

THE IALH UPDATE

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A Hospitality-Oriented Patient Experience (HOPE)



In a recent conceptual paper, [Jie Zhang](#), an Associate Professor in the Gustavson School of Business and an IALH Faculty Affiliate, with co-authors from the UK, the USA and Sweden considered the question “What would happen if healthcare providers, like their counterparts in the hospitality industry, adopted the principles of customer experience management in order to facilitate a more holistic and personalized patient experience?”

The paper introduces a hospitality-oriented patient experience (HOPE) framework, which is designed to provide a more holistic and personalized patient experience across the health system. The framework holds that each stakeholder in the health care system (e.g., patients, family members, physicians, nurses, technicians, therapists, pharmacists, and other supports) has the ability to positively influence the patient experience. Further, it suggests that when all stakeholders work together to improve the patient experience, individual stakeholders as well as the health care system benefit.

The framework, which is consistent with current literature on person-centred care, expands on three features of hospitality service provision. It: a) “emphasizes building a culture... that enables a holistic understanding of the patient as a cognitive, emotional, and social being”; b) “acknowledges the importance of creating a service environment in tune with the cognitive, emotional and social needs of the patient and their family/friends to ease and support the healing journey”; and c) “proposes a multi-stakeholder experience... centred on care co-creation”. Co-creation practices include medical interventions as well as activities designed to change behaviours, improve well-being, and prevent the development of health conditions.

The framework has theoretical, managerial and policy implications. For example, the framework builds on concepts such as patient empowerment and shared decision making. It considers the pre-arrival, visit, and post-visit contexts and includes non-clinical “amenities” such as transportation and booking systems. And, it identifies a wide range of stakeholders within the health care system who are likely to contribute to the patient experience, including those who may have been recruited from the hospitality industry.

The full paper can be found at:
<https://www.emerald.com/insight/content/doi/10.1108/JOSM-11-2019-0334/full/html>

Stay Connected! You can email us at aging@uvic.ca, or visit us on social media



UVic Institute on Aging & Lifelong Health



[@UVicAging](https://twitter.com/UVicAging)

Mastermind Series 2021

Coming up in April, the UVic Retirees Association (UVRA) and the Institute on Aging and Lifelong Health will be co-hosting this annual lecture series via Zoom.

Speakers include:
Mary Ellen Purkis, PhD
Cecelia Benoit, PhD
Richard Keeler, PhD
Nancy Turner, PhD

More information to follow in our February newsletter.

Equity-Informed Advance Care Planning Tools

The Equity in Palliative Approaches to Care (ePAC) Collaborative, which is informed by a research program led by IALH Faculty Affiliate [Kelli Stajduhar](#), has developed several equity-informed advance care planning tools to assist individuals to think about their values, wishes and beliefs regarding future health care. These include an easy to use advance care planning tool, a guide for using the advance care planning tool, and a wallet sized card which can be used to store information on the location of your advance care plan and your emergency contacts.

“Advance care planning is always important but it can become even more significant in the context of structural inequities and barriers to care. The harms of poverty, the life-limiting effects of homelessness and racism, and the overdose crisis often result in unexpected and early deaths grimly exposing how desperately early planning is needed. . . Whereas many people in the ‘general’ population avoid advance care planning, the people in our research program understand advance care planning as a tool for empowerment, as a chance to be heard, and as a way to push back against experiences of dismissal, disrespect, and paternalism in health care.”

-Ashley Mollison, ePAC Coordinator and Kara Whitlock, ePAC Research Assistant

For more information on the tools developed by the ePAC Collaborative, see

<https://www.equityinpalliativecare.com/acpresources>



A
Dementia
STRATEGY
FOR CANADA

Together We Achieve



2020
ANNUAL
REPORT

Public Health
Agence de la santé
publique du Canada

Canada

National Dementia Strategy Annual Report

The 2020 annual report on Canada’s national dementia strategy is now available at <https://alzheimer.ca/sites/default/files/documents/PHAC-A-dementia-strategy-for-Canada-2020-annual-report.pdf>. The [Voices in Motion Choir](#), which has been developed and researched by IALH Faculty Affiliates Debra Sheets (Nursing), Stuart McDonald (Psychology) and Andre Smith (Sociology), was referenced in this report as an example of a program focused on improving quality of life for people living with dementia and their caregivers.

Launched in 2018, Voices in Motion is an intergenerational choir for individuals with dementia, their caregivers, friends, and students. To date, research indicates that participation in the choir has resulted in reduced distress, anxiety, and depression as well as improved social connections for both people with dementia and caregivers.

The initial report on Canada’s national dementia strategy was released in 2019. The full report can be found at https://www.canada.ca/content/dam/phac-aspc/images/services/publications/diseases-conditions/dementia-strategy/National%20Dementia%20Strategy_ENG.pdf

An Elder Academy Event:



University
of Victoria

Retirees
Association

End of Life Matters!

Preparing for death is not an easy conversation to have. It is a subject that many of us prefer to avoid or postpone. This series offers four topics aimed at helping us to make informed decisions when it comes time to do so. The four presenters in this series will share their insights and “front line” experiences dealing with these challenging issues.

Dates: Saturdays February 6, 13, 20 & 27, 2021

Time: 10:00AM—12:00PM. Zoom entry starting at 9:45AM

Where: Online via Zoom

Cost: \$20.00 for all 4 sessions*

*students attend free but must email UVRAElderAcademyEvents@uvic.ca to register

For more information on each presentation, and to register, please visit:

<https://www.eventbrite.ca/end-of-life>

The UVic Retirees Association provides the public with better mental and physical health for seniors through stimulating education experiences.

Research Opportunities



Participate in a study exploring how technology supports the aging process.

CART- Victoria

Collaborative Aging Research Using Technology

The Collaborative Aging (in Place) Research using Technology (CART) study assesses how smart devices, including wristwatches, weigh scales, and sleep pads can help us understand physical activity patterns and how those patterns relate to memory and health.

By participating in this nine month long study, you'll be contributing to the development of future devices that aim to increase the quality of life of older adults.

Eligibility Criteria

- 62 years or older
- Physically independent
- Own a smartphone
- Have internet connection

What is involved?

- Continuous measurement of activity patterns using devices like a watch, scale, sleep pad and the MyCogHealth app
- Assessments and questionnaires covering your health and personal and medical history
- Online surveys
- \$40 honorarium

What does the technology measure?

- Mobility
- Sleep patterns
- Full body composition
- Daily activities
- Cognition

For more information or to enroll in this study, please contact the Research Coordinator at 250-421-5239 or email at cartstudy@uvic.ca



Join a physical activity study at BMed!

Life transitions, like retirement, can be great opportunities for positive change. The Behavioural Medicine Lab wants to help you focus on improving your activity levels through early retirement! If you are interested in participating in our study and moving more please reach out to us at:

bml@uvic.ca



University of Victoria



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