



Saint Elizabeth
Well beyond health care

Client Videos to Support Practice Changes in Personal Support

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October 25, 2011



Purpose

- **Translating evidence & best practices into practice changes is hard work**
- **Sharing experience with video**
 - **Why video?**
 - **Expected and actual effects**
 - **Related activities**
 - **Unexpected effects**



The research project

Keeping the
“home”
in
home care



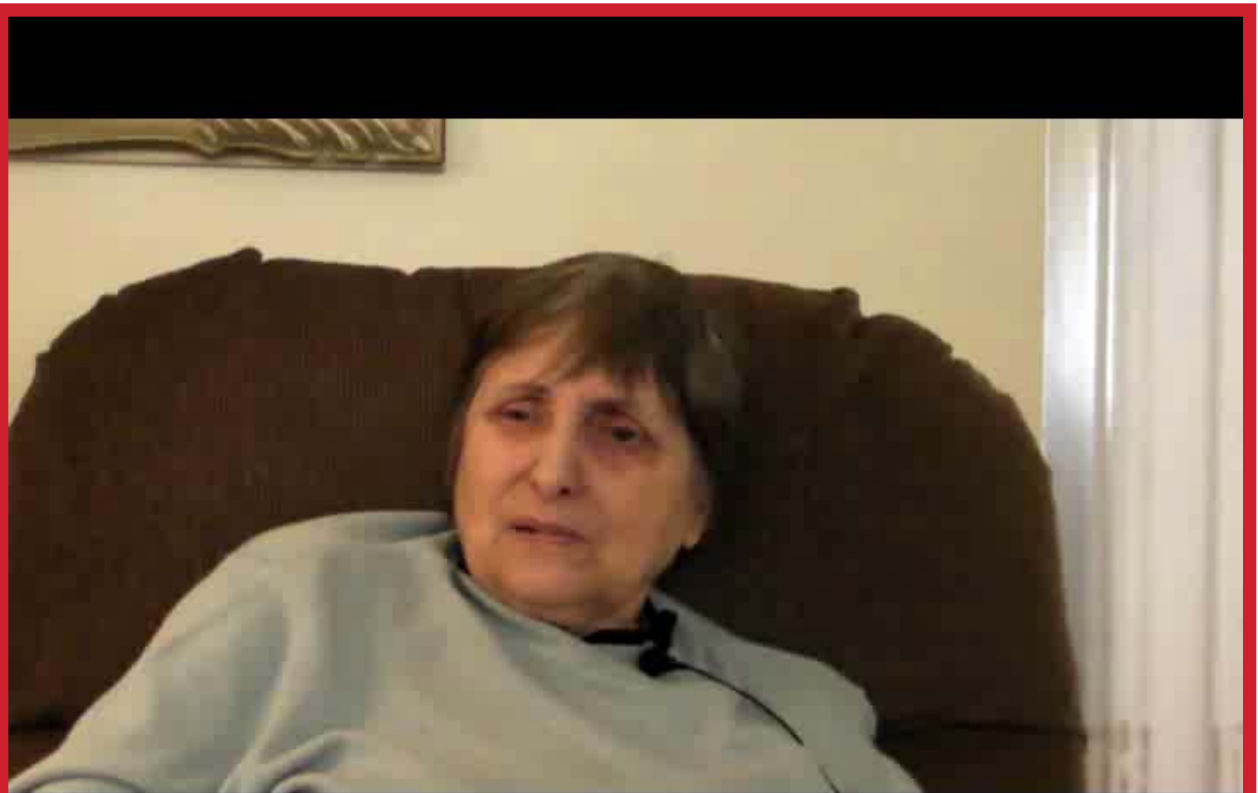


The power of video

- **Collects robust information**
- **Doesn't lose context and detail**
- **“written text can subdue the individual, whereas film cannot”***



**“I want them to phone me,...
Don’t leave me here all day....”**



Isabelle Lanza, Hamilton



The power of video

- Clients' views available to viewer = increased credibility, context
- Relationship = authority



Louise Sorokowsky



Mary Donato



What do we know?

To “translate knowledge”:

1. Tailor messages
2. Put the messages in context
3. Maximize credibility
4. Build relationships
5. Jointly analyze the information
6. Use multi-faceted approach



What was done

2 versions of a presentation:

- **powerpoint & video**

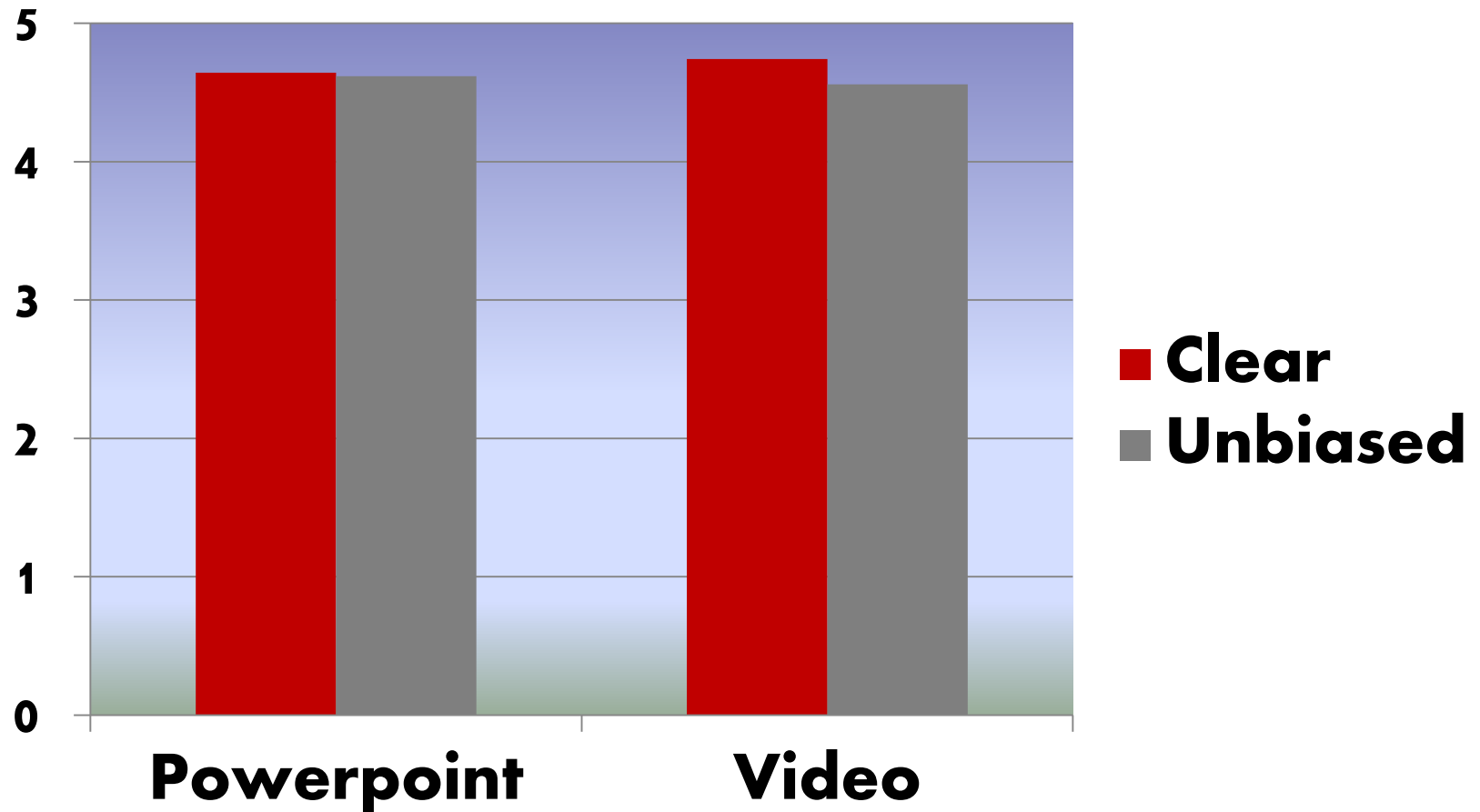
8 presentations, ~200 PSWs

- **questionnaires (2 rounds)**
- **discussion groups**

- 1. perceptions of presentation**
- 2. agreement & disagreement**

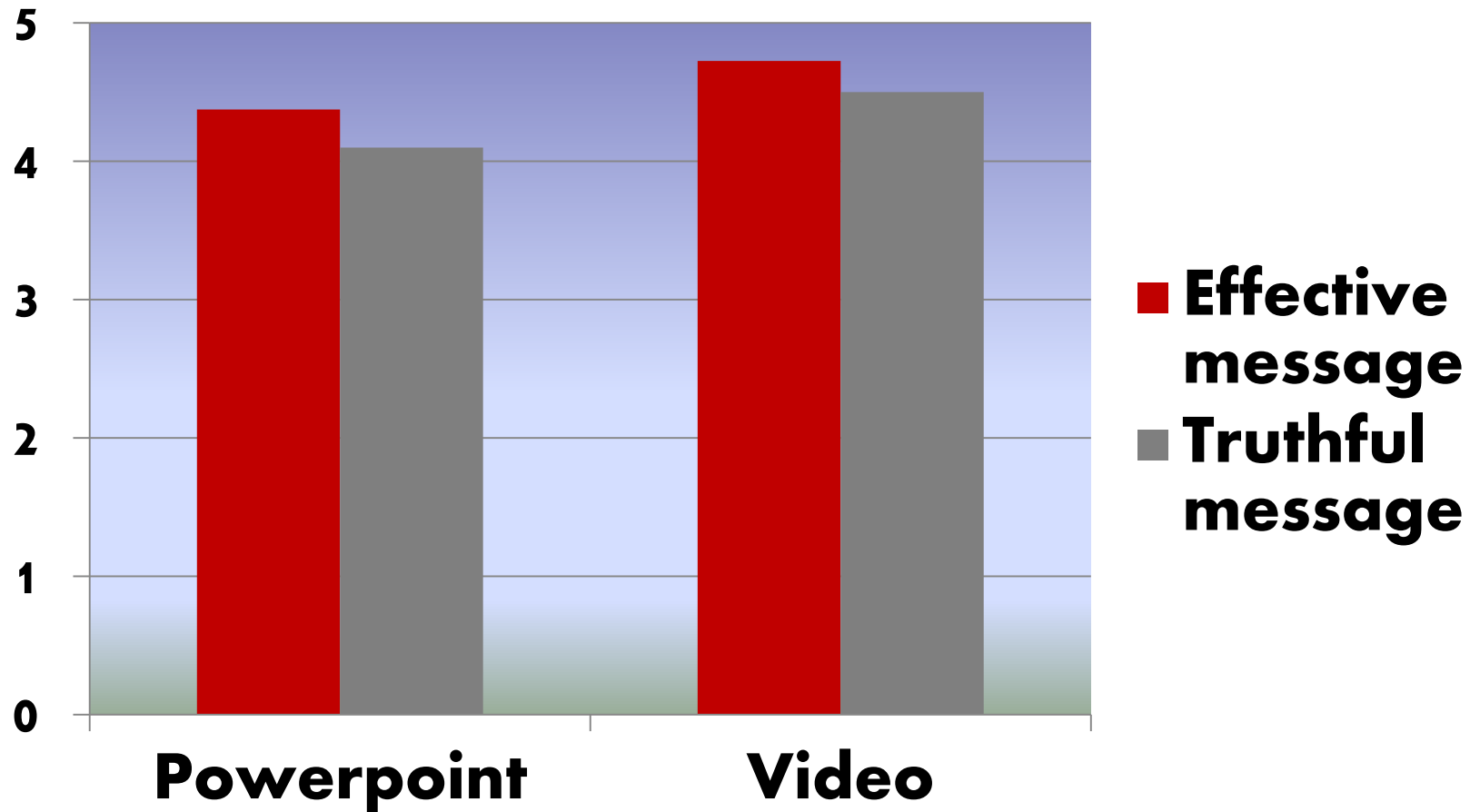


Results – tailor messages



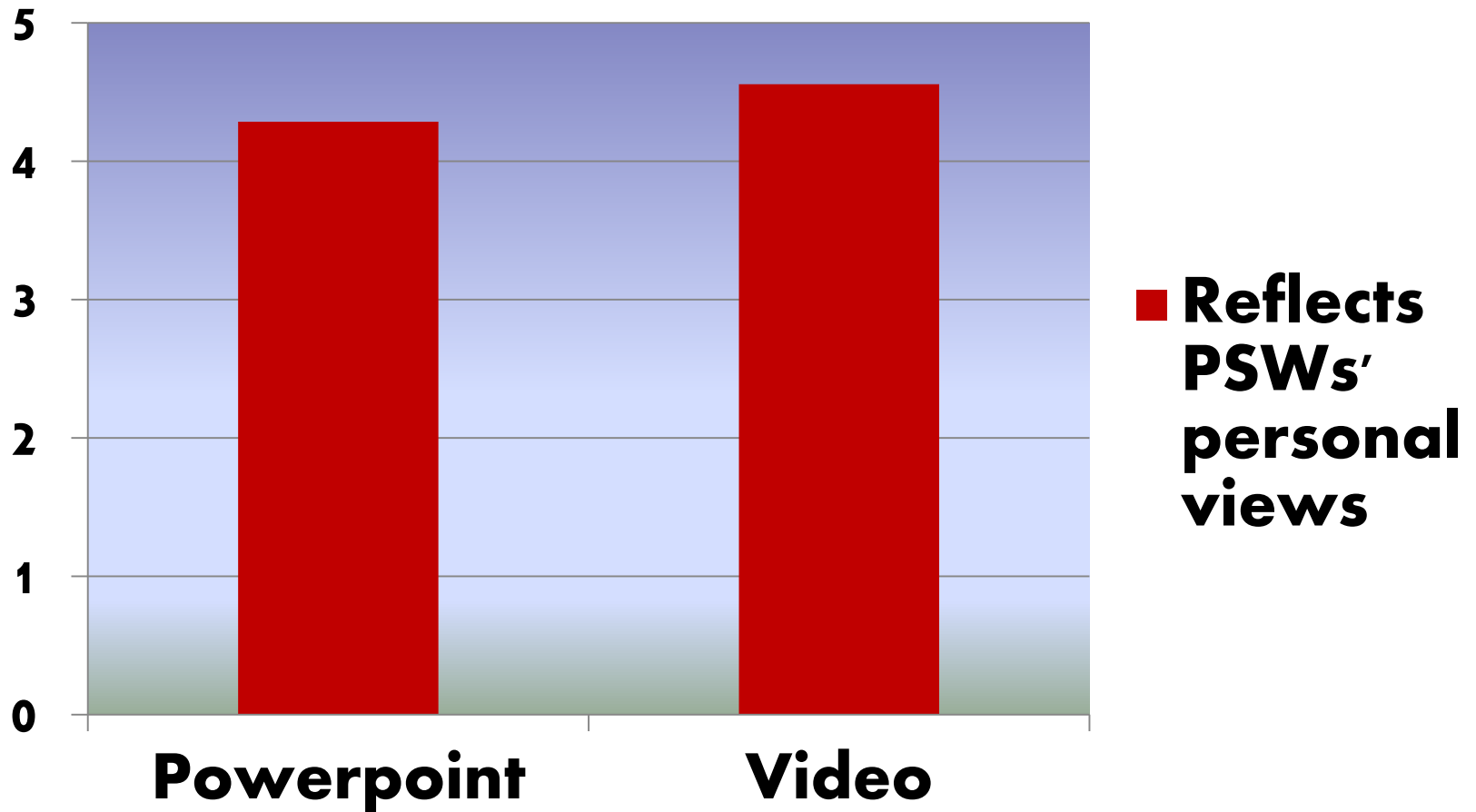


Results – provide context





Results - credibility





Results

**Video kept
difficult issues
at the
forefront**





Results

- **Discussions produced good ideas for change**
- ***Greater consensus about client experiences***
- ***Discussions more animated after video***



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Current steps

- **Working with 4 supervisors to identify and implement changes on a pilot basis**
 - **Hamilton Niagara Haldimand Brant**
 - **North Simcoe Muskoka**
 - **Central East**
 - **Central**



Unexpected effects

- **Requests to screen the video**
 - **2 all front-line supervisor meetings**
 - **Excellence (Quality) Council**
 - **Senior Management Committee**
 - **All head office staff**
 - **Additional PSW meetings**



Unexpected results

- **Revisions to corporate scorecard for client satisfaction**
- **Building new documents for charting to reflect what clients find important**
- **Supporting the corporate 'client experience redesign' project**



Why?

- **Keen to improve client satisfaction**
- **Good informal communication network**
- **Power of video**
 - *Tailor messages*
 - *Put the messages in context*
 - *Maximize credibility*



Effects

- **Enablers for change:**
 - **Strong corporate support**
 - **Common reference points for quality improvement**



Closing thoughts

- 1. Video has great potential**
 - to reveal issues in health services
 - to motivate practice change
 - to build the change environment
- 2. Clear application to other issues and circumstances**
- 3. Practical and ethical considerations**



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Video & contact

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