WELCOME!

How to form advisory councils that thrive: culture and customization

Aim for the session

• What drives people to continue to participate in improvement using advisory councils? What conditions enable them to get what they feel they need?
• To share our own biases
• To hear your reflections and your experience
• Invite problem solving
How do we get the advisory council to thrive?

“We have to satisfy the perceived needs of everyone involved if we want it to succeed”

A framework to reflect on before you set sail

=> Build trust and customize with everyone
=> It has to happen also at the microsystem level
   - in reality, not just generalized at the institutional level -
An advisory council may be:

- A group formed to enhance the success of a practice for the benefit of everyone concerned
- Multidisciplinary (represents different professional roles)
- A forum where the consumer is present from the outset
- Shaped differently to suit different cultures & organisations

What are people afraid of before they engage patients?

- Not being understood
- Vulnerability
- Not worth the "trouble"
Example: Customization. Quality process for advisory groups

Why "trust" and "customization"? - Because we need satisfaction -

- Trust creates satisfaction
- Customizing satisfies *specific* perceived needs
- These conditions create loyalty, efficiency and continued improvement
- Research in many service industries has reinforced these principles
Dartmouth Spine Center

- Increase participation in evaluation registries from 20% of 80% the last four years.
- 20% profit margin because they have found out what patients need.
- Failed three times. Thinking ”if I built this beautiful system, they would all just do it”.

Examples from three different cultures & organisations
Capio St:Göran Hospital

• Breast cancer lean work
• "just do it"
• Starting over

Karolinska University Hospital

• CF center clinical development
• Teamwork at the core
• "waiting for compelling purpose"
Stockholm South Hospital

- From focus groups to steering committee
- Child Convention as compelling purpose
- "Dartmouth is our guiding star and we are finding our own way to do it"

What about you?
Thank you!

• Linda C. Wilkinson
  – Dartmouth-Hitchcock
  – Linda.c.wilkinson@hitchcock.org
  – +1 603 653 63 62

• Andreas Hager
  – Södersjukhuset
  – andreas.hager@me.com
  – +46 70 607 77 28