

AN INVITATION TO PARTNER

A New Quality Improvement Lens:
Making Sense of Online Patient Conversations
in **Social Media** to Deliver on
the Promise of **Patient-Focused Care**

Presented by the Health Strategy Innovation Cell
in partnership with The Change Foundation



THE CHANGE FOUNDATION
HEALTH CARE DESERVES OUR FINEST THOUGHT

innovation cell
making sense of online patient conversations

We want to work with health-care providers to learn how to respond to real-time patient perspectives as part of a process to improve care.

The Partners

- The Change Foundation is an independent health policy think tank that generates research, analysis and informed discussion on health system integration and quality improvement in home and community care in Ontario.
- The Health Strategy Innovation Cell is an independent, non-profit, patient-oriented health innovation think tank based out of Massey College at the University of Toronto. The Innovation Cell's goal is to make sense of online patient conversations to improve the patient experience in Ontario, and around the world.

The Context




- Ontario hospitals consistently survey patient satisfaction to improve quality of care. These increasingly sophisticated measurement instruments aim to engage the public and thereby improve the quality of patient-centred care.
- Patients' views on their care and illness are increasingly recognized as the focus for the organization of health care, yet patient stories are rarely examined.
- 'Web 2.0' and emerging social media mechanisms have created a flood of new, patient-generated, peer-to-peer commentary and discussion which has not yet been integrated into existing quality improvement and/or care delivery frameworks.

The Opportunity

- Actively listening to patient stories on social media sites, such as Twitter, Facebook and RateMDs, can complement evidence-based policy and research on patient satisfaction measurements currently in active use in Ontario. We want to work with health-care providers to learn how to respond to real-time patient perspectives as part of a process to improve care.

- We believe that listening to patient stories online could give providers an invaluable and currently untapped source of information to enable providers to implement quality improvement practices that can be low-cost and "high-touch".
- Learning from patients by listening to their stories on social networking sites has the potential to lead to better understanding about the richness and challenges of the patient experience and to better patient outcomes.

Our Response to this Opportunity – The Project in Progress

- The Innovation Cell has partnered with The Change Foundation to explore how listening to patient stories on open-source social media sites can not only complement the evolved, evidence-based, policy and research on patient satisfaction measurements currently in active use, but also bring real-time patient perspectives directly into the care process.
- Through the project, we will:  work with partners like Providence Healthcare to develop and test emerging best-practice guidelines on enhancing quality improvement and patient-centered care utilizing social media  develop case studies as part of an e-Tool-kit to share insights and lessons gleaned from real-time patient and caregiver stories and  offer ideas and guidance to Ontario care providers about how to take up this unique opportunity to use shared conversations to improve the care experience.
- This collaboration will actively engage decision-makers and seek to drive an informed and timely public debate about the use and limitations of social media to improve health care, offering insights along the way into how to use this rich and underutilized resource to support an integrated health system in Ontario that delivers patient-centred care wherever it is required and demands quality improvement be woven into its work.

The Journey has already begun

- For the past eight months, researchers at the Innovation Cell have been listening to patient stories on social networking Web sites.
- Innovation Cell research into the "real-time" prevalence of patient-reported feelings of sadness and depression suggested a way of capturing mood trends in real time using Twitter analytics; further, helpful feedback from agencies and stakeholder groups across the country suggested a line of inquiry into whether social media can "push out" information to sufferers about how to navigate the continuum of care for those with chronic illness.

Our Collaborative Commitment

- We are looking for strategic partnerships with health-care delivery institutions at the forefront of the quality agenda. With your organization, we aim to determine the feasibility and desirability of health-care organizations and systems in Ontario to explore opportunities to learn about patients' stories online and apply them to improve practice at the point of care.

An Invitation

- Interested in engaging with our evolving network? We encourage you to contact us for more details if your organization is interested in pursuing this leading-edge project.

www.changefoundation.com

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