



Implementation Science & Patient Engagement

February 2025

Dr. Mark Embrett

Implementation Science Team

- A team of embedded PhD trained scientists, research assistants and coordinators
- Collaborate with clinical teams, providers, managers, patients and decision makers to support evidence informed decision making
- Conduct rapid-cycle evaluations of innovations and strategies
- Provide evidentiary support for implementation

Patient Engagement

- Critical in supporting patient-centered care
- Encompasses a range of activities, from patients actively managing their own health to participating in decision-making processes regarding their treatment options
- The broader engagement is particularly relevant in the context of primary care reform efforts, such as the patient-centered medical home and related care models

Key Contributions of Patient Engagement to IS

- Improved Research Quality and Relevance
- Enhanced Implementation and Uptake
- Increased Impact on Health Outcomes
- Support for De-implementation of Low-Value Care
- Guidance for Policy and Practice

PE and Implementation Science: Challenges

Key Challenges in Patient Engagement

- Recruitment and Representation
- Equitable Communication
- Retention of Participants
- Healthcare Disparities
- Complexity of Implementation Science

Nova Scotia Context

Opportunity to design and implement a CFPT

Patient engagement sessions were conducted to:

- 1) Describe a typical patient journey through primary care system
- 2) Identify current gaps and challenges in primary care system
- 3) Identify strengths in primary care system
- 4) Identify opportunities and develop recommendations that address gaps and build on strengths

Approach to Patient Engagement












An Experience Mapping Toolkit was used during engagement sessions. This method involves a structured approach to understanding and capturing the patient experience through a series of steps:

- 1. Surveys and Discussion Guides:** To gather patient insights
- 2. Engagement Sessions:** To capture in-depth experiences
- 3. Synthesis of Data:** To identify themes and insights

Stages of the Patient Journey include:

- 1. Seeking Care:** Patients' process of deciding to seek medical assistance
- 2. Appointment Booking:** Experience with scheduling, cancellations, and rescheduling
- 3. Receiving Care:** Check-in, waiting times, and interaction with providers
- 4. Exiting the Clinic:** Steps after receiving care and departing
- 5. Follow-up:** Post-visit services like prescriptions and specialist referrals

Patient Journey Mapping Template

Primary Health Care Engagement - Patient Experience Mapping (Template)																																																		
Phase	1) Seeking Medical Help 	2) Making Appointment 	3) Receiving Care 	4) Exiting the Clinic 	5) Follow-up 																																													
	What do you do to get help for your primary healthcare medical needs?	How can you obtain an appointment? What process do you follow to make an appointment?	What is your experience as you go through the process in receiving care?	What happens after you receive care?	What happens after you get home regarding the appointment?																																													
 Process <small>What are the steps in a patient's experience?</small>	<table border="1"><tr><td></td><td></td><td></td></tr></table>				<table border="1"><tr><td></td><td></td><td></td></tr></table>				<table border="1"><tr><td></td><td></td><td></td></tr></table>				<table border="1"><tr><td></td><td></td><td></td></tr></table>				<table border="1"><tr><td></td><td></td><td></td></tr></table>																																	
 Interactions <small>Who interacts with the patient?</small> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	<table border="1"><tr><td>Person</td><td>Person</td><td>Person</td></tr><tr><td>Place</td><td>Place</td><td>Place</td></tr><tr><td>Thing</td><td>Thing</td><td>Thing</td></tr></table>	Person	Person	Person	Place	Place	Place	Thing	Thing	Thing	<table border="1"><tr><td>Person</td><td>Person</td><td>Person</td></tr><tr><td>Place</td><td>Place</td><td>Place</td></tr><tr><td>Thing</td><td>Thing</td><td>Thing</td></tr></table>	Person	Person	Person	Place	Place	Place	Thing	Thing	Thing	<table border="1"><tr><td>Person</td><td>Person</td><td>Person</td></tr><tr><td>Place</td><td>Place</td><td>Place</td></tr><tr><td>Thing</td><td>Thing</td><td>Thing</td></tr></table>	Person	Person	Person	Place	Place	Place	Thing	Thing	Thing	<table border="1"><tr><td>Person</td><td>Person</td><td>Person</td></tr><tr><td>Place</td><td>Place</td><td>Place</td></tr><tr><td>Thing</td><td>Thing</td><td>Thing</td></tr></table>	Person	Person	Person	Place	Place	Place	Thing	Thing	Thing	<table border="1"><tr><td>Person</td><td>Person</td><td>Person</td></tr><tr><td>Place</td><td>Place</td><td>Place</td></tr><tr><td>Thing</td><td>Thing</td><td>Thing</td></tr></table>	Person	Person	Person	Place	Place	Place	Thing	Thing	Thing
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 Experience Meter <small>Positive: What process does a patient find enjoyable, productive, helpful (positive experience)?</small>	<table border="1"><tr><td>Strong Positive</td></tr><tr><td>Positive</td></tr><tr><td>Slightly Positive</td></tr><tr><td>Neutral</td></tr></table>	Strong Positive	Positive	Slightly Positive	Neutral	<table border="1"><tr><td>Strong Positive</td></tr><tr><td>Positive</td></tr><tr><td>Slightly Positive</td></tr><tr><td>Neutral</td></tr></table>	Strong Positive	Positive	Slightly Positive	Neutral	<table border="1"><tr><td>Strong Positive</td></tr><tr><td>Positive</td></tr><tr><td>Slightly Positive</td></tr><tr><td>Neutral</td></tr></table>	Strong Positive	Positive	Slightly Positive	Neutral	<table border="1"><tr><td>Strong Positive</td></tr><tr><td>Positive</td></tr><tr><td>Slightly Positive</td></tr><tr><td>Neutral</td></tr></table>	Strong Positive	Positive	Slightly Positive	Neutral	<table border="1"><tr><td>Strong Positive</td></tr><tr><td>Positive</td></tr><tr><td>Slightly Positive</td></tr><tr><td>Neutral</td></tr></table>	Strong Positive	Positive	Slightly Positive	Neutral																									
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 Negative <small>What process does a patient find frustrating, confusing, engaging, costly, or feel is a waste of time (negative experience)?</small>	<table border="1"><tr><td>Slightly Negative</td></tr><tr><td>Negative</td></tr><tr><td>Strong Negative</td></tr></table>	Slightly Negative	Negative	Strong Negative	<table border="1"><tr><td>Slightly Negative</td></tr><tr><td>Negative</td></tr><tr><td>Strong Negative</td></tr></table>	Slightly Negative	Negative	Strong Negative	<table border="1"><tr><td>Slightly Negative</td></tr><tr><td>Negative</td></tr><tr><td>Strong Negative</td></tr></table>	Slightly Negative	Negative	Strong Negative	<table border="1"><tr><td>Slightly Negative</td></tr><tr><td>Negative</td></tr><tr><td>Strong Negative</td></tr></table>	Slightly Negative	Negative	Strong Negative	<table border="1"><tr><td>Slightly Negative</td></tr><tr><td>Negative</td></tr><tr><td>Strong Negative</td></tr></table>	Slightly Negative	Negative	Strong Negative																														
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 Discovery Insights <small>Voice of Patient</small>	Discovery Insights	Discovery Insights	Discovery Insights	Discovery Insights	Discovery Insights																																													
 Areas of Opportunity <small>What areas of opportunity have you identified or would you like?</small>	Areas of Opportunity	Areas of Opportunity	Areas of Opportunity	Areas of Opportunity	Areas of Opportunity																																													

Focus Group

- Walk through the insights and opportunities we heard from other individuals
- Hear their insights and opportunities
 - How are they similar? Different?
 - Additional insights and opportunities
- Use feedback to add to engagement results



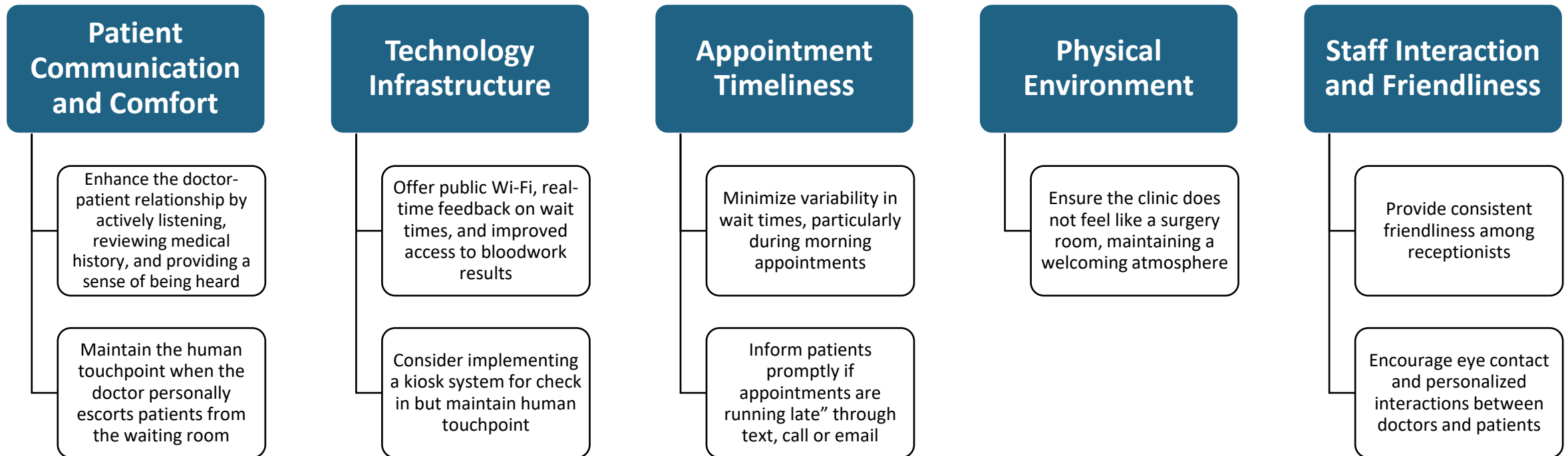
Example Results



Receiving Care (1/2)

Insight: Patients value human touchpoints and timeliness

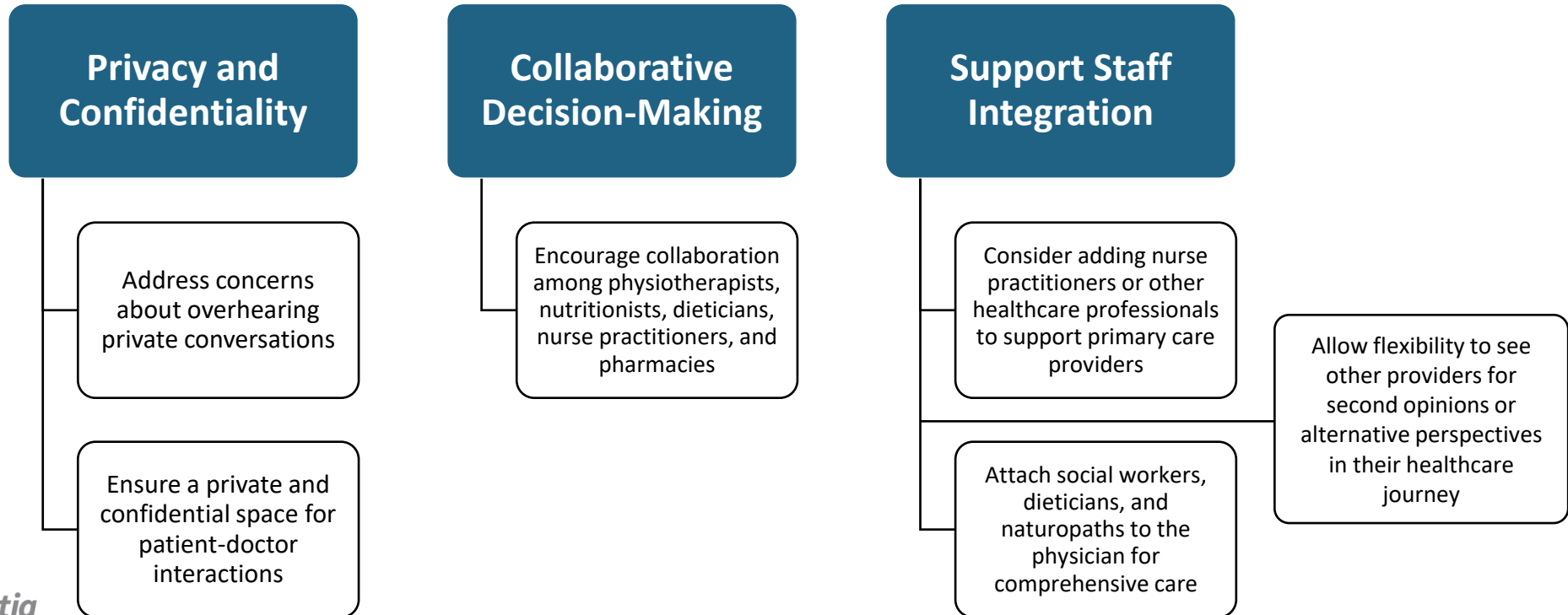
Opportunities:



Receiving Care (2/2)

Insight: Patients value privacy and confidentiality, shared decision making and the ability to bring up multiple health concerns

Opportunities:



Strengths and Limitations

Strengths

- Participants were well versed in PHC, and had a variety of experiences in Antigonish
- Long term relationships with providers
- Some insights from newcomers to NS

Limitations

- Some lack of diversity in participants
- Limited selection from survey results (n=25) could insert some bias into results
 - i.e., participants may have come with an 'agenda'

Engagement Strengthens Implementation Science

Enhancing Informed Decision Making

- Provides real-world patient experiences to refine healthcare models
- Ensures policies and practices align with actual patient needs

Improving Implementation & Uptake of Innovations

- Facilitates patient-centered reforms, such as integrated health teams
- Strengthens the adoption of new care models by ensuring feasibility

Addressing Gaps & Improving Care Delivery

- Identifies barriers in healthcare access and continuity
- Supports structured follow-up programs for chronic disease management

Guiding Policy & System-Level Changes

- Influences service design, including urgent care access and referral pathways
- Advocates for care coordination roles to enhance patient navigation



Questions and Comments?