



CCAL - Advancing Person-Centered Living

"Nothing about me without me"

ADVANCING PERSON-CENTEREDNESS:
THE CONSUMER PERSPECTIVE

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CHAIR, CCAL

Good Afternoon. I'm Jackie Pinkowitz, Chair of the Consumer Consortium for Advancing Person-Centered Living; a long-time family caregiver for 4 elder parents; and a proud member of The Long Term Quality Alliance. I am delighted to be here this afternoon to share the consumer perspective about the importance of advancing person-centered quality throughout the continuum of healthcare and home and community-based services



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OUR MISSION

Raise awareness & advocate for widespread implementation of person-centered living principles, policies, & practices in home & community-based (HCB) supports & services for elders & individuals with disabilities living at home & in assisted living.

As a national consumer organization, CCAL's primary mission is to advocate for the widespread implementation of person-centered living principles, policies and practices in home and community-based supports and services for elders & individuals with disabilities living at home and in assisted living communities.



fostering **advancements** in
quality improvement

LEADING THE WAY:

PERSON-CENTERED CARE



& QUALITY OF LIFE

It was a total given that CCAL would become an active member of the Long Term Quality Alliance because we share a common vision of person-centered care and quality of life; and because CCAL recognizes that this alliance of dedicated organizations and professionals can achieve great impact in fostering advancements in quality improvement. Indeed, LTQA is already leading the way as a national convener, bringing together professionals and innovative community collaborators to share and exchange insights and ideas; strategies and effective practices

PERSON-CENTERED LIVING



All in order to advance quality person-centered care and living across the entire spectrum of healthcare; care transitions; long-term supports, end of life services in all settings and communities across our country. Before Doug & Martina share specifics about the important work that LTQA is accomplishing, we thought it would be useful for me to frame today’s discussion by offering a 35,000 ft. view of person-centeredness and its importance to advancing quality care and service delivery and ultimately to achieving quality outcomes.

EVIDENCE-BASED CONTEXT HUMANISM

A HOLISTIC APPROACH :
ENHANCE ALL THE DIMENSIONS OF ONE’S BEING



- Physical Health
- Intellectual
- Social
- Emotional
- Creative
- Spiritual

Carl Rogers & Abraham Maslow

We should remind ourselves that the philosophy and principles of “person-centeredness” are very much evidence-based. Their roots were firmly established in the late 1950s and ‘60s in the field of psychology called Humanism, which advanced a broader understanding of human nature and wellness. Humanism stemmed from the work of two internationally-known psychologists: Carl Rogers, often called the father of person-centered care, and Abraham Maslow who delineated the Theory of a person’s Hierarchy of Needs and the path to Self-Actualization. Clearly they were describing a person-centered holistic approach to health and wellness ; one which enhances all the dimensions of one’s being in order to feel a sense of true wellness and meaningful living.

WHAT – THE INTENT

FOCUS ON:
PREFERENCES, VALUES & GOALS OF THE INDIVIDUALS SERVED

- Dignity & Respect
- Choice
- Individuality
- Self-determination



Nothing About Me Without Me

Describing Person-Centered care and living is probably not that difficult a task. If I ask you: “What is It” many of you might reply: “You know it and feel it when you see it”. Some might say we saw it in the opening video. Others might offer some of the attributes listed here; or say it is encapsulated in the familiar mantra “Nothing About Me Without Me”. We would certainly agree that person-centeredness focuses on the preferences, values and goals of the individuals we serve. Indeed all of us would be accurately describing what we intend to offer the individuals or residents we assist.

Consumer Perspective of Quality

- I have the right to determine how best to meet my needs.



- Care, services & supports are provided in ways that:
 - Optimize my physical & psychosocial well-being in nurturing, empowering & respectful ways
 - Include my family, care team, & support network

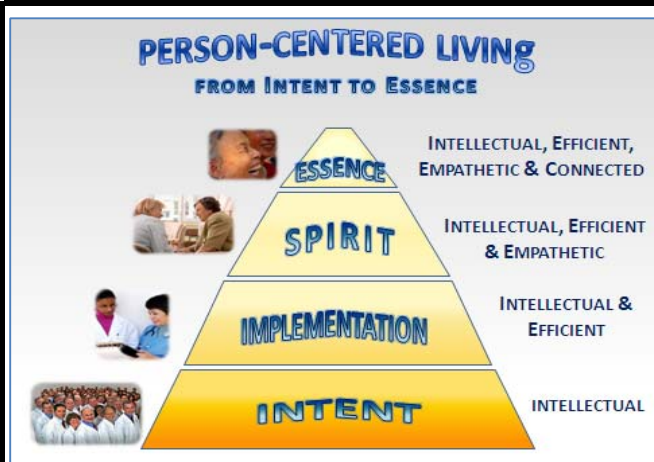
Interestingly, when consumers offer their perspective on quality, they describe the person-centered elements of their service experiences:

But in the real world of providing services, HOW you implement your person-centered efforts is far more complex than your intent. And if we don't get both the Intent and the Execution right, we will never achieve quality outcomes that are truly person-centered. If Don Redfoot, Sr. Policy Expert from AARP's Public Policy Institute were here, he would say: IT'S ALL ABOUT RELATIONSHIPS. The relationship between the consumer/family and the provider; the relationship between the consumer/family and the staff; the relationship between the staff and the management; and the relationships go on and on... Consumers would probably say: It's all about providing Positive Emotional Connections and Taking a New View of Me. I believe they are saying: See me Up Close and Personal -- See me for the person I truly am; See me for all the things I believe in and care about and love to do; and don't diminish my personhood just because I need some assistance with activities of daily living. No matter how efficiently or skillfully your staff execute a service, it must be delivered in positive and caring emotional ways. In fact, a positive emotional connection may be the most essential part of the experience for the recipient. "Do I feel cared about and respected by this nurse?" We know that the stronger the emotional element of any experience we have, the more it influences our entire memory of the experience; and the more long lasting that memory becomes. That emotional memory will impact consumer satisfaction about services delivered.

HOW – THE IMPLEMENTATION



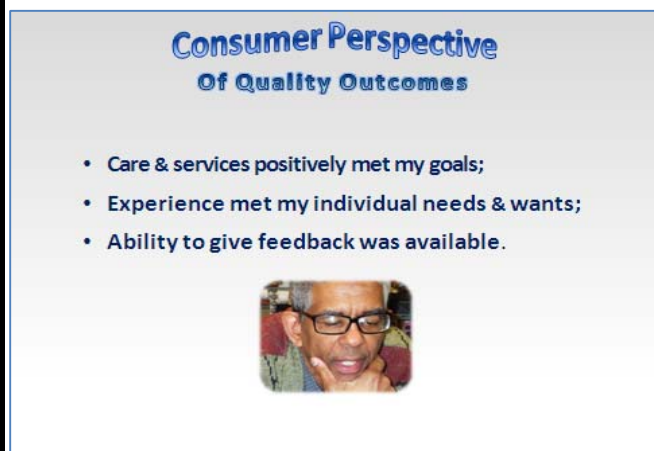
EMOTIONAL MEMORY OF THE INTERACTION



So, in our 35,000 ft. overview, we begin to see a path towards achieving person-centered quality. We know that providers intend to deliver the best services possible. To that end, you hire and train staff to implement services skillfully, efficiently and effectively. But Person-centeredness requires so much more. Staff need to appreciate the uniqueness of those they interact with – and they need to show caring connections to them as they deliver services. As administrators, professionals and staff achieve on-going connectedness with the people they serve and with one another; the organization begins to demonstrate the essence of person-centered care and living.



Like all culture change efforts, person-centeredness must pervade all aspects of your organization...from your setting and environment through your people, policies, processes and practices, if we are to achieve quality services and quality outcomes that consumers want.



From the consumer perspective, quality outcomes focus on those aspects and experiences that meet their goals, needs & wants; while offering an opportunity to provide feedback if they so choose

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You matter
Person-centered living (PCL) is a way of life centered on personal preferences and values that stress dignity, choice, self-determination and individuality. Many of our nation's aging and disability services and support have been all too lacking in understanding the need for this humanistic dimension. The new federal health care reform law will begin to change this. More can be done – your voice counts!
READ MORE

Are you an *Informed Consumer*?
It's easy to know

National PCL Bill of Rights
JOIN the NATIONAL CONVENTION

ADVANCING PCL YOUR VOICE PLANNED EXPERT PERSONAL EXPERIENCES

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So I invite you to continue exploring person-centered living by visiting CCAL online;



LEADING THE WAY:
PERSON-CENTERED QUALITY CARE
THROUGH INNOVATIVE COLLABORATION



And, most importantly, I invite you to become active members of LTQA so that together we can lead the way to fostering person-centered advancements in quality through innovative information exchange; collaboration; and collective impact.

