

California Health Decisions

10 Guidelines for Patient-Centered Care

Ellen Severoni, President,
California Health Decisions



1. The Patient Shall be the Judge of Patient-Centered Care is First and Foremost

- Most sacred guideline -- the top of the hierarchy.
- Measure in terms of 7 key values:
 - Affordability
 - Personal Responsibility
 - Dignity/Respect
 - Choice
 - Accountability
 - Fairness
 - Quality
- Member input and evaluation must be integrated throughout your organization, across all department lines.



Defining Patient-Centered Care

- Explores the patients' main reason for seeking care.
- Seeks an integrated understanding of the patients' world.
- Finds common ground on what the problem is.
- Enhances preventive health and health promotion.
- Enhances the doctor-patient relationship.

Reference: BMJ 2001;322-444-445



2. Quality Trumps Cost

- Members want comparative information on physicians and hospitals.
- Millions spent, patients still don't have this information.
- Cost, rather than quality, still drive purchasing decisions.



3. Solicit Patient Input Only If You Intend To Use It

- Member input is a valuable resource, not something to be feared.
- You drive the agenda when asking for member input.
- Women are key healthcare decisionmakers.
- Honesty is crucial -- what is up for change and what is not?
- Member input must be given in good faith with a desire to improve the system for everyone.



4. Dedicate a Weekly Meeting To Member Concerns

- Five areas of concern:
 - Rx issues.
 - Emergency care.
 - Referral and authorization.
 - Wait times.
 - Getting help from member services.
- Implement changes to address these concerns; evaluate their impact
- Multi-stakeholder collaboration is essential to address these issues.



5. Protect the Patient-Provider Relationship

- Most important to patients.
- Patients are responsible for forthrightness and compliance.
- Support the relationship with:
 - easier access in person and by phone.
 - reduced paperwork.
 - decreased wait times.



6. Keep The Ideal of Caring Alive

- Lip service is not enough.
- If patients do not *feel* cared for, you need to do better.



7. Be Faithful To Your Members

- Collecting data without using it is fruitless.
- Marketing-operations link.
- Commitment to change must be continuous.



8. Hear What The Chronically ILL Have To Say

- People who use the system most often have the best input.
- What they say can improve care and services for the young and well.



9. Collaborate Instead of Criticize

- No blaming or finger-pointing
- Collaboration creates solutions.



10. Do Not Covet Only the Young and Healthy

- They are tomorrow's frail and infirm.



10 Guidelines for Patient-Centered Care

- 1. The patient shall be the judge of patient-centered care is first and foremost.**
- 2. Quality trumps cost.**
- 3. Solicit patient input only if you intend to use it.**
- 4. Dedicate a weekly meeting to member concern.**
- 5. Protect the patient-provider relationship.**
- 6. Keep the ideal of caring alive.**
- 7. Be faithful to your members.**
- 8. Hear what the chronically ill have to say.**
- 9. Collaborate instead of criticize.**
- 10. Do not covet only the young and healthy.**

