

2021 HQCA Patient Experience Awards Applicant Guide & Application Form

Submit Part A: October 5 to November 27, 2020

Submit Part B: Shortlisted applicants will be alerted mid-December 2020 and will be selected to submit Part B of the application by February 28, 2021

The Patient Experience Awards were established by the Health Quality Council of Alberta (HQCA), in collaboration with the HQCA's Patient and Family Advisory Committee, to recognize and help spread knowledge about initiatives that improve the patient and family experience in Alberta, reflecting person-centred care.

Patient experience is “the sum of all interactions, shaped by an organization’s culture that influences patient perceptions, across the continuum of care.”¹ Patient experience plays a major role in a patient’s overall satisfaction with their care.

Who can apply?

Any individual or team in Alberta involved in designing and implementing an initiative that promotes a positive patient experience in accessing or receiving healthcare services.

A successful applicant:

- Has some evidence from the patient perspective that something needed to be changed or improved (not just a provider-identified change),
- Engages patients and/or their family members in the process to improve (including the evaluation),
- Acts on patient and/or family feedback, and
- Can show how their patients’ and their families’ experiences have been positively impacted by this approach or initiative.

For this program the term **patient** refers to a patient, resident, or client who is receiving, has received, or has requested services from a healthcare organization, health service provider, or health professional.

The term **family** refers to a person (relative, friend, caregiver, guardian, agent, or legal representative) providing support to a patient and is defined and chosen by the patient, not by the service provider.²

What types of initiatives qualify?

Initiatives in any healthcare setting including, but not limited to: primary care, acute care, home care, transitions in care, and continuing care. The initiatives that will be considered must have resulted in a positive impact on the patient experience.

[Click here](#) to learn about previous award recipients.

How do I apply for the award?

Applications are to be submitted in two sections, described below.

Part A, which is to be submitted by November 27, 2020 includes:

- a 250 word summary. The summary should touch on how the individual or team positively impacts specific element(s) of patient experience (outlined on page 3) and why you feel the initiative should receive this award.
- two statements of support that describe or show how the nominee consistently delivers positive patient experience. At least one of the statements of support must come from a patient or family member (please see the HQCA’s definition of family). The statements can be submitted in a format that the recommender feels most comfortable with (e.g., letter of support, video, audio recording, poem, artwork, etc.).

Jargon Alert! Please keep in mind that many members of the selection panel do not have a medical background and jargon and acronyms should be limited as much as possible.

The summaries will be reviewed by the selection committee and a short list of nominees will be formed.

Those on the shortlist will be asked to complete Part B of the nomination. Section B is due on February 28, 2021.

Applications must be completed using the form starting on page 4. **Please email completed applications to the**

What is being awarded?

The selected initiative will:

- Work with the HQCA to create a video profile that both the HQCA and recipient organization can use to share the great work they are doing to improve patient experience,
- Receive \$2,000 in funding to apply toward attending or hosting a patient experience, quality, or patient safety education event, and
- Receive a plaque to recognize this important accomplishment.

Are there any rules and regulations that should be considered?

- The HQCA will support the preparation and production of the video profile, including production cost.
- To receive the funds, recipients will complete an education request form outlining their plan to use the funds for an education event, which the HQCA must approve by March 15, 2021 and in accordance with the HQCA's Allowable Expense Policy.
- The decision of the Patient Experience Awards judging panel is final and the HQCA reserves the right to not grant an award. Evaluations of the applications will not be provided.
- The award recipients may be asked for further information and additional resources, such as photographs and their organization's logo for publishing purposes.
- For any media submitted with the application (e.g., video, audio, photo, etc.), the applicant is responsible for getting consent from any individuals who are shown or who are telling their story.

Health Quality Council of Alberta at info@hqca.ca

How will the applications be assessed?

The panel of judges will include representatives from the HQCA's Patient and Family Advisory Committee, Board of Directors, and staff.

This awards program is all about the patient's experience, therefore it is important to capture this in your application. The selection panel will want to see how the patient was considered or engaged in all phases of the initiative. One tip for completing your application is to ask yourself, "Where is the patient?" as you answer each section of the application guide.

Please also keep in mind that many members of the selection panel do not have a medical background and jargon and acronyms should be limited as much as possible.

For Part A of the application, the HQCA Patient Experience Awards selection panel has an evaluation framework and the weighting for each area of the detailed summary is captured below:

- 250-word summary - 25%
- Statements of support, two required- 25% each
- Overall impression for the judge (subjective evaluation) - 25%

For Part B of the application (details on page 6 of the application), the HQCA Patient Experience Awards selection panel has an evaluation framework and the weighting for each area of the detailed summary is captured below:

- The Challenge - 10%
- The Solution - 25%
- The Evaluation - 30%
- Sustainability and Spread 15%
- Overall impression for the judge (subjective evaluation) - 20%

Improving Patient Experience

Relationships, planning of services, delivery of services, and the physical environment can impact the patient experience³⁻⁹, which is integral to the delivery of person-centred care.

Examples of how to enhance patient experience include:

▪ Relationship

Patients and families are treated with dignity, respect, empathy, and provided with emotional support in a way that:

- enables them to feel acknowledged and respected for their preferences, values, and perspectives.
- encourages and facilitates their participation in the planning and delivery of their care at a level and in a way (e.g., using technology or innovative methods) that is appropriate and that they are comfortable with.
- addresses the patient perspective and uses words and phrases the patient understands.
- is unbiased and provides patients and families with information that is useful, specific for them, builds trust, and addresses their emotional needs.
- encourages and welcomes feedback from patients and families.
- facilitates open communication with disclosure and apology when appropriate.
- welcomes family, friend, and caregiver involvement if wished by the patient.

▪ Planning of services

Patients and families are treated as partners in a way that:

- encourages patients to participate in decision making, planning and development of policies, services, programs and professional education.
- focuses on learning and improvement through measurement and transparent patient feedback.

▪ Delivery of services

Patients have timely access to safe, reliable and comprehensive healthcare and services (e.g., food, rehabilitation, social work, psychology) that:

- provides effective treatment that results in the outcomes of care that were expected.
- considers leading practices in person-centred care, including the exploration or utilization of current research, infrastructure, or technology.
- coordinates care with smooth transitions.
- is provided by enthusiastic, engaged, and motivated healthcare providers.
- builds a patient's trust and confidence through the use of an individualized care plan that is planned and shared with all of the care team as well as the patient and family.
- adequately prepares and supports patients to self-manage their care in a way that is appropriate for them and their situation.
- provides opportunities for enrichment of a patient's experience by providing for their physical and emotional wellbeing and spiritual needs.

▪ Physical Environment

Patients are cared for in a physical environment that supports healing and physical comfort that:

- provides a clean, safe, and inviting environment.
- supports a positive patient experience and efficient delivery of services.



Application Form

Please complete *all* the following sections and email to the Health Quality Council of Alberta at info@hqca.ca

Initiative title: _____

Organization and clinical area, unit or department: _____

Location or geographic area(s) served: _____

Short description of patient population served: _____

Name of individual submitting the application (lead/key contact if this application represents a team):

Position title: _____

Telephone number: _____ Email: _____

The name of the individual who will take lead on working with the HQCA to create a video profile, if successful:

Position title: _____

Telephone number: _____ Email: _____

If this application represents a team, please list contributing team members. If you have additional team members, please feel free to include a separate, full list when you submit your application.

Name	Position title	Organization and clinical area/unit/department
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

2021 HQCA Application Guide – Part A

This section should be completed and returned by November 27, 2020.

Have you applied for an HQCA Patient Experience Award before? Yes No

This section includes:

- **a 250 word summary.** Space to capture this is included below. The summary should touch on how the individual or initiative positively impacts specific element(s) of patient experience (outlined on page 3) and why you feel the candidate should receive this award.
- **two statements of support** that describe or show how the nominee consistently delivers positive patient experience. At least one of the statements of support must come from a patient or family member. The statements can be submitted in a format that the recommender feels most comfortable with (e.g., letter of support, video, audio recording, poem, artwork, etc.).

Jargon Alert! Please keep in mind that many members of the selection panel do not have a medical background and jargon and acronyms should be limited as much as possible.

The summaries will be reviewed by the selection committee and a short list of nominees will be formed.

Summary (250 word limit)

Statements of support

Two statements of support are required and should describe or show how the nominee consistently delivers positive patient experience. **At least one of the statements of support must come from a patient or family member.**

These can be submitted in a format that the recommender feels most comfortable with (e.g., letter of support, video, audio recording, poem, artwork, etc.). If a letter, please send as separate files to the application and summary. Note that electronic signatures are acceptable. **If a video or audio recording is included, we kindly ask these are kept to five minutes maximum.**

Applicants should not feel pressure to use a medium that does not feel comfortable or that causes their team to consider incurring unnecessary costs. These guidelines are simply designed to allow applicants flexibility to tell their story in a way that works best for them.

2021 HQCA Patient Experience Awards Application Guide – Part B

This section is only completed if your initiative is shortlisted. Teams will be alerted by mid-December 2020 about their application status.

Part B includes:

- **Application form** (submitted with Part A, please review to confirm information is still current)
- **Detailed summary** (2,000 word maximum)
- Supplemental information (optional; two items permitted)

The detailed summary is a description of the initiative that will not exceed 2,000 words. There are specific items that should be addressed in this summary that have been outlined below.

Supplemental information, if critical to helping the selection panel understand the initiative is permitted. **This is completely optional and applicants should not feel pressure to create content for this section.** Rather, our Patient Experience Awards program has heard feedback that some teams would prefer to *show* their work instead of *telling* about it (e.g., artwork from an impactful therapy program, a photograph of a unique clinic set-up), and we want to offer this flexibility.

Two items* can be permitted as supporting documentation. Acceptable forms of supplemental information include, but are not limited to:

- Photo
- Collateral (e.g., a brochure or pamphlet)
- Artwork
- Video or audio recording (10 minute maximum; if the media clip submitted is longer, the selection panel will be asked watch/listen to the first 10 minutes or a 10 minute clip as directed by the applicant)

** Please ensure consent is obtained from participants to release any photos, video, or audio to the HQCA.*

Detailed summary

Limit: 2,000 words. Please respect the word count limit. The HQCA reserves the right to disqualify nominations that exceed the limit.

Your detailed summary should be submitted as a separate document and touch on the points outlined below. For the selection panel to be able to evaluate the application, clear description or examples that illustrate the points below must be provided.

JARGON ALERT! Please keep in mind that many members of the selection panel do not have a medical background and jargon and acronyms should be limited as much as possible.

The HQCA Patient Experience Awards selection panel has an evaluation framework and the weighting for each area of the detailed summary is captured below:

- The Challenge - 10%
- The Solution - 25%
- The Evaluation - 30%
- Sustainability and Spread 15%
- Overall impression for the judge (subjective evaluation) - 20%

The Challenge (10% of overall score)

- How did you identify the need for this initiative?
- What was going on in the environment that made you realize something needed to improve?
- How did patients or their family help identify that something needed to improve? (e.g., informal feedback from patients, meetings with patients, patient and family advisory groups or resident and family councils, patient satisfaction surveys, staff, management, etc.)

The Solution (25% of overall score)

Describe what your initiative did to improve patient experience in areas such as relationships, planning of services, delivery of services, and the physical environment*.

- What was your overall goal/what did you do?
- What role did patients and their family play in developing the solution?
- Did you face any barriers to implementing the solution? How were those overcome and what role did patients and family members play in working through them?

*Examples to explain these elements of patient experience are described in the guide section (page 3) of this application.

The Evaluation (30% of overall score)

Describe how your initiative has contributed to improved patient experience:

- How was the patient and/or family member experience positively impacted by this initiative? What evidence do you have to support this? Evidence is defined broadly and could include qualitative and/or quantitative information or data. Examples include patient stories, informal feedback, quotes from patients, patient experience survey results, or other types of measures.
- How did you know the initiative was a success from the patient perspective?
- Approximately how many patients were impacted by this initiative initially?

Sustainability and Spread (15% of overall score)

Sustainability:

- What is being done to sustain or enhance this initiative?
- What is the potential that more patients could be impacted by this initiative in the future?

Spread:

- Does this initiative have applicability to other units, programs sites, or sectors? If yes, have the learnings from this initiative been implemented in other areas as a result of your work?
- What would be the challenges/barriers to spreading this initiative?
- What resources would be required to sustain and spread this initiative (e.g., financial, staff and other)?

How to submit your application:

The nomination should include all of the items listed below. The nomination is to be submitted to info@hqca.ca. If you need an alternative way to submit your application due to file size, please contact info@hqca.ca to arrange this.

Nomination deadlines:

Part A: November 27, 2020

Part B: February 28, 2021

Please include the following in your application package. All elements are required, with the exception of the supplemental information in Part B.

Part A:

- the completed application form
- 250 word summary
- two statements of support (ensure one is from a patient or family member)

You need only complete Part B if your nomination has been shortlisted. The HQCA will notify all shortlisted nominations by **mid-December 2020**.

Part B:

- the completed application form
- 2,000 word detailed summary
- supplemental information (OPTIONAL)

Should you have any questions, please contact:

Rhonda Pouliot, Lead, Capacity Building and Engagement

info@hqca.ca

780.996.0840

References

- ¹ The Beryl Institute. Defining patient experience. Southlake, Texas, USA. Available from: <http://www.theberylinstitute.org/?page=DefiningPatientExp>
- ² Balik B, Conway J, Zipperer L, Watson J. Achieving an exceptional patient and family experience of inpatient hospital care. IHI Innovation Series white paper. Cambridge, Massachusetts: Institute for Healthcare Improvement; 2011. Available from: http://www.ihl.org/education/IHIOpenSchool/Courses/Documents/CourseraDocuments/05_IHI%20Patient%20Family%20Experience%20of%20Hospital%20Care%20White%20Paper%202011.pdf
- ³ Health Quality Council of Alberta. Satisfaction and experience with healthcare services: a survey of Albertans technical report. Calgary, Alberta, Canada: Health Quality Council of Alberta; December 2014. Available from: https://d10k7k7mywg42z.cloudfront.net/assets/54e3b14cc0d6714a57020b51/HQCA_2014_Satisfaction_Report_FINAL.pdf
- ⁴ Wolf J.A., Niederhauser V., Marshburn D., & LaVela S.L. (2014). Defining patient experience. *Patient Experience Journal*, 1(1), 7-19. Available from: <http://pxjournal.org/journal/vol1/iss1/3/>
- ⁵ The Beryl Institute. Guiding principles. Southlake, Texas, USA. Available from: <http://www.theberylinstitute.org/?page=GuidingPrinciples>
- ⁶ Jenkinson C, Coulter A, Bruster S. The Picker patient experience questionnaire: development and validation using data from in-patient surveys in five countries. *Int J Qual Health Care* 2002; 14 (5). Available from: <https://academic.oup.com/intqhc/article/14/5/353/1800673/The-Picker-Patient-Experience-Questionnaire>
- ⁷ Johnson B, Abraham M, Conway J, Simmons L, Edman-Levitan S, Sodomka P, Schlucter J, Ford D. Partnering with Patients and Families to Design a Patient and Family Centered Health System: Recommendations and Promising Practices. Bethesda, MD. Institute for Healthcare Improvement; April 2008. <http://www.ihl.org/resources/Pages/Publications/PartneringwithPatientsandFamiliesRecommendationsPromisingPractices.aspx>
- ⁸ Health Quality Council of Alberta. Understanding patient and provider experiences with relationship, information, and management continuity. Calgary, Alberta, Canada: Health Quality Council of Alberta; August 2016. Available from: https://d10k7k7mywg42z.cloudfront.net/assets/57b633e8a0b5dd12760bf7b8/Relationship_Information_Management_Continuity_Aug2016.pdf
- ⁹ The Beryl Institute. Experience Framework. Southlake, Texas, USA. Available from: <https://www.theberylinstitute.org/page/ExperienceFramework>