



Berkshire  
Medical  
Center

2013

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Annual Report



**Berkshire Medical Center**  
***Patient & Family Advisory Council (PFAC)***  
**Annual Report 2013**

**Mission**

To provide a forum that enables patients and families to have direct input and influence on policies, programs, and practices at Berkshire Medical Center.

**Goals**

- 1) To ensure that care at Berkshire Medical Center is patient and family centered
- 2) To improve patient safety
- 3) To improve collaboration between caregivers, patients and families such that their concerns regarding quality of care are addressed promptly and effectively
- 4) To be active consultants to improve patient and family satisfaction
- 5) To provide input from a patient's perspective towards the hospital's priorities and planning
- 6) To further build a positive relationship between the hospital and members of the community
- 7) An annual report will be developed and presented to Senior Leadership of the goals and accomplishments of the PFAC

**Membership Overview**

- 14 current or past patients and/or family members
- Executive Director of the Emergency Department
- Patient Relations Manager
- Physician Liaison
- Service Excellence Supervisor
- VP of Acute Care
- VP of Integrated Care & Home Health
- VP of Support Services

**Recruitment**

- Most members have been recruited through rounding by leaders and word of mouth of other Council Members
- Oftentimes the Patient Relations Manager is able to identify prospective members through the BMC Complaint Review Process
- Potential members are required to complete an application and interview first with the Patient Relations Manager and secondly with the non-staff Co-Chairperson

## Desired Characteristics of Council Members

- Confidence and the ability to express opinions and own point of view
- Consideration towards others' opinions, backgrounds and experiences
- Commitment to the Council's Mission and Goals (as noted on page 1)
- Be a respectful and effective communicator
- Work in coordination with the mission, vision, and values of Berkshire Medical Center

## 2013 PFAC Membership

The Council is currently comprised of 21 total members, with 14 representing the patient and/or family perspective.

### Current Non-staff Members:

- Ralph Lichtenstein, PFAC Co-Chairperson
- Marie Barzousky
- Ann Borsello
- Melissa Butler
- Rosemary Chapman
- Shelley Deane
- Susan Frisch Lehrer
- Thomas Gardner
- Henry Holt
- Victoria Holt
- Helen Markessinis
- Phyllis Sandrew
- Judy Shorey
- Michelle Sylvester

### Current Staff Members:

- Christa Melillo, Patient Relations Manager & PFAC Co-Chairperson
- Karen Benzie, VP of Integrated Care & Home Health
- Brenda Cadorette, VP of Acute Care
- Roberta Gale, Executive Director of Emergency Department
- Sean Jennings, VP of Support Services
- Karen Labanaro, Supervisor Service Excellence
- Ashley McLean, Physician Liaison



## Election of Officers

- The PFAC will have a non-staff Co-Chairperson who will work in collaboration with the Patient Relations Manager
- Together they will be responsible for facilitating each meeting and gathering feedback on services, policies, and programs involving the hospital
- The non-staff Co-Chairperson will serve as a liaison between the hospital and the Council
- Election of the non-staff Co-Chairperson will be by a simple majority vote which will occur in January and will be applicable for a one year term
  - This person may serve as Co-Chairperson for up to three years

## Council Structure

- The Council is facilitated by the non-staff Co-Chairperson with support from the Patient Relations Manager
  - When necessary, support is also available through the VP of Support Services
- The Patient Relations Manager and Service Excellence Department are responsible for organizing and supporting the Council
- The non-staff Co-Chairperson and the Patient Relations Manager will set the agenda with Council input for each meeting
- The Patient Relations Manager will ensure that minutes are kept and distributed to all Council Members by email
  - The minutes will be maintained by BMC for a minimum of 5 years

## Membership Term

- A one year commitment is required and is renewable each year for a maximum of three years
- Two years following the initial activation of the committee, one third of the members will rotate from the group and be replaced by new members
- This rotation will continue with at least one third of group rotating off annually
- Members who are terming off will be offered volunteer opportunities in other areas of the hospital
- Special attention will be given to the recruitment of representatives who add to the diversity of patients and community membership on the Council

## Diversity

The Council of 2013 was not as reflective of BMC's current patient population as would be ideal. In response, the Patient Relations Manager has outreached to a diverse array of potential members in an effort to better reflect the patient population and our surrounding community. The Council is seeking to diversify not only in terms of culture, age, socioeconomic status, and spiritual diversity, but also through representation from the LGBT community.



Furthermore, the Manager of Language Services in collaboration with the VP of Support Services has hosted two separate PFAC Meetings explicitly for Spanish-speaking patients and their family members. The structure of and issues subsequently identified within this venue, varied greatly from those matters discussed in the regularly recurring monthly PFAC meetings. Outreach has been conducted since the inception of this additional PFAC subgroup to facilitate some crossover between the two meetings.

## Council Members' Duties

- The Council's primary duty is to act as a liaison between their patient experiences or those in the community and health care providers
- Council Members listen to and speak of their work with the hospital in the community to garner ideas and initiatives
- Council Members will regularly attend and contribute to monthly meetings
- Council Members will make reasonable effort to attend those opportunities outside of the recurring monthly meetings in an effort to gain exposure to and information on the vast functions of the hospital and health system

## Role of Council

- The Council will serve as consultants and advisors to a variety of projects, initiatives and processes within the hospital
- Council Members will be invited to participate in the BHS 'Be Proud' series and will be encouraged to suggest topics for continuing education that will assist in their duties as Council Members
- Council Members will be invited to participate in the Clinical & Service Excellence meetings, which meet the second Wednesday of every month
- Council Members will be invited to attend the Quarterly Employee Open Forums, which provide a snapshot of how the organization is performing
  - Quality Metrics, Fiscal Overview, Patient Satisfaction Scores, Organizational Updates/Announcements, etc.
- Council Members will be invited to attend the BHS Annual Meeting and will be provided a hardcopy of the Annual Report regardless of their availability to attend
- Council Members will be invited to attend any pertinent events or opportunities within the hospital and health system as they arise

## Confidentiality

- BMC provides the PFAC Members formal training in accordance to HIPPA laws and all members will sign a confidentiality statement annually
  - This training is provided by the BMC Education Department

## Council Guidelines

- The Council will meet monthly, on the second Tuesday of each month
- Minutes and agendas will be taken by the non-staff Co-Chairperson and maintained by the Patient Relations Manager
- Since our recruiting efforts are based in the hospital and its entities, we are assured that all members, except possibly staff members, are current or former patients or family members of such

## Support and Resources

- The primary staff liaison and co-chairperson, the Patient Relations Manager, will devote approximately 4 hours per month to the PFAC
  - This will include time for minutes, agenda setting, follow-up action items, and recruiting, training, and administrative duties as needed
- There is no reimbursement or stipend made to members of the Council
- Council Members are afforded a complimentary meal during each monthly meeting
- There is not a cost to park on the Berkshire Medical Center campus
- As volunteers within BHS, PFAC Members are entitled to utilize the BMC Employee Pharmacy

## 2013 Meetings and Accomplishments

(\*) Denotes a Special Event and/or Accomplishment

### **PFAC Meeting Agenda for January 2013:**

- Organizational Updates from Administration
- Review of Mission, Goals & Membership Expectations
- Distribution of responses/information on topics not elaborated on in 2012
- Annual OSHA/HIPAA & BHS Mandatory Training from the Education Department
- Presentation/Discussion on BHS Cancer Care & Cancer Center Project
- Review of Upcoming Meetings & Events

### **\*PFAC Members Invited to Attend the BHS Annual Meeting on January 23, 2013:**

- PFAC co-chairperson, Ralph Lichtenstein, was publically awarded the Gladys Allen Brigham Award for his volunteerism both within BMC, and beyond into our community

### **PFAC Meeting Agenda for February 2013:**

- Organizational Updates from Administration
- Mystery Shopping Reviews
- Presentation & Discussion on New IT Project: Patient Portal
- Review of Upcoming Meetings & Events

### **PFAC Meeting Agenda for March 2013:**

- Organizational Updates from Administration
- Presentation & Discussion on Current/Upcoming Constructions Projects
- Presentation & Discussion on Patient Safety Initiative: Patient ID
- Feedback provided on new ED patient education materials
- New PFAC Project Proposal: 'PFAC Rounding Team'
- Review of Upcoming Meetings & Events



### **PFAC Meeting Agenda for April 2013:**

- Organizational Updates from Administration
- Update & Discussion on 'PFAC Rounding Team'
- Presentation & Discussion from a vendor on BHS Patient Portal Project
- Review of Upcoming Meetings & Events

### **\*BMC PFAC Conducts 'Mystery Calls' for a BMC Laboratory Customer Service Review**

- Volunteer PFAC Members conducted phone calls surveying the quality of Customer Service throughout the various points of contact within the BMC Laboratory
- Results of these surveys were collected and that data was handed off to the pertinent Manager for review and consideration

### **\*BMC PFAC met with Fairview Hospital's PFAC, a BHS affiliate, on April 22, 2013:**

- Discussed each PFAC's logistics: mission, goals, membership, activities, successes, challenges, etc.
- Identified and discussed opportunities for supportive partnership and collaboration
- Identified common need for further diversification of PFAC membership

**PFAC Meeting Agenda for May 2013:**

- Organizational updates from Administration
- Review of Combination PFAC Meeting
- Review/critique of Newly Developed Facility Maps
- Confirmed Interest & Schedule for 'PFAC Rounding Team'
- Review of Upcoming Meetings & Events

**\*Inaugural PFAC Rounding Team - May 29, 2013:**

- Volunteer PFAC Members (3) rounded the facility led by Sean Jennings, VP of Support Services, gathering feedback to compile a report that was forwarded directly to the pertinent Administrators and/or Managers for review and response
- Debrief: pertinent feedback was generated and experience was found to be engaging, fun and most importantly, productive
  - 'PFAC Rounds' will be conducted with varying groups of volunteer PFAC Members every few months moving forward

**\*Patient Portal PFAC Focus Group - May 30, 2013:**

- Volunteer PFAC Members (4) attended a focus group (via webinar) which also included the Patient Relations Manager, VP of Integrated Care & Home Health, VP of Acute Care, Chief Information Officer, IT Project Managers, Manager of Clinical Education and the vendors of the program of interest (remotely)
- Patient Portal was demonstrated virtually and feedback was solicited for user experience/impressions, implementation and considerations for meaningful use

**PFAC Meeting Agenda for June 2013:**

- Organizational Updates from Administration
- Report from Inaugural PFAC Rounding Team
  - Findings, Completed Follow-up & Debrief on Overall Experience
- Presentation & Discussion with the BMC Emergency Department
- Review of Upcoming Meetings & Events

**\*PFAC Members Invited to Attend Announcement of BHS and Canyon Ranch Institute Partnering on Community Wellness Initiative on June 26, 2013:**

- PFAC Members were formally invited to attend this exciting and informative session
- While not all members were able to attend, many were and found the partnership and initiative interesting and want to stay involved as the program develops and is implemented
- There will be more discussion and interaction between the PFAC and this initiative as it matures and approaches implementation

**PFAC Meeting Agenda for July 2013:**

- Organizational Updates from Administration
- Presentation & Discussion on the History of BMC
- Review of Upcoming Meetings & Events

**PFAC Meeting Agenda for August 2013:**

- Organizational Updates from Administration
- Presentation & Discussion on the BMC Education Program
- Review of Upcoming Meetings & Events

**\*PFAC Members Tour the Cancer Center on August 28, 2013:**

- PFAC Members, along with the community at large, were invited to take a guided tour through the Cancer Center as 'Phase 1' of the construction project reached completion

**PFAC Meeting Agenda for September 2013:**

- Organizational Updates from Administration
- Presentation & Discussion on the BMC Quality Department
  - Included report on the recent survey by The Joint Commission
- Review of Upcoming Meetings & Events

**Meetings for 2014**

- Recurring monthly meetings are scheduled on the second Tuesday of each month
- Special workgroups and events will be scheduled as needed
- Each month, all PFAC Members will be reminded of and invited to the following recurring meetings:
  - BMC 'Be Proud' - monthly
  - Clinical & Service Excellence - monthly
  - BMC Employee Open Forums - quarterly
  - BHS Annual Meeting - yearly

**Proposed Topics for Meetings in 2014**

- BHS and the Canyon Ranch Institute
- The Cancer Center
- The BHS Patient Portal
- BMC Public Relations
- Patient ID
- Crew Resource Management Update
- Nutrition & Food Services
- Environmental Services
- Patient Safety Update

**Council Goals for 2014**

- Diversify PFAC membership
- Achieve an 80% attendance rate at recurring monthly meetings
- Collaborate with Fairview Hospital's PFAC on shared goals/initiatives
- Incorporate PFAC Members onto appropriate hospital councils & committees
  - Quality Council
  - Environment of Care Committee
  - Diversity Committee
  - Patient Safety Committee
  - The H.U.S.H. Team
- Schedule ongoing quarterly PFAC Rounds utilizing new/different PFAC Members

