

# WHAT MATTERS TO YOU?



.....

*Ask What Matters.  
Listen to What Matters.  
Do What Matters.*

**#WMTY17**  
**June 6, 2017**

.....



## Table of Contents

---

What is it all about?	1
Why is it important?	1
How can I participate?	2
Tell us about your experience	2
Asking the questions	3
Reflect on your relationship	4
Listening to the answers	5
I did it! Now what?	6
How can I spread the word?	6
Show your support	9
References	11



# WHAT MATTERS TO YOU?

*Ask What Matters. Listen to What Matters. Do What Matters.*

## What is it all about?

---

“What Matters to You?” Day started in Norway in 2014, with the simple goal of encouraging meaningful conversations between patients, caregivers, and families, and their health care providers. We liked the idea so much that we wanted to do it in BC too!

## Why is it important?

---

Providing patient- and family-centred care is important because it results in better outcomes for patients and greater satisfaction with care. “What Matters to You?” Day supports this by putting patients’ voices at the centre of care, and focusing on what matters to them.

When a health care provider starts a conversation by asking what really matters to the person they are caring for, it helps them to build trust, develop empathy, and understand their patients. Ultimately, it improves the quality of care they provide.

*“What’s important to me? That my doctor listens to me.”*

*- Fran*

## How can I participate?

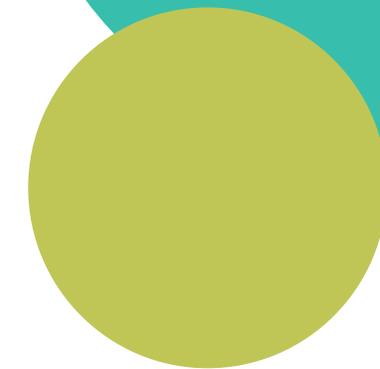
Taking part is easy! Sign up at the “What Matters to You?” campaign page to show your commitment to patient- and family-centred care. Then, on June 6, 2017, have a conversation about what matters. If you are a health care provider, ask your patients or clients that simple question: “What matters to you?”

If you are a patient, we invite you to take time before your visit to reflect on what matters most to you, and to share it with your health care provider. It’s that simple.

If you don’t directly provide patient care, you can also have a “What matters to you?” conversation with your colleagues. By asking, you can help to better understand what matters to them in their own care or in their work providing care.

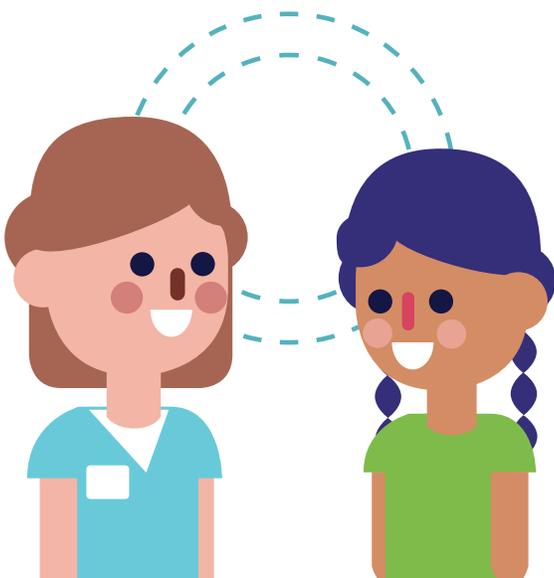
*“What matters to me? A warm greeting, being interested in me as a person and as an older adult, a sense of humour, good medical skills and knowledge about aging, a health care professional who understands the health needs of a caregiver and appreciates the challenges they face.”*

- Dusty



## Tell us about your experience

If you have a great conversation, we want to hear about it! You can share your stories with us through the campaign page at [www.whatmatterstoyoubc.ca](http://www.whatmatterstoyoubc.ca) or by using the hashtag #WMTY17 on social media.



Not sure how to get these conversations started? Keep reading to check out some helpful resources for patients and providers.

# The Skills You Need for “What Matters To You” Day: *Asking & Listening*

## Asking the questions

From a provider’s perspective, the question “What matters to you?” can be asked in many different ways. ....

If you are a patient or caregiver, prepare for your health care visits by reflecting on what matters to you. Try putting distracting sounds and thoughts to the side for just a moment, and focus on your breathing. Think about who you are and what you are facing right now. What is the most important thing that comes to mind that you wish your care team knew about you?

If you are a family member of a patient, what comes to mind that you want the care team to know about you and your loved one who is being cared for? For some people, bringing written notes to a health care appointment can be helpful. And remember, you don’t need to wait to be asked! Take the initiative to tell your health care provider what matters to you.

*For example:*

- “What are the things that are important to you at the moment?”
- “What are some of the things you would like to achieve as a result of our work together?”
- “What can I do to best support you in your care today?”
- “When you have a good day, what are the things that make it good?”
- “Is there anything else you want to tell me that I haven’t asked you about?”
- “What are your goals and wishes today and how can I help you achieve them?”



## Reflect on your relationship

If you're a provider, you might think that your patients already feel like they can speak with you honestly and directly about what they need. But some patients don't feel safe speaking up in health care encounters.

- Seek to understand your patients by asking questions.
- Make time for questions. At the end of a health care encounter, patients may be processing what you have told them, or feel like they are out of time.

Consider cultural differences. For instance, many Indigenous people have had negative experiences that impact their trust and confidence in the health care system. Understanding an individual's cultural beliefs and practices is an important part of understanding what matters to them.

Take a few minutes to stop and ask, "Have I given you all the information you need?" or "Do you have any other questions for me?"

*"To be heard on a deep level is a sweet experience. The one who is listening isn't thinking about anything else or getting her thoughts in a row to answer you or tell you something...she is truly in the moment with you. Really listening is an art and it makes such a difference in the depth of a conversation."*

- Pat

## Listening to the answers

Often in conversations we don't really listen to what is being said. "What Matters to You?" Day is about encouraging people to listen more deeply, in order to truly understand what is being communicated. "What Matters to You?" Day provides an opportunity to pause and think about how well we are listening to others. Here are some ideas that can help improve our ability to listen:

- Take a few minutes at the end of each day to reflect on the conversations you had.
- Listen with an open mind. In doing this, try to see from the other person's point of view what is important to them.
- Relationships require both people to make an effort. Listen to others the way you want to be listened to.
- Repeat back what you have heard, to check that you understood what the other person meant to say. This is called "closed loop communication."
- After you ask, "What matters to you?" give the other person time to talk without interrupting.

- Did you spend more time listening or talking?
- Did you listen to understand, or were you waiting for your turn to speak?

Remember that listening involves more than your ears. Signals such as making eye contact, nodding, and leaning in can also demonstrate that you are paying attention.

Try silently counting to ten after they finish speaking before saying something, as they might just be pausing between thoughts.

# I did it! Now what?

Once you've had the conversation, we'd love you to tell us how it went! ●

Head to [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) and tell us about your conversation – we'd love to hear from you!

## How can I spread the word?

So, you've decided you want to participate in "What Matters To You?" Day. Here are some tips for spreading the word and promoting the day within your organization and/or team.

### *Talk it up!*

Talk it up as much as you want, to everyone you know. Tell anyone who is willing to listen about "What Matters to you?" Day and why it is so important. We know that you don't always have time to plan what you want to tell others, so we've tried to make it easy for you!

### *Ready-made messages, just for you!*

A great way to spread the word is to get on the agenda at a meeting where you think others would be interested in hearing about "What Matters to You?" Day. We've even done the work for you! Check out the Resources page on [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) to download a PowerPoint template that you can use and adapt.

*Some of the things we are interested in learning about are:*

- Who did you talk to?
- How did it feel?
- What happened?
- What will you do differently in the future?

*"It's important for First Nations to be given that opportunity to be heard. Not to be dismissed for what they're saying."*

*"With doctors, I want to say: You have to put the 'kind' back in 'humankind.' When you see us, talk to us. Don't talk above us, or talk below us, talk to us as a fellow human being."*

*- Renee*

## *Elevator pitch*

Having a ready-made 30-second “elevator” speech can also help you to talk about “What Matters to You?” Day. This will help you to share your ideas in a quick and concise way to inspire others to join you.

*“You need to talk and share, and both the doctor and the patient need to understand the problem. Because the doctor can only understand what the problem is if the patient communicates and shares it with them.”*

*- Buzz*

## *Here’s a sample elevator pitch:*

On June 6, 2017, health care providers across BC are being challenged to add one simple question to every patient interaction, in order to improve care. That question is, “What matters to you?” Anyone who works with patients in health, social, or community care is invited to participate. Patients and families are asked to think about what that question really means to them, and be open to sharing their thoughts.

Taking part is simple: on June 6, 2017, ask your patients what matters to them. Patients and families, tell them! Then, truly listen to the answers. You might learn something new or surprising that changes the way you approach their care. You might learn something new about yourself in the listening or telling!

You can also get free print and electronic resources to help spread the word at [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca). Will you join me in asking and answering, “What matters to you?”



Watch Twitter for ideas and promotion around “What Matters to You?” Day! We will be tweeting using the hashtag #WMTY17.

*Here’s are some sample tweets:*

- What matters to you? Asking this question can improve #BCHC. Find out more at [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) #WMTY17
- On 06/06/17, we’re challenging providers to ask one simple question to improve care. Find out more at [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) #WMTY17
- Quality care starts with listening. Ask your patients “What matters to you?” on 06/06/17 [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) #WMTY17
- Ask what matters. Listen to what matters. Do what matters. #WMTY17 [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca)
- Do you know what matters to your patients? Find out by asking. Learn more at [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) #WMTY17
- I was asked what matters. I told them, and I was listened to. What matters to you? #WMTY17
- 2 ears, 1 mouth. Listen to what matters! The ratio was realized today. #WMTY17
- Quality care starts with listening. Encourage your provider to ask, “What Matters to You?” on 06/06/17. [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) #WMTY17
- Does your provider know what matters to you? Tell them on 06/06/17! [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca). #WMTY17
- Do you know what matters to your colleagues? Find out by asking. Learn more at [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca) #WMTY17

*I don't expect doctors to be miracle workers, but I expect them to explore the tools that will help me the best. And I want to know how the choices we make today will affect me tomorrow, five years from now, ten years from now. How does this medication affect me? "*

*- Edwina*

## Show your support

.....

We've developed some resources to help raise awareness about "What Matters to You?" Day, including:

- posters
- lanyard cards
- bookmarks
- buttons
- colouring sheets
- stickers

You can order or download them at [whatmatterstoyoubc.ca](http://whatmatterstoyoubc.ca), or by giving us a call at 604.668.8223.



*"For health care providers, the first two minutes of each appointment are where you make your relationship with your patient. You have to make them part of the process. Talk to them, not at them. Make them part of the solution! "*

*- John* 9

## References

---

Much of the material from this resource was shamelessly stolen from the work of Health Improvement Scotland. We want to acknowledge that and thank them for providing us with such a wonderful resource to start with. In addition, the following resources were consulted:

1. Barry MJ, Edgman-Levitan S. Shared decision making—the pinnacle of patient-centered care. *New England Journal of Medicine*. 2012 Mar 1;366(9):780-1.
2. Brennan N, Barnes R, Calnan M, Corrigan O, Dieppe P, Entwistle V. Trust in the health-care provider–patient relationship: a systematic mapping review of the evidence base. *International Journal for Quality in Health Care*. 2013 Dec 1;25(6):682-8.
3. Health Improvement Scotland (2016). *What Matters to You?*
4. Health Improvement Scotland (2016). *Deep Listening*.
5. Scharmer CO, Kaufer K. *Leading from the emerging future: From ego-system to eco-system economies*. Berrett-Koehler Publishers; 2013 Jul 8.
6. Scharmer CO. *Theory U: Learning from the future as it emerges*. Berrett-Koehler Publishers; 2009.





#### About the Patient Voices Network

The Patient Voices Network is a community of patients, families and caregivers working together with health care partners to improve our health care system. For more information, or to join the Network, visit [www.patientvoicesbc.ca](http://www.patientvoicesbc.ca).

#### About the British Columbia Patient Safety & Quality Council

We provide system-wide leadership to efforts designed to improve the quality of health care in British Columbia. Through collaborative partnerships with health authorities, patients and caregivers, and those working within the health care system, we promote and inform a provincially-coordinated, patient-centred approach to patient safety and quality. For more information on our work, visit [www.bcpsqc.ca](http://www.bcpsqc.ca).



[www.whatmatterstoyoubc.ca](http://www.whatmatterstoyoubc.ca)



[whatmatterstoyou@bcpsqc.ca](mailto:whatmatterstoyou@bcpsqc.ca)



@bcpsqc @patientvoicesbc #WMTY17



**BC PATIENT SAFETY  
& QUALITY COUNCIL**  
Working Together. Accelerating Improvement.



**Patient  
Voices  
Network**