ANNUAL REPORT
2014

Submitted: September 30, 2014
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Berkshire Medical Center
Patient & Family Advisory Council - Est. 2009
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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
- To ensure that care at Berkshire Medical Center is patient and family centered
- To improve patient safety
- To improve collaboration between caregivers, patients and families such that their concerns regarding quality of care are addressed promptly and effectively
- To be active consultants to improve patient and family satisfaction
- To provide input from a patient’s perspective towards the hospital’s priorities and planning
- To further build a positive relationship between the hospital and members of the community
- An annual report will be developed and presented to Senior Leadership of the goals and accomplishments of the PFAC

Membership Overview
- (14) PFAC Advisors (current or past patients and/or family members)
- Executive Director of Emergency Services
- Manager Patient Relations
- Manager of Physician & Patient Services
- Supervisor of Service Excellence
- Vice President of Acute Care
- Vice President of Integrated Care & Home Health
- Vice President of Support Services

Recruitment & Orientation
- 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
- Each applicant will be provided a copy of the most recent PFAC Annual Report, a variety of BMC/BHS informational resources, and will be subject to BMC’s volunteer requirements including verification of immunizations, a CORI check, and a TB test
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
- Be a respectful and effective communicator
- Work in coordination with the mission, vision, and values of Berkshire Medical Center

2014 PFAC Membership

The BMC PFAC is currently comprised of (21) total members, with (16) volunteers representing the patient and/or family perspective as PFAC Advisors throughout 2014!

2014 PFAC Advisors:

- Phyllis Sandrew, PFAC Co-Chairperson
- Lisa Avery
- Marie Barzousky
- Ann Borsello ^
- Melissa Butler
- Rosemary Chapman*
- Jayne Church
- Shelley Deane
- Susan Frisch Lehrer
- Ralph Lichtenstein*
- Thomas Gardner
- Henry Holt
- Victoria Holt
- Helen Markessinis
- Roberta Russell
- Michelle Sylvester

(*) denotes member(s) that resigned in 2014
(^) denotes member(s) that passed away in 2014
2014 BMC PFAC Staff Members:
  - Christa Melillo, Patient Relations Manager & PFAC Co-Chairperson
  - Karen Benzie, Vice President of Integrated Care & Home Health
  - Brenda Cadorette, Vice President of Acute Care
  - Roberta Gale, Executive Director of Emergency Services
  - Sean Jennings, Vice President of Support Services
  - Karen Labanaro, Supervisor Service Excellence
  - Ashley McLean, Manager of Physician & Patient Services
  - Dianne Probola, Director of Patient Safety

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 2014 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 Vice President of Support Services hosted several PFAC Meetings explicitly for Spanish-speaking patients and their family members. The meeting structure and issues subsequently identified varied greatly from those discussed in the regularly recurring monthly PFAC meetings. Outreach has been conducted since the inception of this focused PFAC subgroup to facilitate some crossover between the two. For 2015, we plan to also incorporate a Russian-speaking PFAC.

**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 annually

**Council Guidelines**
- The Council will meet monthly, on the second Tuesday of each month
- The agenda is set each month by the Co-chairpersons and is based upon a list of topics voted on by the PFAC advisors in the beginning of the calendar year
- 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
At this time, the BMC PFAC Advisors do not interact with the Board of Directors
The PFAC Annual Reports are available within the Patient Relations section of the BHS website
At this time, the BMC PFAC does not use social media

Support & 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 and attend special events where certain services may be provided at no cost (i.e. free flu shots at the annual BMC Flupalooza)

2014 Meetings & Accomplishments
(*) Denotes a special event or accomplishment separate from the monthly meeting

PFAC Meeting Agenda for January 2014:
- Organizational Updates from Administration
- Observation Status Script Review
- Discharge Information Subcommittee Report
- PFAC 2013 in Review
- PFAC 2014 Voting: Co-chair & Meeting Topics
- Review of Upcoming Meetings & Events

*Clinical & Service Excellence – 1/8
* Hip & Knee Replacement Surgery at BMC – 1/15
* BHS Annual Meeting – 1/29

PFAC Meeting Agenda for February 2014:
- Organizational Updates from Administration
- Distribution of BHS Annual Reports
- Healthcare for All Presentation by Deb Wachenheim
- BHS Cancer Care Update
- Review of Upcoming Meetings & Events

* Odysseus in America: Combat Trauma & the Trials of Homecoming – 2/11
* Clinical & Service Excellence – 2/12
* BMC Be Proud – 2/12
* Pittsfield Police Dept. presents Street Drugs: An Increasing Problem – 2/19 & 2/24

PFAC Meeting Agenda for March 2014:
- Organizational Updates from Administration
- Patient/Provider Experience Feedback Tool
- BMC Critical Care & Step Down Units
- Review of Upcoming Meetings & Events
**PFAC Meeting Agenda for April 2014:**
- Organizational Updates from Administration
- BMC Safety & Security Program
- PFAC on BMC Key Performance Committees
- Review of Upcoming Meetings & Events

* Meeting the Healthcare Needs of LGBT People – 4/7
* Clinical & Service Excellence – 4/9
* Be Proud – 4/9
* Volunteer Appreciation Luncheon – 4/10

**PFAC Meeting Agenda for May 2014:**
- Organizational updates from Administration
- 2014 PFAC Conference Update
- PFAC Rounds Summary
- BMC Patient Safety
- Review of the BMC Patient Rights & Responsibilities Policy
- Review of Upcoming Meetings & Events

* PFAC Rounding Team – 5/8
* PFAC Annual OSHA/HIPAA Education Offering – 5/13
* Clinical & Service Excellence – 5/14
* Pittsfield Police Dept. Street Gang Presentation – 5/21

**PFAC Meeting Agenda for June 2014:**
- Organizational Updates from Administration
- 2014 PFAC Conference Debrief & Next Steps
- BMC Infection Control
- Review of Upcoming Meetings & Events

* Clinical & Service Excellence – 6/11
* BMC Quarterly Open Forums – 6/9 through 6/14

**PFAC Meeting Agenda for July 2014:**
- Organizational Updates from Diane Kelly, BMC Chief Operating Officer
- Review of Patient Accounting Statements
- Review of Upcoming Meetings & Events

* Clinical & Service Excellence – 7/9

**PFAC Meeting Agenda for August 2014:**
- Organizational Updates from Administration
- Introduction to the BMC Spanish Speaking PFAC
- BHS Acronym Guide Review
- BHS Public Relations
- Review of Upcoming Meetings & Events

* BMC ‘Top 100’ Summer Celebration – 8/12
* Clinical & Service Excellence – 8/13
* Introductory PFAC Meeting for Northern Berkshire County

**PFAC Meeting Agenda for September 2014:**
- Organizational Updates from Administration
- B.O.O.S.T. Initiative at BMC
- Hospital Compare
- Review of Upcoming Meetings & Events

* Clinical & Service Excellence – 9/10
* Be Proud: Robotic Surgery at BMC – 9/10
* Lecture: New Treatments in Urology – 9/17
* Wine & Beer Tasting to Benefit Cancer Center – 9/27
* Northern Berkshire County PFAC Follow-up Meeting – 9/30

**PFAC Meeting Agenda for October 2014:**
- Organizational Updates from Administration
- BHS Community Outreach
- Develop PFAC Community Outreach Plan
- Review of Upcoming Meetings & Events

* BMC Flupalooza – 10/1
* BMC Quarterly Open Forums – 10/20 through 10/25

**Additional Areas of Focus, Impact & Accomplishment**

The BMC PFAC provided recommendations and feedback to BMC specifically pertaining to:
- Patient and provider relationships
- Quality improvement initiatives
- Patient education on safety and quality matters

BMC PFAC Advisors were presented information on the following public hospital performance information:
- Staff influenza immunization rate
- Full report of site visit from the Joint Commission

BMC PFAC Advisors participated in education and focus groups pertaining to the following state/national quality of care initiatives:
- Healthcare-associated infections
- Hand-washing initiatives
- Fall prevention
- Improving information for patients and families
- Care transitions
- Observation status for Medicare patients
Review of 2014 Goals

- Diversify PFAC membership
  - We were not successful in diversifying our advisor representation to make it more reflective of our community. We were however able to support the continued efforts of the Spanish-speaking PFAC and plan to collaborate in 2015 as they grow as a group

- Achieve an 80% attendance rate at recurring monthly meetings
  - Successful for all Advisors (excluding those who resigned or passed away)
  - Not successful for all BMC staff

- Collaborate with Fairview Hospital’s PFAC on shared goals/initiatives
  - Not successful – no collaborations identified

- Incorporate PFAC Members onto appropriate hospital councils & committees
  - Quality Council
    - Status is pending & may be complete by end of 2014
  - Environment of Care Committee
    - Tom Gardner, PFAC Advisor, is a member of this Committee
  - Diversity Committee
    - Status is pending & may be complete by end of 2014
  - Emergency Management Committee
    - Phyllis Sandrew, PFAC Co-chair, is a member of this Committee
  - The H.U.S.H. Team
    - This committee dispersed in 2014 so this goal is no longer applicable

- Schedule ongoing quarterly PFAC Rounds utilizing new/different PFAC Members
  - 3 of 4 PFAC Rounds were scheduled and attended per our goal

Council Goals for 2015

- Develop a functional PFAC serving the northern Berkshire community
  - Success to be measured by A) occurrence of a monthly meeting with no fewer than (4) advisors present from the community

- Coordinate and attend (1) collaborative PFAC meeting with each of the following:
  - BMC Spanish-speaking PFAC
  - Fairview Hospital PFAC
  - North Berkshire County PFAC

- Diversify PFAC membership
  - Success to be measured by the successful recruitment of no fewer than (3) new advisors that bring a different perspective than our current cohort of advisors including but not limited to the following: race, age, socioeconomic status, veteran status, gender, gender identity, sexual orientation, etc.

Proposed Topics for Review in 2015

- The BHS Patient Portal
- Woman’s Imaging Center
- The BMC Mother Baby Unit
- Radiology Services
- Physician Recruitment
- Crew Resource Management
- Nutrition & Food Services
- Patient Safety Update