

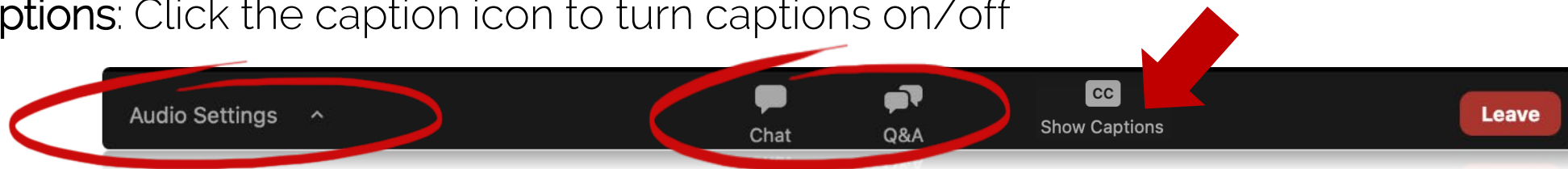


Applying Equity, Diversity, and Inclusion in Co-design with Patient Experience Partners

September 24, 2024

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- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
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- **Q&A:** for submitting questions to review at the end of the webinar
- **Captions:** Click the caption icon to turn captions on/off



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

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Speakers



Shana Haberman, MA

Manager, People-Centred Care
North York General Hospital



Judy Katz

Patient Experience Partner
North York General Hospital



Sean Molloy, MHSc, MDes.

Director, Centre for Quality +
Design, People-Centred Care
and Care Transitions
North York General Hospital

Applying Equity, Diversity, and Inclusion in Co-design with Patient Experience Partners

Presented by: Sean Molloy, Shana Haberman and Judy Katz

Disclosures

We have no relevant financial relationships to disclose, and we do not intend to discuss off-label / investigative use of a commercial interest drug / product / device.

Learning objectives

1. Structure a Patient Experience Partner (PXP) role to ensure meaningful engagement.
2. Apply Equity, Diversity and Inclusion (EDI) principles in PXP recruitment and training.
3. Identify ways to support PXPs to be effective in their role and analyze the effectiveness of our methods.

Your presenters



Sean Molloy
Director, Centre for Quality
+ Design, People-Centred
Care and Care Transitions



Shana Haberman
Manager, People-Centred
Care



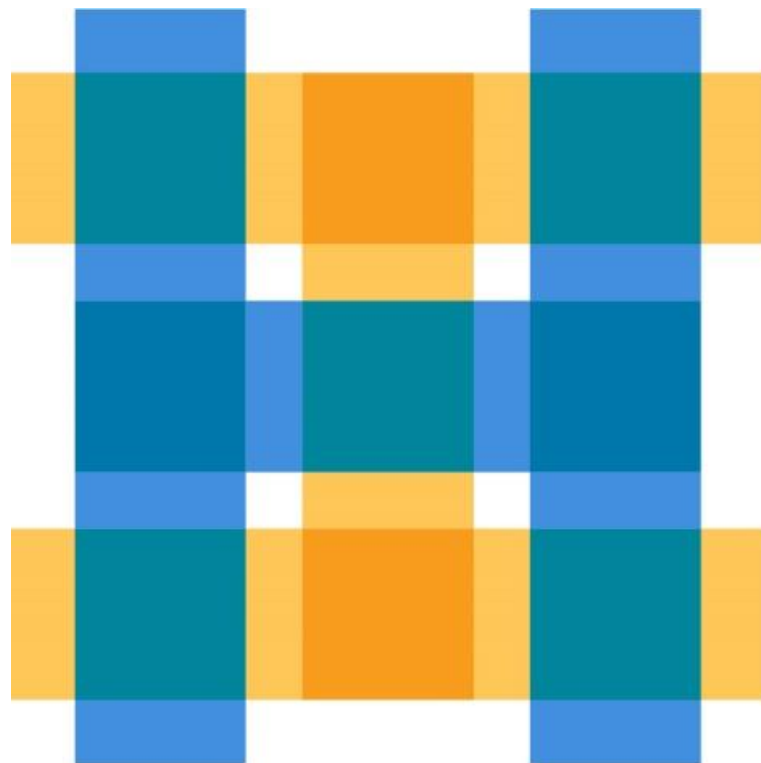
Judy Katz
Patient Experience Partner
(PXP)

Agenda



- NYGH: Who We Are
- Our People-Centred Care Strategy
- The role of the PXP
- What it is
- How PXPs are engaged
- PXP perspective: Judy Katz
- Recruiting for diversity
- PXP supports

Canada's largest community academic hospital



- 480 Acute Beds, 192 long-term care beds, 120 RCC beds
- Yearly volumes:
 - 28,000 patient discharges
 - 110,000 ER visits
 - 250,000 outpatient visits
- 4,000 employees
- 842 active physicians
- 1500+ learners
- 255 volunteers - of which 33 are PXP's

North York General Hospital (cont'd)

“NYGH again named #1 community academic hospital” by Newsweek Magazine

NYGH partners with community agencies to deliver integrated care to minimize ED visits and hospital stays.



Our People-Centred Care vision & strategy

People-Centred Care (PCC) is embraced as a key differentiator of what makes North York General a recognized leader. It is supported by innovative approaches to co-design with patients, care partners and community members, resulting in services that deliver outstanding outcomes and experiences while advancing community health.



Our goals to achieve People-Centred Care



To build a culture of People-Centred Care (PCC):

- Deepen the culture of PCC to the front line
- Extend our reach to the community and other key stakeholders
- Build a people-centric measurement system to drive innovation and improvement

To transform the NYGH service experience:

- Hard wire co-design as a core change method
- Focus on health services innovation from the patient's perspective
- Measure service experience of external stakeholders

Enabler: *Transform the Patient Advisory Program*

Patient Experience Partners (PXPs)



Patient Experience Partners (PXPs)

Volunteers who join us for **at least 2 years**.

Part of the team who help out on **at least one project** at a time.

Someone who has been a **patient / family member / caregiver** at any North York General site in the **past 3 years**.

Voices that **help hospital staff make choices** that take into account patient, family and caregiver perspectives.

What is my role as a PXP?

- Partner with the hospital to create a PCC environment and experience
- Speak from a patient, family, and caregiver perspective
- My role is a partnership role to inform the decision-making process
- Be objective and balanced in my approach

We provide our patient and family perspectives in many ways



Participating in committees and working groups



Contributing to the staff & physician recruitment process

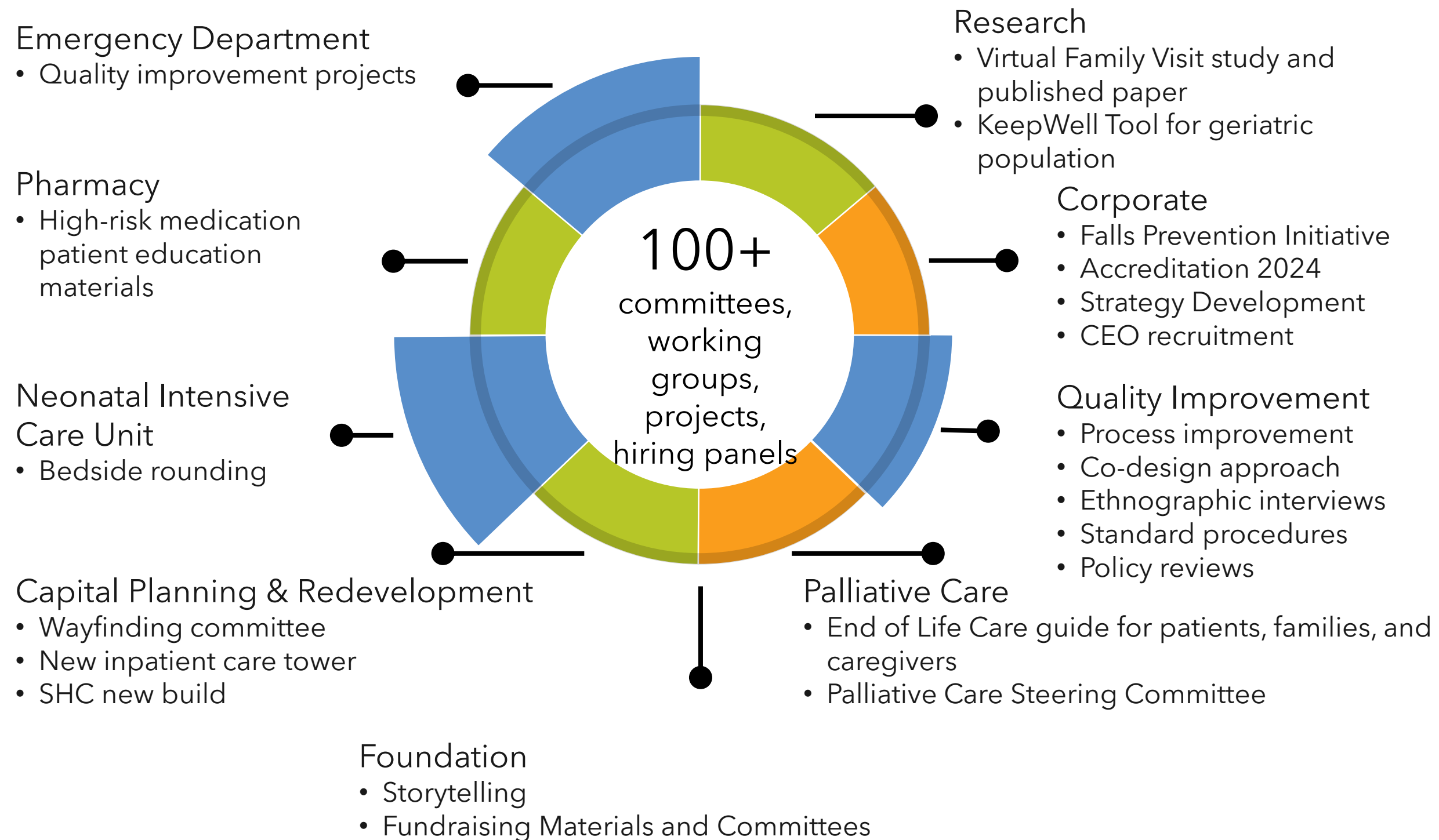
Sharing my story at a meeting or event



Reviewing patient education materials



We provide our patient and family perspectives in many ways



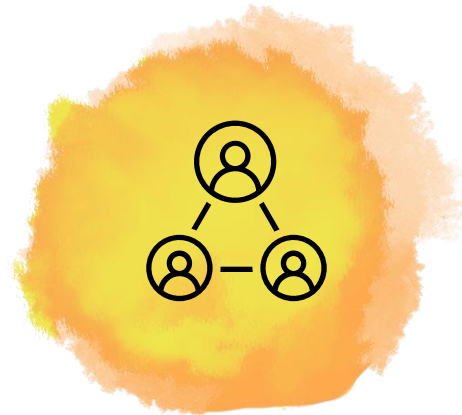
PXP involvement – FY2023



33 PXPs



4000 Hours of gifted time



100+ Placements



58 New projects and activities

PXP program overview

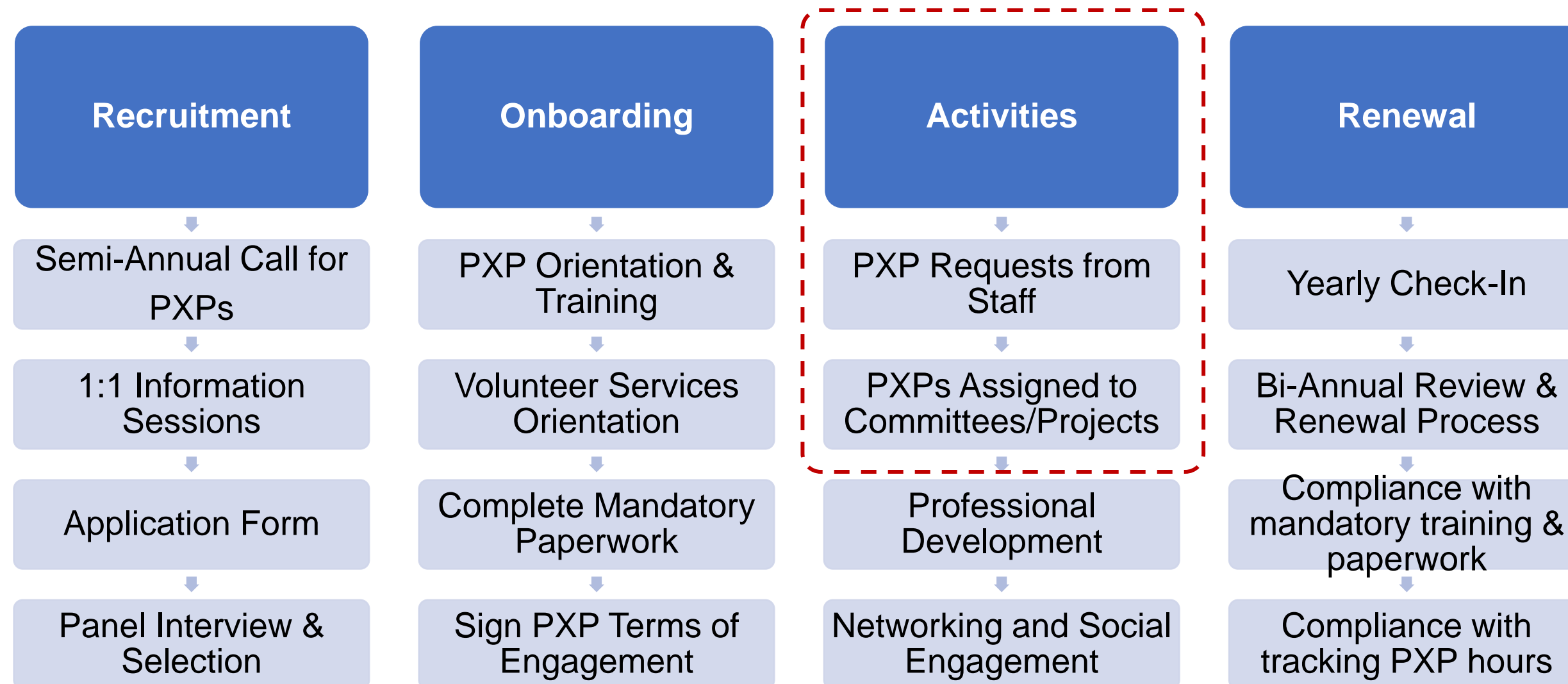
Recruitment

Onboarding

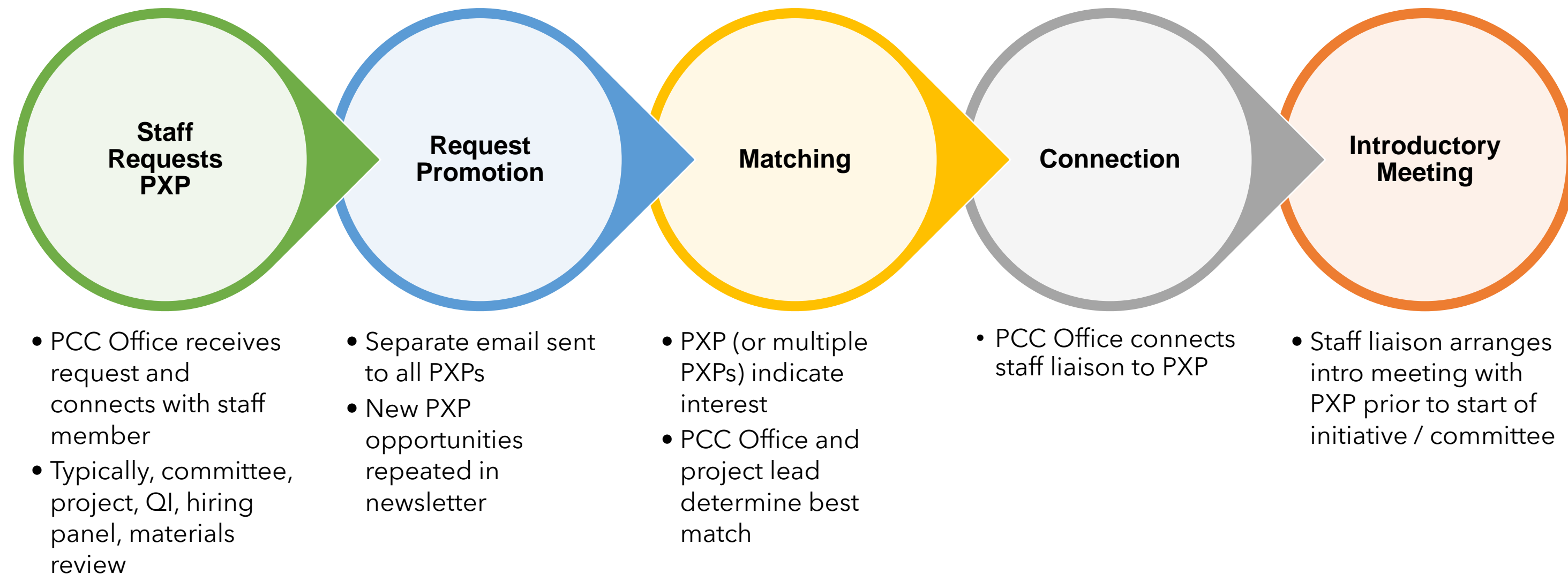
Activities

Renewal

PXP program overview



PXP placement



PXP Staff Request Form & PXP Profile



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Patient Experience Partner (PXP) Request Form

Please complete and email this form along with any relevant attachments to Shana Haberman, People-Centred Care Consultant at shana.haberman@nygh.on.ca. Thank you for taking the time to fill in your request for a Patient Experience Partner.

| For General Requests | |
|---|--|
| Your Name | Click here to enter text. |
| Your Title | Click here to enter text. |
| Date (dd/mm/yyyy) of Request | Click here to enter a date. |
| Date (dd/mm/yyyy) by which PXP must be finalized (please allow at least 2 weeks) | Click here to enter a date. |
| This is a request for PXP(s) to: (please check box(es) where applicable) | <input type="checkbox"/> Share Stories with Your Team <input type="checkbox"/> Develop and Review Patient Information Materials <input type="checkbox"/> Participate in a Project <input type="checkbox"/> Review and Provide Feedback on Policies, Processes, & Guidelines <input type="checkbox"/> Support Staff Recruitment <input type="checkbox"/> Assist with Facility Design (e.g. Renovations, New Buildings) <input type="checkbox"/> Participate in a Committee <input type="checkbox"/> Participate in an Event or a Meeting <input type="checkbox"/> Support Quality Improvement Exercise <input type="checkbox"/> Other: Click here to enter text. |
| Relevant Details of Your Request (e.g. committee name, event name, objectives, purpose, etc.) | Click here to enter text. |
| How many PXPs are you requesting? | Choose an item. |
| Required Participation Schedule for PXP(s) (please check box) | <input type="checkbox"/> One-Time <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Other: Click here to enter text. |
| Schedule Details (if known) (e.g. dates, times, locations) | Click here to enter text. |
| How do you envision the PXP(s) adding value to your event/project/committee? | Click here to enter text. |



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PATIENT EXPERIENCE PARTNER (PXP) PROFILE

HELLO! I'M Click or tap here to enter text.

I'm a Patient Experience Partner (PXP) at North York General Hospital. I'm looking forward to working and partnering with you to improve patient, family, caregiver, and provider experiences at our hospital. I'm sharing some key information about myself that will help us work together effectively. Please connect with me directly using my contact information if you have any questions. Thank you!

BIO

| | |
|---|---|
| Please call me... | Click or tap here to enter text. |
| I live in... | Click or tap here to enter text. |
| Professional background and applicable skills | Click or tap here to enter text. |
| Employment status | Please select from drop down menu: Choose an item. Details: Click or tap here to enter text. |
| My personal interests include... | Click or tap here to enter text. |

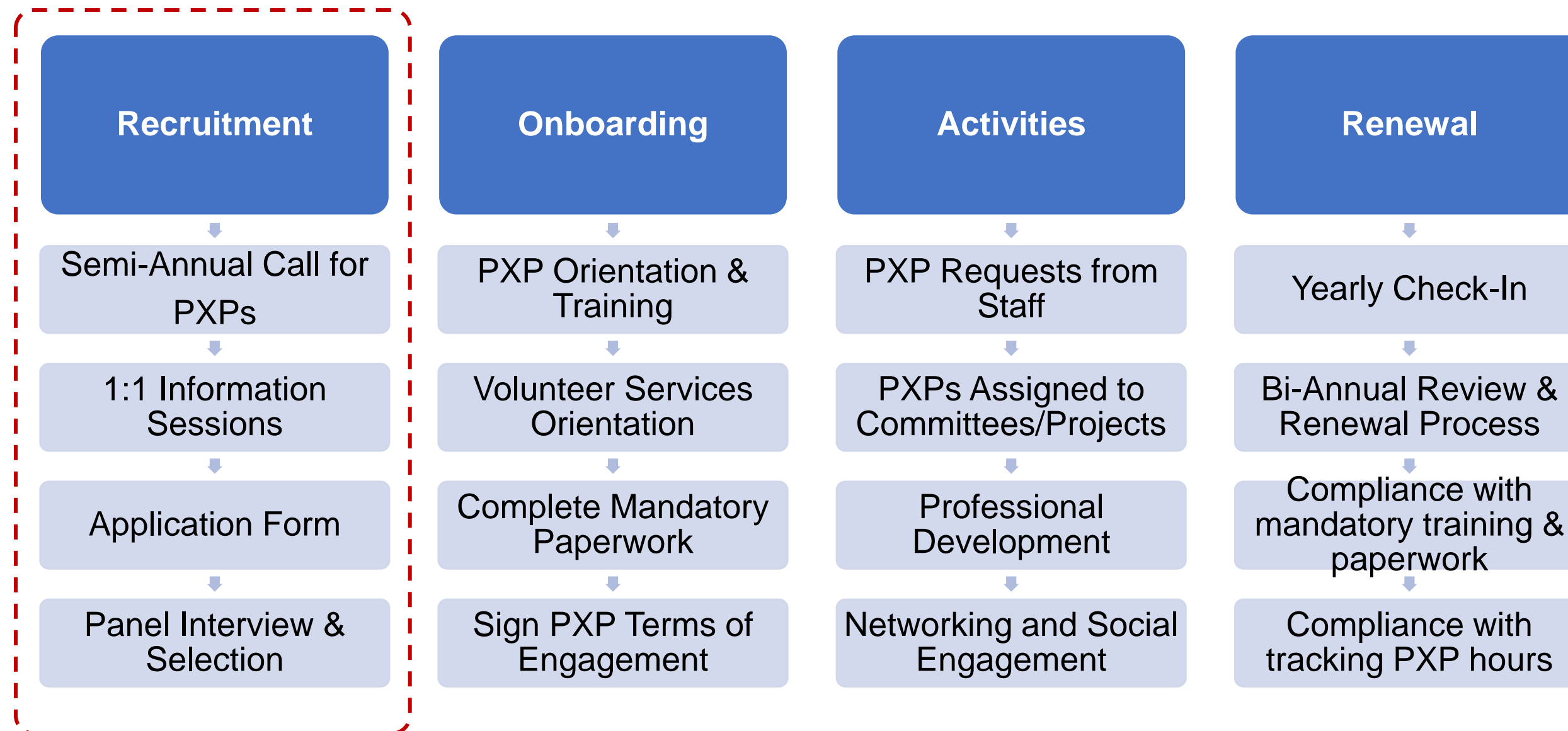
PATIENT EXPERIENCE PARTNER (PXP) WORK

| | |
|----------------------------------|---|
| I've been a PXP for... | Please select from drop down menu: Choose an item. |
| I'm currently involved in... | (input max. 5 items) Click or tap here to enter text. |
| I've been involved in... | (input max. 5 items) Click or tap here to enter text. |
| Why I'm a PXP... | Click or tap here to enter text. |
| I appreciate it most when you... | Please select from drop down menu: Choose an item. Additional feedback: Click or tap here to enter text. |

Structure PXP role to ensure meaningful engagement

- Meet 1:1 with PXPs to identify matching interests/abilities/needs
- Ensure that PXPs feel valued and heard by giving feedback on their advice
- Even if advice is not followed, they should know that their input and ideas are being considered
- Schedule interim meetings to solicit PXP feedback (e.g., annual 1:1 check-ins)

PXP program overview



North York in Toronto, Canada: Our community

Nearly
500,000
residents

>50%
immigrants,
many non-
English
speaking

17% are
seniors,
increasing to
25% in 15 yrs


1 in 5
adults live
in low
income



- In June 2021, we completed a current state diversity assessment of our PXP group. Through this assessment, we hoped to
 - get a sense of the demographic, economic and social diversity of the group.
 - understand in which areas we needed more representation to reflect the community.
 - identify and then address current gaps in our next PXP recruiting campaign.
- The information collected in the survey was intended to inform our efforts in enhancing equity, diversity, and inclusion (EDI) practices in the People-Centred Care (PCC) Office

Summary of findings

- Demographics of the PXP group were not consistent with that of North York community
- Under-represented groups included:
 - Recent immigrants / ESL
 - Non-white ethnic groups
 - Lower income
 - People living with disabilities
 - Younger people
 - LGBTQ+
 - Cis-gendered males
 - Non cis-gendered people



This evidence supported the need for increased diversity in the PXP population



**Do you want to
make a difference
in health care?**

Become a Patient
Experience Partner
(PXP)



What does a PXP do?

- **Works with others** virtually or in person to improve the patient, family member, and caregiver experience and health outcomes.
- **Brings their passion and lived experience** to different parts of health care.
- **Respects other people's** privacy and confidentiality.
- Supports an environment that **encourages equity, inclusion and anti-racism** in our workplace and health system.
- **Listens** to different opinions and ideas.
- **Learns** new skills and tries new things.

Examples of past projects include: Developing a new corporate strategy, redesigning the chemotherapy clinic, helping to create patient education materials, and more!



Do you want to be a PXP?

NYGH is committed to making sure that PXPs are people who reflect the communities of North York. We encourage applications from:

- People with disabilities
- Indigenous, Black and racialized individuals
- Economically disadvantaged individuals
- People from diverse ethnic and cultural backgrounds
- People of diverse sexual orientations, gender identities and expressions

If you think you would be a great PXP and want to make a difference at North York General, we want to hear from you!

To set up a phone call to learn more, please email or call Shana Haberman, People-Centred Care Consultant, at shana.haberman@nygh.on.ca or 416-756-6467.

You can also visit nygh.on.ca/pxp for more information.

French translation available on request.





Are you a patient, family member or caregiver of someone who received care at North York General?

Do you want to make a difference?

Become a
Patient Experience Partner (PXP)



Patient Experience Partners volunteer with North York General to create a people-centred care environment and improve health outcomes.

Your patient, family and caregiver perspective changes how we deliver care.

To learn more and apply:
nygh.on.ca/pxp



Broad promotion & outreach campaign

- Community partners were requested to display promotional materials at their sites
- Recruitment materials were made available (digital or hardcopy) in:
 - Farsi
 - Simplified Chinese
 - Traditional Chinese
 - Spanish
 - Russian
 - Korean

Broad promotion & outreach campaign (cont'd)

- Recent immigrants / ESL
 - Engage with Local Immigration Partnerships (LIPs) in North York to advertise PXP role
 - Partner with Welcome Centres to spread the word
 - Connect with Toronto Region Immigrant Employer Council (TRIEC)
- Non-white ethnic groups
 - Send callouts through Ethnic Media/Ethnic Press
- Lower income
 - Considered honoraria to increase access to participation and remove barrier

Structured recruiting process & criteria to mitigate bias

- Written application
- Panel Interview
- Customized interview panel tailored to the backgrounds, interests and strengths of each PXP candidate
- Panels include leaders who are aligned with expressed interests of PXP candidate

Diversity impact

- Added 13 dynamic and enthusiastic PXPs
- Goal of recruitment was to enhance diversity of the program with a refreshed cohort, including ethnicity, culture, sexual orientation, disability and age
- Very prepared for success
- Onboarding included online mandatory training, communicable disease surveillance, Volunteer Services orientation
- Customized PXP orientation included presentations by People-Centred Care (PCC) Consultant, experienced PXP and Quality Improvement Specialist, guided tour of hospital, followed by 1:1 call with PCC Consultant to identify appropriate program areas for match
- Training included Communicate with H.E.A.R.T. (Cleveland Clinic)
- Departments and leaders are asking to work with the new PXPs

PXP Program Demographics and the North York Community

- In January 2024, following the PXP recruitment campaign, we re-launched a diversity audit with our refreshed cohort to determine if we were successful in addressing previous gaps.
- The information collected in the survey was intended to inform our efforts in enhancing equity, diversity, and inclusion (EDI) practices in the People-Centred Care (PCC) Office.

Survey Administration

- The survey was administered on January 8th, 2024, through Microsoft Forms to ensure the responses were kept confidential.
- NYGH had 38 PXP's at that time
 - 31 responded to this survey (81.6%) and all responses were collected anonymously
- Survey results were compared with 2021 sociodemographic data for North York

Summary of Findings

- Noticeable improvement in diversity of cohort compared to 2021:
 - Younger age group
 - Types of language spoken
 - More recent immigrants
 - More diverse household sizes
- Gaps to address to be consistent with NY community (based on 2021 standards) include:
 - Non-white ethnic groups
 - Lower income
 - People living with disabilities
 - LGBTQ+
 - Cis-gendered males

Next steps

- The PCC Office plans to run a PXP recruiting campaign in Winter 2025
- A key goal will be to continue diversifying the cohort, through targeted recruiting
- Key success factors will be:
 - Partnership with community organizations
 - Effective marketing
 - Multi-language communication materials

Data Analysis

Age Distribution

- 20% of PXP cohort has shifted to the “55 years and under” age category compared to 2021
- A younger demographic of age between 35-44 increased dramatically from 4% to 23%
- A new age group of 25-34 was introduced (3%)

Gender Identity and Sexual Orientation

- Gender and sexual orientation representation amongst PXP's did not noticeably increase since 2021
- Higher proportion of females in PXP cohort
- Still no representation outside of cis-gender (gender identity corresponds with sex registered for a person at birth)

- The PXP cohort is now more ethnically diverse, although the majority is white.
- We have increased representation from the following ethnic groups:
 - East Asian
 - Southeast Asian
 - Middle Eastern
 - South Asian
 - Other

- People with disabilities (10%) are slightly underrepresented amongst PXP's
- 2% fewer PXP's identified as having a disability compared to those in 2021.
- Visibly disabled PXP's are still underrepresented.

- While English is still a mother tongue for the majority, two more languages were introduced in the PXP cohort: Mandarin and Farsi

- Canadian born and non-Canadian born PXP's are represented in the same ratio as 2021
- An additional 9% of recent immigrants (2011-2016) joined the cohort in 2024.
- Immigrant group (1991-2000) was introduced to the cohort.

Income Status and Household Size

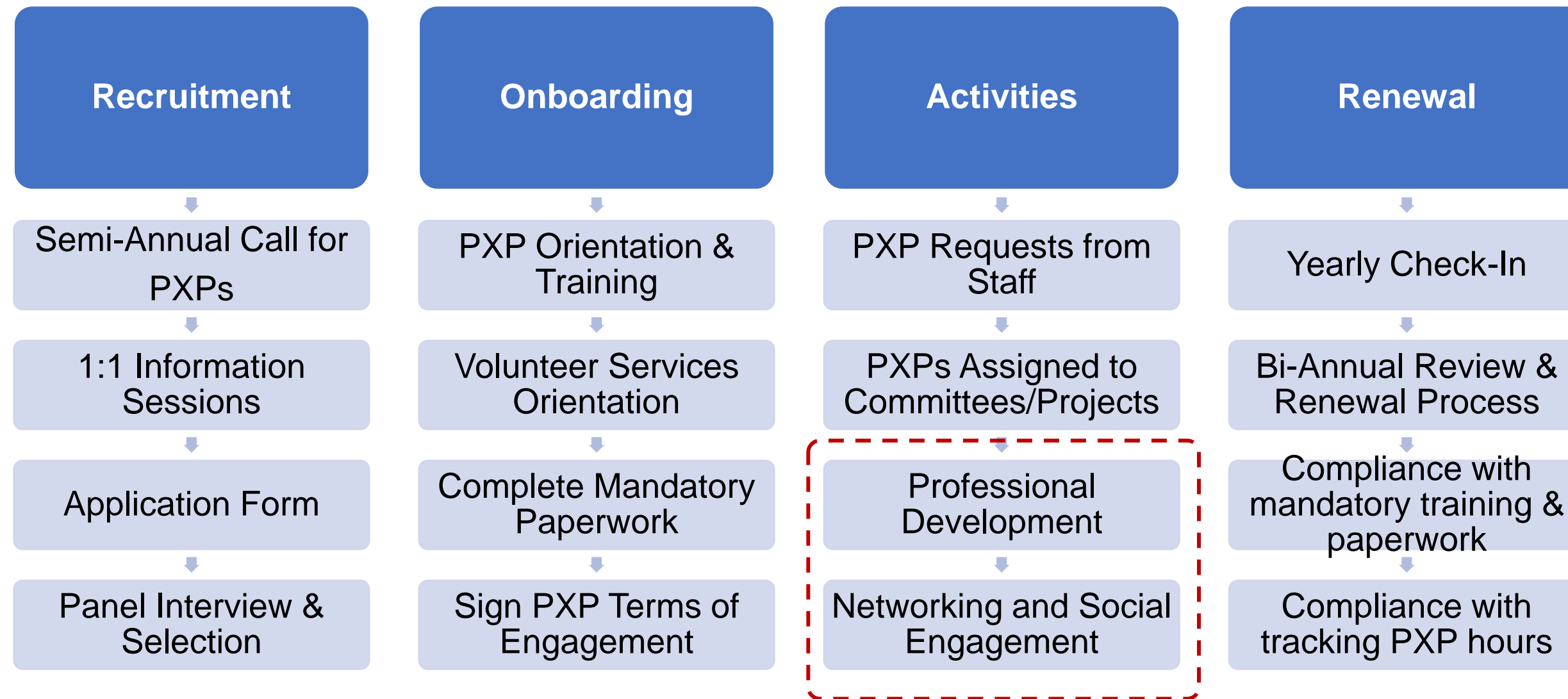
- PXP average income increased since 2021.
- There is lack of representation from a lower income group.
- >71% of PXP families earn over \$120,000 a year
 - an increase of 40% compared to 2021
- More single person and 3-person households were introduced in the 2024 PXP cohort

Introducing Prathi Pararajasingam

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PXP program overview



PXPs are engaged in the spirit of co-design

- Best practice:
 - PXPs are involved from the beginning of projects
 - Their voices are heard
 - Feedback is incorporated into project design and implementation
- Story telling:
 - Promotes connection (particularly with senior leadership)
 - Ensures that PXPs are recognized and feel valued
 - Being recognized promotes a feeling of acceptance
 - Stories anchor discussions in the patient experience and drive action

PXP professional development



- Annual PCC Education Day
- Quarterly Speaker Series
- PCC and Patient Experience Learning Series
- Quarterly Advisory Forums
- Town Halls
- Gemba Walks
- PXP Networking
 - Mentor Program
 - Monthly Coffee Hours
 - Group Chat on MS Teams

EDI Principles in PXP training

Despite not having a perfect match between our PXP cohort and community, we promote EDI principles in PXP training to encourage cultural sensitivity.

Promote attendance at webinars:

- Black History Month
- LGBTQ2S+
- Jewish Resource and Advocacy Group (JRAG)
- Chinese New Year
- Indigenous awareness

We'd Love to Hear From You!



Sean Molloy

Director, Centre for Quality
+ Design, People-Centred
Care and Care Transitions



Shana Haberman

Manager, People-Centred
Care



Judy Katz

Patient Experience Partner
(PXP)



Questions?

Please submit your questions using the Q&A icon.

PX Learning Bite

Applying Equity, Diversity, and Inclusion in Co-Design with Patient Experience Partners

If diversity of your PFACs is a top strategic priority for your hospital, then this learning bite is for you. North York General Hospital shares how it built a recruitment campaign around three actions that led to hiring 14 new advisors from underrepresented communities. With enhanced diversity in their PFACs, the hospital can now better meet the needs of the people it serves.



<https://theberylinstitute.org/product/applying-equity-diversity-and-inclusion-in-co-design-with-patient-experience-partners/>

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Upcoming Events & Programs

WEBINARS

October 1 | Ownership at the Frontline: Innovating an Experience Champions Program

October 8 | Engage in the Global Experience Measure Inquiry

October 10 | Good to Great: A Team Approach to Excellence

CONNECTION CALLS/CHATS

September 27 | PX Connect Live – Wayfinding

October 2 | Volunteer Professionals Community Connection Call: Coordinating, Engaging, and Retaining Episodic Volunteers

October 9 | Connection Call: Membership Benefits Overview

October 18 | PX Chat on PFA/PFACS: New/Getting Started



Access our vast library
of on demand patient
experience webinars.

*Webinars are included in membership
with the Institute.*



Thank You

