

# WHAT MATTERS TO YOU?



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

***#WhatMattersToYou***

*Getting Started Tips*



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



Patient  
Voices  
Network

ADMINISTERED BY  
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# WHAT MATTERS TO YOU?

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

## What is it all about?

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“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.

In partnership with the Patient Voices Network’s Oversight & Advisory Committee and health care organizations across the province, we are encouraging providers to have “What matters to you?” conversations with the people they support or care for. Because patients are the true experts on their own needs and experiences – asking, listening and responding to what matters to patients is a key feature of patient- and family-centred care.

## Why is it important?

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“What matters to you?” is a simple question that can have a big impact on care. When providers have a conversation about what really matters to the people they care for, it helps them ensure that care is aligned with patient preferences and provide more patient- and family-centred care.

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

*- Fran*

## How can I participate?

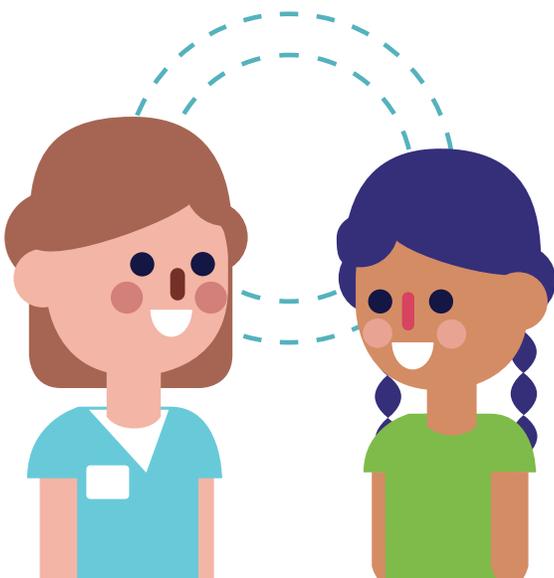
Taking part is easy! Sign up and order “What matters to you?” resources to show your commitment to patient- and family-centred care. Then, have conversations about what matters. If you are a health care provider, ask your patients or clients that simple question: “What matters to you?”

For health care providers, we encourage you to embed this question into your practice each and every day.

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.

*“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



Not sure how to have these “What matters to you?” conversations?

Check out our *Conversations that Matter* resource on our website [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) for a deeper dive into asking, listening and responding.

# I did it! Now what?

We'd love you to tell us about your "What matters to you?" conversations.

Head to [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) or e-mail [whatmatterstoyou@bcpsqc.ca](mailto:whatmatterstoyou@bcpsqc.ca) and tell us all about your experiences – 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?" Here are some tips for spreading the word and promoting participation 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 asking "What matters to you?" and why this question 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?" We've even done the work for you! Check out the Resources page on [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) to download a newsletter template, a PowerPoint template and a prepared presentation that you can use and adapt.

*Some things we'd love to hear about:*

- Who did you talk to?
- How did it feel?
- What happened?
- What will you do differently in the future?
- What was helpful in preparing to ask the question?
- How did you prepare for this conversation?

*"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?” This will help you to share your ideas and inspire others to join you in embedding this question into practice each and every day.

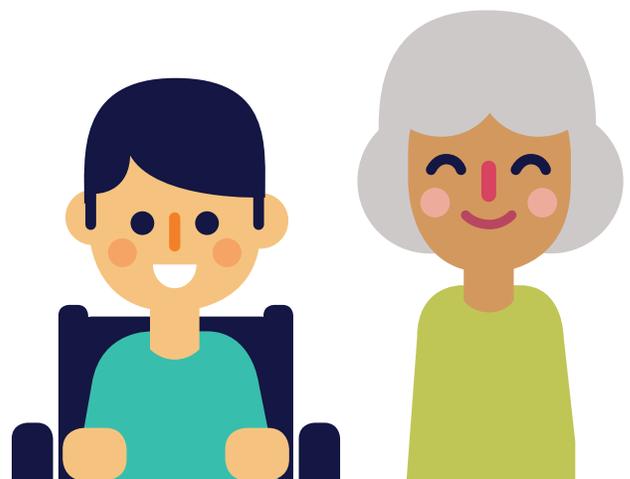
*“You need to talk and share, and both the doctor and the patient need to understand the problem. Because the doctor can only understand what the problem is if the patient communicates and shares it with them.”*

- Buzz

In order to improve care, health care providers across BC are being challenged to add one simple question to each and every patient interaction. 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: 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 care.

To make it easy for you to participate, you can get free print and electronic resources to help spread the word at [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca). Will you join me in asking, “What matters to you?” each and every day?



### *Sample tweets*

Watch Twitter for ideas and promotion about asking “What matters to you?” We will be tweeting using the hashtag #WhatMattersToYou.

#### *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) #WhatMattersToYou
- We’re challenging providers to ask one simple question each and every day to improve care. Find out more at [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) #WhatMattersToYou
- Quality care starts with a conversation. Ask your patients “What matters to you?” [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) #WhatMattersToYou
- Conversations that matter: Ask what matters. Listen to what matters. Do what matters. #WhatMattersToYou [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) #WhatMattersToYou
- I was asked what matters. I told them, and I was listened to. What matters to you? #WhatMattersToYou
- Understand what is important by asking “What matters to you?” [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) #WhatMattersToYou
- Quality care starts with a conversation. Encourage your provider to ask “What Matters to You?” [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) #WhatMattersToYou
- Does your provider know what matters to you? Tell them each and every day. [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca) #WhatMattersToYou

*"What matters to you?" and <<insert your facility and/or organization's name here>>*

"What matters to you?" is a simple question that can have a big impact on care. When providers have a conversation about what really matters to the people they care for, it helps them ensure that care is aligned with patient preferences and provide more patient- and family-centred care.

We are joining the Patient Voices Network, the BC Patient Safety & Quality Council, and other health care organizations across the province in encouraging our staff and providers to have "What matters to you?" conversations each and every day with the people they support or care for. Because patients are the true experts on their own needs and experiences – asking, listening and responding to what matters to patients is a key feature of patient and family-centred care.

As part of our continuing commitment to patient- and family-centred care, we are joining the "What Matters to You?" movement, and we encourage you to participate too! There are several ways you can do so:

- Order or download resources from [WhatMatterstoYouBC.ca](http://WhatMatterstoYouBC.ca).
- Start a conversation with a <<*patient/client/resident*>> by asking, "What matters to you?"
- Share your thoughts on conversations about what matters on social media, using the hashtag #WhatMattersToYou, filling out the form on the website or e-mailing us at [whatmatterstoyou@bcpsqc.ca](mailto:whatmatterstoyou@bcpsqc.ca)

Learn more at [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca).

***Ask what matters. Listen to what matters. Do what matters.***



*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

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

- posters
- lanyards
- lanyard cards
- bookmarks
- buttons
- stickers

You can order or download these free resources at [WhatMattersToYouBC.ca](http://WhatMattersToYouBC.ca), or by giving us a call at 604.668.8210.

*"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*



## References

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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. The Kings Fund. Patients' preferences matter. London, UK: The Fund; 2012.
2. Barry MJ, Edgman-Levitan S. Shared decision making—the pinnacle of patient-centred care. *NEJM*. 2012 Mar 1; 366(9):780-1.
3. 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.





### 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 [PatientVoicesBC.ca](http://PatientVoicesBC.ca).

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

We provide system-wide leadership for 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 [BCPSQC.ca](http://BCPSQC.ca).

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