

2015 Patient-Centered Care Awareness Month to Celebrate Healthcare’s Brave New World in October 2015

Derby, CT, August 20, 2015 – The 9th annual Patient-Centered Care Awareness Month campaign will emphasize that when healthcare professionals, patients and family members courageously engage with each other as partners, healthcare interactions are more constructive, experiences are more positive and outcomes improve. The theme of this year’s campaign, organized annually by Planetree, Inc., is Healthcare’s Brave New World: Patient-Centered Care.

Patient-Centered Care Awareness Month is an awareness-building campaign commemorated globally every October to engage all healthcare stakeholders in adopting and advancing patient-centered approaches to care. The term patient-centered was coined by Planetree nearly 40 years ago to describe an approach to care that is 1.) organized around the needs of the patient; and 2.) promotes relationships between patients, their families and their healthcare teams that nurture trust, transparency and collaboration. This year, campaign activities will challenge patients, family members, healthcare professionals and communities to venture bravely into a dialogue about how engaging differently with each other can transform the healthcare experience – and outcomes.

“In developing this theme for the 2015 campaign, we’re acknowledging that patient-centered care is not easy,” said Susan Frampton, President of Planetree, Inc. “And yet it is vital in this brave new world of healthcare. We know that the healthcare system’s ability to drive quality and value hinges on healthcare interactions that achieve mutual participation and partnership among the patient and the professional caregivers.”

“That’s where bravery comes in,” Frampton adds. “For patients, it may take courage to vocalize their own expertise about their health amidst a team of highly trained professionals. For professionals, it takes courage to open themselves up to getting to know their patients more personally in order to deliver more compassionate and individualized care. It also takes courage to acknowledge that clinical expertise alone is not enough to deliver quality care and yield optimal outcomes.”

Several activities are planned to during the month of October to promote a rich exchange between all healthcare stakeholders about the profound impact of patient-centered care, and to encourage patients, family members, healthcare organizations, providers and communities to courageously engage to improve healthcare. Highlights of the month’s activities include:
The 2015 Planetree International Conference being held in Boston, Massachusetts October 11-14 where healthcare professionals from across the care continuum will come together to collaborate and learn from each other with the shared aim of promoting more widespread adoption of patient-centered approaches to care that engage patients and families in deeper, more impactful ways and enable healthcare professionals to find greater meaning, purpose and satisfaction in their chosen work.

The capture and spread of stories that convey the power of patient-centered care in action.

A social media campaign (#BravePatient) to prompt dialogue and a deeper understanding of what it takes to for patients, their loved ones and their professional caregivers to courageously engage as partners.

Free educational offerings from Planetree that emphasize practical approaches for creating systems and processes that amplify the voices of patients and family members, promote compassion and empathy in care, and cultivate partnerships.

Hospitals and other care settings are coordinating a variety of events as well as distributing “I Am an Expert about Me” stickers to patients, and staff members are wearing “I Am Listening” buttons.

Healthcare organizations around the world, including provider organizations, patient advocacy groups, quality improvement organizations and more, will join Planetree in commemorating Patient-Centered Care Awareness Month. A participation toolkit is available at planetree.org.

About Planetree
Planetree, Inc. is a mission based not-for-profit organization that partners with healthcare organizations around the world and across the care continuum to transform how care is delivered. Powered by over 50,000 focus groups with patients, families, and staff, and over 35 years of experience working with healthcare organizations, Planetree is uniquely positioned to represent the patient voice and advance how professional care-givers engage with patients and families. Guided by a foundation in 10 components of patient-centered care, Planetree informs policy at a national level, aligns strategies at a system level, guides implementation of care delivery practices at an organizational level, and facilitates compassionate human interactions at a deeply personal level. Our philosophical conviction that patient-centered care is the “right thing to do” is supported by a structured process that enables sustainable change.