

McMaster  
University  
HEALTH SCIENCES



Department of  
**Family Medicine**

McMaster  
**Family Health Team**

# McMaster Family Health Team

## Champagne Club

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# Disclosures

**Presenters perceive no conflict of interest with this presentation**

**Lynn Dykeman  
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# Objectives

- Introduce the Champagne Club Initiative
- Introduce Stonechurch Family Health Centre
- Describe our Research Methodology
- Provide an overview of our results
- Discuss lessons learned and next steps



# Champagne Club



Exploring the patient experience in relation to the clinic, its building, its programs, staff and services.

# What will the Bubbles Reveal?

- **A Patient Satisfaction Survey - what do you think patients would say?**
- **What is it like to be a patient here?**
- **What do we do particularly well?**
- **What would you like us to change?**
- **What would you like to comment on in terms of all your experience with us?**

# A Champagne Toast

- Gain a better understanding of what it is like to be a patient at this clinic
- Engagement from both staff and learners
- Measure Patient Satisfaction
- Provide an informal setting
- Create open dialogue between the patient ↔ provider
- Improve quality of care
- Patient Service Liaison
- System Navigator





*“Champagne is the great equalizer. It makes anyone feel like royalty.”*

*~Jared M. Brown*

# Securing Research Ethics Board Approval

- The knowledge gained in the first research project seemed important to share with other Family Health Teams which at McMaster, requires Ethics (REB) approval
- While time consuming, completing the research proposal helped us focus on our process for interviewing and the topics we hoped to explore
- We wanted to be able to share Insights into both the process of organizing interviews as well as the feedback from patients

# Goals of the Project

- Partnerships are becoming recognized as one of the primary innovations needed as healthcare evolves
- Engaging patients in the process of quality improvement is an important step in developing working partnerships
- This study focused on gaining a better understanding of patients experiences with the goal of improving patient outcomes
- Engaging staff in this quality improvement facilitates health care partnerships

# Stonechurch Family Health Centre

- Provide primary care for approximately 17,000 patients in Hamilton and surrounding area
- Clinical teaching unit affiliated with McMaster University and Hamilton Health Sciences
- Three teams of family doctors, nurses, allied health professionals and support staff
- Academic and community physicians
- Teaching and research

# Stonechurch Family Health Centre



# Research Questions

- 1) What are patient's experiences of their healthcare at Stonechurch Family Health Centre and how can this information be used in the development of programs and services.
- 2) What is the impact on clinic staff who are providing the interviews with patients and what insights do clinic staff gain through participation in the interviews? How does staff envision changing service delivery at the clinic based on this information and experience?

# Research Method

- Qualitative bidirectional approach What did we learn from patients and what impact did completing interviews have on staff
- 28 Patients had a semi structured, scripted ½ hour interview with a staff member who was not a member of their team
- After interviewing patients, staff completed a questionnaire asking about 1) their experience of the interview process, and 2) their reaction to feedback from patients

# Preparing for Interviews

- Team Assistants, receptionists, allied health, and physicians were all invited to interview
- Volunteers attended a one and a half hour training session explaining the research process and goals, as well as discussing interviewing skills including using open ended questions, use of silence, securing clarifying information

# Securing Our Research Sample

- Receptionists were to ask every fifth patient over the age of 16 if they would be willing to return to the clinic for an evening or daytime appointment for a client satisfaction interview
- Patients signed a consent form before the interview
- They received \$10 Tim Horton's gift certificate after the interview
- Staff signed a consent form after their interviews were completed and filled in a questionnaire

# Results: Patient Demographics

## 28 patients surveyed

- 20 females/8 males
- Average age: 57

## Average length of time as clinic patient:

- Less than 1 year: 1
- 1-2 years: 3
- 3-5 years: 1
- 6-10 years: 7
- 11-20 years: 13
- More than 20 years: 6

## Annual number of clinic visits:

- Once /year: 1
- 2-5 times/year: 9
- 6-10 times/year: 3
- 11-20 times/year: 5
- More than 20 times/year: 9

# Results: Patient Surveys: What is the Clinic Doing Well?

- Accessing Services: Appointment Bookings
  - Open Access
  - On call service
  - Weekend and after hours services
- Patients experience of care
- Patients experience of Physicians, Residents, Allied Health and Receptionists
- Communication: Newsletter, Website, Bulletin Board
- Quality of Patient Care
- Clinics/Programs/Services: INR Clinic, Flu Clinic
- Physical Environment: Location, waiting room, building

# Results: Patient Surveys: What Should we Consider Stopping?

- Accessing Services: Appointment Bookings:
  - Long telephone wait times
  - Open Access booking system
- Patients experience of care:
  - Continuity
  - long wait for results
- Patients experience of Staff:
  - Repeating story, Don't know me (continuity)
- Environment:
  - Waiting room, lack of lab

# Results: Patient Surveys: What Should We Start/Do More of?

- Consider Starting:
  - Follow-up s on all test results including normals
  - Lab on site
  - More late afternoon and evening appointments
- Do More of:
  - More Pre-booked appointment spots
  - More Appointments with Family Doctor
  - More continuity
  - More Communication: Newsletter more frequently, Keep website updated, Advertise services more prominently
  - More Parking Spaces

# Results: Staff Questionnaires'

- What did you learn?
  - We provide excellent care
  - Satisfied patients
  - Excellent programs
- What Surprised You?
  - Varied satisfaction with access
  - We need to improve continuity
  - We need to improve service communication
- What Affirmed what you already knew?
  - We provide excellent care
  - We need to improve continuity
  - We need to improve service communication
  - We need to Improve Access

# Results: Staff Questionnaires'

- How will this experience change my service delivery?:
  - Improve Service Communication
  - Continue excellent patient centered care
  - Improve Continuity
  - Improve Access
- Impact on you as a service provider?:
  - Positive experience
  - Validating
  - Re-energizing
  - Pride

# Results: Staff Questionnaires'

*“Thank you for offering this opportunity. It is a real privilege to be able to hear what our patients/clients have to say about us. I really think that this is the kind of study that embraces the real model of a patient centered approach to healthcare”*

# Results: What Surprised Us

- Overwhelmingly positive results
- Varied satisfaction with open Access booking system
- The need to communicate our programs/services more effectively
- How much patients appreciate our programs
- How frequently our patients are accessing NP and Allied health care
- Physical environment of clinic very important to patient satisfaction
- How often some patient access clinic services
- Experience with Reception impact overall satisfaction
- Staff enjoyed the patient interview experience. Found it motivating

# Lessons Learned

- Staff interviewers easy to recruit
- Patient recruitments is a challenge
- Scheduling interview challenging
- High frequency of non shows for interviews:  
Importance of reminder calls
- More difficult to recruit young patients
- Patient satisfaction surveys need to be ongoing part  
of the culture

# Next Steps

- Communicate results to patients: News letter, bulletin board
- Communicate results to staff
- Determine clinic response to feedback:
  - Present at standing unit committees
  - Discuss priorities for focus
  - Target quality improvement initiatives based on results
- Determine ongoing patient satisfaction measurement approach

# Thank You !

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# STONECHURCH

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