Understanding & Delivering Good Patient Support

The Fertility Partnership’s Approach

Laurél Hird
Head of Quality
Embedding Patient-centred care – Setting the Foundation: Investing in Staff...

• **Re-establishing roles**: *Who?*
  - ‘Administrative’ titles to ‘Patient Support’
  - New Induction & Competency programs for all teams

• **Reinforcing knowledge & responsibilities**: *What?*
  - Customer Service & Communication Skills training for all Patient Support staff.
  - Staff Training/Competency Workbooks
  - Understanding HFEA CoP Workbooks for all staff
  - Improving understanding of roles/processes: e.g. Counselling

• **Re-energising expectations**: *How?*
  - Patient Support Standards – organisational, measurable values that all staff should achieve.
  - Measuring performance - defining assessable quality indicators
Identifying opportunities in the patient journey...

- Patient Portal: All patients & partners given secure electronic access for improved communication/
- Reminders of paperwork req’d for 1st visit

Portal SMS ‘How are you’? Invitation to call if support needed.

Drone SMS ‘How are you’?

Counselling & Medical review- every unsuccessful outcome offered medical review & counselling

Portal Notification – 2 week wait: ‘We’re here for you’

Early Loss

Portal Notification: Birth Outcome

Live Birth

Negative Test

Pregnancy Test

Trigger information uploaded to Portal – reinforces Nurse call re trigger & OCR details.

Portal message – 2 week wait: ‘We’re here for you’

OHSS Support

Complimentary Therapies: Reflexology, massage, acupuncture

Portal Notification: Alternative form of contacting clinic to book treatment

Personal clinic tours
- 15 min free 1:1 consultation
- Lunch time clinics
- Late evening clinics
- MDT Open evenings

Online Calendar: Reinforces/Reminders of dates for action & appointments

E – consent: improved patient information & reduces risk of errors

OHSS Support
Building on the Foundation - Improving Processes

• Electronic Patient Management System & Portal:

  ➢ Enables direct communication: clinic staff to patient

  ➢ Allows secure transfer of information; emails; SMS messaging (anonymised)

  ➢ Text message reminders for appointments, medication etc.

  ➢ Treatment calendar – appointment/medication dates & times

  ➢ Online consents and treatment information videos for support
Improving technology to enhance patient choice...

Day 1 Notification Form

Remember we’re here for you (during 2-week wait)

Pregnancy Test Reporting Form

How are you? (Down Regulation)
Birth Outcome Reporting Form

Pregnancy Outcome (Portal Form)

Outcome

We need to report an outcome for each fetal heart beat that was seen at your early pregnancy scan. Please give the number of outcomes that you are reporting:

1

Outcome 1

Twining found to Jo

Please give the date of this outcome:

14/01/2019

Duration of pregnancy (weeks):

0

Sex of baby:

0

Outcome 2

Delivery Details

Town of birth:

Country of birth:

The data in the following sections is not legally required, but we would appreciate the ability to update your records:

Onset of labour:

Type of delivery: Please let us know how your baby was delivered. If you had twins please tick all boxes that apply & indicate in REMARKS which was baby 1 or 2.
Identify & Enhance support available ...

• Phone calls after failed pregnancy scan

• Counselling offered at several stages throughout treatment.

• Facebook closed members groups: *Haven* (all patients), *Rainbow* (LGBT community), *The Cave* (men).

• On site holistic therapies; Saturday workshops – yoga and fertility nutrition days
Identify & Enhance support available ...

• Daily phone calls from embryology

• Monthly MDT patient support evenings

• 15 minute free 1:1 consultant consultation – popular with working patients

• Meet the Embryologist and Q&A.

• Working with IVFBabble to enhance patient support networks

• Extended hours call answering service
Actively Seek & Listen to Feedback...

• Patient feedback surveys:
  • Treatment, Counselling
  • Electronic and paper formats

• Compliments – promoting the positive

• Managing Concerns & Complaints:
  • Acting for improvement
  • Revised Policy, patient information, staff guidance, listening & communication skills, apologising, response writing.
I want to thank each and every one of you for everything you did for me.

I’m overwhelmed by how good your nursing team are. In particular, Nurse A and Nurse B (please forward this to them) were like family to me. I completely trusted (the consultant) and knew he was using all of his knowledge to help us.
I had xx cycles of treatment of various forms with you, and positive pregnancy tests x times...but my journey has ended without me becoming a mother.

But you guys were like family to me. I completely trusted you and knew you were doing everything in your power to help me.

Genuinely - you guys rock!! If there is ever anything I can do to talk to other infertile couples or recommend your services please approach me.

But for now: thank you. You all made a difference to my life. From the medical staff to the nursing staff to the admin staff to the nursing assistants.... you all touched my life. Thank you.

This is what really matters...