

## Health Care System

Jefferson Health

## Hospital Name

Abington & Lansdale Hospitals

## Title of Initiative

Redefining PFCC Experiences Focusing on what is Sacred—An Approach to DE&I

## Abstract

COVID challenged Patient & Family Centeredness nationally, restricting visitors, compromising bedside patient experiences by limiting contact with providers, nurses and loved ones. In this context, we created an operating system to curate amazing, inclusive and equitable experiences, honoring the diversity of our patients. We designed/engineered a “sacred” patient experience by innovatively leveraging technology to understand and embrace the things that are important to patients from a religious, cultural, and language perspective. Our goal was to convey that we see them and care for who they are as people, by honoring what’s sacred to them and their belief systems, so they felt supported and respected while in the hospital. To that effect, we deployed a Sensor/Effector PFCC “Sacred” Experience Management System:

- Sensor:
  - EMR Optimization: We engineered our EMR to create a report identifying the religious preferences of patients, enabling staff to patients were offered patients various opportunities aligned with their heritage.
  - Learning & Improvement: we rolled out sentiment analysis functionality to learn how patient experiences us related to how we honored their culture, religion and race.
- Effector:
  - Community Partnerships: We established and leveraged community partnerships to offer live streaming of religious services for patients who are hospitalized on important holidays.
  - Holiday Cards: We created Holiday greeting cards that were distributed at meals to celebrate the unique heritage of our patients.
  - Language & Culture: Engaged a new Interpreter Services partner empowering all staff instant access from any company iPhone or iPad to 340 languages.

## What were the goals of your initiative?

- Use our knowledge about religious and cultural preferences located in the EMR to provide all patients with the opportunity to engage in religious services, observances, and customs, especially when hospitalized during religious holidays that are important and sacred to them.
- Systemically drive staff to take into consideration what is important to patients in regards to their cultural and religious needs and bring supportive services to them while in the hospital.

## What was the baseline assessment and/or data that indicated there was an opportunity for improvement?

The Office of Patient Experience saw an increase in complaints from patients, family members/friends and members of religious community organizations about being prevented by COVID visitor restrictions from being with their loved one(s) in the hospital to celebrate and observe religious holidays that are important to them.

One such patient reported being depressed and “feeling the loss of my sense of my community” while hospitalized during a high holy day and being told his Rabbi could not come in to visit with him to pray and observe. We realized we had to do something about this extra layer of isolation for our patients who could not safely have visitors.

Previous to this initiative, our EMR did not enable reporting by religion. The EMR system was modified across our entire institution to ensure that the religions and cultural preferences of our patients are captured and easily reported out. This empowers staff can target patients for special activities, live streaming of services and food offerings during special holidays such as Ramadan and Yom Kippur.

## Describe the interventions that were instrumental in achieving the results for your initiative.

- Local churches, synagogues and religious organizations live streamed services during the Pandemic. They agreed to allow us to share with our patients links they provided their members for streaming services.
- We partnered with Senior Leadership, Marketing and Dietary Services to communicate to staff, patients and families how we could support patients who are hospitalized during religious holidays and observances that are important to them. Marketing created cards for patient trays with information on how to participate.
- Leaders communicated to staff the importance of understanding and serving the cultural and religious needs of our patients, especially when friends and family members and clergy were not permitted to visit. This became a great path for staying aligned with core concepts of Patient and Family Centered Care even when families were not able to be safely present.
- Our EMR Integration Team reporting capability enabled us to stay up to date on all patients update who needed to be supported on specific holidays. This enabled us to ask patients if they wanted to participate which prevented anyone who was interested from being overlooked.
- We also expanded our certified medical interpreter services capability from 70 to 340 languages and ASL. This real-time service, accessible from every iPhone/iPad across the organization resulted in more than twice the interpreter phone minutes from an average of 2000 minutes per day to an average of 5,000 minutes per day spent including patients and families in conversations about care and also their cultural, religious needs.

## What were the results of your initiative that demonstrate a notable level of improvement?

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|------------------------|-----------------------|
| 1. Rosh Hashanah 2021  | 20 patients           |
| Yom Kippur 2021        | 20 patients           |
| Christmas 2021         | 480 patients          |
| Hanukkah 2021          | 40 patients           |
| Rosh Hashanah 2022     | 36 patients           |
| Yom Kippur 2022        | 32 patients           |
| Christmas 2022         | 550 patients          |
| Hanukkah 2022          | 28 patients           |
| Kwanza 2022            | 8 patients            |
| Passover 2023          | 28 patients           |
| <u>Ramadan 2023</u>    | <u>16 patients</u>    |
| 11 holidays celebrated | 1,258 patients served |
2. Performance to Question: “How well staff respected your culture, race or religion” improved over time from 58th Percentile Rank to 83rd Percentile Rank performance.
  3. More than doubled the interpreter minutes, from an average 2000 to 5,000 mins/day including patients in conversations about care

## Explain how the initiative demonstrates innovation.

Our efforts demonstrate how innovative use of technology/resources improved patient and family experiences even in a Pandemic when staff were busy and family/friends could not visit. Live streaming of religious services were quickly stood up when the public had to stay home. We leveraged our strong community ties to extend that streaming to our patients. The new interpreter services partnership empowered every staffer to bring 340 languages to our patients from their company iPhone or iPad in just minutes so more patients could participate in discussions about their care, including what’s important to them regarding their culture and religion.

## How was health equity embedded into your initiative to improve health outcomes in marginalized communities?

With the roll-out of our new Interpreter Services partnership, a push of re-education was done to ensure that all bedside staff knew to communicate with and encourage family members and the patient to use the interpreter services being provided at no cost to them and to enable the services to be available quickly in the moment from any iPhone or iPad in the hospital. This re-education helped new-to-practice bedside teams engage with and prioritize patient and family preferences to improve communication and family involvement for the safety and satisfaction of our patients who are not English proficient.

## How did your initiative engage patients and families?

Staff actively engaged patients and family members about our services to support cultural and religious needs and our expanded certified medical interpreter services to ensure they felt less isolated and more supported. A patient observing Yom Kippur for the first time away from his

family due to his hospitalization said he felt “connected” again as he participated in live-streaming services.

Maternity Patient Advisors (large population non-English speaking patients) asked that messaging about visitation and maternity services be displayed in clinics in multiple languages to prepare patients. Interpreter services is on zoom PFAC meetings to support non-English speaking advisors.

### How does this initiative demonstrate collaboration across care settings within your health system?

These practices are meaningful across all of our care settings. Patients often express a concern about being admitted to the hospital during a religious holiday, instead hoping to delay care until afterward. Emergency Room, Ambulatory, Primary Care, Outpatient Services and Inpatient staff are all educated to reassure and articulate to patients the many ways we are able to meet their cultural, religious and interpreter service needs while we caring for them as a patient AND a person.

### Explain ways in which senior leadership exhibited commitment to the initiative.

These initiatives consistently receive the highest level of support across the organization at all levels, including Board level, Executive and Senior Leadership, Directors and Managers.

Daily safety operations calls are also used to announce any upcoming holiday activity to alert staff and engage streaming services, dietary for special food items, Kosher Pantry (24/7/365).

The director of Dietary Services consistently provides appropriate food offerings (i.e., a piece of Matza on Passover, etc.)

### Describe the key steps required to successfully replicate this initiative throughout the region.

- The game plan for creating the partnerships with local places of worship and community organizations can be easily replicated from location to location.
- A guided partnership with EMR administration enables best practices and standardized reporting to be shared across organization.
- The communication plan across departments is easily replicated and can also be customized for the unique needs of the patient population at each location.

## Holiday

## Number of Participants

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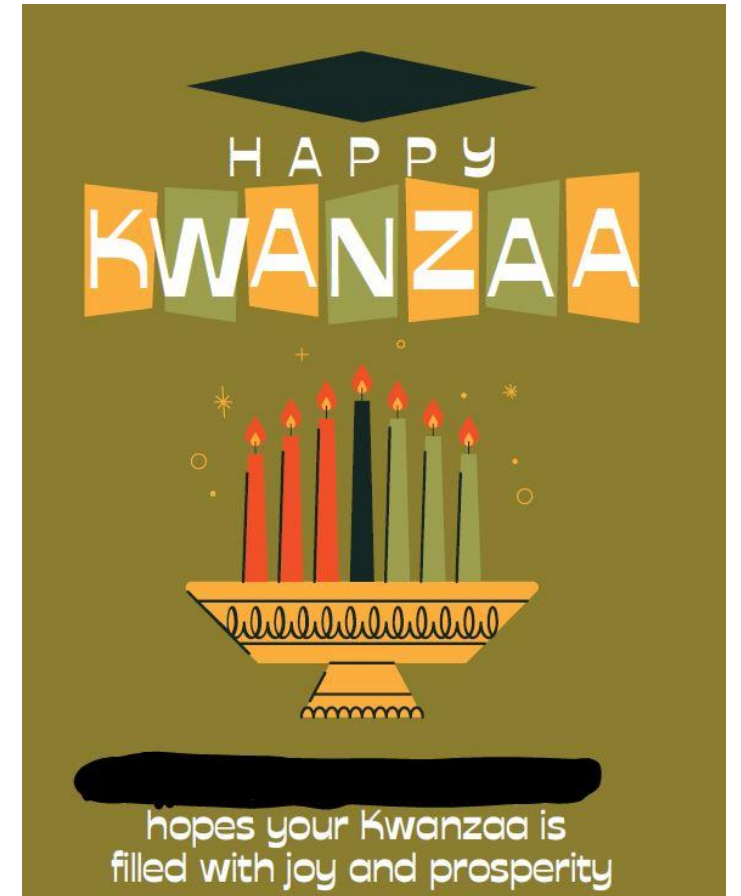
Rosh Hashanah 2021	20 patients
Yom Kippur 2021	20 patients
Christmas 2021	480 patients
Hanukkah 2021	40 patients
Rosh Hashanah 2022	36 patients
Yom Kippur 2022	32 patients
Christmas 2022	550 patients
Hanukkah 2022	28 patients
Kwanza 2022	8 patients
Passover 2023	28 patients
Ramadan 2023	16 patients

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11 Holidays celebrated

1,258 patients served

# Examples





# Examples

**HAPPY  
PASSOVER**

Sending warm thoughts and blessings  
as you gather at the seder table to  
celebrate with those you love .

We are pleased to offer streaming services from  
Congregation Adath Israel  
Please visit their website:  
[adathisrael.org](http://adathisrael.org)  
Thursday, Apr 6, 2023  
9:15am

\*Kosher meals are available upon request\*



**Ramadan  
Mubarak**

2023

May this Ramadan give you  
peace and prosperity.

