



CONVERSATIONS THAT MATTER

*A Report on
"What Matters To You?" Day*

#WMTY17
June 6, 2017



**BC PATIENT SAFETY
& QUALITY COUNCIL**
Working Together. Accelerating Improvement.



**Patient
Voices
Network**



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*“...ability to self-manage
my care in the absence of
access to a full-time health
care provider”*



INTRODUCTION

“What Matters to You?” is a simple question that can have a big impact on the quality of care.

When providers have a conversation about what really matters to the people they care for, it helps them to perform their work more effectively and to provide care that is patient- and family-centred. To support health care providers in this work, the BC Patient Safety & Quality Council launched a provincial campaign with a simple question aimed at ensuring that care is aligned with what matters to patients and their families.

“What Matters to You?” Day (WMTYD) started in Norway in 2014, with the aim of encouraging and supporting more meaningful conversations between patients, caregivers, families and their health care providers.

What began in Norway gained momentum as an international movement with currently over 30 countries participating. The day encourages as many providers as possible to have “what matters to you?” conversations with the people they support and care for. While “What Matters to You?” Day is a single event, people are encouraged to have multiple conversations and to keep having these conversations beyond the day itself. We are currently planning for our next WMTYD in the spring of 2018 where the emphasis is less about a single day and more on how we can help make asking “what matters to you?” a part of everyday practice.

Because patients are the true experts on their own needs and experiences, asking, listening and responding to what matters to patients is a key feature of patient-centred care.¹ When a health care provider starts a conversation by asking what really matters to the person they are caring for, they are taking an important step in ensuring that their daily practice goes beyond routine and is truly meeting the needs of their patients. The resulting conversations engage patients in decision-making and help build trust and empathy between patients and providers, ultimately leading to higher quality treatment and care plans that align with what the patients or residents want.²⁻³

In partnership with the Patient Voices Network’s Oversight & Advisory Committee and health care organizations from across the province, we hosted “What Matters to You?” Day in British Columbia on June 6, 2017.

To better understand the campaign’s impact, we analyzed data from multiple sources: orders and sign-ups for the campaign, stories and information shared via email, survey responses, and participant interviews. The following report summarizes this information and the impact of “What Matters to You?” Day in BC. Read on to find out more!

1 Barry MJ, Edgman-Levitan S. Shared decision-making the pinnacle of patient-centered care. *New England Journal of Medicine*. 2012 Mar 1; 366 (9): 780-781.

2 Locality. Saving money by doing the right thing. London, UK: Locality; 2017 [cited December 19, 2017]. Available from: <http://locality.org.uk/wp-content/uploads/Locality-Report-Diseconomies-updated-single-pages-Jan-2017.pdf>.

3 The Kings Fund. Patients’ preferences matter. London, UK: The Fund, 2012 [cited December 19, 2017]. Available from: https://www.kingsfund.org.uk/sites/default/files/field/field_publication_file/patients-preferences-matter-may-2012.pdf

THE “WHAT MATTERS TO YOU?” DAY JOURNEY IN BC

-● **October 27, 2016:**
Patient Voices Network’s Oversight and Advisory Committee supports a WMTYD campaign in BC and planning begins!
-● **February 14, 2017:**
WMTYD virtual webinar launch - website is launched and registration opens
-● **February to May 2017:**
WMTYD resources mailed out to participants
-● **March 3, 2017:**
Change Ambassador Network (CAN-BC) WMTYD breakfast at the Forum⁴
-● **April 20, 2017:**
CAN-BC WMTYD webinar
-● **May 9, 2017:**
CAN-BC WMTYD webinar
-● **May 31, 2017:**
CAN-BC WMTYD webinar
-● **June 6, 2017:**
“What Matters to You?” Day
-● **June 20, 2017:**
WMTYD Twitter chat

⁴ The Change Ambassador Network of BC was created in 2016 to foster connections and support between individuals working to drive positive changes in the BC health care system. More information about the network is available online at: <https://bcpsqc.ca/culture-engagement/change-ambassadors-network/>



CAMPAIGN PROMOTION

Working in partnership with a province-wide “What Matters to You Day?” advisory committee that provided guidance in this work, we developed promotional resources and tools, including: a getting started kit, posters, colouring sheets, buttons, bookmarks, stickers, lanyard cards, campaign newsletters, a video, a strong social media presence, and a campaign URL and landing page.

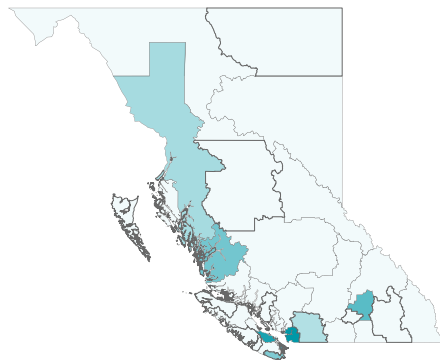
Resource Spread

While the number of items shipped and location of participants are not measures of success, they do help us understand the reach of the campaign across the province. Between February and May 2017, we distributed over 62,000 resources across BC.

As illustrated in the following maps, the resources reached almost every corner of the province by June 6, 2017. The dark colours on the map indicate a higher volume of distributed resources. This reach across the province was made possible by a volunteer network of organizations and individuals helping to promote “What Matters to You?” Day.

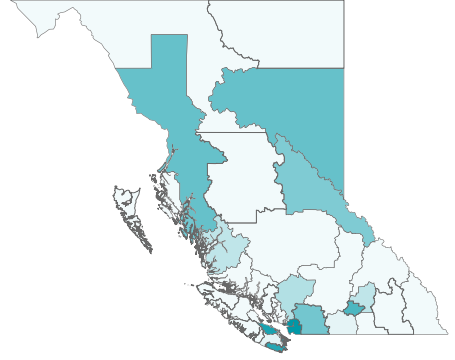
February

4,875 resources ordered



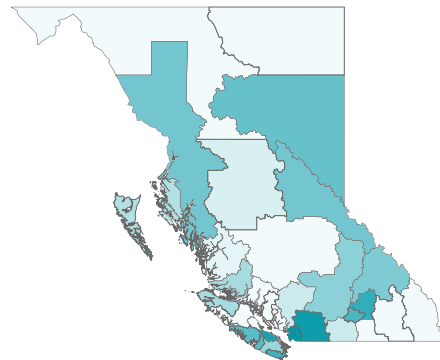
March

14,065 resources ordered



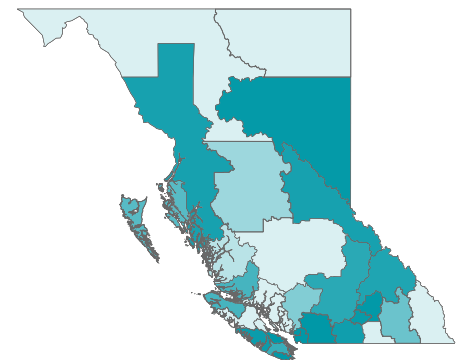
April

55,411 Resources ordered



May

62,481 Resources ordered



*“...continuity
of care”*



*“...a warm
safe
environment”*

Print Resources

In the campaign's follow-up survey (n=69), there was positive feedback for most of the WMTYD resources. The getting started kit and promotional resources such as posters, buttons, stickers and lanyard cards were the more popular resources, with 84.1% and 80.3%, respectively, of respondents agreeing or strongly agreeing that they were useful.

The follow-up survey indicated that participants saw less value in the colouring sheets and the regular campaign newsletters, with only 31.3% and 66.6% agreeing or strongly agreeing that they were useful.

● Strongly Disagree
 ● Disagree
 ● Neutral
 ● Agree
 ● Strongly Agree
 ● No Answer

Posters, buttons, stickers, and cards were useful.



Colouring sheets were useful.



Getting started kit was useful.



Newsletters were useful.



While the newsletters received somewhat less positive reviews, it is interesting to see their relationship to spikes in resource orders over the course of the campaign, as depicted in the graph below. We leveraged the newsletter throughout the campaign to promote the distribution of resources.



Website and Social Media

Our website (WhatMattersToYouBC.ca) was the main source of resources and information about the campaign. From the campaign launch at the beginning of March 2017 until WMTYD, the website received 29,365 views (including 9,484 unique page views). This means that most users viewed pages multiple times over the course of the campaign. In the follow-up survey of participants, 85.0% of respondents agreed or strongly agreed that the website was useful for participating in the campaign.

We also used social media to engage our communities in “What Matters to You?” Day. We used the hashtag #WMTY17 to promote the campaign to our Facebook and Twitter audiences, as well as track online conversations happening about WMTY17. The #WMTY17 hashtag generated 23 million impressions worldwide on “What Matters to You?” Day (June 6) and the day before (June 5). There were over 45 million impressions worldwide during the entire campaign period (February – June 2017).

76.3% of survey respondents used social media during the campaign, and 62.1% of this group agreed or strongly agreed that our social media promotion was useful.

Website was useful.



Social media promotion was useful.



#WMTY17



10,087
video views

5,454
people reached
on Facebook

23,000,000 impressions
June 6, 2018

45,000,000 impressions
February - June

“...choice”

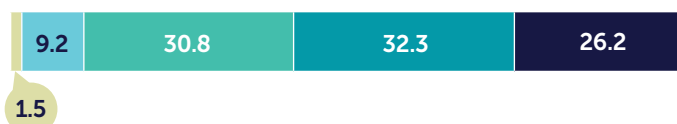


“...take the
time to
explain and
answer my
questions”

"What Matters To You?" Day Video

We created a WMTY17 video to support the campaign.⁵ While the video had over 10,000 views, it wasn't used as we had hoped or anticipated. The follow-up survey indicated that only 63.1% of respondents agreed or strongly agreed that the video was useful and another 26.2% of survey respondents didn't use the video at all.

Video was useful.



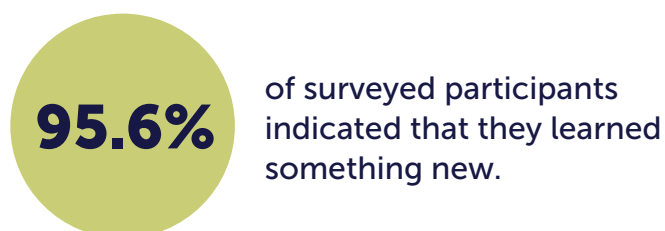
● Strongly Disagree ● Disagree ● Neutral ● Agree ● Strongly Agree ● No Answer

Webinars

Leading up to "What Matters to You?" Day on June 6, we hosted four webinars to outline the purpose of the campaign, spread the word and share information across the province. Both international and provincial champions shared their experiences and helped to inform and inspire others to promote patient-centred care in their own communities.

| LIST OF WEBINARS | | | |
|---|--|---|--|
| Feb 14, 2017 | Apr 20, 2017 | May 9, 2017 | May 31, 2017 |
| What's at the Heart of What Matters to You? | Spotlight on #WMTY17 | Eyes of the World on #WMTY17 | One Week to Go Until WMTY17! |
| Sonya Chandler, <i>Island Health</i> | Christina Thomas, <i>Doctors of BC</i> Christina Berlanda, <i>Island Health</i> ShelleyLynn Gardner, <i>Fraser Health</i> | Shaun Maher, <i>NHS Scotland</i> Sherry Lynch, <i>Self-Management BC</i> | Chelsea Greczi, <i>Fraser Health</i> Camila Lorenz, <i>De Santa Catarina, Brazil</i> Lisa Macleod, <i>Island Health</i> |

Close to 300 people attended these four webinars and post-webinar evaluations were positive.



⁵ Video available online at: <https://youtu.be/bAT6Q9fBYe8>



OUR SUPPORT

When embarking on a campaign that asks busy clinicians to make a change in their practice, we want to ensure that our support makes participation easy.

In our follow-up survey, 89.5% of respondents agreed or strongly agreed that we made it easy to participate and 83.8% responded positively when asked if there was sufficient support throughout the campaign.

89.5%

responded positively that we made it easy to participate.

83.8%

responded positively that we provided sufficient support throughout the campaign.

WHO PARTICIPATED?

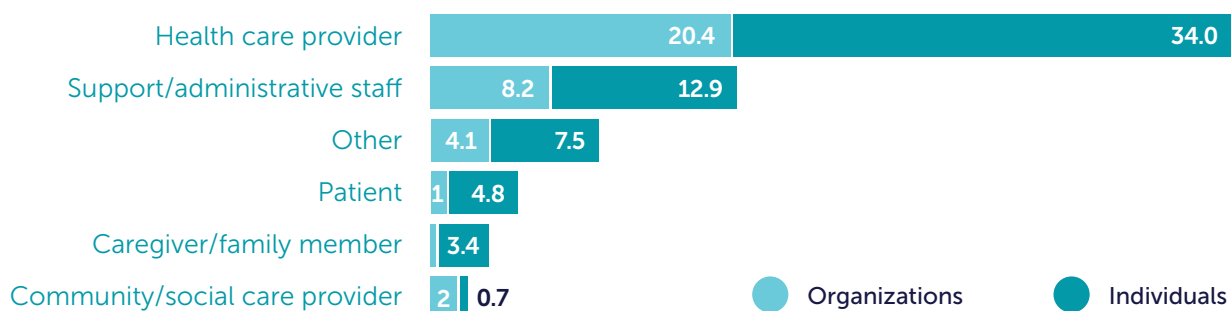
"What Matters to You?" Day participants were based all over the province. According to orders distributed throughout the province, engagement was particularly high in the Fraser Valley and on the Island.

Percent of WMTYD resource orders by geographic region



An analysis of WMTYD sign-ups provided a sense of who participated in "What Matters to You?" Day. The majority of participants were health care providers, a key audience for this campaign, followed by support and administrative staff.

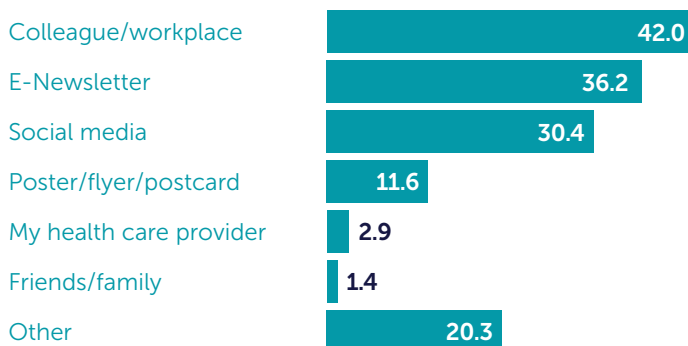
Sign-ups by role



HOW DID PARTICIPANTS HEAR ABOUT THE CAMPAIGN?

Most people heard about the campaign through colleagues/workplace (42.0%), followed by e-newsletters (36.2%) and social media (30.4%). The role of colleagues and the workplace in raising awareness supports the importance of distributed leaders in helping to spread the reach of the campaign across the province. By tapping into informal leaders, we are able to foster better reach for the campaign.

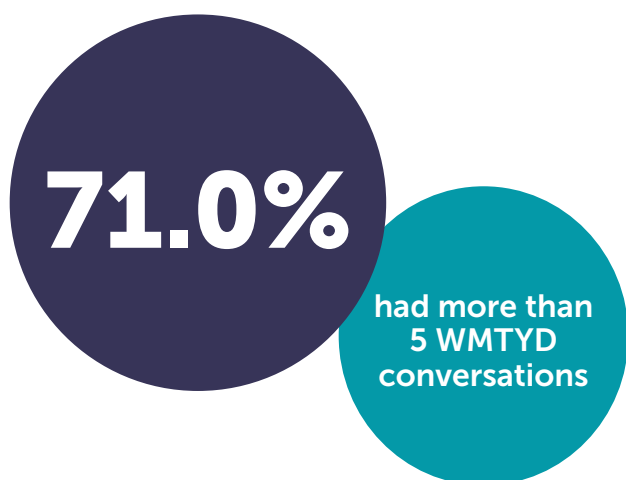
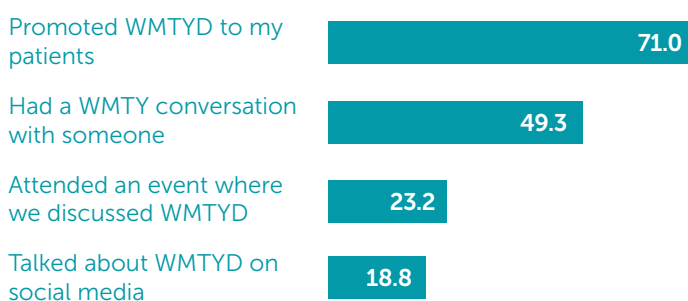
How did you hear about WMTYD?



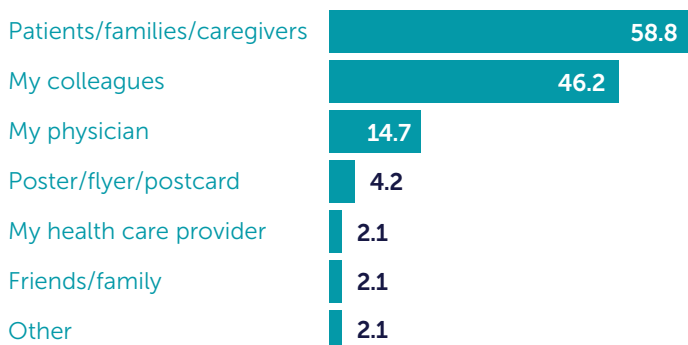
HOW DID PEOPLE PARTICIPATE?

We were interested in hearing how participants chose to engage on the day. Respondents to the follow-up survey highlighted some of the ways in which they participated. This included promoting the campaign with their patients, colleagues, friends, and families (71.0%), having a “What Matters to You?” conversation with someone (49.3%), attending events where WMTYD was discussed (23.2%), and talking about WMTYD on social media (18.8%).

How did you participate in WMTYD?



Who did you have your conversation with?



WHY DID PEOPLE PARTICIPATE ?

The WMTYD campaign provided a powerful opportunity to connect with patients, residents and their families on a more meaningful and personal level. We wanted to understand why people chose to participate in WMTYD by inviting participants to share their reasoning in the sign up process. From here, several key themes emerged:

**"What Matters to You?"
Day aligns with care
provider personal and/or
organizational mission and
values.**

"Our core values ...are respect, quality, integrity and trust. We also practice patient- and family-centred care. The WMTYD campaign is directly in line with what we value and practice. This is an opportunity to celebrate our values!"

Jennifer Schellenberger, Interior Health

**"What Matters to You?"
Day fosters important
conversations between
patients and their health
care providers.**

"I am pleased to see that this initiative is out there as it nurtures deeper levels of communication with our patients and helps to improve overall job satisfaction among health care providers."

Lakusta Lamberton, Fraser Health

**"What Matters to You?" Day
fosters patient- and family-
centred care**

"Ensuring patients and families have a voice in their care is vital to having engaging and meaningful health care experiences, which will ultimately impact health outcomes. Having experienced being a family member on the receiving end of care for my daughter during an acute illness, it really struck me how crucial it is for our health care teams to listen and involve the patient and family in their care. We need to hear what matters to them!"

Joanne Maclaren, Island Health

"I've noticed that there are a lot more conversations about patient- and family-centred care as of late. There are pockets of excellence all around, but there is still much work to be done in order to truly integrate this new paradigm into how we health care providers 'do business'. It is going to take time, effort and much learning to really improve!"

Meggie Ross, Interior Health



**"...don't forget
to get back to
me about test
results"**

IMPACT OF ASKING “WHAT MATTERS TO YOU?”

Themes

To understand the themes of WMTYD, we compiled information from stories submitted through email, a web form, interviews, and through the follow-up survey. From these stories, four major themes emerged:

AFFIRMING

“We spoke to clients, families, caregivers and volunteers. It was great to hear them verbalize how [our day program for older adults] matters. We know that they appreciate us but it is rare that we get told we matter. It gives us a sense of pride knowing that we are making a positive difference in their lives.”

Candace Larson,
Fraser Health

SURPRISING

“I was surprised by the power of the question - ‘what matters to you?’ When I asked patients and families this question, I saw families bursting into tears. I heard patients having a lot to tell.”

Lillian Hung
Vancouver Coastal Health

EXCITING

“I was very excited to be involved in this process. It is an important exercise that provides an opportunity as a patient to voice my concerns and help to improve the patient experience on so many levels.”

Edwina Nearhood,
Patient Voices Network

REWARDING

“It felt great to start conversations about what matters. We did extensive staff engagement in the weeks before WMTYD. When the day came around, my colleagues were very familiar with the concept and [knew] that they were expected to ask a patient or family member! Therefore, it felt very rewarding to know that we had helped to start so many important conversations.”

George Wallbank,
Provincial Health Services Authority

“...improve discharge information for me to use”



"...understanding"

Meaningful Conversations

"What Matters to You?" Day started with the aim of encouraging and supporting more meaningful conversations between patients, caregivers, and families, and their health care providers. Survey respondents agreed that it achieved this aim.

85.1%

answered positively that WMTYD helped to foster meaningful conversations between patients, their families and providers.

FAMILY MEMBER

Linda Clarke
Island Health

Linda Clarke, a family member of a patient in Royal Jubilee Hospital, shared her experience on the receiving end of the question and the meaningful conversation that ensued.

"My dad is 95 and he was in the Royal Jubilee Hospital with pneumonia. His attending doctor was very attentive, polite and professional every time she came in [to see him]. But I recall one particular time she came in and asked in a really special way, "What can we do for you?" and I was very impressed. I had thought to myself, "Wow, I've never heard that before from a doctor." I was just sitting there watching it all happen. The doctor was always very kind and gentle, but even my dad thought, "That's a first. I've never heard that [from a doctor] before..."

After hearing his doctor ask him this, [my father] seemed more relaxed and at ease. Being asked the question opened my

Dad up to talking a little bit, including his concerns about going home when the time comes. The interaction was so kind and it really warmed my heart. I thought, "This is nice, this is the way it should be." It made me feel that health care has really come a long way compared to how things have been in the past"

Linda Clarke
Patient Family Member, Royal Jubilee Hospital

In addition to Linda's story, we heard some insightful, inspiring, and heart-warming stories from across the province.

Read these stories on the following pages!



PRIMARY CARE

Anna Tzingounakis (Occupational Therapist) &
Stephanie Moen (Registered Dietitian), *Interior Health*

The Kamloops Seniors Health and Wellness Centre is a brand new program aimed at preventing emergency department visits among seniors. Specifically, we are a health care team that works on a short-term basis (6-8 weeks) to address issues to keep the patient healthy. The “What Matters to You?” campaign is very much in line with the Centre’s vision of care and we thought it would be a great way to get our program started on the right foot. Moreover, posing this simple question is important as it shifts agency over a patient’s health back to them and embodies the positive movement towards more patient- and family-centred care.

When we were first getting started, the Council had so many great resources on the website, which made it really easy for us to participate! The materials came quickly too, and this was helpful. We had all the promotional materials posted around the office for the staff and patients, including posters, stickers, and bookmarks. We used many of the resources and sent them to the senior’s wellness team via email.

During initial assessments, we made a point of asking patients, “What matters to you?” At the Seniors Health and Wellness Centre, we focus on joint goal setting – asking this specific question was a new way to achieve this and a great way to start the conversation with patients. Some patients even seemed a bit surprised that they were being asked the question, but asking “What matters to you?” is what we should be doing.

Feedback from fellow colleagues and directors was very positive. We received a lot of thanks for organizing the day and people were generally happy to be part of the campaign. As a new team, “What Matters to You?” Day was something for us to bond over and increased our team pride and our sense of efficacy as health care providers. I thought “What Matters to You?” Day 2017 was a well-organized meaningful campaign to participate in and a success overall.

Anna Tzingounakis

We checked back in with the team six months later to see if and how the question was still being used...

Six months after participating in "What Matters to You?" Day we continue to engage with the campaign by asking the question every day to our patients.

We have integrated the question at an operational level by including "What matters to you?" in our Older Adult Intake form, so every patient is asked this question. We have also incorporated the question into our P.I.E.C.E.S. assessments, which is a non-pharmacological assessment tool used by health care professionals to help them determine causes for behavioural and psychological symptoms associated with dementia.

If a patient is referred to me (the dietitian), I additionally will ask the question as part of my initial nutrition assessment, "What matters to you?" I start by reviewing the chart notes around why the referral was made and then I ask, "Does that sound like 'what matters to you?'" My days are full and busy, but the question has not been hard to incorporate into my practice because when you ask "what matters?", it actually helps you to focus your time.

As a health care professional, I come with my own idea of what we should cover in a visit, but it is equally or more important to cover the concerns the patient may have. By keeping this focus, the patient realizes you are there to listen and are genuinely interested in their health concerns.

Maybe I can or cannot do something about their main concern, but I find once their main concerns are heard, we are able to move forward and concentrate on nutrition related concerns. Also, sometimes when you ask the question, the patient's response initially may not seem directly related to your area of expertise, but then things come up that may not have otherwise. For example, I had a patient tell me her mobility concerns were what really mattered to her during her visit to the clinic that day, but as the conversation went on, it became clear she was not going for meals at her assisted living home because of her reduced mobility. We were able to strategize on improving her nutrition intake based initially on a conversation related to mobility. Prefacing my patient visits with this one question results in better patient care.

Furthermore, since integrating the question into my routine practice, I sense patients are more motivated to make a change when they bring forward the concern themselves. It creates a collaborative process that effectively gives the patient power to make changes that impact their health versus the more traditional didactic patient-clinician relationship. Even if the identified changes are small at first, they will likely build over time with a patient-provider relationship built on listening and collaboration.

Stephanie Moen

Themes we heard:

*maintaining
movement/
mobility*

*preventing
falling*

*controlling
pain*

*improving
sleep*

*staying in
their own
home*

*ability to
travel*



ACUTE CARE

Lillian Hung, Clinical Nurse Specialist, Gerontology, Tertiary Mental Health, *Vancouver Coastal Health*

I heard about “What Matters to You?” Day via Twitter. The campaign seemed like it would be a lot of fun and something to engage the team. We work primarily with patients and their families and would like to improve dementia care in the hospital. To do so, it’s very important to hear the patient’s voice.

A lot of people have assumptions that people with dementia can’t tell you much, but when you ask them what matters to them, they have so much to tell. In my practice, I learn by listening to the first person voice – the voice of the patient and the family. We think we know what is best, but that changes when we hear the direct story, the story that is told by the patients themselves. We have learned so much from them.

On “What Matters to You?” Day, I initially thought we would have only fun conversations, upon going around and talking to patients and families, I was

surprised to hear some of the emotional responses from patients and families. The first family I visited burst into tears. Even though I tried to focus on the light side, I recognized that having a loved one in the hospital with cognitive impairment was very stressful. Care matters.

[My patient’s daughter] shared stories of her mother being in the hospital and she was so thankful that staff were asking, “What matters to you?” and were being gentle and caring for her mother. This interaction reminded us that emotional support is so important.

Themes we heard:

“...the importance of being happy, having joy, spouses and families.”

WMTYD patients



COMMUNITY

Edwina Nearhood
Patient Partner, Fort St. John

When I first heard about "What Matters to You?" Day I immediately connected with it and worked to get the City of Fort St. John involved, as they have been a positive force in improving health care in our area. They were keen to partner and help champion the campaign. Perhaps the highlight of the City's participation was when the mayor of Fort St. John proclaimed June 6 "What Matters to You?" Day!

On "What Matters to You?" Day we had a great team of volunteers at various stations throughout the Fort St. John hospital as well as the Women's Resource Society. We had a full wall of posts [from patients] telling Fort St. John health care professionals what matters. We were tweeting and writing Facebook posts throughout the day with numerous citizens making a special trip down to the hospital to make sure their voice was heard.

Moving forward, the Mayor, Lori Ackerman, has indicated that this is an important initiative in Fort St. John and anticipates that this will grow into a large event for the city each year. We are already making plans to get more involvement and grow this initiative for next year!

What we heard:

"...it is important to have hope and be positive - it doesn't matter if you are a nurse or a patient."

WMTYD patient

WHAT WE LEARNED

Thanks to the incredible stories, insights and feedback detailed in this report we have learned a lot from the campaign that we will apply to future "What Matters to You?" work.

Patient engagement is essential for quality care

For health care providers, "What Matters to You?" Day served as a reminder that patients are the true experts on what matters to them. They acknowledged that patients are their most important partners, and that incorporating patient preferences during decision making is key to providing quality care.

Patients want a voice

Many participants noted that patients often just want to be heard. They shared their own feelings of appreciation when health care providers took the time to listen to and acknowledge their needs. Following their "what matters to you?" conversations, health care providers shared that they felt motivated to address their patients' needs in a respectful and compassionate way.

"What matters to you?" is not a scary question

Initially, some health care providers were cautious about asking the question. Some feared that asking the question would take time out of their already busy days. Others were scared of the emotions that "What Matters to You?" Day conversations might draw up and/or the complexity of patients' asks. Health care providers were shocked to hear that the majority of patient requests were simple – all they needed to do was listen. Participants were pleasantly surprised at the nature of asking the question, "What matters to you?"

Connect with core values

Many health care providers mentioned that participating in the campaign aligned with the core values of their work in the helping and healing professions.

Asking "what matters" is something that could happen each and every day

While "What Matters to You?" Day is focused around a single day of action, we learned from our participants that embedding this question into care conversations each and every day adds value for patients.

Provide opportunities to learn from others

Participants found that the experiences and stories shared by our local and international partners during the ramp-up webinars were helpful and inspiring.

OPPORTUNITIES MOVING FORWARD

This learning can be translated into opportunities for moving forward as we continue work to advance patient- and family- centred care.

Enhance promotion of the practice

We will explore additional avenues for extending the reach of the practice to ensure that point-of-care staff are aware of the importance of asking “What Matters to You?” The goal is ensuring that care focuses on the things that really matter and working towards a permanent change in practice.

Make it easy to participate

We consistently heard from participants that it was quick and easy to launch the campaign in their own organizations as all the materials they needed to get started were readily available! We will continue to ensure easily-accessible resources.

Expand scope of resources

We will support learning around key communications skills including: asking the question, deep listening and responding to what is heard. We will also ensure examples include different scenarios along the continuum of care.

Offer a “What Matters to You?” Day primer

Increase opportunities for learning around the intent and core competencies of “What Matters to You?” Day, with a focus of this being practiced everyday as opposed to a single event.

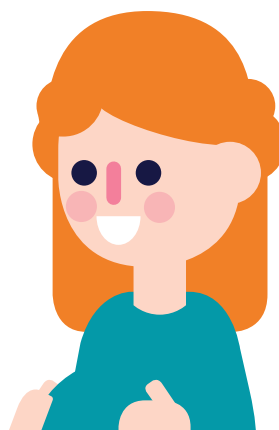
Share stories of impact

People want to hear more about the impact of “What Matters to You?” Day. Leading up to the next day, we will showcase stories related to the impact in 2017.

Provide ideas to support engagement

Engaging fellow team members in busy clinical environments was identified as a key barrier to the success of “What Matters to You?” Day. To further support spread of this practice, we will include tips on strategies for engaging teams in future materials.

*“...my independence
and my family”*

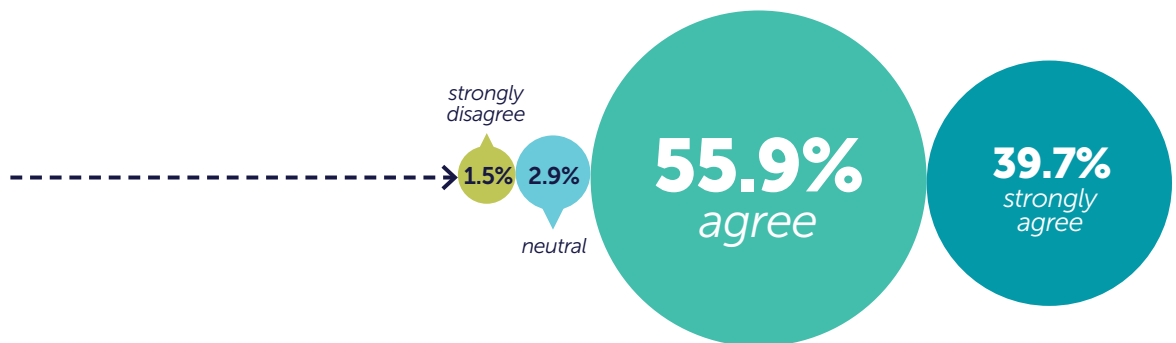


WOULD YOU DO IT AGAIN?

When participants were asked if they would participate in future WMTYD campaigns, we had an overwhelming response, with 95.6% of respondents answering positively.

Moving forward, we plan to continue supporting care providers in asking “What matters to you?” Our goal is to move away from a single day of action and promote the question as the new norm in patient-provider interactions.

I would participate in a future WMTYD campaign.



FEELING INSPIRED? YOU CAN ALWAYS ASK “WHAT MATTERS TO YOU?”

While “What Matters to You?” conversations are incredibly simple, they should be the anchor for every interaction between patients, families and their providers. By asking the question, it helps to ensure that care aligns with what matters.

“What Matters to You?” Day might be over for 2017, but you can keep asking the question! Who knows what incredible insights, education,

and care you could provide by engaging your patients as partners in care. By asking the question and then truly listening, you open up a world of learning.

We invite you to ask the question and then tell us all about it! Just e-mail your photo or story to: whatmatterstoyou@bcpsqc.ca.

ACKNOWLEDGEMENTS

We would like to extend our gratitude to everyone who participated in “What Matters to You?” Day. This report highlights your contributions to advance patient- and family-centred care on “What Matters to You?” Day and beyond. The stories we’ve heard have motivated and inspired us, and your feedback will be invaluable in shaping the WMTYD work in years to come.

A special thank you to our provincial CAN-BC network. You were the conduit through which “What Matters to You?” Day flowed and we want to express our gratitude for your incredibly passionate partnership in this work.

Deep gratitude goes out to the “What Matters to You?” Day champions who kindly allowed us to share their stories in this report:

- Anna Tzingounakis (Interior Health)
- Edwina Nearhood (Patient Partner)
- Jennifer Wear (Island Health)
- Lillian Hung (Vancouver Coastal Health)
- Linda Clarke (Caregiver Partner)
- Mimi Radbourne (Rosemary Heights Seniors Village)
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To our international partners in this work – we were inspired by you. Special thanks to Norway, Scotland and Brazil for leading the way. Without hesitation, you generously shared your experiences and resources. You demonstrated how asking a simple question has so much potential. In fact, the potential to transform the entire health care systems. Thank you for helping guide the way.

Most importantly, thanks to all the patients, residents and families who shared what matters.” By sharing what is important to you in your care, you guide the way.





About the Patient Voices Network

The Patient Voices Network is a community of patients, families and caregivers working together with health care partners to improve our health care system. For more information, or to join the Network, visit PatientVoicesBC.ca.

About the BC Patient Safety & Quality Council

We provide system-wide leadership to efforts designed to improve the quality of health care in British Columbia. Through collaborative partnerships with health authorities, patients and caregivers, and those working within the health care system, we promote and inform a provincially-coordinated, patient-centred approach to patient safety and quality. For more information on our work, visit BCPSQC.ca.



WhatMattersToYouBC.ca



whatmatterstoyou@bcpsqc.ca



@BCPSQC @PatientVoicesBC #WMTY17

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