

Project Aim

The aim is to eliminate structural barriers that discourage families to engage as an important participant in the patient's care and treatment. The project stimulates Hospital Management to allow visitors 24/7 and to encourage and teach health care professionals how to invite and engage patients' families to partner with the health care professionals and to encourage and teach health care professionals how to invite and engage patients' families to partner with the patient and the professionals in the caretaking team.

HELLO HEALTHCARE

Are Families Part of Your Team?

Family Matters – the Patient Must Decide whether and when the Family Participates

Making Family Feel Invited and Welcome

Reducing Structural Barriers

Family Engagement Tool-Kit

The Family Engagement Tool-Kit directed at Managerial Units in all Danish Hospitals

- The Family as a Partner
- Facts on Effects of Family Engagement
- Report: Visiting Hours at Danish Hospitals 2013-2015
- Report: 'Families are Welcome: Website Rhetoric when Hospitals Communicate to the Patient's Families'
- Folder: 'Hello Family: When Your Family Member Gets Sick'
- Q&A's: Effects for Patients, their Families and Hospital Staff
- PowerPoint Presentation to leaders for setting the agenda

Strategy and Change

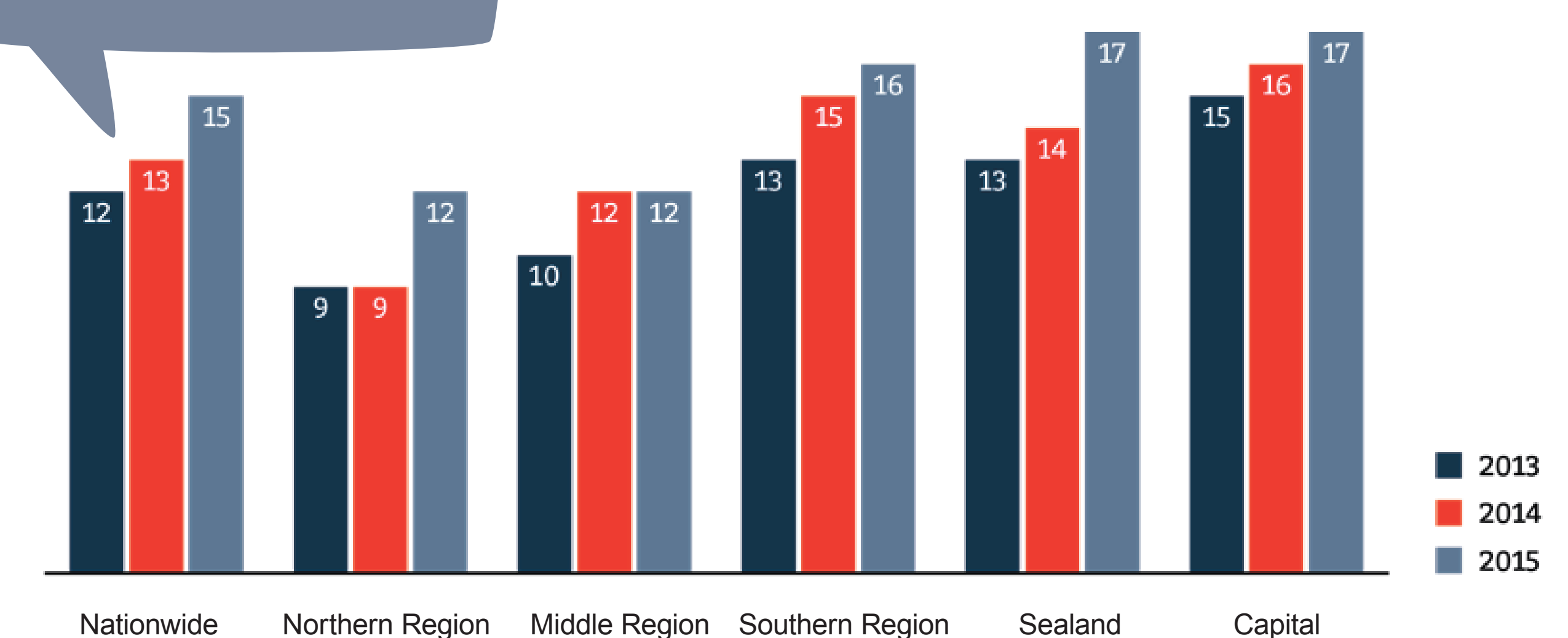
To stimulate changes concerning barriers in family engagement, we had to document and illuminate the problem.

- In 2013, 2014 and 2015 we conducted analyses of the visiting hours in all hospitals in Denmark. The results show that strict visiting hours function as a severe negative barrier to a real partnership - in particular, when the visitors' access is restricted to evening hours where fewer decisions and consultations take place.
- In early 2015, to see whether families are truly embraced as partners or just allowed access, we made an analysis of the rhetoric that hospitals use when communicating to the patient's families and relatives. The analysis was based on webpages from 165 departments in 27 hospitals across the country. The results have been conveyed to politicians, decision makers and hospital leaders encouraging a change in policy, boosting 24/7 hospital access for family.
- Development of a Family Engagement Tool-Kit for leaders and communication officers at all Danish hospitals to stimulate cultural changes in the hospital departments.

Barriers for Family Engagement



Visiting Hours per 24 Hours



Changes Made

As a significant response to these initiatives, the number of visiting hours at hospitals in all the regions of Denmark expanded. Moreover, the possibility for the immediate family to be present at the hospital when decisions on the care and treatment of the patient are made was substantially improved. In early 2015, the Capital Region decided to grant the patient's family 24/7 access to hospitals, and later in the year the Northern Region made the same policy change.

For the rhetoric—discouraging or inviting the patient's family to engage—the communication improved significantly during 2015.

In addition, The Family Engagement Tool-Kit generated positive response among leaders. At the Southern Jutland Regional Hospital, the Tool-Kit has kick-started a series of initiatives on family engagement. Experiences from here will be used in an effort to spread the initiative to a national level.

Innovative Collaborative at the Southern Jutland Region Hospital



Emergency and Circulatory Centers planning new initiatives to stimulate family engagement



Next Step 2016:

In 2016 we launch a national campaign to create awareness and empower families. The campaign is based on results from 400 interviews with patients' families. The central message is that family is an important participant in the patients care, and that there are several important and different roles to assume. The message will be supported by a tool-kit for families.

'Hello Family: When Your Family Member Gets Sick'

Important roles you can assume:

- Storyteller
- Keep an eye on the patient
- Spokesman
- Supporter
- Practical helper
- Keeping the overview



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'Hello Healthcare' aims at increasing patient's impact on their own care and treatment by reducing barriers for patient and family involvement. We are putting patients and families at the heart of every decision by inviting them to ask more questions and express what matters to them. 'Hello Healthcare' is a collaboration between TrygFonden and The Danish Society for Patient Safety.

TrygFonden

Danish Society for
Patient Safety