

Ideas for National Health Care Decisions Day and Beyond: Looking at Hope in a New Way



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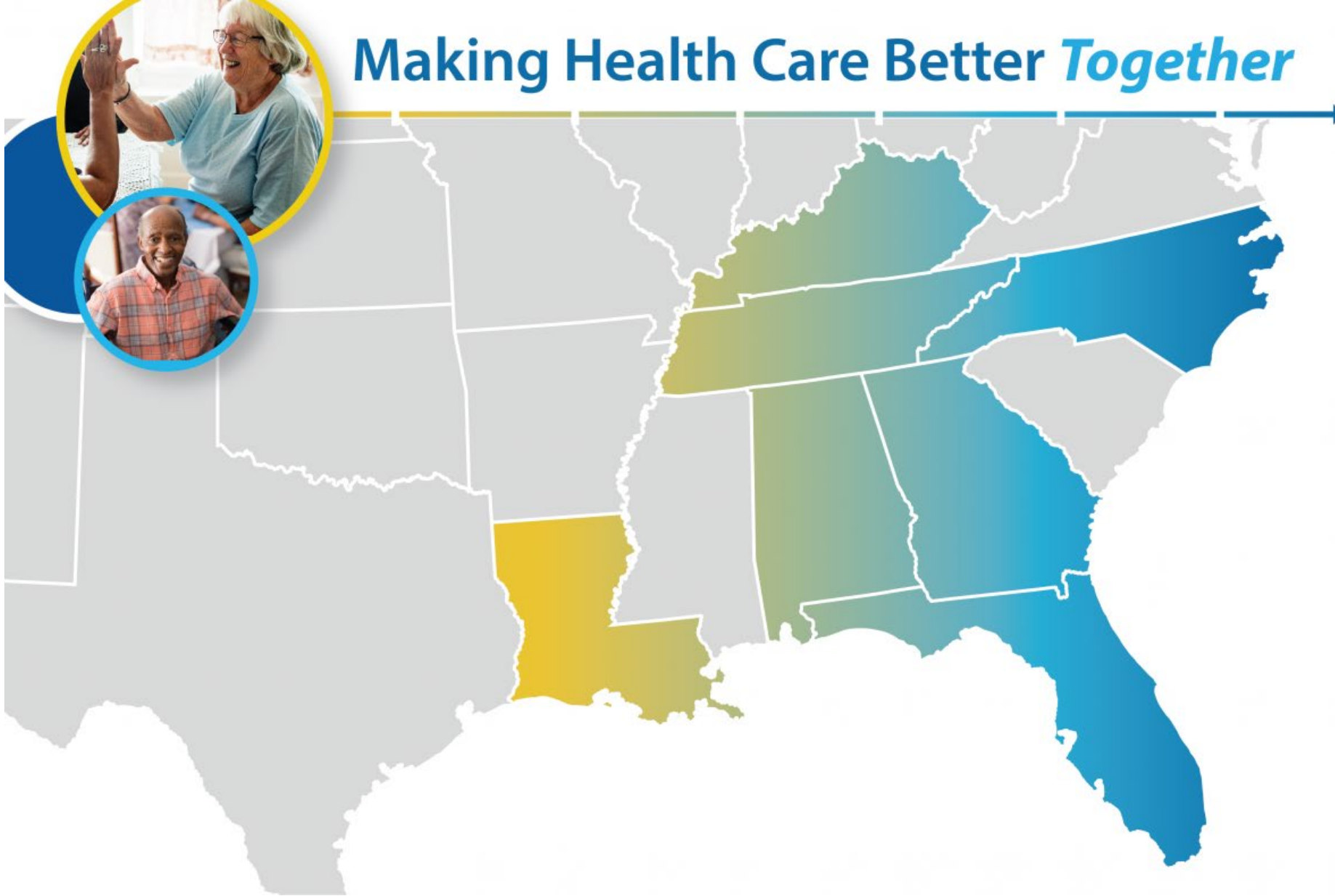
Community Engagement Leader
The Conversation Project Institute for Healthcare Improvement

March 23, 2023

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Making Health Care Better *Together*



About Alliant Health Solutions

Patty Webster, MPH

COMMUNITY ENGAGEMENT LEADER

THE CONVERSATION PROJECT INSTITUTE FOR HEALTHCARE IMPROVEMENT

Patty leads community engagement for The Conversation Project, the Institute for Healthcare Improvement (IHI)'s public engagement initiative to ensure everyone's wishes for care now and through the end of life are understood and respected. She coaches community partners, teaches at speaking engagements virtually and workshops nationwide, and supports the team's measurement, learning, evaluation and dissemination efforts.

Since 2007, she has served as faculty and improvement advisor at IHI, supporting community-based and health system improvement efforts in the US, sub-Saharan Africa, the UK, the Middle East and Australia.



Deirdre Mylod, PhD

EXECUTIVE DIRECTOR, INSTITUTE FOR INNOVATION & SENIOR VICE PRESIDENT, RESEARCH & ANALYTICS

Dr. Deirdre Mylod has spent over 25 years at Press Ganey researching the patient experience and how it relates to cross-domain outcomes of engagement and clinical quality. She is the architect of Press Ganey's Patient Suffering model and has extended her work to create a conceptual framework to describe the work experience of clinicians and the healthcare workforce.

Dr. Mylod joined Press Ganey in 1997 and is currently the executive director of the organization's Institute for Innovation and senior vice president of Research & Analytics. In this joint role, she is responsible for advancing the understanding of the entire patient experience, including patient perceptions of care, clinical process and outcomes. Through the Institute, Mylod partners with leading health care providers to study and implement transformative concepts for improving the patient experience.

Since July 2020, Dr. Mylod has co-led Press Ganey's Equity Partnership with her colleague, Dr. Tejal Gandhi. Through this work, she has surfaced national patterns of patient and workforce experience segmented by race, ethnicity and other aspects of identity and created best practices in data management and data visualization to support equity work.

Mylod holds a master's degree and a Ph.D. in psychology from the University of Notre Dame.



The Conversation Project & National Healthcare Decisions Day (NHDD)

Patty Webster

March 23, 2023

Warm-up Chat

Do you have a designated health care proxy?



Have you talked to them recently?
Do they know what matters to you
to be able to make decisions on
your behalf?



the **conversation** project

National Healthcare Decisions Day

<https://theconversationproject.org/nhdd>

Helping People Share Their Wishes for Care Through the End Of Life.

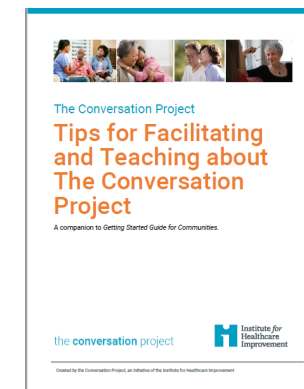
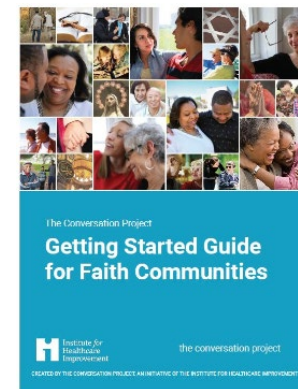
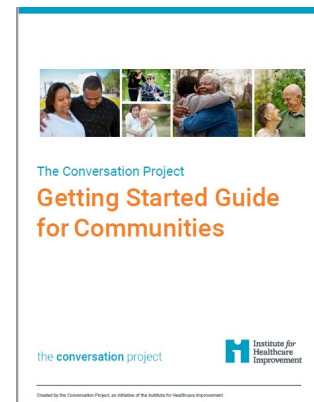
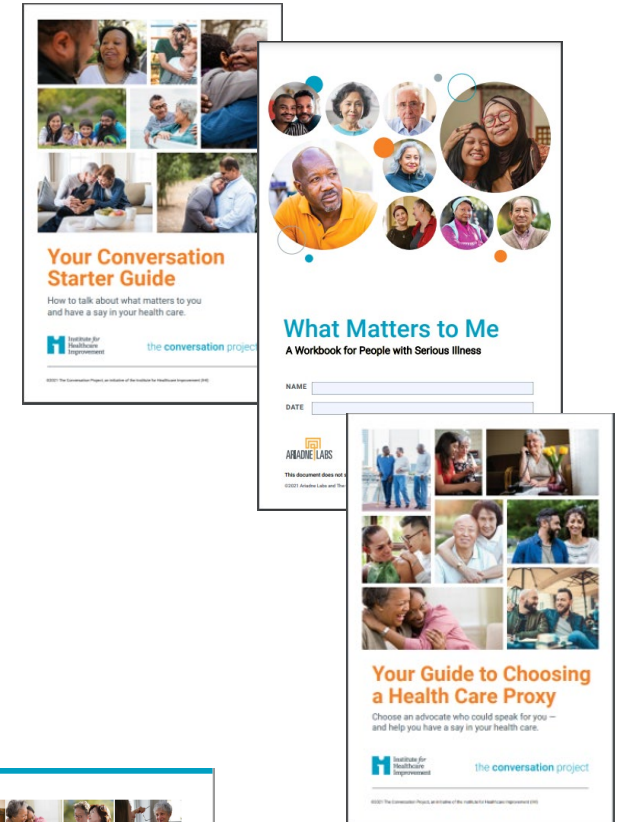
Free Resources

Resources for individuals

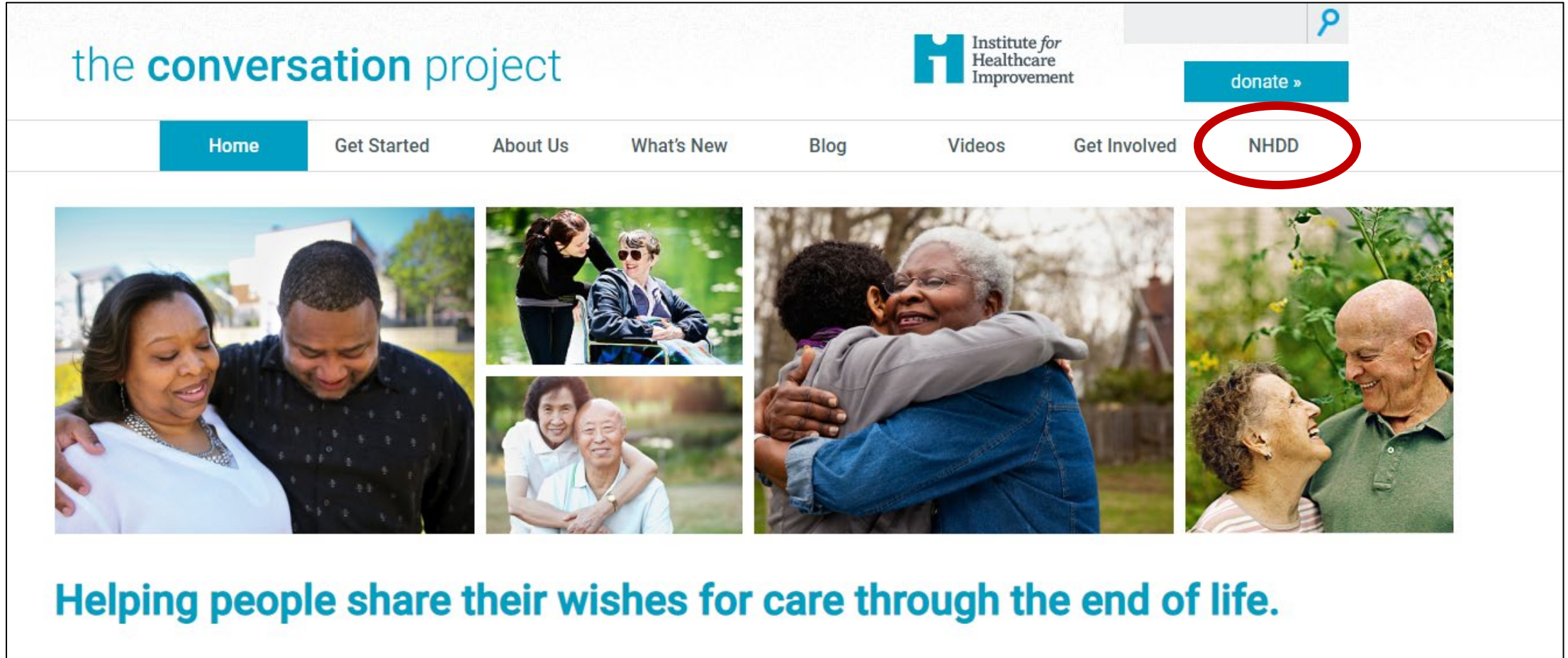
- Conversation Starter Guides, a Workbook for people with serious illness
 - Multiple languages & audio versions
- Guest blogs & stories
- Articles, videos

Guides and resources for engaging with your community

- Recorded trainings and orientation
- Resource compilations
- Ready-made event materials



Our Website



APRIL 16th

National Healthcare Decisions Day

- NHDD exists to inspire, educate and empower the public and providers about the importance of advanced care planning
- Dedicated day (week, month) to encourage people to talk about what matters and express wishes with those who matter
- Individuals, organizations, collaborations (health care, community-based organizations, faith communities, professional services, etc.)

Chat

National Healthcare Decisions Day

Share what you've done for NHDD or are thinking about doing for NHDD.

NHDD Ideas

- Share the link to nhdd.org on your website
- Send an email blast with resources
- Share posts on social media, TikTok video
- Send out a press release to local media, radio spots
- Share resources in a newsletter
- Set up a table in the lobby
- Host a brown bag lunch, movie screening
- Piggyback to existing activity/theme in the community (e.g., grand rounds, key faith dates, wellness programs)
- Co-lead a campaign – billboard, before I die...wall



I've Got Mine!

Don D. McKee, M.D.
Geriatrics, Bethel Region

Your Voice. Your Choice

Lead by Example

Join your PeaceHealth colleagues! Complete your own Advance Directive!

Workshops

Every First Tuesday of the Month
4:00pm - 5:30pm
St. Luke's Health Education Center,
3333 Southwestern Parkway

Be an informed voice for yourself, your family, and your patients. Get prepared to lead from the front.

I've Got Mine!

To register, attend a Workshop, Advance Care Planning Consultation, call 762-7627 or health@peacehealth.org



Stories from the Field

Respecting Choices teams share what's happening in their communities



During the week of National Healthcare Decision Day (NHDD) and beyond, many organizations across the country inspired and educated their communities with heartfelt messages and information about advance care planning (ACP). The following are just some of the great stories from our extraordinary Respecting Choices teams.

Gundersen Health System (Wisconsin)

A 10-minute video with personal stories about ACP played in their lobby as patients and families visited their organization:
[Advance Care Planning Perspectives](#)

Marshfield Clinic Health System (Wisconsin)

Several of their social media posts encouraged ACP, along with organ and tissue donation awareness, by sharing a personal story from an organ donor:
[Josh is living on: Giving the ultimate gift of life](#)

Memorial Health (Illinois)

News radio program talks with Memorial Health manager about the importance of NHDD:
[National Healthcare Decisions Day is Saturday](#)

Follow Along and Simply Reshare

TCP's NHDD 2023 Theme:

Talk About It



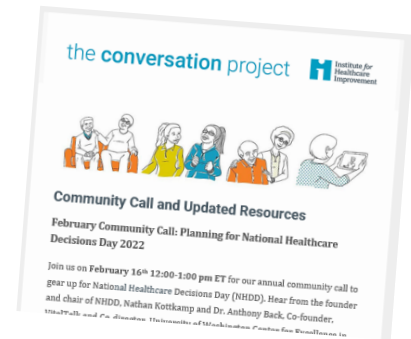
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@convoproject



The Conversation Project



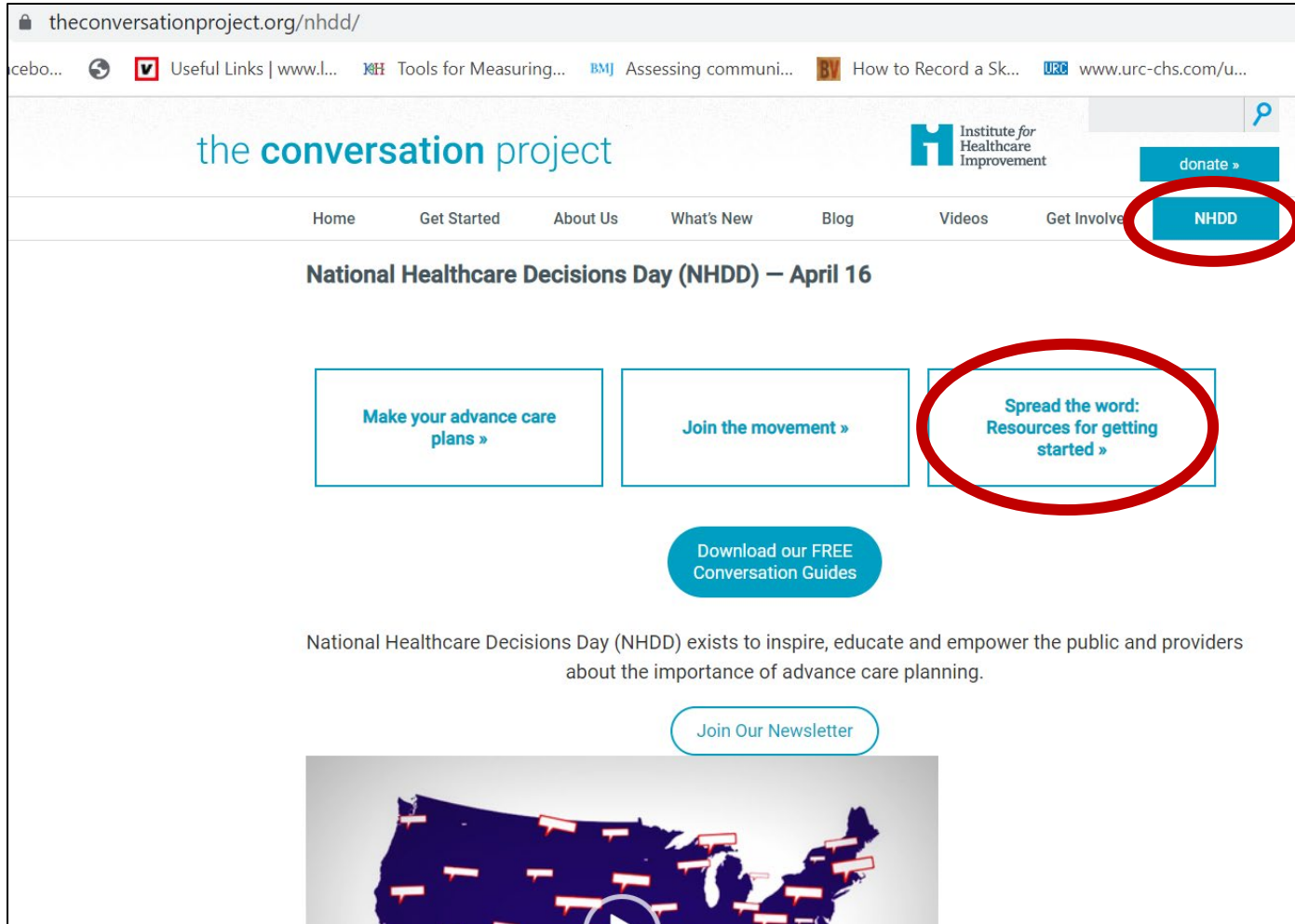
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Sources for More Ideas



- Suggested activities, specific examples/case studies
- Communications materials, media outreach, etc.
- NHDD Toolkit

Resources

National Healthcare Decisions Day Social Media Toolkit

Standard Newsletter Language About NHDD

National Healthcare Decisions Day (NHDD) is an initiative to encourage people to express their wishes regarding healthcare and for providers and facilities to respect those wishes, whatever they may be. It's important to understand that NHDD is not only about end-of-life care but is meant to reach a much broader spectrum so that every individual may have their healthcare wishes met. [Click here](#) to learn more!

Logo(s):

National Healthcare
Decisions Day

NHDD

Hashtags

#NationalHealthcareDecisionsDay

#NationalHealthcareDecisionsDay2022

#NHDD

#NHDD2022

Pre-NHDD Social Media Posts

- Twitter:
 - #NHDD is on April 16th! Need help planning? @convoproject has compiled 5 creative ideas to get your wheels turning! <https://bit.ly/3fMatxr> @NHDD



5 Ideas for National
Healthcare Decisions Day

10 Ideas of Things to Do for National Healthcare Decisions Day (in 10 Minutes or Less)

Posted on 04/07/2022

NHDD

If you have 10 minutes (or less) today, you could do one of these 10 actions to plan for your health care as part of [National Healthcare Decisions Day](#) on April 16:

1. Look at our [Guide to Choosing a Health Care Proxy](#).
2. Watch a short [Practice Makes Perfect](#) video for tips on how to start a conversation.
3. Send our [Guide to Being a Health Care Proxy](#) to your chosen proxy.
4. Browse the [Conversation Starter Guide](#) to help think about what matters to you.
5. Reach out to people who you might want to know about who you've chosen as your health care proxy.
6. Walk through [PREPARE for your Care](#) for guided steps or [5 Wishes®](#).
7. Ask three people you know if they've had the conversation.
8. Read a story from our [blog](#).
9. Connect with a leader or organization where you live, work, pray, or learn about holding an event on this topic.
10. Follow us on [Facebook](#), [Twitter](#), or [Instagram](#) to learn more.

Planning for National Healthcare Decisions Day (NHDD) 2023

Posted on 03/08/2023

Top 5 most frequently asked questions and answers:

Q: Where can I keep up to date on the latest resources that might help me for NHDD?

Keep your eye on the [What's New](#) tab on The Conversation Project (TCP)'s main website as we will post any new resources now through April 16th here to help you think about and prepare for NHDD.

Sneak peak of things to come:

- A list of the top resources (e.g. links to videos, articles, stories, etc.) that you can share across your community to jump start conversations in April for NHDD (and beyond).
- The most recent activities and ideas we've heard from others who are gearing up and already planning for NHDD (e.g. from hosting a film screening of [Honoring Choices](#) to creating a TikTok video asking employees if they've made their healthcare wishes known to publicizing it through the patient portal)

And, [our NHDD tab](#) serves as a one-stop shop for all resources for NHDD.

Q: Where can I find ideas for activities to host for NHDD? What activities have others found most effective?

Leaving in Action

- Think about and do this yourself!
Complete the Conversation Starter Guide
Pick your person, and start the conversation with someone who may speak on your behalf
Document your proxy and wishes
- Bring the **NHDD/What Matters to Me** concept back to your organization/community



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Creating Hope: Helping Patients Think About Their Goals

Giving Hope as an Outcome

Healthcare Professional Perspective

Giving Hope as a High Reliability Function of Health Care

Journal of Patient Experience
Volume 10: 1-3
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Deirdre Mylod, PhD¹ and Thomas H Lee, MD, MSc^{2,3}

Abstract

We believe that reliably offering Hope should be one of the goals of the therapeutic relationship between clinician and patient. Establishing Hope as a target outcome creates opportunities for both patients and clinicians to find meaning in their journeys.

1. This article defines Hope in a new way by quantifying Hope as the delta or increase in one's belief that a future positive state can be achieved.
2. Though prior conceptual models of Hope have focused nearly exclusively on an individual's own agency and competence to achieve goals, we particularly emphasize the role of Other—specifically, that of the clinician—in promoting Hope for patients.
3. We recommend a Hope Checklist for clinicians that incorporates (1) the process of eliciting and clarifying patient goals, (2) conveying the intent and ability to help, and (3) identifying realistic pathways forward with the specific intent to maximize patient confidence in the potential to achieve meaningful positive outcomes.

Keywords

hope, relationships in healthcare, clinician–patient relationship, communication, empathy

Introduction to the Issue

Can the “softer” skills so greatly prized in health care be delivered with high reliability? How physicians address issues related to hope in their patients provides a good test case. Our belief is that physicians should use a structured approach to help them give hope to every patient in every context. Doing so offers clinicians the rewarding opportunity to see the emotional impact of their work in real time.

Our recommended approach is inspired by conversations with clinical colleagues regarding how they respond when patients say they feel hopeless. “There’s always hope,” they often say. “The question is what we are hoping for?”

“Early on, we hope for a cure,” they continue. “And when that is impossible, we hope for as much good time as possible. And then, at a later point, we hope for relief from suffering. And then, in everyone’s life, we reach a time when we are hoping for a death with dignity.”

Then clinicians hasten to add, “We are nowhere near *that* phase—but let’s focus on today, and what we should be hoping for right now.”

Direct conversations about hope mean a lot to patients, and they mean a lot to clinicians, too. After all, patients come to health care seeking relief of suffering, and that relief is incomplete if they feel hopeless. Even in dire circumstances there can be positive things to hope for. And for clinicians, few

interactions are as satisfying as helping patients identify goals that are meaningful, and then helping attain them.

For these interactions to go well reliably—that is, for *all* patients, not just the ones with whom physicians “connect”—physicians should understand that being brokers of hope is one of their core functions. They should think clearly about the nature of hope and take steps in patient interactions that create a shared vision of what can realistically be hoped for and how to pursue it. They should not just do this when the spirit moves them; they should function as if they have a Hope Checklist.

This stepwise approach requires recognition that hope is not the same thing as optimism (the belief that generally things will get better), and that false hope is destructive to trust. Real hope blends attributes of desired outcomes, expectations, and confidence.

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Hope is
the thing with
feathers that
perches on the
soul

EMILY DICKINSON

Hope is
the belief that
chances for a
positive future
could be better
than expected.

DEIRDRE MYLOD



First, you hope to be healthy forever

Then, for a cure when things pop up

Then if there is no cure, you hope for
as much good time free of suffering as
possible

Then, you hope for freedom from
suffering

And then, at some point, you hope for
a dignified death

THOMAS LEE



Written in the Present – Referring to the Future

How I feel Now about the Future – What Does the ‘Possible World’ Look like

- Involves a combination of the **desire** for something and the **expectation** of receiving it (Wikipedia)
 - **Achieving a Positive Future:** A belief that something you want will happen (Oxford)
 - **Avoiding a Negative Future:** An assumed certainty that a dreaded possibility will not occur (Korner, 1970)



Snyder's Original Hope Theory Model (focus on self)

I have the Will (Agency) and Way (Pathways) to achieve my goal.

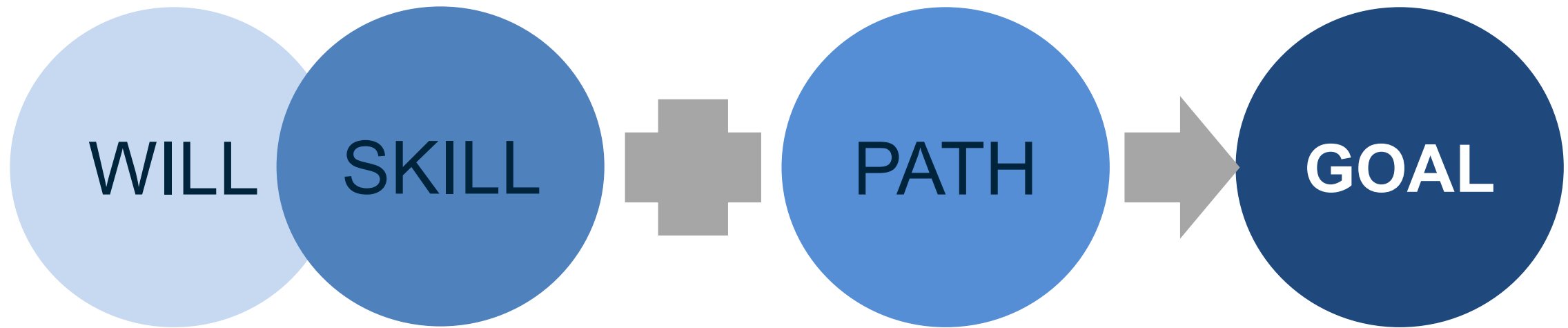


I energetically pursue my goals
I meet the goals I set for myself

I can think of many ways to get out of a jam.
Even when others get discouraged, I know I
can find a way to solve the problem.

Acknowledging the Role of Other in Creating Hope

My care team has the Will, Skill and Path to help me achieve my goal.



You want to help me

You know how to help me

You know what steps we should take
You've helped others take these
steps

Impacting Hope

What Reduces Hope	What Increases Hope
<u>Goal Denial:</u> New evidence goal is less likely (or not possible) to be achieved. Perseveration on unattainable goal without looking to other meaningful positive future outcomes.	<u>Goal Modification:</u> Individual modifies goal to one that is more attainable but still meaningful. External entity assists in clarifying or modifying goal.
<u>Decrease in Pathways:</u> Encountering barriers to intended pathways. New evidence that pathway may not succeed. Withdrawal of pathway eligibility. Experience of dead-end – no additional pathways for current goal without suggestion to modify the goal.	<u>Increase in Pathways:</u> Demonstrate ability to: <ul style="list-style-type: none"> • find/create pathways to a positive future that includes existing goal • find/create pathways to a positive future that includes a new meaningful goal.
<u>Decrease in Agency:</u> Decrease in personal motivation to pursue goal. Decrease in others' support in pursuing goal. Decrease in own competence to achieve goal. Decrease in others' competence to achieve goal.	<u>Increase in Agency:</u> Demonstrate ability of individual to be successful in achieving goal (will and skill). Demonstrate ability of external entity (science, community, colleagues, others...) to be successful in making your goal attainable.

Quantifying Hope in a New Way

- Initial belief in the likelihood of a positive future
- New information coming from Other
 - Will + Skill + Path
- New belief in the likelihood of a positive future
- Hope is the Delta, the change or lift in confidence in a positive future

Outcome of Hope
(Delta)



Hope: I believe the chances of a positive future could be higher than originally expected/predicted.

Creating Hope is the Process of Making the Future Look Brighter Than One Thought It Could Be





WILL

SKILL

PATH

Hope is Already Tied to Care Activities

Table 1. The Hope Framework Checklist: Major Steps, Actions, and Patient Voices.

Steps to support hope	Clinician actions	How patients describe this
Clarify or modify goals of what a positive future could look like: Understand the patient's current goal. Provide supportive and realistic feedback. Identify additional goals that are meaningful to the patient.	<input checked="" type="checkbox"/> Be direct in asking patients what they currently hope for <input checked="" type="checkbox"/> Probe both for what is desired and what is dreaded <input checked="" type="checkbox"/> Share realistic feedback in a supportive way, describing what can be accomplished <input checked="" type="checkbox"/> Offer additional goals for consideration <input checked="" type="checkbox"/> Discuss and prioritize actions to maximize wellness and minimize burden of condition	<ul style="list-style-type: none"> • I think her finest quality is that she is a listener. Dr <X> listens to your fears, hopes and goals. • He tells you the truth about your situation. He works with the patient to put a plan together to get better. He sets short and long term goals with the patient's "buy in." • She took the time to ask appropriate questions, listened to me and worked with me to set a goal and plan.
Increase belief in clinician agency (will & skill): Convey intention and ability to help the patient achieve their goals.	Will <input checked="" type="checkbox"/> Listen for understanding of the patient as an individual <input checked="" type="checkbox"/> Convey intention to help and commitment to the patient's journey Skill <input checked="" type="checkbox"/> Create confidence in overall ability <input checked="" type="checkbox"/> Demonstrate knowledge, experience, professionalism	<ul style="list-style-type: none"> • I always leave his office feeling like we're a team with my cardio health as a common goal. • Very impressed with overall. Well organized very professional, I could tell ALL staff members very concerned for patients needs. • All my nurses were FANTASTIC! They truly cared about my health, healing, and comfort. • I LOVE Dr. <Y> I feel so blessed she is taking care of me. I appreciate that she keeps up with current data and formulates my care plan with evidence-based medicine in mind. ... She is honest which I also appreciate. She doesn't paint a perfect picture but gives facts. I feel safe with her because she paints the whole picture and gives me info to keep me safe. • As you can imagine, cancer patients are terrified of recurrence or new cancers developing. With her guidance I feel safe we are minimizing recurrences and staying vigilant for signs. I just love her because she is a good doctor and she helped save my life ... • Doctor was informative without being overwhelming, and outlined clearly what steps to take next, as well as her assessment of where I am at currently. • He takes his time explaining everything, patient to answer my questions, open to discussion of care, possible future treatments, etc. • He has not only provided the tools, education, treatment plan, and continued adjustments according to the fluctuations within my treatment plan, symptoms, and ever-changing diagnoses. But, he has also continued to support my life goals and helping to creating a treatment plan that supports it. • She is caring, informative, listens and has multiple solutions to my physical problems in complete alignment with my health goals.
Increase awareness of pathways: Help the patient see the path or paths available to them to progress toward their goals.	<input checked="" type="checkbox"/> Describe path(s) <input checked="" type="checkbox"/> Explain next steps <input checked="" type="checkbox"/> Elicit and answer questions about the care plan <input checked="" type="checkbox"/> Describe how and when you will together evaluate the progress being made or alternatives to be explored <input checked="" type="checkbox"/> Communicate prior experience with patients on a similar journey <input checked="" type="checkbox"/> Connect to patient communities	

Nursing Home and Partnership for Community Health: CMS 12th SOW GOALS



OPIOID UTILIZATION AND MISUSE

- Promote opioid best practices
-
- Reduce opioid adverse drug events in all settings



PATIENT SAFETY

- Reduce hospitalizations due to c. diff
-
- Reduce adverse drug events
-
- Reduce facility acquired infections



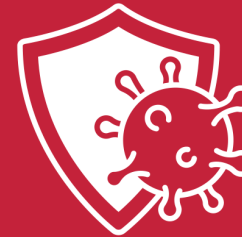
CHRONIC DISEASE SELF- MANAGEMENT

- Increase instances of adequately diagnosed and controlled hypertension
-
- Increase use of cardiac rehabilitation programs
-
- Reduce instances of uncontrolled diabetes
-
- Identify patients at high-risk for kidney disease and improve outcomes



CARE COORDINATION

- Convene community coalitions
-
- Reduce avoidable readmissions, admissions to hospitals and preventable emergency department visits
-
- Identify and promote optimal care for super utilizers



COVID-19

- Support nursing homes by establishing a safe visitor policy and cohort plan
-
- Provide virtual events to support infection control and prevention
-
- Support nursing homes and community coalitions with emergency preparedness plans



IMMUNIZATION

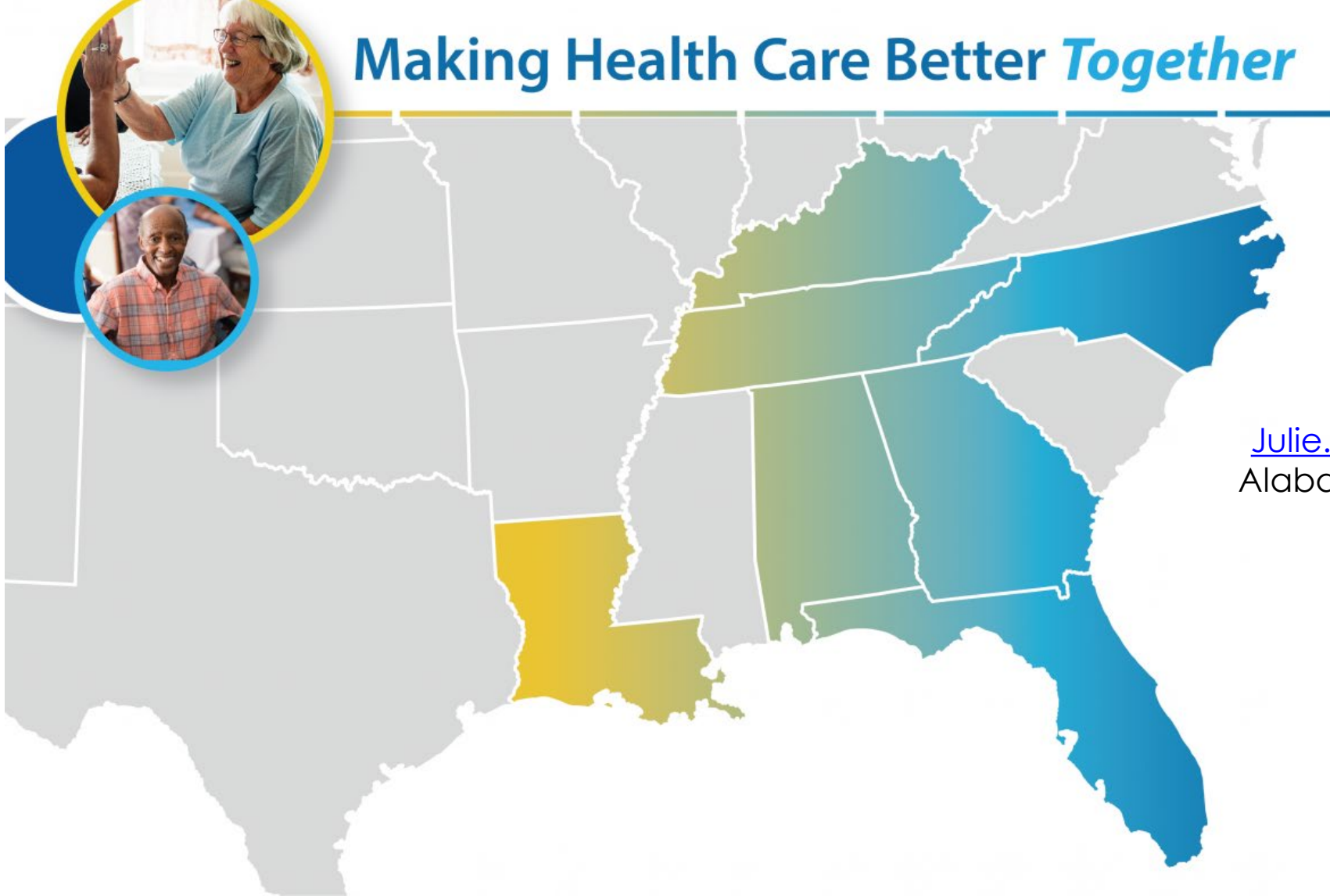
- Increase influenza, pneumococcal, and COVID-19 vaccination rates



TRAINING

- Encourage completion of infection control and prevention trainings by front line clinical and management staff

Making Health Care Better *Together*



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