Patient Videos: Engaging Patients in Change
Toronto East General Hospital | 2015

Problem
Patient experiences are often inaccessible and unexposed to hospital decision-makers.

Solution
To address this gap, Toronto East General Hospital began filming interviews with patients over the past four years. These videos have been instrumental in grounding staff with the realities of patient care and providing a human face to the hospital’s performance metrics and strategic priorities.

As a result of this innovative approach to capturing and disseminating the patient voice, hospital decision-makers now have the opportunity to experience care in the eyes of a patient from the bedside to the boardroom. These videos often spark engaging discussions about the patient experience, and identify opportunities for improvement. Toronto East General Hospital has given patients a voice that can have a direct impact on the care they receive within the organization.

Process
Patient videos are filmed with the intent of capturing the complex interplay of services and interactions which influence the patient experience. Patients and families who would like to share their story are identified and then given the opportunity to digitally record their unique experiences.

To help gather these stories, a patient story toolkit was developed which guides the interview process and maintains the unique perspective each story brings. Once recorded, videos are used for internal educational purposes and are highlighted at various leadership tables, forming the basis for brainstorming, discussion and problem-solving throughout the organization. These videos are also featured at committee meetings, Board meetings, executive leadership meetings, unit huddles and organizational open forums. This level of organizational visibility helps ensure that the learnings captured through these interviews drive continuous quality improvement and innovation.

Overall, these unique videos allow patients to tell their story, and in turn impact the design of programs, services and processes across the hospital and drive the development of a patient centered culture. These videos not only allow patients to voice their concerns, but empower them to make changes in the care they receive by allowing them to share their firsthand accounts, experiences and insights to facilitate the development of a ‘just culture’ and drive patient-centered improvements.

For more information
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Outcomes
• The integration into corporate meetings: patient videos have been featured at Board meetings, executive leadership meetings, unit huddles and organizational open forums.

• Improved patient satisfaction scores – after implementing patient videos, scores rose from 83.2% to 96.8%

• The development of action plans based on the experiences shared in the videos which have resulted in organizational initiatives such as hourly rounding, patient entertainment programs, improved signage and policy changes.

• More than 150 videos have been filmed and viewed across the organization since the program’s inception.