

Patient Involvement and Empowerment in Transfusion

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National Lead: Patient Blood Management

14th May 2013

What is 'patient empowerment'?

- 'An individual being an active member of his/her disease management team'
- Patient empowerment does not just encompass the ability of the patient to make decisions and be active in their care, it also encompasses their education on the topic

(Santurri 2006)

‘Patients should be at the heart of everything we do’

Andrew Lansley

- Patients forget what you tell them
- Patients remember more about diagnosis than they do about treatment
- But what do they expect?

Patient and Public Expectation

- Public becoming more demanding
- Dignity and respect are core drivers of satisfaction
- Survey in 2012: Net satisfaction with NHS fell recently from 70% to 58%
- CQC: *'27% of services not meeting at least one standard (March 2012). Any substandard care will ultimately impact on the experience of people who use services'*
- 22% of all written complaints from patients received in 2011/12 related to poor attitude and/or communication

Does it really matter?

The Darzi Quality Argument:

Patient safety

- Clinical effectiveness
- Patient's experience

Accountability: it's our NHS

NICE: Patient Experience in adult NHS Services (Feb 12)

- Patients are not being treated properly
- Patient views and experiences contribute to safer health care services
- The health industry is losing hundreds of millions in revenue

**Patient information, involvement
and empowerment is about
safety and quality**

'Patients are from Mars, Physicians are from Venus'

- Current approach: 'Professionals control care'
- New rules for 21st Century Healthcare: 'The patient is the source of control'

Introducing HEE (Feb 2013)

Putting Patients First: The NHS England Business Plan for 2013/14 – 2015/16

- Explains how its commitment to transparency and increasing patients' voice are fundamental to improving patient care
- Describes an 11 point scorecard which NHS England will introduce for measuring performance of key priorities, focused on receiving direct feedback from patients, their families and NHS staff
- Number one priority: 'Satisfied patients'



Patient Blood Management

- An evidence-based, multidisciplinary approach to optimise the care of patients *who might need transfusion*
- Improves patient care
- Reduces costs
- Places the patient at the centre of a decision-making process
- Only considers transfusion when there is clear evidence that it is the best therapeutic treatment available

PBM – Key messages

- **Patient** - at the heart of decision making
- **Blood** – conserve patient's own blood, avoid transfusion where appropriate
- **Management** – organise and co-ordinate

Avoidable headlines

The Telegraph

“Killed by a needless blood transfusion”

Judy Kenny, whose husband was the first to die from vCJD contracted via a blood transfusion, is campaigning for tighter controls over the procedure

'To this day I don't know why Deryck needed that transfusion' – Judy Kenny at home in Bournemouth, with a picture of her late husband Deryck
15 Oct 2012

Blood transfusion and patient education/empowerment

- How willing are patients to be involved?
- What sort of information do they want?
- In what format?
- What can they be reasonably expected to do?
- How much might their involvement be affected/limited by illness, culture, age and familiarity with the transfusion process?

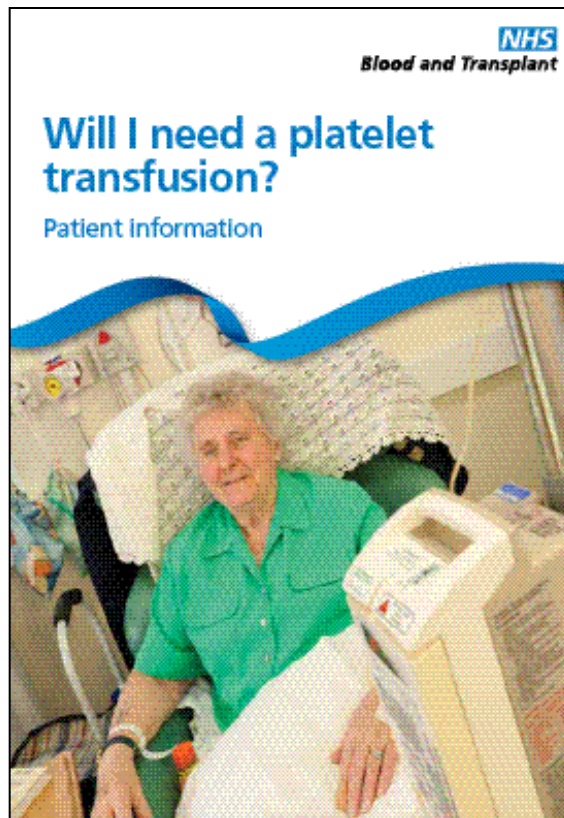
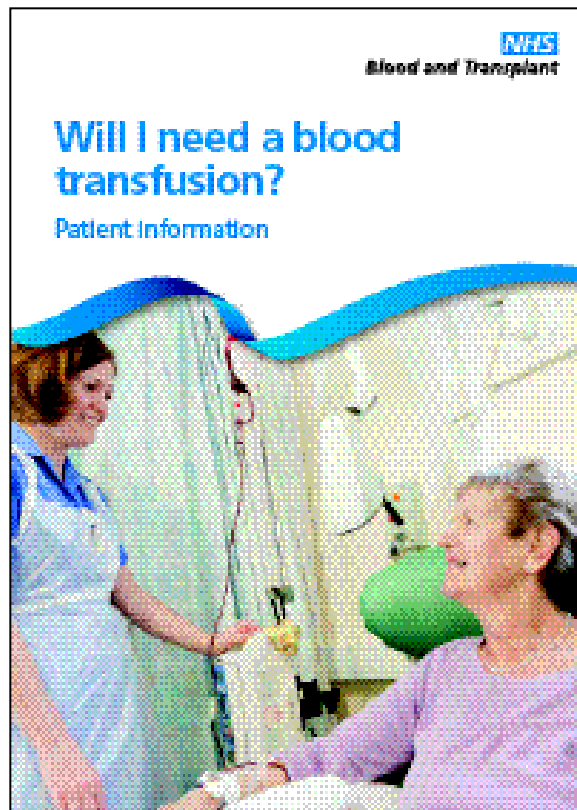
There is little research in this area

Active patient engagement in transfusion

Depends on a number of factors including:

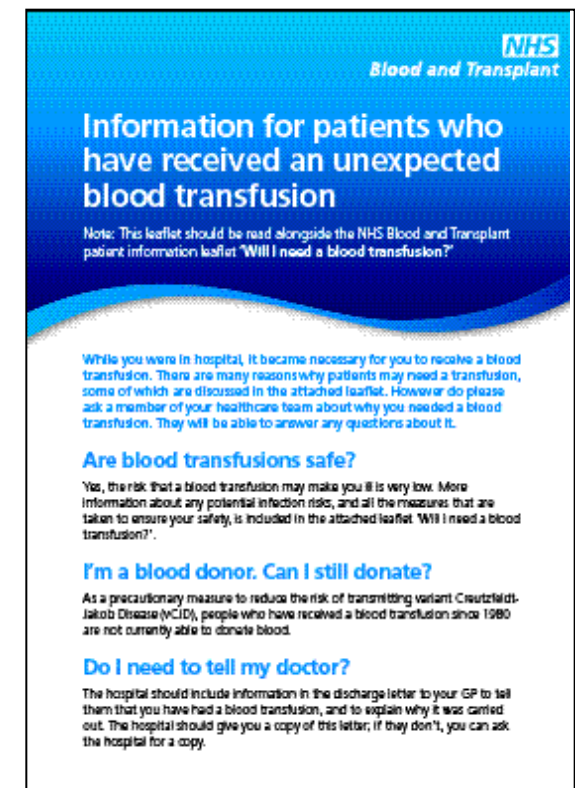
1. Patients must be able to participate
2. Patients must have knowledge on how to be involved
3. Patients have to be willing to participate

Ideally we need to get information to patients before they get to the point where they need a transfusion



NHS Blood and Transplant

PILs






NHS

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UK Patient Awareness Campaign


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Right Patient, Right Blood



Have you checked your patient's identification band?

Ask them to tell you their full name and date of birth and check the details match their identification band.



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Right Patient, Right Blood

Factsheet for Healthcare Staff

Why is it so important to check a patient's identity before a blood transfusion?

A potentially fatal reaction to a blood transfusion can be caused by the transfusion of blood which is not matched to a patient's own blood. Annual reports from the Serious Hazards of Transfusion (SHOT) scheme demonstrate that this is one of the biggest hazards to a patient from a blood transfusion. In the 2010 Annual report 19 "wrong blood" incidents occurred in the clinical area¹.

Indeed, the Department of Health now classify both the misidentification of patients and transfusion of ABO-incompatible blood components as 'Never Events'² i.e. unacceptable and eminently preventable.

Incompatible transfusions are prevented by matching the donated blood with a carefully identified sample from the patient, and subsequent transfusion of the right blood to the right patient at the right time.

What's the most effective way to confirm a patient's identity?

Ask the patient to state their full name and date of birth, and check this matches their identification band before taking a blood sample.

Prior to administering a blood transfusion, you must ask the patient again to confirm their identity and carefully check this against their identification band. This **MUST** be done at the bedside, before the transfusion is started. Both the patient and the unit of blood must be carefully identified. These strict checking procedures **MUST** be followed before each unit of blood is given.

Do all in-patients really need to wear an identification band?

Yes, this is a national requirement – National Patient Safety Agency (NPSA) Safer Practice Notice 11 (2005) 'Wristbands for hospital in-patients improve safety'³ states that an identification band should be applied to all patients as soon as they are admitted to hospital and should be worn throughout their stay.

What should I do if a patient doesn't have an identification band?

Confirm the patient's details with them (or follow local guidance for establishing identity if the patient is unable to communicate) and obtain and apply an identification band. If a patient's identification band needs to be removed, e.g. to facilitate a medical procedure, it is the responsibility of the person who removed it to ensure that it is replaced immediately the opportunity arises.

What about those who are outpatients – do they need an identification band?

Not usually. However, it is still important that you ask the patient to state their full name and date of birth before taking any blood samples or undertaking any other procedures. If the patient has communication difficulties refer to local guidelines on how to establish identity.

What about 'day case' patients, do they need an identification band?

Day case patients should wear an identification band at all times, as should all hospital in-patients. For patients who attend regularly, some hospitals issue photographic identity badges, which should be worn at all times by the patient. You should still ask the patient to state their full name and date of birth before taking any blood samples and before a blood transfusion.

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Do they know who you are?



Have you been asked:

Your full name and your date of birth?

Have the staff checked that your identification band is correct?

This is important as it ensures you get the right blood.

Remember - it is OK to ask the staff to make sure they know who you are.



Leaflets and posters – do they work?

- These are well intentioned BUT there is little information about:
 - whether they are read;
 - how effective they are;
 - whether there are any adverse effects of providing safety-related information

The provision of general information
is only the first step in patient engagement

National Blood Transfusion Committee

Patient Involvement Working Group

- Develop information on blood transfusion for patients and the public
- Ensure patient information leaflets relevant and up to date
- Promote Transfusion awareness in collaboration with specialist societies and groups
- Provide support to other organisations in relation to patient involvement in transfusion
- Patient information on website at:
www.blood.co.uk

Help Wanted

- Patients to photograph for leaflets / posters
- Patient stories
- Patients to review and comment on new leaflets / website information
- Researchers seeking transfused patients to share their experiences
- How else can we involve patients more?

Thank you

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