



# *Experiencia de Paciente*

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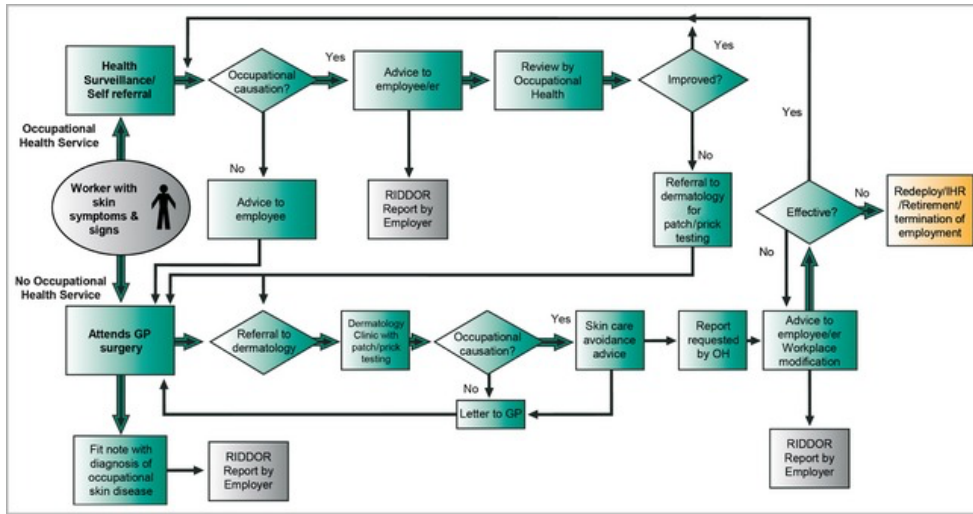
*Madrid, 6 de noviembre de 2017*

#1

¿Qué entendemos por  
Experiencia de Paciente?

## Definición por “The Beryl Institute”

**“La suma de *todas las interacciones,* producidas por la *cultura de una organización,* que influyen en las *percepciones del paciente a lo largo del continuo* del proceso de *atención*”.**



De procesos a “recorridos del paciente”



# #2

## *Punto de partida:* **PATIENT PERSONA**



## El paciente es una persona...

**ERES UNA PERSONA.** Y ALGÚN DÍA CONVIVIRÁS CON UNA ENFERMEDAD. O QUÉ PIENSAS, ¿QUE NO TE VA A TOCAR? ESTÁS EQUIVOCADO. NOS PUEDE PASAR A TODOS. A TI TAMBIÉN.

SI PADECES UNA ENFERMEDAD, IMPLÍCATE: TU VIDA PUEDE MEJORAR. SI CUIDAS DE ALGUIEN ENFERMO, NO TE OLVIDES DE TI MISMO: ERES ESENCIAL. SI CONOCES A ALGUIEN QUE PADECE UNA ENFERMEDAD, NO CIERRES LOS OJOS: PUEDES AYUDAR, Y MUCHO.

**CONTROLA** TU ENFERMEDAD, SERÁS MÁS AUTÓNOMO.

**PREGUNTA.** OBTENDRÁS RESPUESTAS.

MANIFIESTA TU OPINIÓN. ES MUY VALIOSA.

SI HAS APRENDIDO ALGO, **COMPÁRTELO.**

MUCHOS TE LO AGRADECERÁN.

SI VES ALGO INAPROPIADO, DILO. SI TIENES IDEAS, CUÉNTALAS. QUEDA MUCHO POR MEJORAR.

SI TU ENFERMEDAD **LUCHA.** TE APARTA DE LA SOCIEDAD,

LOS ESTIGMAS NO DEBERÍAN EXISTIR EN EL SIGLO XXI.

SI DESCONFÍAS DE TU MÉDICO, PIDE UNA SEGUNDA OPINIÓN.

SI SIGUES TENIENDO DUDAS, VUELVE A BUSCAR. NUNCA ASUMAS SU PAPEL. PUEDES HACERTE DAÑO A TI Y A OTROS. SI CREES QUE LA ENFERMEDAD ES SOLO CUESTIÓN DE LOS MÉDICOS Y HOSPITALES, ALLÁ TÚ. ELLOS TIENEN UN PAPEL, TÚ TIENES OTRO.

**COMPROMÉTETE. IMPLÍCATE.**

**ACTÚA.** VIVIRÁS MEJOR.

# Ejemplo de Patient Persona



## Blake Best-Friend

Close friend of diabetic patient Derek

*"I wish I knew what I could do to help Derek, especially if something urgent were to happen again while we were hanging out."*

**Age:** 18

**Occupation:** College freshman

**Relationship with patient:** Best friend

**Interests:** Movies, hiking, biking, rock climbing, hanging out with classmates

**Preferred technology:** Smartphone, tablet

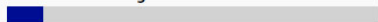
**Technological expertise**



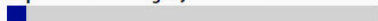
**Closeness with patient**



**Medical knowledge**



**Experience in emergency situations**



**Maturity level**



Blake is an 18 year old freshman in college at a large state university. He's really enjoying his classes, the parties, and all the people he's meeting. He spends a lot of time with his friends, whether it's watching movies or going mountain biking. While he's enjoying his newfound independence, he's learning that it requires more and more responsibility, which sometimes conflicts with his desire to just have fun.

Blake's new roommate is Derek, who has been living with Type 1 Diabetes since he was a child. They spend a lot of time together since they have the same major, and have quickly become best-friends. Blake knows that Derek has diabetes, but the two never really talked about the details; it's kind of an awkward conversation that neither of them has felt is necessary yet.

Two weeks ago, Blake and Derek met up with two other students for a university basketball game. About halfway through the game, Derek suddenly started acting confused, then left the stadium. The three students had no idea what had happened or where Derek had gone to. He later learned that Derek nearly had a hypoglycemic episode because they had lost track of time and hadn't eaten.

Blake felt guilty and wants to learn more about what he can do to support his friend. In addition to knowing how to respond in case of another emergency like this, Blake also wants to know what warning signs he should look out for to avoid the same scary situation.

### Frustration/pain points

Fear of not knowing how to respond properly

Feeling of helplessness and guilt when his friend needed his help

Lack of confidence in his level of responsibility

### Goals

Learn more about his best friend's condition

Support Derek on a day-to-day basis

Respond appropriately in the event of an emergency

### Needs

Immediate and mobile access to appropriate emergency contact information and protocol

Information about diabetes that he can understand and learn on his own

# #3 *Diseño de la experiencia vivida: PATIENT JOURNEY*





# Patient Journey "Reemplazo de cadera"

## PATIENT EXPERIENCE JOURNEY Total Hip Replacement

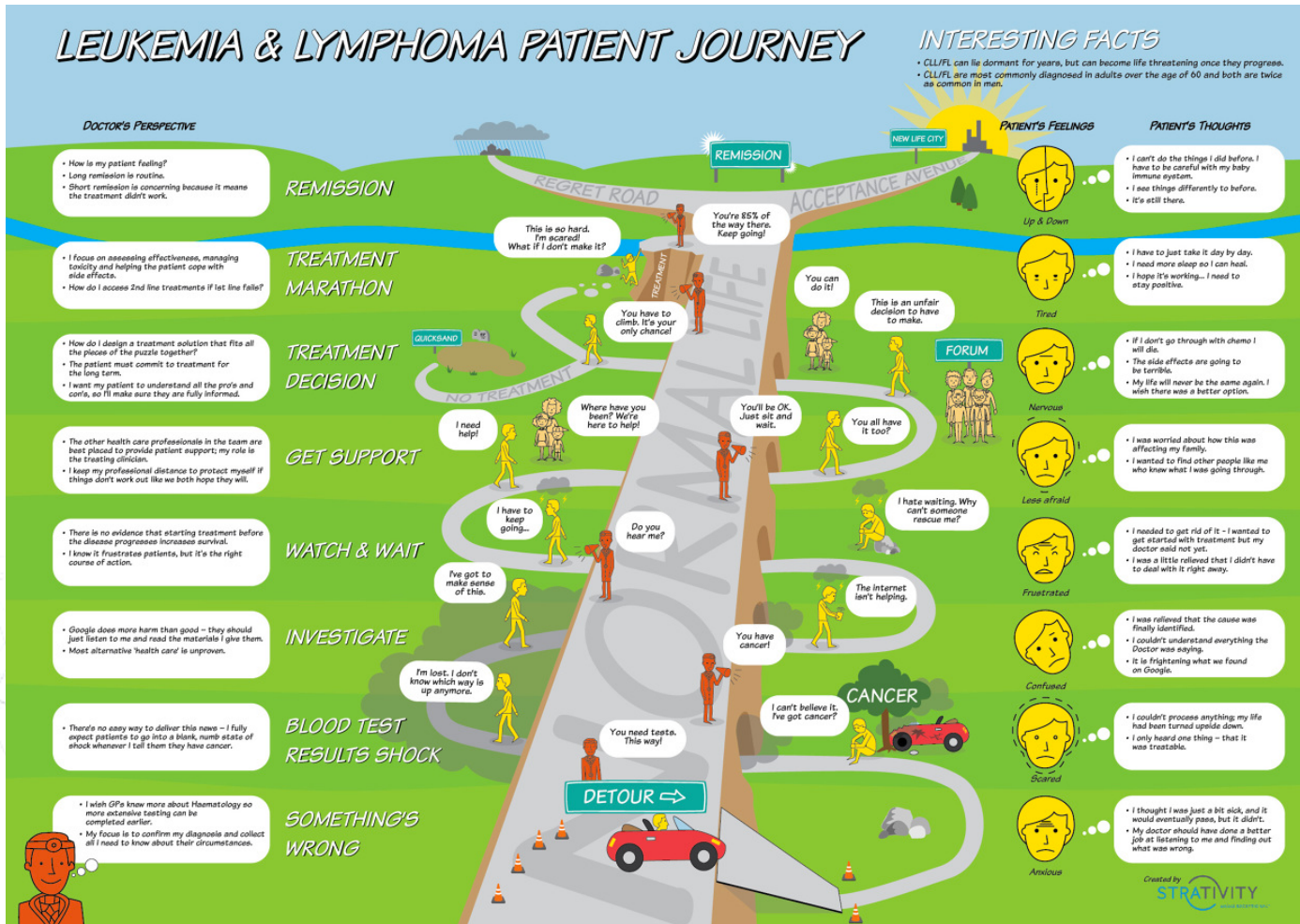
	first complaints due to hip condition Years to months before surgery	general practitioner's consults Years to months before surgery	orthopaedic diagnosis (hospital) Months to weeks before surgery	pre-operation, at home Months to weeks before surgery	hospitalization: preparation, surgery, aftercare Day of the surgery to a few days afterwards	6-8 week recovery at home 2 months after surgery	aftermath 2 months to years after surgery
<b>PATIENT</b>	The patient gets aware of first signs and starts doing exercises.	The patient experiences the first complaints, usually in the groin.	Patients put effort into dealing with their complaints by physical exercise, seeking out information and sharing with friends and family.	The patient lives towards the surgery and prepares himself physically and mentally for the procedure.	On the day of surgery, the patient arrives in the hospital.	The patient leaves the hospital.	The patient reaches the optimal physical recovery from the surgery.
<b>INFORMAL CAREGIVERS</b>			An informal caregiver often joins the patient to the orthopaedic surgeon.		The patient is often accompanied by an informal caregiver to the hospital.	The informal caregiver usually accompanies the patient when leaving the hospital.	
<b>GENERAL PRACTITIONER</b>	At the doctor's surgery, information leaflets about hip complaints are provided to everyone visiting the clinic.	The patient sees the g.p. several times. He advises alternative solutions like physical therapy.	After unsuccessful attempts to treat the pain, the patient is forwarded to the orthopaedic surgeon.				
<b>PHYSIOTHERAPIST</b>		Physiotherapist can help patients relieve some of the pain, in hope of complete recovery.			The physiotherapist quickly starts treating the patient. On the day of the surgery first steps are taken.	The physiotherapist decides when the patient is ready to be released from the hospital.	The physiotherapist regularly helps the patient to physically recover.
<b>ORTHOPEDIC SURGEON</b>			The orthopaedic surgeon sees the patient for the first time and examines him.	In case of uncertainty, the orthopaedic surgeon forwards the patient to undertake other steps. The orthopaedic surgeon diagnoses the patient and explains the necessary procedures including the surgery of hip replacement.	The O.R. team performs the surgery.		The orthopaedic surgeon reflects on the surgery with the patient, looking at recent x-rays of the hip.
<b>RADIOLOGIST</b>			Radiology staff takes x-rays of the hips. The radiologist evaluates these and gives his diagnosis for the patient to the orthopaedic surgeon.	If necessary, the radiology staff examines the patient further, e.g. with MRI, getting injections in the hip, etc.	During the surgery, the radiologist provides the orthopaedic surgeon with x-rays.		The radiology staff takes new x-rays of the hip.
<b>ANAESTHETIST</b>					If the anaesthetist provides the patient with an epidural and sedation.		
<b>NURSE</b>					The nurse informs the patient about the preceeding of the day and shows the patient's recovery room.	The nurse helps the patient get prepared for surgery and guides the patient towards the O.R. waiting room on a bed.	After the patient is escorted back to the recovery room, the nurse regularly checks in on the patient.
<b>GOVERNMENT &amp; INSURANCE</b>	The government and insurance companies benefit from good prevention to the patient.						

Prevention	Pain-relieving behavior	Consulting the gp: gatekeeper	Diagnosis	Pre-op: Mental & physical preparation	Hospitalised	Rapid Recovery Program	Rehabilitation	Looking back & forward
<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>	<p>1. We advise patients to do physical exercises to strengthen the muscles around the hip.</p> <p>2. We advise patients to do physical exercises to strengthen the muscles around the hip.</p>

Fuente: [www.reitsema.nl/roeland/graphics/redesign-patient-journey/](http://www.reitsema.nl/roeland/graphics/redesign-patient-journey/)

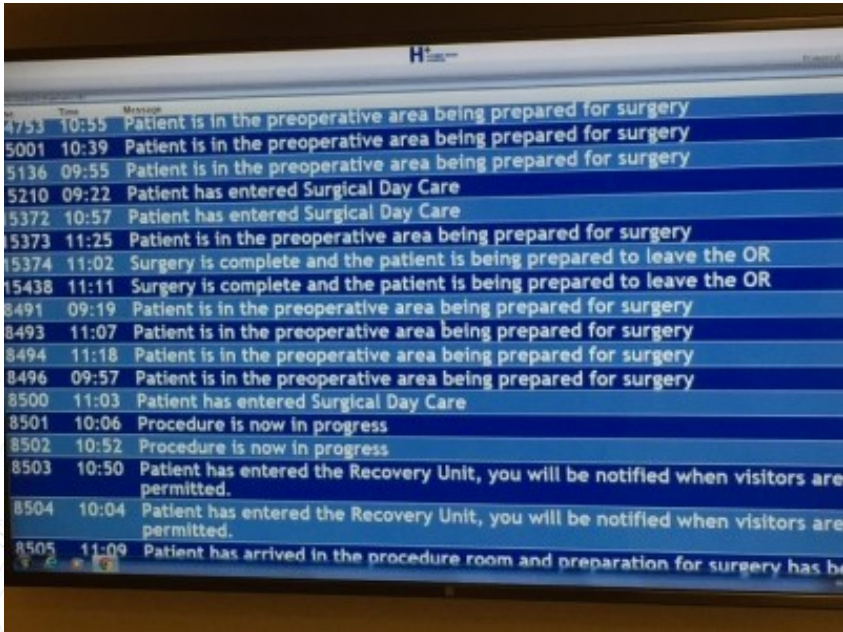


# Patient Journey "Leucemia y Linfoma"

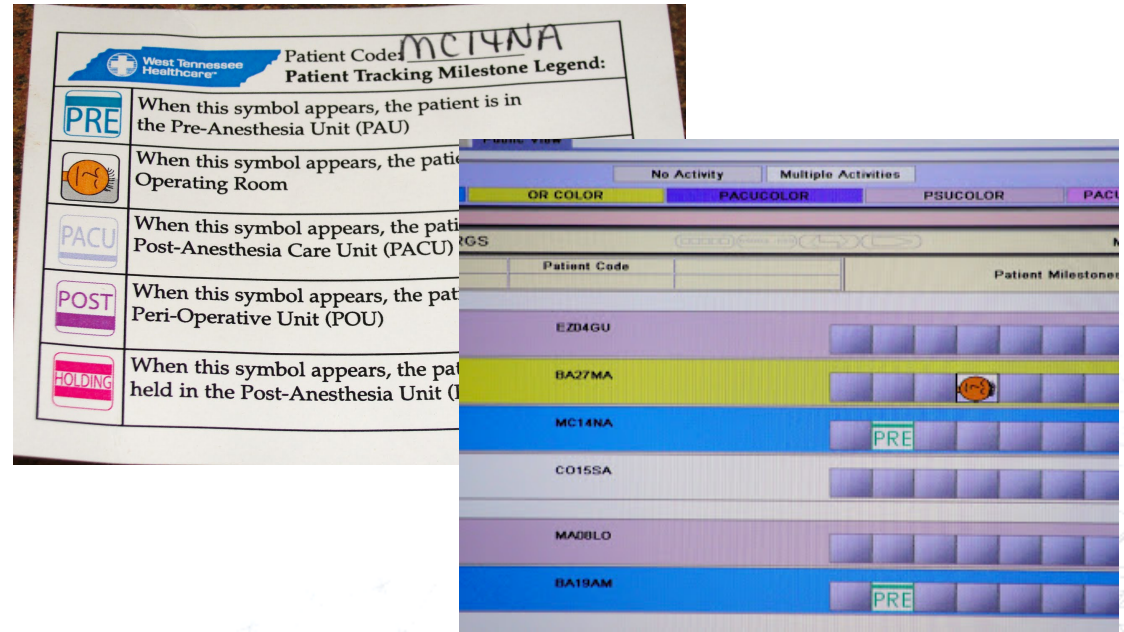


Fuente: Strativity

# Etapas del paciente “en vivo”



Humber River Hospital (HRH) de Canada



West Tennessee Healthcare de EEUU

# #4 *Cómo escuchar lo que dicen:* **VOZ DEL PACIENTE**





# Recogida de feedback de los pacientes y sus familiares / amigos

cahps<sup>®</sup> Surveys and Tools to  
Advance Patient-Centered Care

NHS Inpatient  
Survey 2015

Supporting you to deliver the highest  
quality care



Encuestas online/escritas

Encuestas telefónicas

Internet: Blog, redes sociales...

Pulsadores en la salida del Hospital

Focus group

Reclamaciones/Demandas

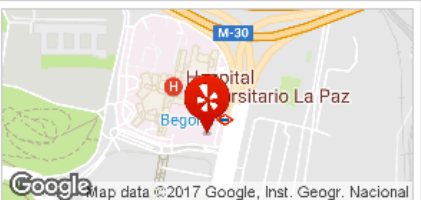
Tiempo para observar

## Hospital Universitario La Paz

Unclaimed

★★★★★ 7 reviews [Details](#)

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**Juan D.**  
Madrid, Spain  
52 friends  
131 reviews  
12 photos

★★★★★ 7/8/2013

Desde mi hospital de referencia (Cruz Roja) donde me trataron estupendamente, me derivaron a La Paz para una consulta cardiológica muy especializada. Tanto las consultas como el tratamiento médico que tuvieron que hacerme fueron magníficos. Desde aquí mi agradecimiento y reconocimiento a todo el equipo del hospital La Paz y a la sanidad pública.

Was this review ...?


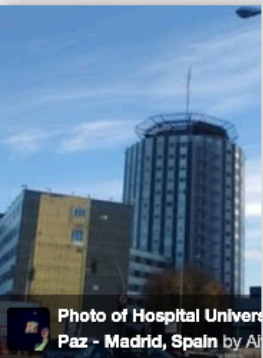
[Useful 3](#) [Funny](#) [Cool 4](#)

**Maria Dolores G.**  
Madrid, Spain  
3 friends  
316 reviews  
334 photos

★★★★★ 3/22/2011  
First to Review

Recomiendo a aquellas personas con familiares enfermos de cáncer que definitivamente consideren este hospital como alternativa. Por supuesto siempre hay que mirar todas las posibilidades...pero esta es una muy buena. Aquí no sólo prima la ciencia, de la cual ellos tienen conocimientos de sobra, sino el trato humano, que tan imprescindible se hace para este tipo de enfermos. En oncología de la Paz, a pesar del desmesurado volumen de pacientes con los que cuentan, tantos médicos como enfermeras saben tratar a sus pacientes de manera personalizada...Trabajan muy duro.

En definitiva son unos profesionales como la copa de un pino y grandes expertos en cuanto al estudio del cáncer se refiere. Es uno de los hospitales españoles que está a la cabeza en cuanto a investigaciones y a ensayos clínicos

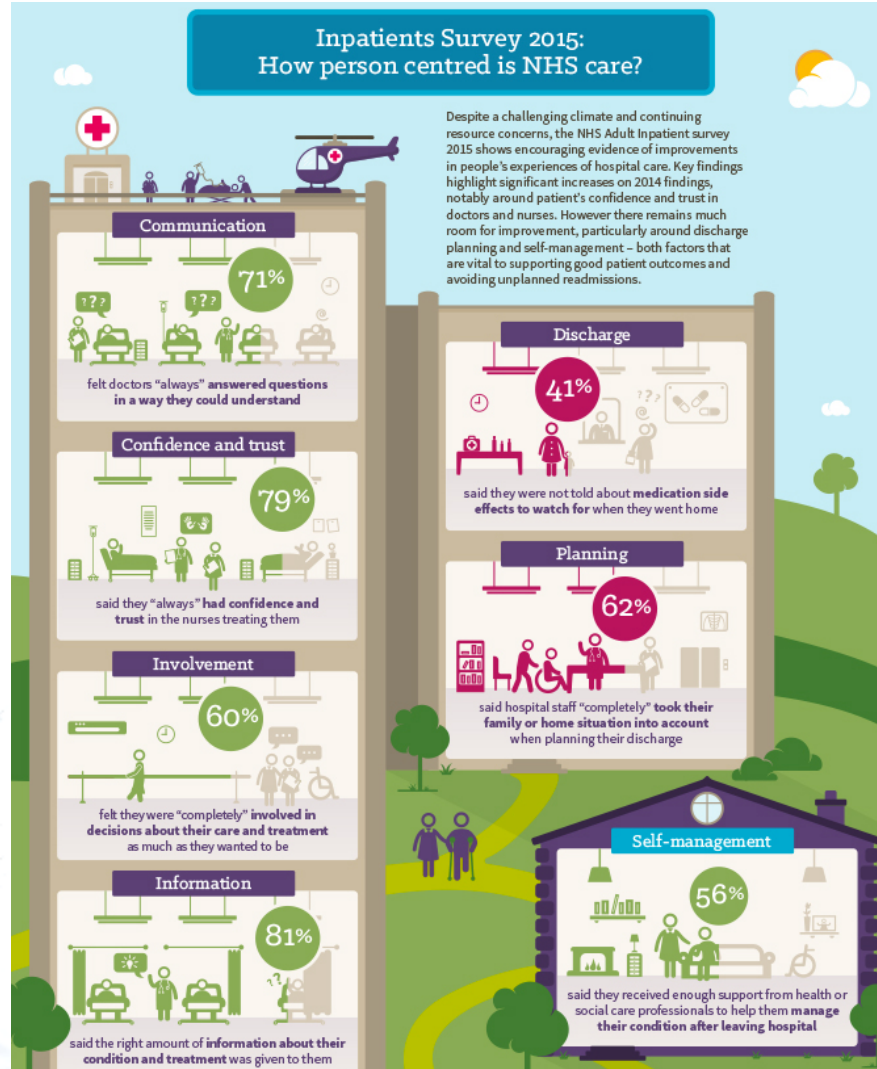





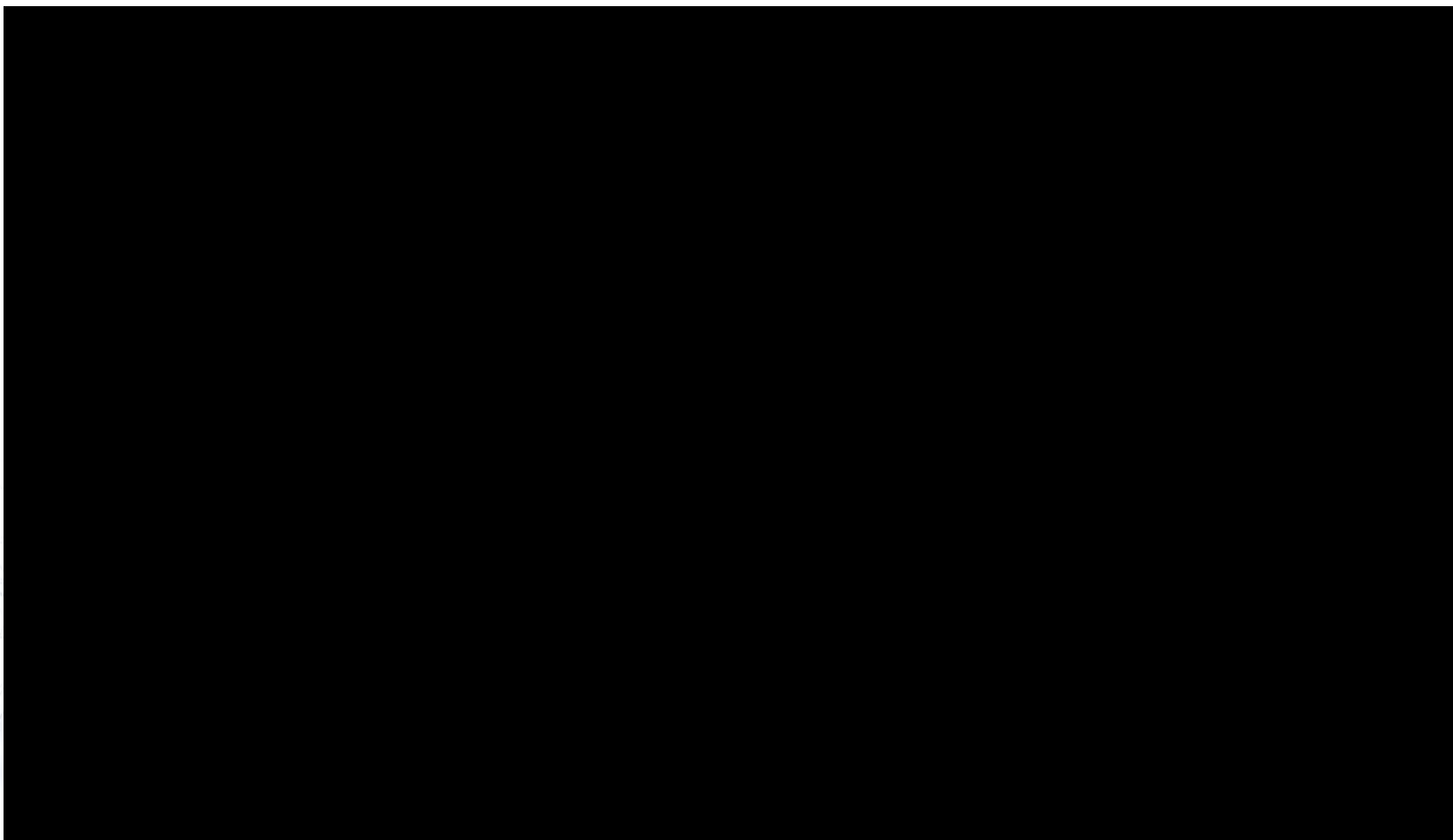
# #5

## *Saber como los tratamos:* **VÍNCULO EMOCIONAL PACIENTE - EMPLEADO**

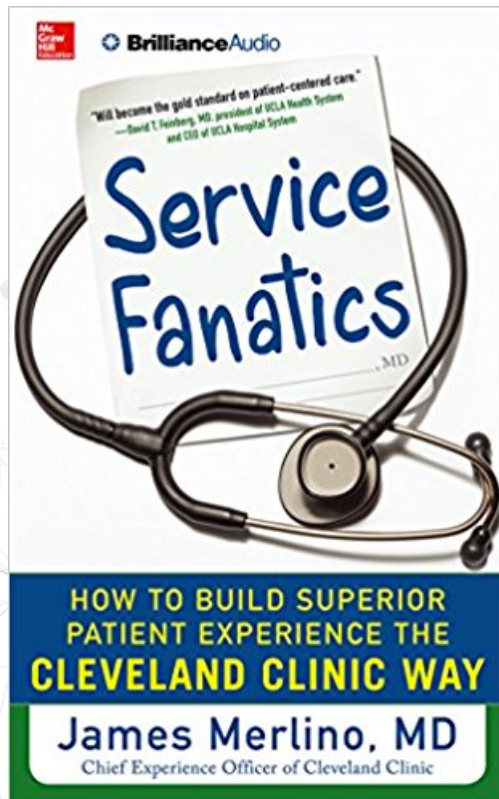
# Fundamentos del cuidado centrado en las personas



# La conexión humana al cuidado del paciente (Cleveland Clinic)



# ¿Cómo construir una Experiencia superior de Paciente? (Cleveland Clinic)



“In healthcare it's critical to recognize that if you're going to be successful in driving improvements, such as how you deliver safety, how you ensure high quality outcomes, how you do that in a patient- and family-centered environment...**you have to recognize that it is about the people.** And the **people need to be aligned around the mission of the organization.**”

“Doctors are a double-edged sword in healthcare, we can't have healthcare without doctors and **you can't improve healthcare without their engagement.** And sometimes they can be the biggest barrier to improvement”

“**Healthcare is no longer an individual sport. It is a team sport of highly qualified professionals**—some are doctors, some are nurses and other healthcare professionals—who come together to deliver what we call healthcare today. And while doctors are very important, they are not the most important—everyone's important. So people need to realize—and doctors need to realize—that it is a team sport.”

# #6 *La experiencia de paciente dentro de la CALIDAD ASISTENCIAL*





# La calidad asistencial es la base, la experiencia de paciente la evolución

- ✘ Adaptación de los indicadores de calidad con indicadores de experiencia ("tiempo de espera" vs "una espera agradable")
- ✘ Definición del objetivo basado en la experiencia después de asegurar la calidad asistencial
- ✘ Medición de las emociones de los pacientes durante el proceso asistencial
- ✘ .....

# Una gestión hospitalaria centrada en las personas es clave



# Last but not least: una best practice ESPAÑOLA

**Conseguir que las cosas sean diferentes,  
es personal.**

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**Mercedes Mengíbar**

Directora-Gerente del Hospital Vithas Xanit Internacional



***¡MUCHAS GRACIAS!***

***s.buljan@buljanandpartners.com***