

Maxwell & Eleanor Blum Patient and Family Learning Center



2018



MASSACHUSETTS
GENERAL HOSPITAL

The Blum Center Year in Review

2018 marked the *20th anniversary of the Maxwell & Eleanor Blum Patient and Family Learning Center at Mass General. The Blum family's vision, generosity and extraordinary support over the past two decades has fueled our success and today the Blum Center stands as a state-of-the-art consumer health and patient education resource center committed to supporting the needs of the MGH community. The Blum Center's goals are designed to:*

20

- 1** Enable patients and their families to learn about their health, illness, and healthcare through independent and assisted research.
- 2** Support health literacy by providing a structure for the development, dissemination, review, and approval of MGH patient education materials.
- 3** Assist staff in acquiring the skills necessary to effectively teach patients about health and illness.



These important goals guide the center's efforts to support MGH patients, families and staff.

Patient and Family Advisory Council Collaboration

Patient and Family Advisory Councils (PFACs) serve as a primary way for Massachusetts General Hospital to realize the opening words of its mission statement: “Guided by the needs of our patients and their families...” The first PFAC was formed in 1999 and since that time the PFACs have helped to integrate, elevate and promote the patient and family voice in the development of MGH programs, services and initiatives. The council’s membership, which includes former patients, family members, caregivers and administrative staff, meet monthly with the goal of shaping and enhancing the delivery of care. The General Patient and Family Advisory Council (GPFAC) was established in 2011 to ensure patients and family members have a broader focus on the hospital and its operations as well as serving as an educational resource for all PFACs.



The council established subcommittees to enable members to focus on a particular area of interest, one of which was patient education. In 2016, a collaborative partnership was formed between the GPFAC Education Subcommittee and the Blum Center, with a primary goal of supporting the wonderful work of the Blum Center. Since that time, GPFAC members have provided feedback on many MGH-produced patient education documents, websites and videos; this feedback has been quite valuable in leveraging support for changes to the materials, which ensures that they are written in more patient-friendly language. In addition, the collaboration has also informed

the revision of the Blum Center brochure and poster. The collaboration is based on a mutual respect for the opinions and input of all and, as a result, a team atmosphere has developed that supports a quality outcome for whatever project is undertaken. The accompanying narrative by GPFAC member Stuart Murphy describes the perspective of the group on our collaboration.

GPFAC members:
Robert Chen
Ann Galdos, Chair
Melissa Hoyt
Susan Keshian
Stuart Murphy
Alexa Sherrill
Joyce Smith
Carrie Stamos

The Patient Experience: Focus on Education

By Stuart J. Murphy

When I was asked to join the GPFAC four years ago, I was very excited. I was impressed by the concept of having patients and their family members serve as volunteer advisors to MGH. I thought, “Who better to provide advice than those who have actually experienced the services of the hospital?” Having had two recent operations, both followed by hospital stays, I was eager to share my impressions, most of which were very positive. I felt that perhaps this would help the MGH staff consider additional ideas for improving the patient experience.

However, a number of us who had joined the GPFAC were concerned that our ideas and input might not be welcomed and appreciated by staff members. After all, we were just a group of lay volunteers with the mission of providing advice to professional employees with a great deal of expertise.



I am happy to report that this concern evaporated very quickly. Soon after the GPFAC was established, we formed a number of subcommittees so members could focus on specific areas of interest and concern. One of those was devoted to the important topic of patient education. As my entire career has been in the field of educational publishing, I was very pleased to join that subcommittee.

It wasn't long before Brian French RN-BC, PhD, Director of the Maxwell & Eleanor Blum Patient and Family Learning Center heard of the goals of the GPFAC and realized that the Education Subcommittee could be an excellent resource for his team. The Blum Center team immediately saw the potential for a successful partnership and recognized the value of having direct input from patients and their family members into patient education efforts. The current members of the GPFAC Education Subcommittee, in addition to myself, are Ann Galdos (Chair), Robert Chen, Melissa Hoyt, Susan Keshian, Alexa Sherrill, Joyce Smith, and Carrie Stamos.

We began with a few introductory meetings to inform the members of the committee about the goals and operations of the Blum Center. We also learned about health literacy and the use of "plain language" so we could better react to materials from the point of view of patients from a wide variety of backgrounds. We provided input on a number of documents and brochures, including a resource guide for patients who are scheduled for spine surgery and an introductory letter for colonoscopy patients. We were then enlisted to review a series of health education videos. We are currently

engaged in the development of a new poster for the Blum Center and the review of an important document on stroke education.

As we have continued to work together, we have grown into an effective and committed team and have developed a keen sense of mutual respect. The members of our subcommittee have seen that our input is well received and believe that we are adding value to this collaborative process. In this way, we feel that we are helping to support the ambitious MGH goal of *Excellence Every Day*.

SharingClinic

To support the important work of Annie Brewster, MD, Benson-Henry Institute at MGH, the Blum Center now hosts the Health Story Collaborative's SharingClinic. The SharingClinic is a hospital-based audio listening kiosk where visitors can listen to different story clips. These audio clips are from patients, patients' loved ones and health care providers. The goal of the SharingClinic is to offer people the chance to tell and share their stories and ultimately, connect individuals facing health challenges. Research shows that storytelling is healing for both the story teller and the listener. SharingClinic has been a wonderful and popular new addition to the Blum Center. Visitors who have used the kiosk voice to staff that hearing other people's stories helps them cope with their own health journey.

www.healthstorycollaborative.org/sharingclinic.html

Expansion of Educational Programs to Increase MGH Community Outreach

Every month, the Maxwell & Eleanor Blum Patient and Family Learning Center hosts a series of educational one hour programs. All programs are offered during lunchtime at no cost to attendees. The programs are designed to educate MGH patients, families and staff on various health topics and hospital resources. Program topics coincide with National Health Observances Calendar dates, which are special days, weeks or



months dedicated to raising awareness about important health topics. As an example, October is National Breast Cancer Awareness Month. The talks are given by clinical experts from various multidisciplinary areas within the hospital. In collaboration with MGH Marketing as part of a new initiative, a number of the programs are live-streamed and recorded on the Mass General Facebook page as Facebook Live programs. These programs can be viewed on a computer or smartphone by visiting: www.facebook.com/massgeneral.

In 2018, a total of 41 educational programs were held with 720 attendees at the Blum Center.

One of our notable partnerships is with the MGH Substance Use Disorders Initiative. This past September marked our third annual Recovery Month collaboration with them. Our joint efforts allowed us to offer a robust lineup of Recovery Month programs including treatment for youth who use marijuana, emergency department-based care for individuals suffering from opioid addiction and nursing care for mothers with a substance use disorder and their newborns. There were also programs designed to educate the audience about the hospital's ongoing efforts to address addiction, such as the West End Clinic's walk-in service for patients who struggle to show up for appointments and stay in treatment, Home Base for military populations with dual substance use and mental health conditions and HOPE Clinic for pregnant women, postpartum women and their families affected by substance use.

In an effort to explore additional ways to increase engagement with other MGH community members, our latest programming collaborations include the Mass General Cancer Center, MassGeneral Hospital for Children, and the Maxwell V. Blum Cancer Resource Program. Our new partnerships have allowed us to offer educational programs on more targeted topics such as food allergies in children, supporting children's resilience when a parent has cancer and musculoskeletal pain in breast cancer. The food allergy program with MassGeneral Hospital for Children was such a success that it will now be offered on a monthly basis as part of our Food Allergy Management Boot Camp program series.

Plans are underway to keep the momentum going. While we continue to work with MassGeneral Hospital for Children on identifying new exciting program topics to offer, we already have several exciting cancer related topics confirmed for the winter season. Cancer topics include genetic testing, immunotherapy and lifestyle medicine in cancer.

Visit our Blum Center website, www.massgeneral.org/pflc, for an up-to-date program schedule!

Meeting the Needs of Our Patients and Visitors with Disabilities

The Maxwell & Eleanor Blum Patient and Family Learning Center is committed to making the hospital a welcoming and accessible place for all, including patients and visitors with disabilities. While MGH has made many supportive changes to the environment, we are continuously looking for ways we can improve. In November 2017, the MGH Council on Disabilities Awareness sponsored the MGH Facility Tour in collaboration with patient volunteers with visual, hearing, and mobility impairments. Accompanied by members from the Council on Disabilities Awareness, the patient volunteers got the opportunity to visit the Blum Center along with other select patient-facing areas in the hospital. The goals of the tour were to:

1. Assess accessibility and a welcoming environment
2. Suggest recommendations for improvement

We are pleased to share that the patient volunteers were overall very pleased with our newly renovated space and the warm, friendly service they received from Blum Center staff and volunteers. They were particularly impressed with the updates made to the Blum Center, including a lowered counter (ADA compliant counter height) at the staff desk, to allow patients and visitors in wheelchairs to comfortably interact with staff, as well as a dedicated room for the Assistive Technology Center which houses our adaptive equipment. Along with glowing compliments, the patient volunteers were also able to offer additional ways in which we can further meet the needs of patients and visitors with disabilities. Various improvements were made to the Blum Center as a result of their thoughtful feedback.

Improvements to our main space

Our staff desk allows patients and visitors to interact with staff to make requests for reliable health information on any health care topic. To increase visibility and accessibility at the staff desk for individuals in wheelchairs, unnecessary obstructive items were removed from the desk. While the items were helpful, they were not essential to have at the front desk.

Our main space features computer workstations with rolling chairs in semi-private carrels for patients and visitors to conduct independent health information searches. To increase safety for individuals at risk for falls, chairs with high backs, fixed arms and straight legs without wheels are now offered as an option at the computer workstations. Patient safety is of utmost importance to us!



Improvements to our Assistive Technology Center

Our Assistive Technology Center is a dedicated room where patients and visitors can access a variety of adaptive software and devices designed for individuals with hearing, visual, and mobility impairments. In the room, there are two chairs by the computer workstation for individuals and their loved ones to use. To increase accessibility, we freed up table space by relocating one chair to the far corner of the room for optional use. This allows individuals in wheelchairs to independently get set up at the table.

Adequate lighting is important to individuals who are visually impaired. To increase visibility, window blinds in the Assistive Technology Center now remain open to bring more natural light into the room. This allows individuals to use our assistive equipment, such as the computer workstation and text magnification device, with ease.

Patients and visitors often need to write down their medical appointment information when they use our

computers. To increase accessibility, we added a desk organizer with office supplies, such as pens and paper, for individuals to use. This allows visitors to work independently, and also helps individuals who are deaf to communicate with staff.



These are just a few highlights on the changes we have made to support the needs of our patients and visitors with disabilities. We are in the process of upgrading our assistive equipment in the Assistive Technology Center. We are also working closely with the Council and Disabilities Awareness and the hospital's Planning and Construction Department to increase the visibility of our automatic door button with enhanced signage. We look forward to sharing more updates on our progress in future reports.

Inspiring the Next Generation of Health Professionals

The Maxwell & Eleanor Blum Patient and Family Learning Center has a longstanding tradition of hosting student interns from various colleges, organizations and agencies. The internship program gives students the opportunity to apply the knowledge and skills gained from their coursework to a healthcare setting. At the completion of the internship in the Blum Center, interns will demonstrate proficiency in conducting in-depth health information searches utilizing reliable health databases, analyzing health data following the National Library of Medicine Classification system, coordinating health and wellness programs

that coincide with National Health Observances and curating health-related posts relevant to Blum Center social media followers. Our commitment to promoting health literacy also gives students the opportunity to review MGH-produced patient education materials using plain language principles.

In the past two years, we have made efforts to grow our internship program in support of the MGH mission to educate the next generation of healthcare professionals. This year, we had the pleasure of mentoring Taylor Shelton and Madeleine O'Connell from the University of Massachusetts Lowell (Bachelor's and accelerated Bachelor's to Master's in Public Health programs); Natalie Johnson from Massachusetts Commission for the Blind; Mary Jane Lanni from Operation ABLE; and our latest partnership, Hannah Powell from Johnson & Wales University (Bachelor's in Counseling Psychology program).

From January through May, Taylor and Madeleine joined the Blum Center as part of their University of Massachusetts Lowell public health capstone. One of our primary goals when mentoring students is to give them a meaningful experience by getting them involved in projects and health topics of personal interest to them. Taylor and Madeleine were passionate about raising awareness for skin cancer, with it being the most commonly diagnosed and most preventable cancer in the United States. In response to this public health problem, on April 27, 2018, Taylor and Madeleine collaborated with the Department of Dermatology to host a Skin Cancer and Sun Safety health information table event to educate people on skin cancer and offer resources on sun safety to help lower risks for skin cancer. This joint event was held near Coffee Central in the main hallway of the White Building on the MGH main campus; a busy location that attracts many people passing through. The event was a tremendous success! A staff member from the Department of Dermatology commented, "Thanks so much for participating in the Sun Safety event with us. I know it was a lot of work and you did a great job. We talked to more than 250 people and had some interesting conversations!"

This past summer, Natalie and her service dog, Morgan, joined us from June through August. Natalie's internship was in partnership with the Massachusetts

Commission for the Blind, an agency that provides rehabilitation and social services to Massachusetts residents who are legally blind. The internship program was designed to give students who are legally blind the opportunity to develop professional skills in various workplace settings as well as an opportunity for

highlights was her health information table display on senior health. Her previous role as a caregiver to her parents gave her valuable insight into the aging process and the importance of maintaining good health. Drawing from personal experience, Mary Jane was able to identify subtopics to focus on and reputable resources to use.



Patient education materials on healthy eating, physical activity, and similar topics will be available at the Blum Center as part of Mary Jane's Senior Health table display for the month of November.

In September, Hannah Powell joined us as part of our most recent partnership with Johnson & Wales University. She came highly recommended by a colleague in MGH Social Services. Given Hannah's special interest in substance use disorders, she was closely involved in our

employers to learn about the talents of well qualified individuals who are legally blind. For the Blum Center, it was also a great opportunity to learn how we can better meet the needs of individuals with disabilities. In addition to successfully meeting the internship goals as outlined for all Blum Center interns, Natalie provided an assessment of our Assistive Technology Center and gave recommendations for upgrading our assistive equipment for individuals who are visually impaired. Thanks to her helpful feedback, we are in the process of making important upgrades to our assistive equipment.

Recovery Month educational programs in September. This special programming series was a collaboration between the Blum Center and MGH Substance Use Disorders Initiative. It was an opportunity for the MGH community to learn about the hospital's ongoing efforts in helping individuals and their loved ones affected by substance use disorder. The Recovery Month program turnout at the Blum Center was great! Hannah successfully led seven educational programs for 128 attendees. The September 24th program on Engaging Youth in Treatment in the New Era of Legalized Marijuana was live streamed and posted on the Mass General Facebook page. The video recording of the program can be viewed on your computer or smartphone by visiting www.facebook.com/massgeneral.

Mary Jane Lanni joined the Blum Center from August through September. Her internship was in partnership with Operation ABLE, a non-profit organization established to provide employment and training opportunities to individuals interested in re-entering the workforce. Mary Jane came highly recommended to us from one of our longstanding volunteers, Stephen Currier, who provides support, coaching and counseling to highly motivated individuals at Operation ABLE as a Job Development Specialist. One of Mary Jane's internship

It was an excitingly busy year for our interns at the Blum Center. Stay tuned for our next set of accomplishments!

Blum Visiting Scholar

The Maxwell & Eleanor Blum Patient and Family Learning Center launched the Blum Visiting Scholar program in October of 2012. The establishment of the annual Blum Visiting Scholar supports patient education by allowing the MGH community to learn from a nationally-recognized expert in patient education and health literacy.



Our Fourth Annual Blum Visiting Scholar, Stacy Robison, MPH, MCHES, President and Co-founder of Communicate Health, Inc., shared her expertise with the MGH community on October 23, 2017. Stacy met and had discussions with members of both the Blum Center staff and

the Patient Care Service's Collaborative Governance Patient Education Committee at a luncheon reception.

Her presentation, open to the MGH community, "Health Literacy in The Digital Age: Implications for Patient-Centered Care" highlighted the latest evidence-based tips to make health information technology more appealing, accessible and usable for all audiences. Stacy led the group through best practices for developing effective health information technology to foster patient engagement.

The lecture was also recorded to live stream to other hospital locations or to anyone who wanted to view it. The video is still accessible today for viewing and has been accessed a total of 48 times.

Blum Center & Lunder-Dineen Partnership

The Lunder-Dineen Health Education Alliance of Maine was established with the goal of providing free, easily accessible and evidence-based education to Maine

health care professionals and the communities they serve through an innovative partnership with Massachusetts General Hospital and an ongoing collaboration with Maine's health care community. Its goal is to improve the overall health of Maine residents by expanding their health knowledge and by advancing the skills and expertise of Maine health professionals. The Lunder-Dineen Health Education Alliance of Maine has collaborated with the Blum Center to launch its unhealthy alcohol use pilot program called a Time to Ask. This is the second project since our partnership began in early 2017.

In an effort to address unhealthy alcohol use, Lunder-Dineen staff asked the Blum Center to assist in a pilot program that would complement the education that staff are receiving at Bucksport Regional Health Center in Bucksport, ME. After an in-depth gap analysis, Blum Center staff identified a number of open source publications that would meet the needs of primary care providers. These providers may give these publications to a patient they suspect may be at risk for unhealthy alcohol use.

In addition, the Blum Center staff created a poster for primary care providers to display in exam rooms, demonstrating the harm of unhealthy alcohol use to the body and overall health. The poster was well received by Lunder-Dineen as well as the Bucksport Committee. Due to its success, versions of the poster translated into other languages are currently in production. This partnership has expanded the influence of the Blum Center outside of the walls of MGH and we look forward to participating in additional educational efforts in the future. The Blum Center staff are exploring ways to make these important and useful materials available to the MGH community.

Social Media

The Maxwell & Eleanor Blum Patient and Family Learning Center launched its Facebook and Twitter accounts in 2012. The goal was to expand our existing efforts to educate the community on health-related topics

and promote the services and programs of the center. Currently, the Blum Center has a combined Facebook and Twitter following of more than 1,000 people from 27 different countries!

It has been six years since we launched our social media accounts and the Blum Center continues to grow its social media presence in new and exciting ways.

Efforts to help expand Blum Center social media include:

Collaborating with the Mass General Facebook page. The Mass General Facebook page currently has more than 80,000 followers. They share all Blum Center events and recently began using Facebook Live, a live video streaming service, to broadcast Blum Center programs. Facebook Live allows individuals who cannot attend our programs in person to view them remotely on their computer or smartphone. In addition, Facebook Live programs are recorded and available online to be viewed later.

Interdepartmental collaborations throughout Mass General and Partners.

The Blum Center shares content with other MGH and Partners pages, including: Mass General, MassGeneral Hospital for Children, the MGH Diabetes Self-Management Education and Support Program, the MGH Clay Center for Young Healthy Minds, and MGH Blood Donor Center. This collaboration increases the Blum Center's visibility and enables the two social media platforms to share important health information with more of the community.

Building our social media presence helps to:

- Increase Blum Center visibility and highlight Blum Center services and events.
- Disseminate important health information and spread awareness.
- Encourage individuals to explore our webpage and visit the Blum Center.
- Build relationships and enhance communication within Mass General and the community.

Boosting posts.

By boosting posts, the Blum Center is able to target audiences and have specific "boosted" posts displayed on

their personal feeds. Boosting posts allows the Blum Center to promote services to individuals unfamiliar with the center, and encourages them to explore the Blum Center webpage, www.massgeneral.org/pflc.

Don't forget to Like us on Facebook and Follow us on Twitter!

Facebook: @MGHBlumCenter

Twitter: @MGH_BlumCenter

Charging Station

When heading to the hospital, a cell phone charger is often the last thing on a patient's or family member's mind. The Blum Center



frequently receives requests for phone and tablet chargers or information on where visitors could borrow or purchase one. To help better meet our visitors' needs here at the hospital, the Blum Center purchased a charging station this past year. It is conveniently located in the Blum Center back reading room, is free-of-charge and has eight cords that support a variety of devices.

The Maxwell & Eleanor Blum Patient and Family Learning Center staff continues to receive accolades for their many contributions and consistent service to patient care and community health every day at Mass General. This past year proved to be another incredibly productive time for the Blum Center team including several new collaborations and initiatives. It is with excitement and immense appreciation that we share the following highlights of the many accomplishments of the Blum Center in the last year:



7,290

patient/family/staff visits to the Blum Center

Blum Center Website



12,639 webpage views



4,309 website visitors

Plain Language/Health Literacy Consultations

162 new/revised documents, video scripts, forms, webpages, etc.

- | | |
|--|--|
| 80 pre/post procedure documents | 3 Partners/enterprise-wide documents/EPIC screens |
| 28 Videoscripts | 2 public health emergency documents |
| 14 general health/specific condition documents | 2 Lunder-Dineen documents |
| 14 consent/agreement forms/letters | 1 research study document |
| 8 medication documents | 1 newsletter |
| 8 program description/general department info documents | 1 website |

Partial list of collaborating departments/ programs: MGPO, Center for Quality and Safety, Psychiatry, Gastroenterology, Anesthesia/ Critical Care, Radiation Oncology, Patient Care Services, Oral & Maxillofacial Surgery, Internal Medicine, Neurology, Neurosurgery, Pain Clinic, Obstetrics, Ambulatory Management, Urology, Charlestown Health Center, Palliative Care, Pharmacy, Heart Center, Radiology

Blum Center Education Programs



720 program attendees

41 programs

Collaborations for ongoing programming with:

- Mass General Cancer Center
- MassGeneral Hospital for Children
- Substance Use Disorders Initiative (SUDs) Committee
- Health Decision Sciences Center, Shared Decision-Making
- Gastroenterology (GI) Associates



Sponsored/collaborated on 6 health information tables:

- Pain Awareness Month
- National Disability Employment Awareness Month with Council on Disabilities Awareness
- Sun Safety with UMass Lowell interns /Department of Dermatology
- SAFER Fair with Collaborative Governance Patient Education and Patient Experience Committees
- Medication Take Back Day - Hiyam Nadel, MBA, BSN, RN/ Department of Pharmacy/Substance Use Disorder and Opioid Education Committees
- World Lymphedema Day with Catherine Holley, RN, staff nurse, Perioperative Care

MGH Staff Education Programs



Participation in all RN Onboarding Programs

Plain language writing training program for **20** Marketing Department staff



Mentorship



2 interns from UMass Lowell (Bachelor's and accelerated Bachelor's to Master's in Public Health program)



1 intern from Massachusetts Commission for the Blind



1 intern from Operation A.B.L.E. (job training/return to work program)



1 intern from Johnson & Wales University (Bachelor's in Counseling Psychology Program)



3 Carol A. Ghiloni Oncology Nursing Fellows

Collaboration with MGH Patient and Family Advisory Council, Patient Education Subcommittee

- Patient ed documents reviewed:
 - General Unit Welcome Letter
 - NCORP Manual Introduction
 - Common Questions About Oxygen
- Redesign of Blum Center poster
- Discussed ways to expand Blum Center outreach initiatives

Health Information Requests



Top 3 topics

musculoskeletal system

digestive system

cardiovascular system

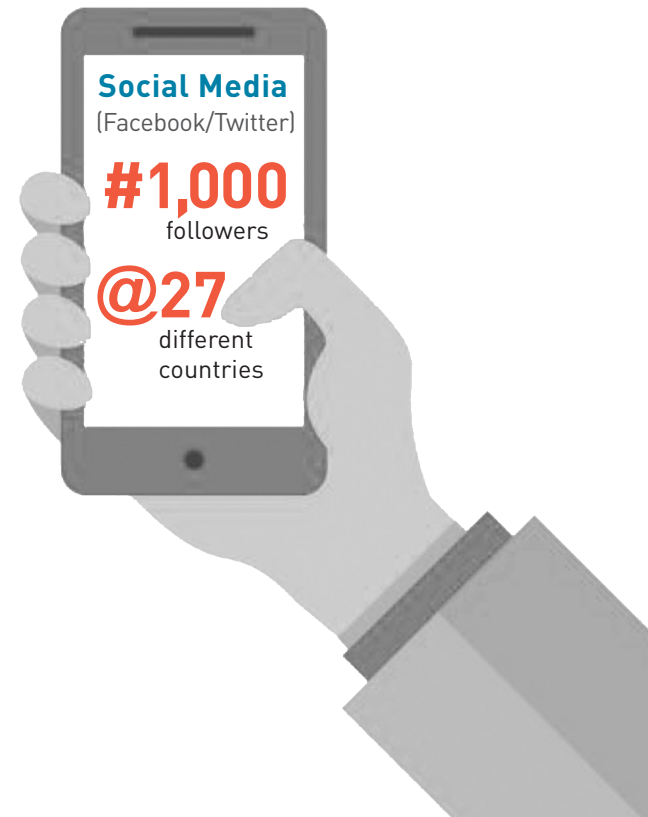
15 variant language information requests including: Braille, Traditional Chinese, Italian, Portuguese, Spanish and Vietnamese

Collaborations with Substance Use Disorder and Opioid Education Committees

- 7 Recovery Month programs
- Medication Take Back Day information table

Internal Health Literacy Workgroup with representation also from

- Mass General Cancer Center
- MassGeneral Hospital for Children





Blum Center Staff

Brian M. French, RN-BC, PhD – Director

Gail Alexander, RN, MSN – Patient Education Specialist

Amy Sam, MPH – Health Education Project Specialist

Catherine Mercer, BS – Health Educator

Jessica Saad, BS – Health Educator

Carol Ghiloni, RN, MSN – Professional Development Specialist



MASSACHUSETTS
GENERAL HOSPITAL

MAXWELL & ELEANOR BLUM
PATIENT AND FAMILY
LEARNING CENTER