



Patient and Family Advisory Council in a Collaborative Medical Neighborhood

# Presenters:

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MSN, RN**  
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Care  
Sakakawea Medical  
Center

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**Courtney Dean, DNP,  
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Coal Country  
Community Health  
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Board Member  
Coal Country  
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# NORTH DAKOTA





# A LITTLE ABOUT US

## Organizations that represent the Healthcare Collaborative in the PFAC include:

- **Sakakawea Medical Center (SMC)** – a 13-bed Critical Access Hospital (CAH) located in Hazen, North Dakota is a non-profit, community-owned hospital governed by a volunteer board of directors. In addition, SMC owns and operates a 34-bed licensed basic care facility and hospice care services.
- **Coal Country Community Health Center (CCCHC)** – a local non-profit health care provider with clinics in Beulah, Center, Hazen and Killdeer. As a federally qualified health center (FQHC), Coal Country improves access to care by serving all residents, including low income and medically underserved people. Coal Country is governed by board members from the communities it serves.
- **Custer Health** – a five-county multi-district health unit providing health services to the people of Mercer, Oliver, Grant, Morton, and Sioux Counties. Founded in 1950, Custer Health’s services and programs include nursing services, environmental health, health maintenance home care, immunizations, school health services and a variety of other services.
- **Knife River Care Center (KRCC)** – a long term care facility, is licensed for 86 skilled nursing care beds. Formally known as the Beulah Community Nursing Home, Knife River Care Center was incorporated in 1962. After various remodeling projects, Knife River built a new facility in 2007 and provides important long-term care services to the area.
- **Mercer County Ambulance (MCA)** – serves an area of more than 1,000 square miles with Ambulance Bays in Hazen and Beulah. With paid staff and an active group of volunteers, Mercer County Ambulance has approximately 800 ambulance runs each year.



# Patient Family Advisory Council

Patient and Family Advisory Councils (PFACs) are a productive way for patients and families to partner with a healthcare team to provide guidance on how to improve the patient and family experience.

Healthcare organizations have embraced councils to not only learn from the consumer's point of view and experience, but also to integrate their ideas into service delivery and quality improvement efforts.

This unique perspective from patients and families can positively impact care and assist with engineering a more customer-centered approach to the work of healthcare organizations.

## OUR PURPOSE

- Healthcare Collaborative Patient and Family Advisory Councils (PFAC's) are a partnership between patients, caregivers, and the Healthcare Collaborative dedicated to advancing comprehensive and compassionate patient and family-centered health care to the communities we serve. We do this by working in active partnership with our health care providers to:
  - Strengthen communication and collaboration among patients/families, caregivers and staff in a respectful and trusting environment
  - Promote patient and family advocacy and involvement

# MISSION STATEMENT

- Working together as partners creating a culture where patients and families are empowered to communicate with staff in a collaborative effort to promote quality care close to home.

# VISION STATEMENT

- We are a unified team. We will serve those who already trust us with their care and those who have yet to obtain a relationship with us. We will provide positive outreach to our community, as well as promote trust and collaboration to empower patients, families, and caregivers to use their voice. Council members will pledge to listen to the patient voice and continuously advocate for high-quality patient experience while sustaining and ensuring care that is patient-centered.



# GOALS

- Offer insight and recommendations for improving the quality, safety and satisfaction of patient care
- Improve healthcare outcomes through patient-centered care
- Enhance communication between patients and care team
- Improve outreach to patients within the community
- Assist with implementing identified changes
- Promote patient and family-centered care principles
- Identify and establish priorities related to policy, programs and practices that support patients and families
- Assist in developing strategies to strengthen communication and improve collaboration between healthcare providers, patients and their families

# GOALS CONTINUED

- Promote patient and family access to information
- Make recommendations in designing educational resources useful to patients and families for making healthcare decisions through ACP
- Contribute to the education of current and future health care providers in the principles of patient-and family-centered care
- Improve patient and family satisfaction
- Serve as a vital link between the community and the neighborhood of patient centered healthcare services
- Share information from the patient-family perspective on care and service
- Collaborate with healthcare leaders and staff on issues that may impact the safety of patients and families

## PFAC Membership

- Comprised of employees from FIVE healthcare entities
  - 4 out of 5 entities must be in attendance for a quorum
- A board member from each organization
- A Nurse Practitioner – represents the Medical Staff of medical neighborhood
- No external patients are members

## PATIENT SELECTION

- PFAC should include former patients and family members whose experiences make them good advisors. Sources for potential advisories can be staff recommendation, provider suggestions, word of mouth, tracked grievances or complaints.

SEEK PATIENTS  
AND FAMILY  
MEMBERS  
WHO ARE  
ABLE TO:

- Share insight and information about their experiences in ways that others can learn.
- See beyond their own personal experiences.
- Show concern for more than one issue or agenda.
- Listen well.
- Respect the perspectives of others.
- Speak comfortably in a group with candor.
- Interact well with many different kinds of people.
- Work in partnership with others.
- Provide positive as well as negative perceptions of experience.

# COHORTS

- Seek patients and families who represent a variety of clinical experiences such as type of illness, families, and programs utilized.
- Seek patients and families who reflect the diversity of those served by the medical neighborhood – Racial, cultural, religious, socioeconomic, age, gender, educational background, and a variety of family structures.
- The PFAC team chooses a patient subset.

Examples:

Cardiac

Stroke

Patients over 65

Parents of small children

Complaints

- Family members of the patient are highly encouraged to attend.

# INVITING OUR PATIENTS

- Patients chosen by the council receive a letter.
- The letter is followed by a phone call.



## Attachment 3

### Sample Invitation Letter for Guest

**DATE**

**PATIENT NAME AND ADDRESS**

Re: Patient and Family Advisory Council

Dear Patient and Family:

Patients/Residents and families are the priority of your medical neighborhood. We want our patients and families to have a nurturing and ideal care experience. To grow and improve our approaches to care, we have developed a Patient and Family Advisory Council (PFAC).

The Council is designed to support creative approaches for patient and family involvement, communication, and choices throughout your medical care experience. The Patient and Family Advisory Council consists of approximately 3-5 patients/residents and/or family members and associates from the Medical Neighborhood. We ask patients/families to commit to 2-3 meetings. The first meeting is on **DATE** from 12-1:30, and lunch will be provided.

We are excited to bring this Council together to better serve our patients/residents, families and community. Please accept our invitation to be a part of this council by contacting Marcie Schulz, 701-748-7287 or [mschulz@smcnd.org](mailto:mschulz@smcnd.org) before **DATE**.

Thank you,

Patient and Family Advisory Council

Medical Neighborhood Consists of:

- Sakakawea Medical Center
- Coal Country Community Health Center
- Knife River Care Center
- Custer Health
- Mercer County Ambulance

# INVITING OUR PATIENTS

- If the patient accepts the invitation, either by phone or email, a letter of acceptance is then sent to the patient.



## Attachment 4

Name  
Address  
City, State, Zip

Dear (patient/family member name):

Thank you for taking the time to respond to our invitation to the Patient Family Advisory Council. We would like to thank you for being a guest of the Healthcare Collaborative Patient Family Advisory Council. Through your dedication, you will play an important role in ensuring the voice of the patient and family is the foundation of how we deliver care. We welcome you to bring a family member to Advisory Council.

The first meeting is scheduled for (day, date, time). The meeting will be held at (location, address) and dinner will be served. Please contact Marcie at 701-748-7287, or [PFAC@smcnd.org](mailto:PFAC@smcnd.org), to RSVP and notify of any dietary restrictions.

With your help, we and our healthcare collaborative team will have a better understanding of the reality of the patient experience and will continue to build a culture in the practice where every decision is made in the best interest of our patients and their families. We look forward to working with you and the other council members as we build on our individual strengths to ultimately achieve success. If you have questions, please contact me at 701-748-7287.

Sincerely,

Patient & Family Advisory Council

Enclosures:  
Confidentiality Statement

# CONFIDENTIALITY STATEMENT

- Patients are sent a confidentiality statement to sign with their invite.



## Attachment 6

### Healthcare Collaborative Patient and Family Advisory Council Confidentiality Statement

Patient and Family Advisory Council members must sign confidentiality statements as part of their membership processing.

A federal law called "HIPAA" (Health Insurance Portability and Accountability Act) defines "protected health information" and sets standards for health care providers to protect that information. The law also defines stiff penalties (fines and even imprisonment) for violating those privacy provisions. Various State laws also protect the privacy of patient information.

Protected Health information includes any information regarding a patient's visit at any participating healthcare organization. That information includes, but is not limited to, name, address, phone number, date of birth, financial information, diagnosis, and treatment information.

In addition to defining protected health information, the law requires that we must define the minimum necessary information which employees, volunteers, contracted agencies, and other individuals can have access to. As a non-employed guest, you may have access to protected health information. It is important that you recognize that any protected health information can only be used and disclosed as permitted by law. For example, this information cannot be shared by written, verbal, or e-mail communication at school or home; with friends or family; or outside the hospital, clinic, or other health care facility unless specifically permitted by law.

The easiest way to remember how to implement this law is the saying "What you see and hear here, must remain here." We require your cooperation in following these rules.

Please sign below that you have reviewed this information, understand it, and agree to it. Please bring this along with you to the first meeting.

Thank you.

I have reviewed the information above, understand it, and agree to abide by it.

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

# CREATING THE AGENDA

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Coal Country Community  
Health Center

KNIFE RIVER  
Care Center  
*Excellence Through Compassion*



## *Attachment 5*

### Patient & Family Advisory Council

### Guest Agenda

Date:

12:00-12:15 p.m. ....Serve Meal

12:15-12:20 p.m. ....Welcome and Introduction

12:20-12:25 p.m. .... What is PFAC?

12:25-12:30 p.m. .... Signing of Confidentiality Statements (HIPAA)

12:30-1:15 p.m. ....Patient and Family Advising

1:15-1:25 p.m. ....Top Priorities

1:25-1:30 p.m. ....Next Meeting Date: **DATE** at 12:00pm

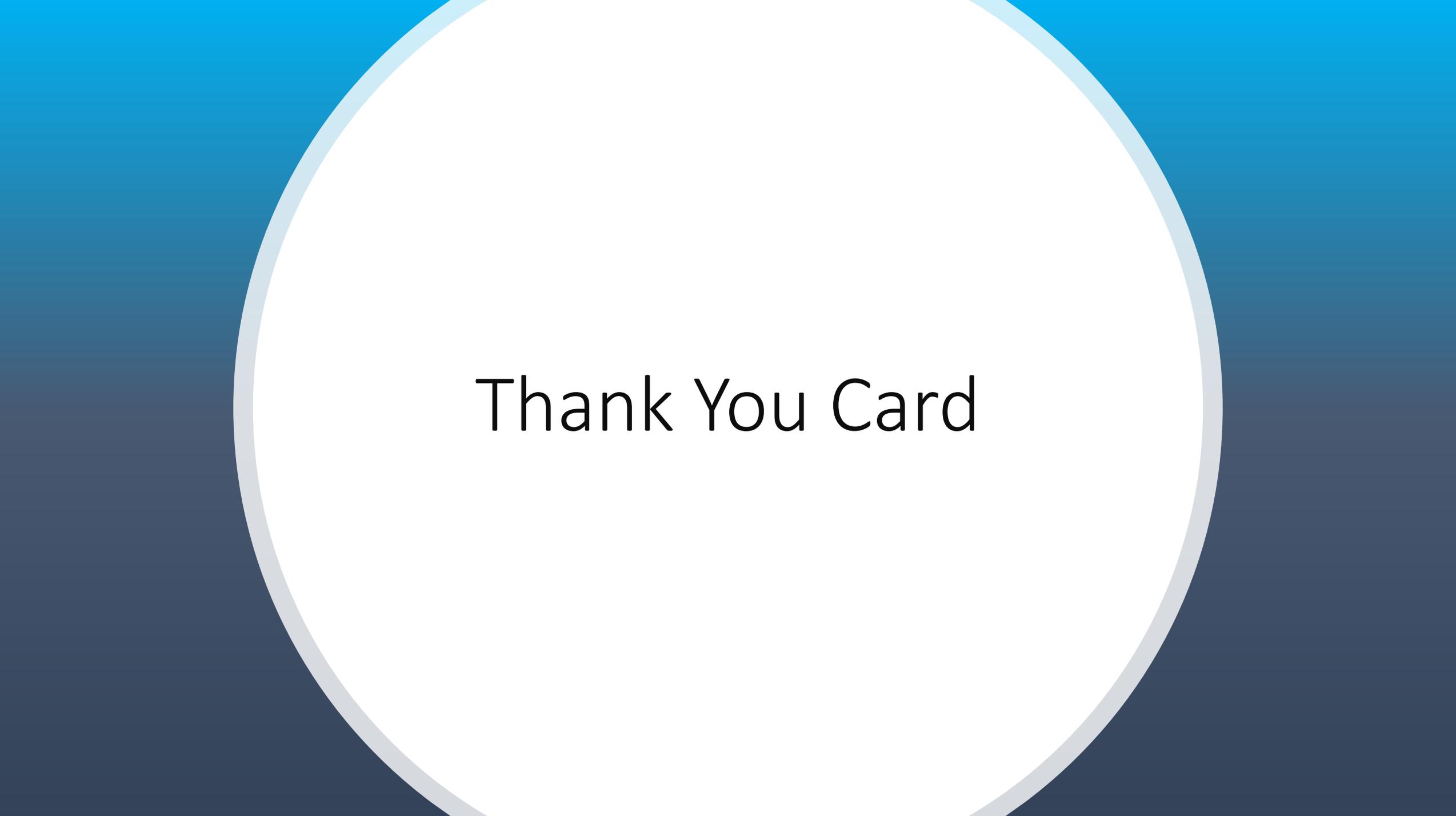
Thank you!!!!

# COUNCIL MEETINGS

- Council meets monthly, with a minimum of quarterly.
- Patient meetings are held over three months.
- The patient gives us further feedback/acceptance of the plan.
- The council is truly never done...we need to be accountable to the patient and assure we never stop improving!



*A PLAN HAS BEEN LAID OUT TO IMPROVE  
FAMILY-CENTERED HEALTH CARE*



Thank You Card



# PROVIDER PERSPECTIVE



# UNIQUE PERSPECTIVE FOR PROVIDERS

Filling the gap – much needed communication that often is lacking

Avenue for honest patient/family feedback

Medical neighborhood perspective – interdisciplinary team work and collaboration

# ROLE OF THE PROVIDER ADVISOR

- Hear patient and family's honest feedback/evaluations in a neutral atmosphere (role reversal of typical provider/patient interaction)
- Keeping an open mind without being defensive
- Answering questions and concerns the patients and families present
- Bringing feedback both positive and negative to our Medical Staff meetings
- Emphasize our strengths and successes that patients have recognized to encourage quality care
- Facilitating a plan from our Medical Staff to address opportunities presented for improvement
- Following up with PFAC on our action plan for improving our care as a provider team (addressing the specific concerns brought forward)

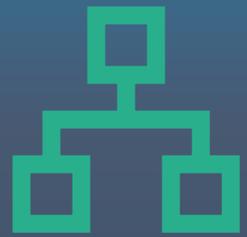
## EXAMPLES

Commit to sit

Empathetic touch

Hospitalist program launch

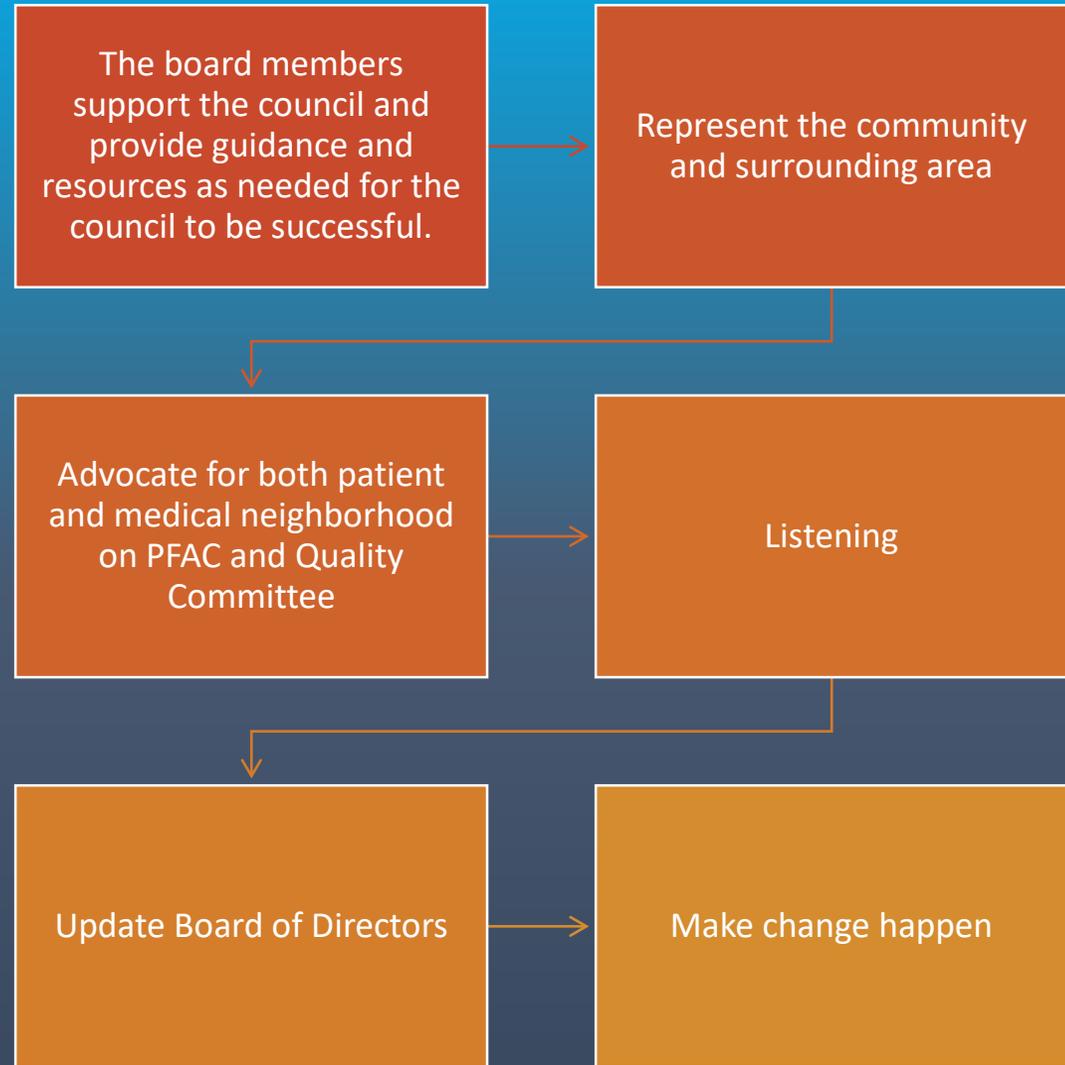
Provider Hand-off



# BOARD MEMBER PERSPECTIVE



# ROLE OF THE BOARD MEMBER ADVISOR





PUTTING IT ALL  
TOGETHER



THANK YOU!



# QUESTIONS



Marcie Schulz

[mschulz@smcnd.org](mailto:mschulz@smcnd.org)

701.748.7287