



Malaysian
Hospice &
Palliative Care
Council

Caring Together



National
Cancer
Society
Malaysia

Giving Hope Celebrating Life

THE NATIONAL CANCER SOCIETY OF MALAYSIA SARAWAK BRANCH



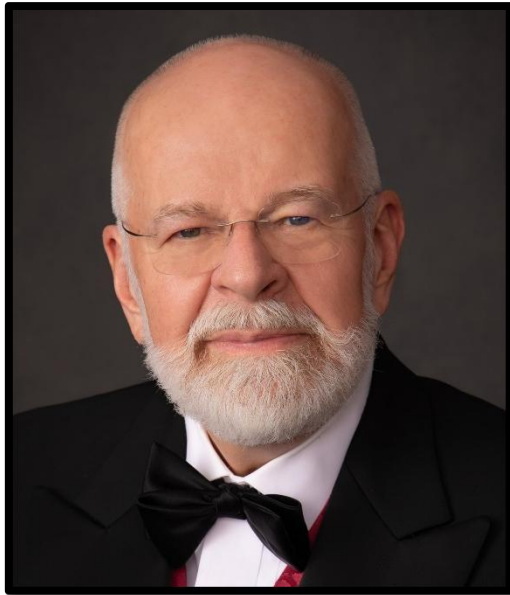
KEMENTERIAN KESIHATAN MALAYSIA



Strengthening Connections & Collaborations



The Elizabeth Hospice



Frank D Ferris, MD, FAAHPM, FASCO, FAACE

Medical Director of Education, The Elizabeth Hospice,
San Diego, California

Clinical Professor of Medicine, University of California San Diego

Member, International Affairs Committee,
ASCO Center for Global Impact

Trained in Internal Medicine, Radiation Oncology,
and Palliative Medicine

38 years working in Palliative Medicine

building capacity domestically & internationally
through curricula development & impact analysis

- Effective patient & family care
- Leadership skill-building
- Program development
 - Approaches to improving quality

Principal PALLMED & PCIC



**So, you want to grow
your palliative care service...**

Palliative Care Services Exist to...

Serve our Customers & Stakeholders

Strategies to strengthen connections and collaborations

**= effective leadership
& trusting relationships**

Starts with Understanding Self

Then effective strategic planning

Principle 1:

**Think Big from the Beginning...
Have a clear Vision for
your Successful Service looks like**

Principle 2:

**The best pathway to success
is through the advocacy of others !**

Principle 3:
It's all about
Intentional Relationships !

Overview of Strategic Planning

1. OVERALL CONCEPT

- Define the **Overall Purpose** of your initiative

2. SITUATION ANALYSIS

- Conduct an **Environmental Analysis**
- Conduct a **Stakeholder / Customer / Competitor** analysis
- Establish their **Needs**

3. STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS ANALYSIS

- Conduct a **SWOT** analysis
- Strengths and weaknesses are **internal** to your initiative
- Opportunities and threats are **external** to your initiative

4. VISION

- Write a **Vision** statement for your initiative that inspires others with an image that pulls them forward
- A vision statement defines what you desire the situation will be in if your initiative is successful

5. MISSION

- Write a simple, concise **Mission** statement for your initiative
- A mission statement defines what your initiative will do

6. VALUES

- Define the **Values** that your team will use to guide how your team works together
- Values are our core beliefs and principles that guide our day-to-day activities as a team

7. GOALS FOR THE NEXT 2 - 5 YEARS

- Create 2 – 3 strategic **Goals** for your initiative
- Focus on your **Circle of Influence**

8. IMPLEMENTATION PLAN

- Define **S.M.A.R.T. Objectives** for each goal = Specific, Measurable, Agreed Upon, Realistic, Timelines
- Define specific **Action Steps** to accomplish your objectives
- Track your measures: **Outputs / Outcomes**
 - **Outputs** – *What is produced to reach your objective (Examples: survey tools, evaluations, articles, action steps, etc.)*
 - **Outcomes** – *The overall accomplishments, objectives or goals which documents, validates or proves the success of the initiative.*

9. ONGOING - SET UP REGULAR MEETINGS TO CHECK PROGRESS

- Bring the team together for meetings to check progress, celebrate milestones, adjust for changes, problem solve and keep activities on track.

Careful
Strategic Planning
will be Key
to Your Success...

Start with a Careful Environmental Analysis

Customers: Any person or organization who will use and directly benefit from our service

Stakeholders: Any person or organization who will benefit indirectly, or be impacted by our service

**Who are
Your Most Important Customers ?**

Patients & Families...?

NO !

Who are Your Most Important Customers ?

1. Referring physicians & managing teams
2. Patients & families
3. Organizational administration
4. Funders

What do Your Customers Need from You ?

Help to achieve their goals !

Help... Depends on Perspective...

- 1. Physicians & Teams** • Care for their patients & families (their way)...
- 2. Patients & Families** • Family-centered, patient-focused care... Symptoms, suffering, decision-making..
- 3. Administrations** • Organizational goals, quality care, high user satisfaction, finances
- 4. Funders** • Right person in right bed with the right funding... Avoiding sky-rocketing costs

What Can the Palliative Care Doctors & Team Members do...

**Get to know the Referring Doctors
& Managing Teams**

What are their needs and goals ?

How...

**Routine practice of
Consultation Etiquette...**

Rules of Consultation Etiquette...

1. Be accessible... Expect calls in the afternoon

2. Be responsive... Same day / within 24 hours

3. Call the referring service

Find out about the case

Clarify the request... “ What are you hoping for ? ”

Reflect, “ This sounds like a very challenging case ”

See the patient... Talk to the nursing, other staff

Talk to patient & family

...Rules of Consultation Etiquette

4. Call the referring service

Before you write in the chart

Share recommendations & 1 educational pearl

Commiserate, validate emotions

Negotiate acceptable Rx, roles & responsibilities

5. Write the note... **No chart wars !**

Summarize the **pertinent**

Provide your **impression**, make your **suggestions**

Impact of Doctors & Team Members...

- **Helping the Referring Doctors & Managing Teams meet their needs & achieve their goals...**
- **Providing patients & families with the best possible care as defined by the Referring Doctors & Managing Teams**
 - They will ask for more Palliative Care services, and advocate for more resources**

What can the Palliative Care Program Leaders do...

**Get to know the Administrators &
Organizational Leaders**

What are their needs and goals ?

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THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

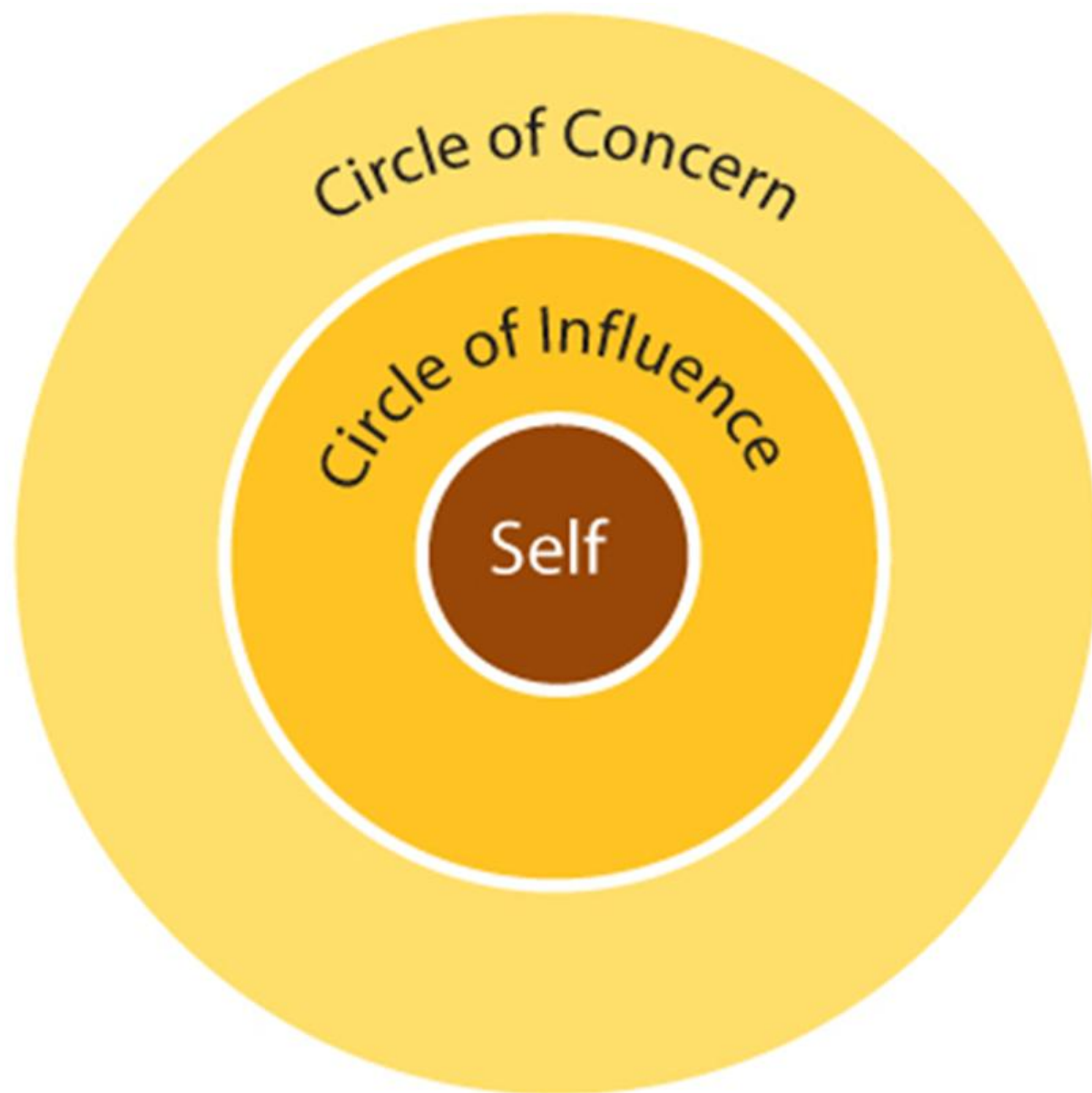
HOW EFFECTIVE
ARE YOU? TAKE THE
NEW PEQ (PERSONAL
EFFECTIVENESS
QUOTIENT) AND
FIND OUT!

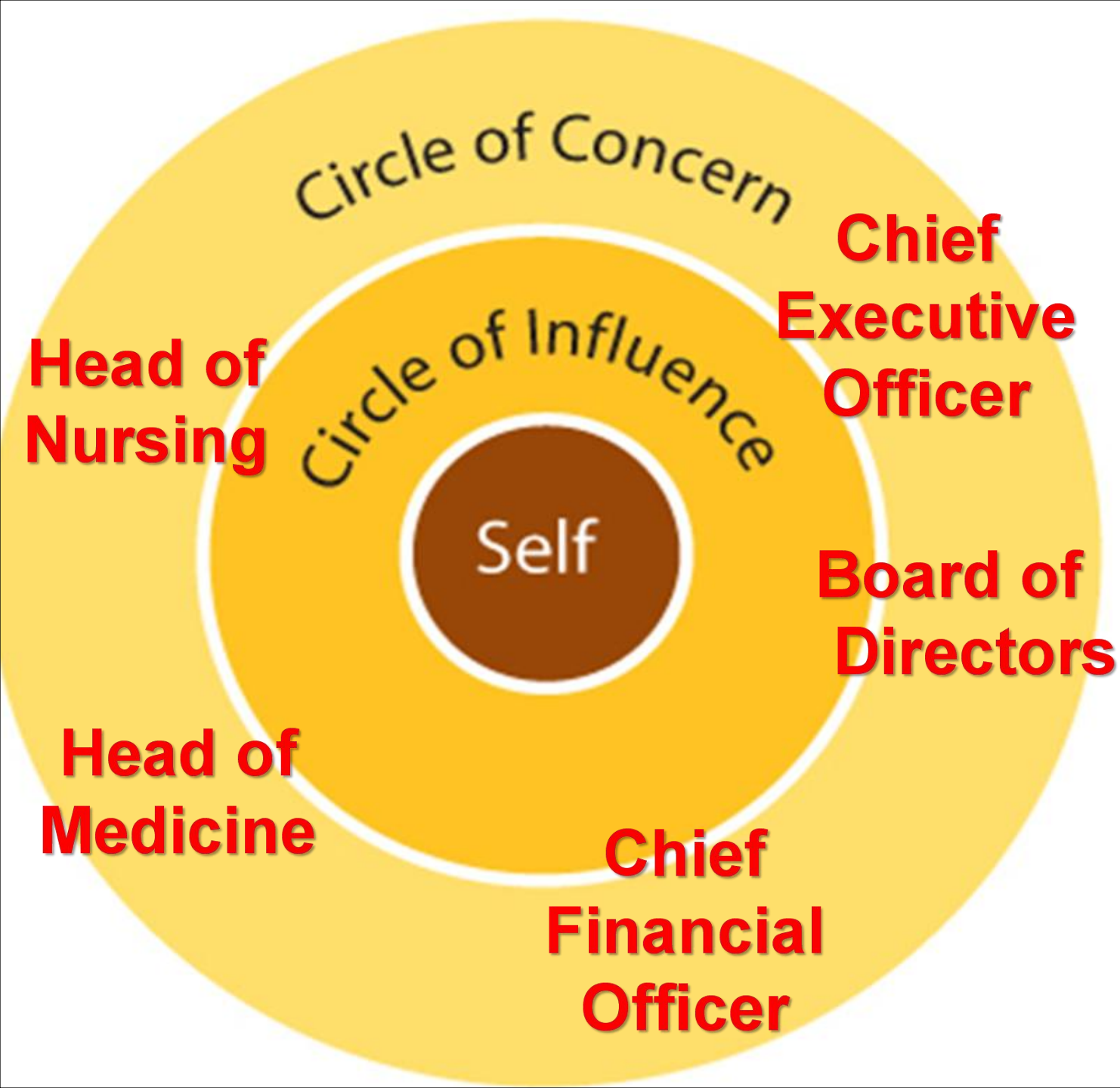
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WITH A FOREWORD BY JIM COLLINS,
author of *Good to Great* and co-author of *Great by Choice*

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Circle of Concern

Important to you
BUT

NO:

- **Direct Connection**
- **Influence**
- **Control**

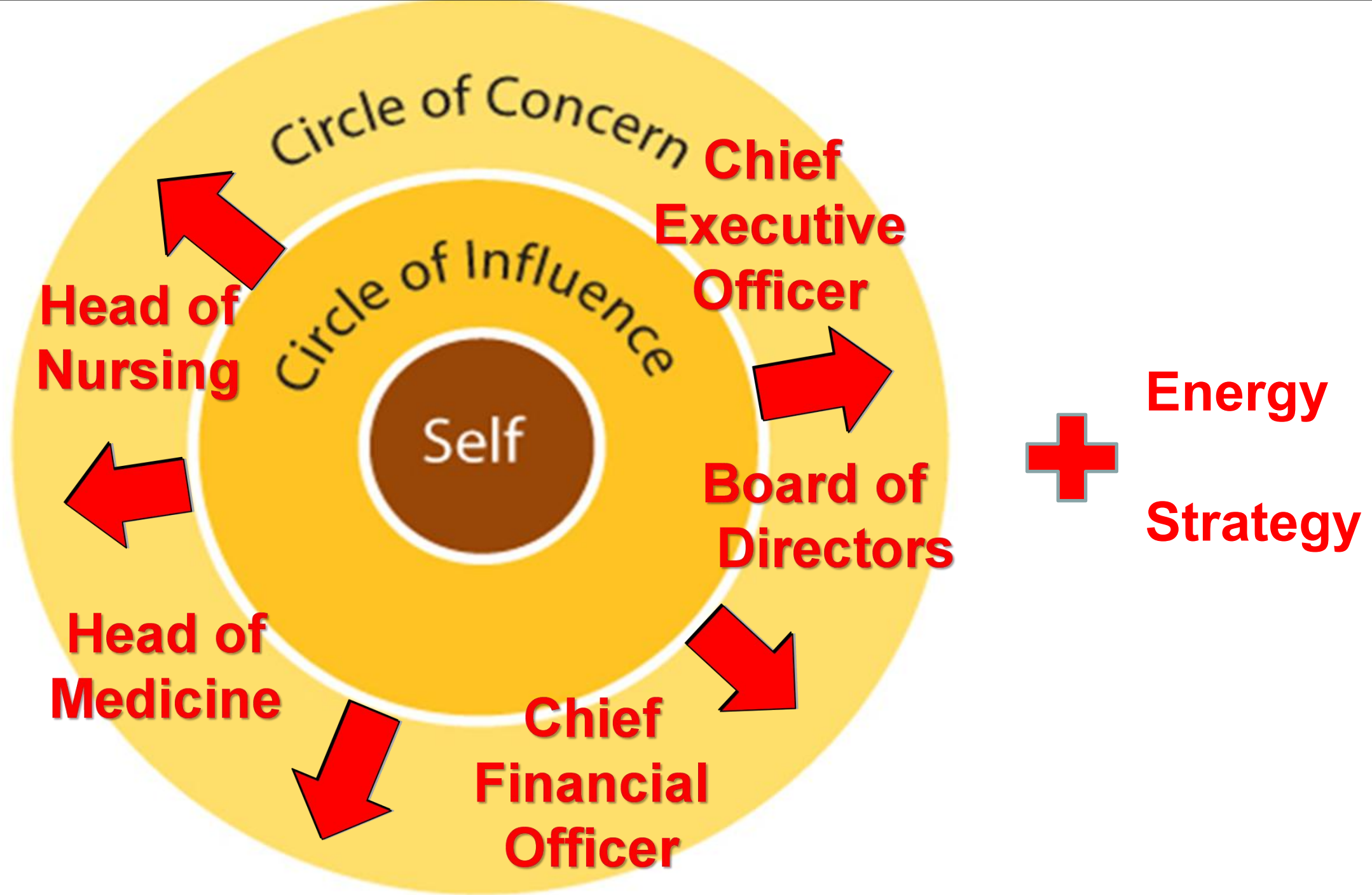


Circle of Influence

**Important to you
AND**

YES:

- **Direct Connection**
- **Some Influence**
- **Some Control**



6-Step Protocol

1. Getting Started

Inquiry / Discovery

ASK 2. What does the person / team know ?

3. How much does the person / team want to know ?

Sharing

TELL 4. Share the information

ASK 5. Respond to emotions / feelings

6. Summarize, plan, followup

Thinking ?

Feeling ?

Worried about ?

Afraid of ?

Hoping for ?

Expecting ?

...Tell me more...

Impact of Program Leaders...

- **Helping the Administrators & Organizational Leaders achieve their goals**
 - **They will support more Palliative Care services, and provide more resources**

Be Careful What you Wish for...

**Careful Attention to Developing Relationships,
Building Trust by Practicing Consultation Etiquette
& Inquiry before Advocacy will almost certainly
strengthen connections & collaborations !**