



association of family  
health teams of ontario

# Building patient perspective into the “hard data” of primary care performance measurement

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On behalf of and with gratitude to members of the

**Association of Family Health Teams of Ontario**

# Disclosure

- We have no actual or potential conflict of interest in relation to this presentation

# Overview

- Background
- Goal/Objective
- Design
- Results and reflections
- Next steps

# Background:

## Patients first! or Patients first?

- *“Patients are smart people -- they know if you are faking it”*
  - Consensus: Its important to put patients first
  - Less consensus: How to do it
- Measurement of quality in primary care remains focussed on numbers

# Choices for action

- Include patient-centered measures
  - PREMs, PROMs, patient-centeredness scales
- Translate patients' perspective into numbers
  - Prioritize indicators
- Change focus/format of existing measurement
  - Starfield III

# AFHTO Approach

- Board priority: Demonstrate value of primary care teams
- Goal
  - Bake patient perspective directly into **numeric** performance measures in primary care
- Objective
  - Find out patient priorities among existing primary care performance indicators
  - Follow the lead of Dr George Southey “Starfield Model”

# Observational study: survey

- Outcome:
  - importance of indicators to the relationship patients have with their provider
- Second iteration, co-designed with patients
- Distribution: social media & email, English & French
- Very cumbersome but...
- *“Better than last time, believe it or not!”*

# Response to survey

- 250 respondents: NOT representative
- Providers reaction:

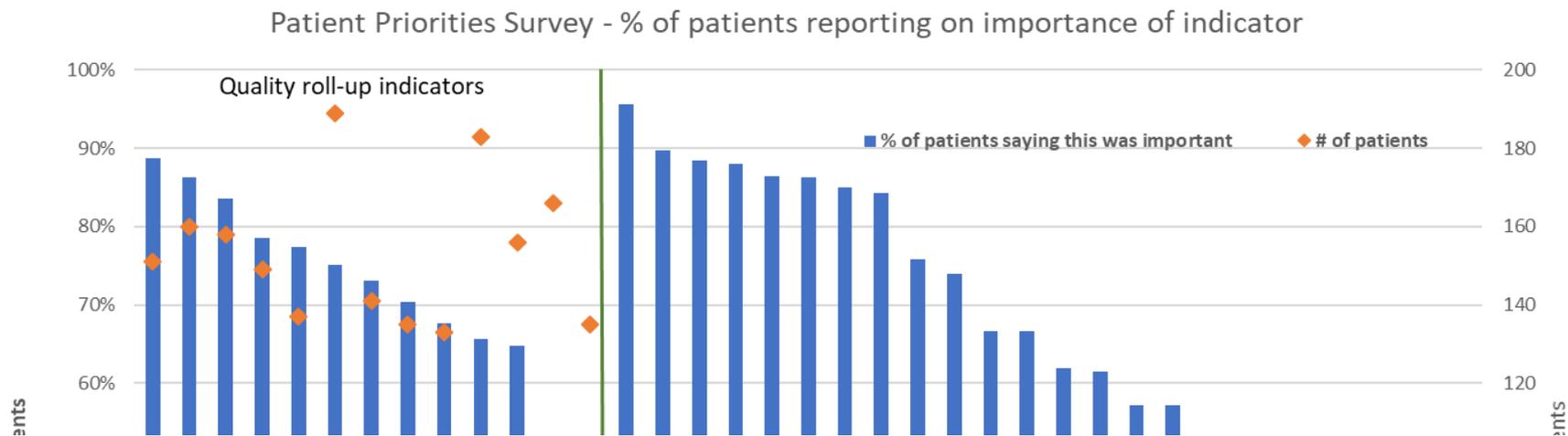


- Patients reaction: *“It was work but worth it – thanks for asking!”*

# Results: Top 10 priorities

- make me feel confident that they will work WITH me
  - let me say what is important to me
  - offered an appointment in a reasonable amount of time when I need it
  - make it easy to talk to them about personal problems related to my health
  - involve me in decisions about my care as much I want
  - pay attention to my feelings and concerns
  - provide care that improves my quality of life & other outcomes important to me
  - forward my medical record to hospital within 24 hours when hospital needs it
  - trying to improve the way they provide care
  - work well with other staff and healthcare workers on the team or in the office
- 
- *Similar to previous survey & other reports in the focus on relationships and soft skills*

# Results cont.



“... you might be more likely to do the FOBT if you have a good relationship with your doctor and can have a conversation about why the screening is important and can ask questions...”

# Reflection: It's a journey

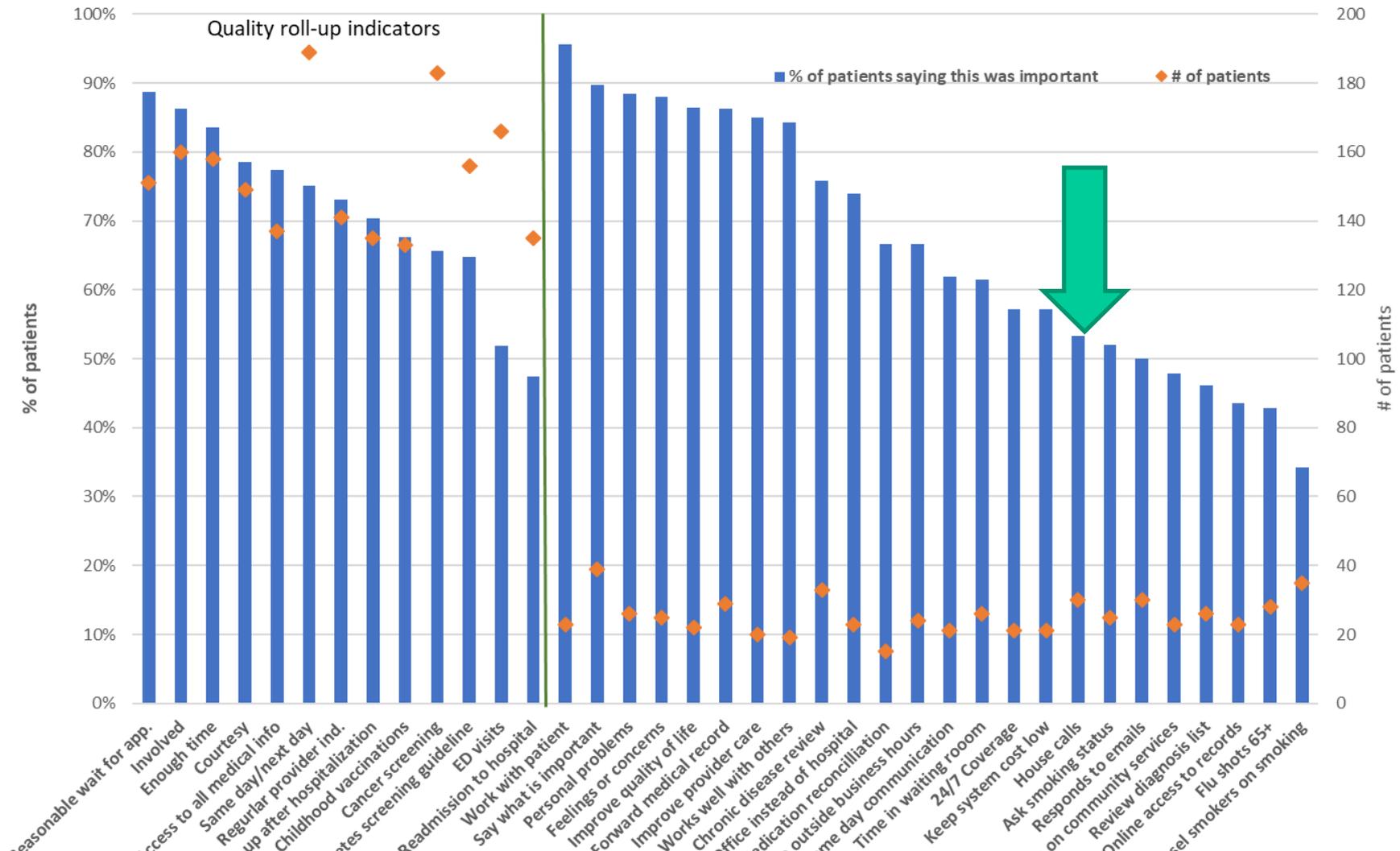
- Act to learn & learn from action
- Relationships make it possible
- The results mirror the process
  - focus on maintaining relationships

# Advice from patients re: next steps

- Relationship with providers is important
- Getting patient perspective into the “hard” performance data is important
- Get this information by talking to patients (instead of written survey)
- Explore impact of health status and social situations on priorities

# Results cont.

Patient Priorities Survey - % of patients reporting on importance of indicator





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*“You cant keep asking what matters to patients but not changing in response to that. If you want to say you care about me, you need to do something about it!”*

Thank you!

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