Introduction to Crucial Conversations for Quality Improvement

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Crucial Conversations: Plan, Implementation and Outcomes

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General Information

Background Information
- In 2004, VitalSmarts & AACN conducted a nationwide study to document impact of “not speaking up”
- Data collected from >1,700 medical personnel
- Study was titled “Silence Kills: The Seven Crucial Conversations for Healthcare”

Seven Crucial Conversations
- Broken Rules
- Mistakes
- Lack of Support
- Incompetence
- Poor Teamwork
- Disrespect
- Micromanagement
Silence Kills

- >60% medication errors caused by interpersonal communication mistakes
- 1:20 in-patients will be given wrong medication yearly
- 3.5 million will get an infection from someone not taking appropriate precautions
- 195,000 will die because of hospital errors

Plan

- 2-year plan to offer VitalSmarts Crucial Conversations for nursing staff
  - Trained Nursing Leadership to identify behaviors and implement in daily operations & practice
  - Identified 12 nursing facilitators
    - Training Program
    - Mentoring Process
- Program was budgeted for by the Department of Nursing

Implementation

- Courses
  - Scheduled monthly
  - Limited to 30 participants per class
  - Facilitated by trained nurses
- Participants
  - Identification
  - Unit Based scheduling
Outcomes

National Database of Nursing Quality Indicators: NDNQI

Course Evaluation

- I feel prepared to use what I learned to improve some of my own crucial conversations.
  - 46% of respondents rated as “Strongly Agree”
  - 38% of respondents rated as “Agree”
  - 16% of respondents rated as “Slightly Agree”
- As a result of attending the course, I feel more motivated to improve how I deal with Crucial Conversations.
  - 60% of respondents rated as “Strongly Agree”
  - 40% of respondents rated as “Agree”
Qualitative Comments

- What did you like about the training?
  - “How to react to conversation, think, and then put people in a safety zone”
  - “It gave me the skills to have a difficult conversation within my professional and personal life.”
  - “Given various techniques to improve crucial conversation”
  - “Motivated me to engage in Crucial Conversations and not remain silent”

- These are the tools we need to make our environments at home and work healthy for all of us.”
- “I want a button that says, “Ask me about Crucial Conversations!”
- “The subject matter was so conducive to everyday work.”

ANA Learning Voyage
Emily Hoffman, MD
February 8, 2011
Permission or Forgiveness?

$10,000
06' Suzuki GSXR 1000 Farmington, UT-Aug 7, 06
2006 Suzuki 1000. This bike is perfect! It has 1000 miles and has had its 500 mile dealer service (Expensive). It's been adult ridden, all wheels have always been on the ground. I use it as a cruiser/commuter.
I'm selling it because it was purchased without proper consent of a Loving wife. (Apparently "Do whatever the H*** you want") Doesn't mean what I thought. Call me, Steve...(801)867-****

Moments of Disproportionate Influence

Silence Kills 2011
Survey of 3,224 nurses in the US
We looked for concerns that fit three conditions:
1. They are common,
2. If unaddressed, they undermine morale, quality of care, or patient safety.
3. They are undiscussable.
Silence Kills 2010

<table>
<thead>
<tr>
<th></th>
<th>Shortcuts</th>
<th>Competency</th>
<th>Disrespect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common?</td>
<td>84%</td>
<td>82%</td>
<td>85%</td>
</tr>
<tr>
<td>Have caused patient harm?</td>
<td>34%</td>
<td>19%</td>
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<tr>
<td>Have spoken to the person and fully addressed concerns?</td>
<td>31%</td>
<td>21%</td>
<td>24%</td>
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Dialogue

Organizations that focus on creating a culture of open dialogue are smarter, move faster, and get more of the results they want.

What You’ll Learn
What You’ll Learn

1. Get Unstuck
2. Start With Heart
3. Learn to Look
4. Make It Safe
5. Master My Stories
6. STATE My Path
7. Explore Others’ Path
8. Move To Action

How It Will Work

• Hospital Teams of 5-10
• Series of 7 Virtual Learning Sessions
• Every Tuesday
• March 15 to April 19
• 1pm to 3pm ET
• Homework in between sessions
• Via ChangeAnything.com Learning Platform
• Interaction with facilitator and others

Learning Voyage
Continuing Education

8.75 Contact Hours will be awarded to each participant that registers for and attends the six online training sessions and completes an online evaluation.

The American Nurses Association Center for Continuing Education and Professional Development is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

ANCC Provider Number 0023
ANA is approved by the California Board of Registered Nursing. Provider Number CEP6178.
Team Registration Fees

- Hospital Fee: $899 per viewing site, $225 materials fee per person
- NDNQI Hospitals: $599 per viewing site, $225 materials fee per person
- Nursing Quality Network Member Hospitals: free per viewing site, $225 materials fee per person

www.NursingQualityNetwork.org/RegisterLearningVoyages