

Healthcare Quality: Patient Centered Care and Patient Experience

July 17-21, 2016 / Sackler Faculty of Medicine, Tel Aviv University

- Instructors:** [Dr. Ronen Rozenblum, Harvard Medical School, USA](#)
[Dr. Eyal Zimlichman, Sheba Medical Center, Israel](#)
[Dr. Anat Ekka Zohar, Ministry of Health, Israel](#)
[Dr. Ariane Marelli, McGill University, Canada](#) - Guest Lecturer
Director, Patient Representatives` Association (TBD) - Guest Lecturer
- Date/Time:** July 17-21, 2016 (S, M, Th: 14:00-18:30 / T, W: 14:00-19:00)
Final Exam: July 22, 2016 (9:00-11:00)

Course Description:

Patient-centered care (PCC) and patient experience have drawn increasing interest in recent years, highlighting the importance of incorporating patients' needs and perspectives into care delivery. Part of the impetus for implementation of PCC is growing evidence that it leads to greater patient satisfaction, improved clinical outcomes, health service efficiency and has a positive effect on health-related business metrics.

Triggered in part by the Institute of Medicine's report Crossing the Quality Chasm, PCC has become a high priority on the national agenda and has received increasing public attention. Motivated further by patient experience public reports, many healthcare organizations around the world have begun to strive to become more patient oriented, and use patient surveys to assess their progress. Yet, despite expanding initiatives, many healthcare organizations have faced barriers when attempting to transform their organizational culture from 'provider focused' to 'patient focused.'

In this 5-day course we will explore the roots of these key dimensions of healthcare quality. We will learn about the terms and concepts of PCC, patient experience and engagement; the importance of these quality of care dimensions; the main determinants of patient experience; the evidence around the impact of these dimensions on health and healthcare outcomes; the current situation – from leading organizations to the current shortcomings, existing needs, challenges and opportunities for improvement and the role of clinicians and leadership in PCC and patient engagement. We will learn how to measure and assess the patient experience and how to conduct patient-centered research. The course will also include topics such as technology applications to enhance patient centered care, patient activation and enhancing shared decision making and patient reported outcomes as a mean to assess and focus on patient centered value. Finally, this course will focus on innovative approaches and evidence-based practical applications to enhance patient experience and engagement in different settings and on the key principles to establish a culture of PCC. This course will use a combination of didactic lectures, interactive discussion and a case study approach with real-life examples and group workshops.

Final Exam

70% Multiple choice exam (July 22 / 9:00-11:00)

30% Team workshop presentations (in class)

Course Requirements

No pre-requisites. Participants must pass the final exam with a grade of at least 60 (D) to receive 2 academic credits. Noncredit participants are not required to take the final exam, but are expected to participate in the team workshop/presentations.

Recommended Reading

Grando MA, Rozenblum R, Bates DW, editors. Information Technology for Patient Empowerment in Healthcare. 1st ed. Berlin: Walter de Gruyter Inc.; 2015.

Course Timetable

Sunday, July 17 (Day 1)	
14:00-14:30	Course Introduction and Overview (Topics/format and general course logistics) Lecturers: All
14:30-15:30	Introduction to Patient-Centered Care & Patient Experience Lecturer: Dr. Rozenblum
15:30-16:00	Break
16:00-16:45	Principles of Value-Based Health Care Delivery Lecturer: Dr. Zimlichman
16:45-17:30	Integrative medicine & Patient-Centered Care across the continuum of care Lecturer: Dr. Ekka Zohar
17:30-17:45	Break
17:45-18:30	Introduction to the Team/Case Method: Participants assigned to teams and mentors, Teams assigned to cases, Team/case workshops Lecturers/Mentors: All

Monday, July 18 (Day 2)	
14:00-14:15	Reflecting on Day 1: Lecturers & Teams and Review of Day 2 Agenda Lecturers: All
14:15-15:00	Fundamental principles to establish a culture of Patient-Centered Care Lecturer: Dr. Rozenblum
15:00-15:30	The case of Shared Decision-Making and Patient Activation Lecturer: Dr. Zimlichman
15:30-16:00	Break
16:00-16:45	Patient & Family Centered Care in lifelong disease and conditions Lecturer: Dr. Marelli
16:45-17:30	The patients' voice & activities: Patient-Centeredness in practice Lecturer: Director, Patient Representatives` Association
17:30-17:45	Break
17:45-18:30	Team/case workshops Lecturers/Mentors: All
Tuesday, July 19 (Day 3)	
14:00-14:30	Reflecting on Day 2: Lecturers & Teams and Review of Day 3 Agenda Lecturers: All
14:15-15:30	Innovative approaches and evidence-based practical applications to enhance Patient-Centered Care, Patient Experience & Engagement Lecturer: Dr. Rozenblum
15:30-16:00	Break
16:00-16:30	Innovation in Patient-Centered Care: Industry perspective (Startup company context/activity) Lecturer: CEO, Startup company
16:30-17:00	Innovation in Patient-Centered Care: Hospital administration perspective (Health organization context/activities) Lecturer: Dr. Zimlichman
17:00-17:30	Innovation in Patient-Centered Care: The Ministry of Health perspective (Policy context/activities) Lecturer: Dr. Ekka Zohar
17:30-17:45	Break
17:45-19:00	Team/case workshops Lecturers/Mentors: All

Wednesday, July 20 (Day 4)	
14:00-14:15	Reflecting on Day 3: Lecturers & Teams and Review of Day 4 Agenda Lecturers: All
14:15-15:30	Evaluation and measurement of Patient-Centered Care & Patient Experience Lecturer: Dr. Ekka Zohar
15:30-16:00	Break
16:00-17:00	Using Patient-Reported Outcomes to drive Patient-Centered Care Lecturer: Dr. Zimlichman
17:00-17:30	Patient-Centered Care research methods and outcomes Lecturer: Dr. Rozenblum
17:30-17:45	Break
17:45-19:00	Team/case workshops Lecturers/Mentors: All
Thursday, July 21 (Day 5)	
14:00-14:15	Reflecting on Day 4: Lecturers & Teams and Review of Day 5 Agenda Lecturers: All
14:15-15:30	Team presentations, Q&A, and feedback Lecturers/Mentors: All
15:30-16:00	Break
16:00-17:30	Team presentations, Q&A, and feedback Lecturers/Mentors: All
17:30-17:45	Break
17:45-18:30	Wrap Up: closing remarks Lecturers/Mentors: All
Friday, July 22 (Final Exam)	
09:00-11:00	Sackler Faculty of Medicine, Room TBA (Teaching Assistants will be present)