

## Tool #2

**Patient Personalization Posters**

**Overview:** The goal of Patient Personalization Posters is to enable patients (and their families) to share their desired level of personal information with their caregivers. This improves caregivers' knowledge of each patient as a unique individual and facilitates more personalized care delivery.

**Type of exercise:** Workflow modification

**Time required:**

| Step  | Approximate Time Allocation | Owner                             |
|---|-----------------------------|-----------------------------------|
| Selecting Patient Personalization Poster Template               | 30 minutes                  | Manager/Educator                  |
| Staff Training on Patient Personalization Poster Use            | 1 hour                      | Manager/Educator, Frontline Nurse |
| Patient Personalization Poster Completion Time                  | 10 to 30 minutes            | Patient/Family                    |
| Using Posters in Daily Practice for Each Patient                | 2–5 minutes per patient     | Frontline Nurse                   |
| Staff Discussion About Piloting Patient Personalization Posters | 30 minutes                  | Manager/Educator, Frontline Nurse |

**Targeted skill:** Personalizing care delivery

**Tool contents and intended audience:**

| Section                                      | Audience                          |
|--|-----------------------------------|
| Tool Implementation Guide                    | Manager/Educator                  |
| Selecting a Patient Poster Template (Part A) | Manager/Educator                  |
| Changing Unit Workflow (Part B)              | Manager/Educator, Frontline Nurse |
| Completing a Patient Poster (Part C)         | Frontline Nurse, Patient          |
| Using Posters in Daily Practice (Part D)     | Frontline Nurse                   |
| Discussion Guide                             | Manager/Educator                  |

**Materials required:**

- Patient Personalization Poster template
- Pen for patients/families to complete poster
- Freestanding plastic frames that will fit on top of a table or counter near the patient bed

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### Tool Implementation Guide

- I:** Select frontline staff members to use Patient Personalization Posters with their patients during the designated pilot period.
- II:** Select a Patient Personalization Template appropriate for your unit. You may use either of the two samples provided on pages 15 and 16, or develop your own using the guidelines on page 18.
- III:** Prepare to change workflow for staff members piloting the posters to enable them (and their patients and family members) to adopt Patient Personalization Posters.
- IV:** Determine a pilot period and begin rollout. The Nursing Executive Center recommends a month-long pilot period before rolling out Patient Personalization Posters unit-wide.
- V:** Share the instructions for using posters in daily practice (part D) on page 21 with participating staff members.
- VI:** After completing the initial rollout of Patient Personalization Posters (or pilot period), use the Discussion Guide on page 22 to initiate a conversation about staff members' experiences using Patient Personalization Posters.

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## Part A: Selecting a Poster Template

**Step One.** Select the Patient Personalization Poster template for staff on your unit to use. You may choose either Option #1 (displayed below) or Option #2 (displayed on the following page), or create your own template using the guidelines provided in Option #3.

## Poster Template #1

This Patient Personalization Poster template, called “Getting to Know You,” was created by frontline staff in the Liver Transplant Surgical ICU at UCLA Medical Center in Los Angeles, California.

## Getting to know:

(Patient name here)

- I prefer to be called: \_\_\_\_\_
- I grew up in: \_\_\_\_\_
- My former occupation was: \_\_\_\_\_
- At home I live with: \_\_\_\_\_
- My interests include: \_\_\_\_\_
- On t.v., I like to watch: \_\_\_\_\_
- My goals after hospitalization are: \_\_\_\_\_

SICU UPC 2009-2010  
Note: You are welcome to take this sheet with you upon leaving the room, but please leave the plastic frame with us.

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### Poster Template #2

This Patient Personalization Poster template, called “Tree of Life,” was created by St. Elizabeth’s Regional Medical Center in Lincoln, Nebraska. Patients or family members use the instructions on the next page to fill out the Tree of Life.

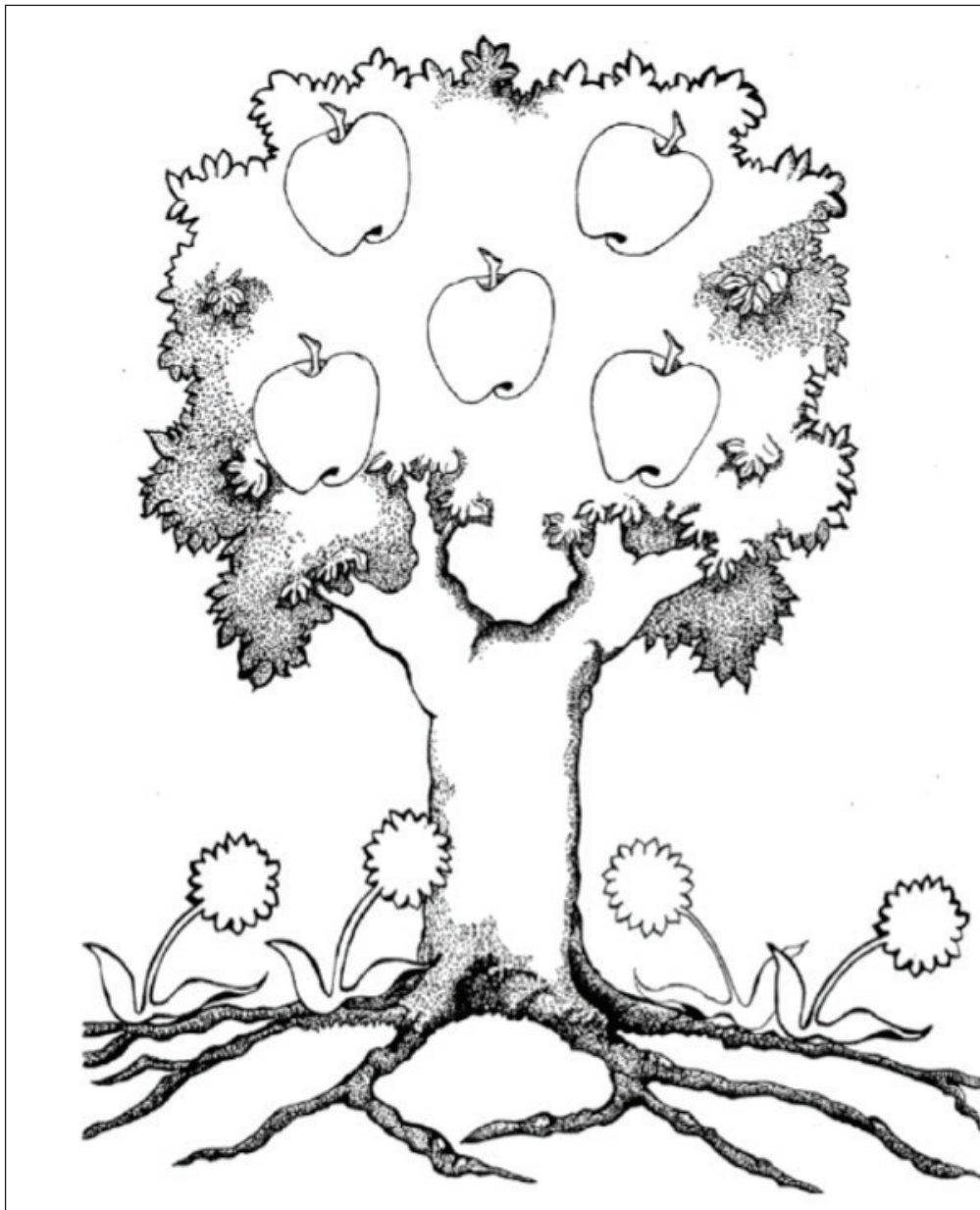


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## The Tree of Life

*At Saint Elizabeth, creating a “healing” environment for our patients is very important. The Tree of Life is a way for us to engage our patients in helping us create a healing environment for them. Each inpatient will be asked to share the persons and things that bring beauty and significance to their life.*

- **The Apples** - Those people who are significant in your life - who is the “apple of your eye”
- **The Trunk** - What name you like to be called – described as “ when you look at a tree, the trunk is what differentiates the tree from other types of trees”
- **The Flowers** - Those things that bring beauty to your life. Examples are: You like: coffee first thing in the morning, to shower before going to bed, backrubs to help you sleep - Or things that you particularly appreciate
- **The Roots** - Those things that give you support in your life. Examples are belonging to a Church or a support group, listening to classical music, being with or visiting with significant others or family

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### Poster Template #3

Instead of using a template provided by the Nursing Executive Center, you can create a customized template for your unit's Patient Personalization Poster. The Center recommends all posters contain fields to capture the following elements:

- Patient's preferred name
- Hobbies or interests
- Family, friends, or other important people in the patient's life
- Favorite things, such as television shows, books, music, food, sports, etc.
- A blank or open-ended field for any additional information a patient or family wants to convey

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### Part B: Changing Unit Workflow

**Step One: Generate Staff Buy-In.** Before piloting Patient Personalization Posters, ensure all participating unit staff understand the goal (and potential impact) of patient posters. To achieve staff buy-in, complete the exercise below with all staff members participating in the pilot.

- First, schedule an hour-long meeting with all unit staff who will help pilot Patient Personalization Posters.
- Give each meeting participant a poster template and a pen.
- Ask each staff member to partner with a peer. Give each staff member 10 minutes to complete his or her own poster. After each partner has completed a poster, ask them to exchange posters and closely read each other's posters for five minutes.
- After participants review their partners' posters, convene the group for a 20- to 30-minute discussion. Use the questions below as discussion prompts.
  1. What did you learn about your peer through this exercise?
  2. How much did you already know? What was new?
  3. How will this change the way you work together in the future?
  4. How might your patients feel after completing a poster?
  5. How might learning about your patient through the poster change how you deliver care?

**Step Two: Gather Materials for Poster Completion.** Reproduce enough patient poster templates for the pilot period. Gather pens and freestanding plastic frames that will fit on top of a table or counter near the patient bed. Place pens, frames, and poster templates in a central, easily accessible location for frontline staff. Let them know where the templates and pens can be found.

**Step Three: Facilitate Poster Transfer.** Alert other unit managers and transport staff that patients being transferred from your unit will be accompanied by a Patient Personalization Poster and that the poster should be placed next to the patient's bed. To ensure patients being discharged home to or to another facility are able to take the poster with them, add poster handoff to your unit's discharge planning checklist.

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### Part C: Completing a Patient Poster

**Step One: Prepare for Poster Completion.** Obtain a blank copy of your unit's Patient Personalization Poster template and pen.

**Step Two: Identify Individual Who Will Complete Poster.** Determine who is able to complete the poster—for example, a family member or friend may be best suited if a patient is non-verbal or not strong enough to engage in conversation. Patients may complete the poster themselves if willing and able. If you are not sure who should fill out the poster, use the scripting in Step 3 to help determine who would like to complete the poster.

**Step Three: Ask Identified Individual to Complete the Poster.** Approach the individual best suited to complete the Patient Personalization Poster and gauge his or her interest in participation. Using your own words, ensure the following elements are included in your conversation:

- **What the Patient Personalization Poster is:** *The Patient Personalization Poster is this piece of paper right here [show template]. Once filled out, it enables me and everyone else on the unit to get to know you/your loved one better as a person and customize care. It includes information about your loved one's interests, aspirations, and anything else you would like to include.*
- **How the information will be used:** *The information you and/or your family provide will appear on the poster. I'll keep the poster by your bedside while you are here in this plastic frame, but you are welcome to take it home when you leave.*
- **Participation is optional:** *If you don't feel comfortable with us filling out the poster, it's no problem at all.*
- **Owner of poster completion:** *Who do you think would be able complete the poster?*

**Step Four: Provide Materials for Poster Completion.** Provide the patient and/or family with a pen and a blank copy of the Patient Personalization Poster template. When the poster is complete, ask them to leave the completed copy at the bedside. Then, place the poster in small plastic stand provided to you by your manager.



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### Part D: Using Posters in Daily Practice

Once the Patient Personalization Poster is implemented on your unit, most patients will have a poster by their bed. Use the following steps to incorporate the poster into your practice.

**Step One: Look for the Poster.** Enter the patient's room and look for the poster next to the patient's bed.

**Step Two: Use the Poster as a Conversation Starter.** Review the completed poster and use the information you learned as a starting point for conversation. For example, you may learn that you and your patient share the same hobbies or love for the same sports team. You may want to ask your patient or patients' family a question about something you learned on the poster that intrigued you. Potential conversation starters include:

- Mentioning an interest you and the patient have in common
- Asking the patient and family to tell you more about something that seems unusual, like an interesting former profession or a rare hobby
- Asking the patient and family to tell you more about something the patient seems especially proud of, such as grandchildren or a special accomplishment
- Asking the patient to tell you a little more about anything he or she has written on the poster

**Step Three: Transport Poster.** Remove the poster from the plastic frame when the patient is ready to be transferred to another unit or discharged from the hospital.

**Unit Transfer Instructions:** If the patient is being transferred to another unit, give the poster to a patient's family member or friend. If the patient is alone, give the poster to the unit transporter to ensure it accompanies the patient to his or her next unit.

**Hospital Discharge Instructions:** If the patient is being discharged from the hospital, check the box for poster handoff on the discharge planning checklist (or however your manager asks you to the document poster transfer). Ensure the patient's family member, friend, or the patient leaves with the poster, if desired.

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### Discussion Guide

After the conclusion of the initial rollout or pilot period, use the Discussion Guide below to initiate a conversation about frontline nurses' experience with Patient Personalization Posters.

1. How have your patients responded to Patient Personalization Posters? Do you see any impact on patient care from as a result of using Patient Personalization Posters?
2. What surprised you most about Patient Personalization Posters?
3. What was the most challenging part of Patient Personalization Posters?
4. How do Patient Personalization Posters change your practice?
5. What, if any, changes would you make to the process to improve it?
6. How have Patient Personalization Posters impacted your ability to connect with your patients?