner with staff
- Work with the team collaboratively
- Be a team player
- Give input from your experiences
- Be available
- Be honest
- Listen with empathy
- Be willing to partner with other patients and family members, providers and researchers
- Be open minded
- Step out of your own experience



# TEAM BUILDING





**LUNCH**





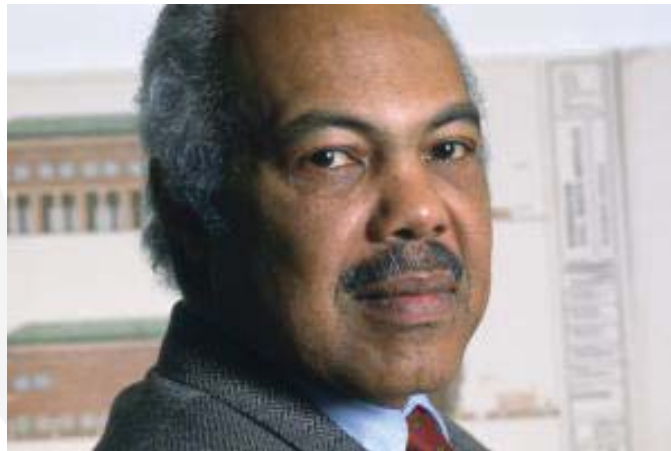
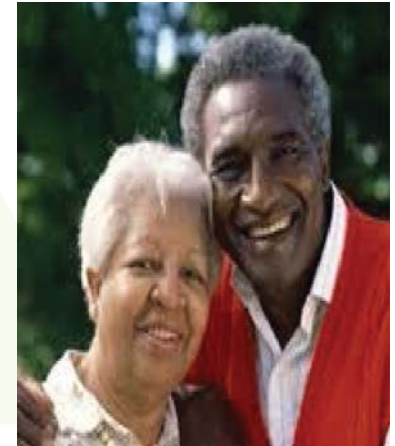
# STORY TELLING





# Goals

- Learn to tell your story and share your experiences to help future cancer patients and families.
- Learn to tell your story in a way that builds trust among patients, family members, providers, and researchers so that we can all work as a team.
- Model engaging communication techniques through your storytelling.



# Things to Remember as you Prepare

- Know your audience and prepare with them in mind.
- Ask how much time is available for your talk. Prepare for 5 minutes less than allotted. time.
- Be constructive and respectful.
- Absence of labeling and blaming
- Mutual respect for skills and knowledge
- Know what you are willing to share.



# Things to Remember as you Prepare

- Identify who you are and include a brief synopsis of the diagnosis or your role in working with patients with cancer.
- Think about your most important message or messages.
- Make sure there is a beginning, a middle and an end.
- Avoid using jargon or complicated medical terms.
- Use pictures.





# Use your Lead to Get Their Attention

- Sandra's heart stopped beating three times before the ambulance reached the hospital.
- My chemo and radiation treatments lasted for four months.
- I cried when my hair came out in clumps.
- Think of the nervous system as a bunch of electrical connections with tiny electrical wires carrying messages from the brain.
- After her surgery, Katherine's life hung in the balance.
- I've been privileged to care for many patients during their cancer journeys.



## We are More Likely to Remember the **Bad Words or Phrases**



### Say This

The words you want the listener to hear and repeat



### Not That

- The words you don't want your listener to pick up

– WARNING: JARGON

# More Than Words

- Tone of Voice, Volume, Cadence
- Body Language





# Tips on Sharing your Experience

- Maintain an open and friendly attitude.
- Make eye contact with the audience.
- Maintain confidentiality.
  - Never name or disclose specific staff or patient/family when describing your experiences.
  - Maintain confidentiality of patient and staff stories and information you hear
- Respect varying cultures, values, and approaches of patients, families, and staff.
- Maintain mutual respect and sensitivity for the vulnerability of others sharing their story
- Be prepared for unexpected emotions.





# PUBLIC SPEAKING

# Preparing Your Content

- Know your audience and prepare with them in mind
- Ask how much time is available for your talk. Prepare for 5 minutes less than allotted time.
- Maintain an open, friendly, and respectful attitude
- Make eye contact with the audience
- Make constructive suggestions
- Be positive
- What are you willing to share?
- Emotions





# Delivering Your Message

- Tone of Voice, Volume, Cadence
- Body Language
- Sandwich Technique
  - Sharing Positive Comments
  - Sharing Negative Comments



# TIGERS TOASTMASTERS PUBLIC SPEAKING EXERCISE





# Expectations and Housekeeping

- Reminder of meeting schedule
- Fill out I-9 paperwork
- Overview of log for hours



**Thank you**

Next Meeting: TBD



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