

Patient Advocacy Certificate Program



Conducted entirely online, the **Cleveland State University Patient Advocacy Certificate Program** supports the work of advocates across the country by providing **a convenient, economical path to a fundamental knowledge base in the field**. The Web-based platform also provides a forum for participants to share experiences and discuss issues critical to patient advocacy. Launched in 2004 by CSU, this pioneering program was the first of its kind nationwide.

The certificate represents completion of ten courses addressing knowledge and skills critical to the profession of patient/healthcare consumer advocacy. Courses may be taken individually, with no commitment to complete all ten; however, only students who complete all courses will earn the Cleveland State University Patient Advocacy Certificate. Each of the component courses focuses on a core competency.

- **Bioethics**
- **Legal Rights/Issues**
- **Complaint Management**
- **Measuring Patient Satisfaction**
- **Interpersonal Communication**
- **Customer Service**
- **Conflict Resolution**
- **Crisis Intervention**
- **Data Management**
- **Healthcare Management**

Courses are conducted in six-week time frames, with class sizes limited to 25 participants. You can participate when it is convenient for you, whether at midnight or during the work day. While there are no specified meeting times, you still interact with colleagues and faculty through facilitated discussions. You and your classmates discuss the content of weekly lessons by posting comments and responses to questions posed by the instructor about the material.

Each course represents ten contact hours of work, or 1 continuing education unit (CEU), averaging about two hours per week. Courses also offer approved contact hours for various professional disciplines as appropriate (e.g., nursing, psychology, social work). A certificate of completion from CSU is provided after successful completion of each course (based on logging in, participating in discussions for each lesson, and completing applicable assignments). Once you complete all ten courses, you receive a special certificate and letter documenting your successful completion of the Cleveland State University Patient Advocacy Program.

Tuition is only \$169 per course!

See registration and schedule information for full details.

Patient Advocacy Certificate Program

Remaining Fall 2011 PACP Course Dates

Bioethics: October 24 – December 5, 2011 **ADDED SECTION!**

Legal Rights/Issues: October 24 – December 5, 2011

Customer Service: October 3 – November 14, 2011

Interpersonal Communication: September 26 – November 7, 2011

Health Care Management: November 7 – December 19, 2011 **ADDED SECTION!**

Conflict Resolution/Mediation: November 14 – December 27, 2011

Complaint Management: October 31 – December 12, 2011

Crisis Intervention: October 31 – December 12, 2011 **ADDED SECTION!**

Data Management: November 7 – December 19, 2011 **ADDED SECTION!**

Measuring Patient Satisfaction: September 26 – November 7, 2011

To Register: Download, complete the registration form, and pay via one of the convenient methods indicated.

Each of the courses in the PACP is a Web-based online course. To participate you need to have average web skills, Internet access*, and provide your e-mail address. Discussion, based on questions posted for each of five lessons, will be monitored by the professor. Requirements include participating and responding thoughtfully to the discussion questions on a weekly basis, and completing assignments as applicable. The courses run for six weeks, beginning at 12 noon EST on a Monday and concluding six weeks later (a one week grace period is included at the end of each course).

***Technical Requirements for the Blackboard Learning Management System Used**

Hardware

- Internet Access: 56 K dial-up modem (minimum); cable modem or DSL preferred
- Processor: 500 MHz or faster
- Memory: 512 MB RAM; 2 GB free hard drive space

Operating system:

- **PC:** Microsoft Windows 2000 Second Edition, Windows XP or Windows Vista operating systems
- **Mac:** Macintosh OS X operating systems

PACP COURSE DESCRIPTIONS

Bioethics

By participating in this online distance education course, you will be exposed to instruction and materials focused on the issues germane to patient rights. Online discussion with professionals throughout the country will help you apply concepts learned to your personal practice. The course consists of five lessons, each of which should take about two hours of time to complete.

LESSONS:

1. Basic philosophical approaches to resolving cases in bioethics
2. Issues related to informed consent, privacy and confidentiality
3. End-of-life issues, e.g. withdrawal of life-sustaining treatment and administration of palliative drugs that may hasten death. Included is an in depth look at the notion of medical futility.
4. Ethical issues related to organ transplantation
5. Human medical experimentation—explores the concept of informed consent and the principle of autonomy.

Instructor: Allyson Robichaud, PhD

Legal Rights

This course examines additional information dealing with patient rights from a legal perspective. Online discussion with professionals throughout the country will help you apply concepts learned to your personal practice. The course consists of five lessons, each of which should take about two hours of time to complete.

LESSONS:

1. Philosophical approaches to resolving cases in bioethics
2. Legal issues related to informed consent and privacy/confidentiality
3. End-of-life issues
4. Organ transplantation
5. Human medical experimentation

Instructor: Sharon Radzynski, PhD, JD, RN

Customer Service

This course provides a solid foundation in the areas of customer service and service excellence. You will participate in online discussion with professionals throughout the country, applying these concepts and tools to your practice and development goals. The lessons will encompass the following topics:

- Creating a customer service vision
- Assessing your organization's customer excellence capabilities
- Managing the customer's "Moments of Truth"
- Customer service as collaboration and team work
- Shaping customer expectations
- Managing customer disappointment and difficult customers
- The wisdom of "hiring attitude; training skill"
- Assessing & measuring service performance
- Coaching managers in their leadership role for service excellence
- The role of rewards and recognition in strengthening service excellence

Instructor: Jack Ricchiuto, MA

Complaint Management

A majority of the consumer advocate's time is spent in the process of managing complaints and using mediation/negotiation skills between conflicted parties. This module will explore the Human Sigma Model presented by Fleming and Asplund (2007) as a theoretical customer service context within which to address complaint management. Attention will be given to factors such as customer and employee engagement, emotional attachment, and measurement/evaluation. We'll analyze the benefits and opportunities complaints can provide for improvement, and discuss how to encourage consumer voicing of concerns as well as engagement of staff in resolution and prevention. Interventions to calm angry consumers and practical guidelines for dealing with emotional situations will be shared. We'll also review applicable regulatory agency standards and statutes, and how to define appropriate methods of fair resolution, recognize the impact of organizational policies and procedures on patients' concerns, and identify issues that expose the organization to legal and financial risk. Discussion will center on applying concepts to actual situations you have or will face in health care institutions.

Instructor: Grace Fochtman Herwig, RN, MSN, CCDC III

Health Care Management

This module of the PACP focuses on the interaction of patient advocates with healthcare management. Discussion will center on applying specific management concepts to the role of the healthcare client advocate. Participation will help you see the big picture of how organizations function as well as improve your personal knowledge and skills in managing processes and people. The lessons will encompass the following topics:

- Theoretical views of leadership power and politics
- Systems thinking and strategic planning
- Relationship management and team building
- The budgeting process
- Quality improvement and accreditation

Instructor: Grace Fochtman Herwig, RN, MSN, CCDC III

Conflict Resolution

This module of the PACP examines conflict from many perspectives. We begin with an examination of what constitutes conflict and follow with an in-depth look at its dynamics. Strategies for managing conflict are explored in detail. These strategies cover individual, group and organizational levels. The role and use of negotiation and mediation are covered as well. Discussion questions will help you apply the specific concepts to your role as a healthcare client advocate. The lessons will encompass the following topics:

- Causes, categories and dynamics of conflict
- Stages of the conflict process and resolution
- Skills individual professionals need to deal with conflict
- Dealing with conflict in groups, including negotiation
- Conflict resolution at the organizational level

Instructor: Grace Fochtman Herwig, RN, MSN, CCDC III, MBA

Interpersonal Communication

The focus of this module of the PACP is on the various ways in which we communicate. Excellent interpersonal communication skills are essential to professionals working in any health care field. This is especially true for patient advocates. It is important not only to learn about the many routes through which we communicate with each other, but also to make certain that we are indeed able to apply that knowledge. For this reason, this course includes exercises, goal setting, personal assessment, practice and reflection on individual skills. If you truly follow through with each week's assignments, you will notice improvement in the effectiveness of your interpersonal communication. The outline for the lessons in this module includes the following topics:

- Verbal and non-verbal communication
- Talking without Words or Voice
- Therapeutic techniques
- Listening
- Difficult conversations: giving bad news, reacting to angry or demanding patient
- Challenging populations: different perspectives, communication difficulties, communication with colleagues/administrators

Instructor: Laura DeHelian, PhD, APRN, BC

Crisis Intervention

While we would rather that such situations not occur, this module of the PACP will present the core concepts of addressing crisis situations. The goal of this course is to learn identify, manage, and stabilize the situation when a crisis occurs. During this module, you will gain in depth view of crisis theory, common types of crises encountered in health care, and strategies to use when clients become anxious and begin to lose their abilities to cope. In addition, a model for crisis intervention which is based on problem solving with the client will be presented. The final section will present the interface between crisis and trauma and strategies to prevent or minimize the sequelae of unresolved crisis/traumatic events. Discussion will center on applying concepts to actual situations you have or will face. In addition, we will examine how you can learn to manage your own reactions when intervening in a crisis. The lessons will encompass the following main topics:

- The nature of crisis
- Types of crises
- Burnout and vicarious traumatization
- Problem Solving Approach to Crisis Intervention
- Therapeutic use of self, verbal de-escalation and prevention of violence

Instructor: Grace Fochtman Herwig, RN, MSN, CCDC III, MBA

Data Management

This online course provides a solid foundation in principles of data management, which is a Core Competency of the Patient Advocate. The healthcare consumer advocate collects patient opinions/concerns and other relevant statistical material and compiles information for retrieval and decision making. The advocate handles written material, using organizationally directed and prescribed data security, often using computerized methods. Armed with this data, the advocate directs and acts as a change agent to lead/promote process improvement efforts.

Skills necessary for data management include analytical skills, data presentation skills, computer skills, data reduction skills, application of measurement strategies, and influential writing and speaking skills.

Topics covered include:

- Data Management, including terminology associated with data management and the functions of data in health care
- Statistical Methods, including terminology, types of data and the statistics commonly used to represent them, and methods commonly used in the healthcare setting to present data
- Record Security, including a review HIPAA and its relationship to collected data, how to secure data while allowing for access for process improvement purposes, and ethical dilemmas
- Presentation of Data, including oral and written techniques to deliver findings.
- Performance and Process Improvement approaches and techniques

Instructor: Jacqueline Morgan MBA, MSN, CCRN, CNS

Measuring Patient Satisfaction

This online distance education course provides a solid foundation in principles and methodology of gathering, analyzing, and utilizing patient satisfaction data which is a Core Competency of the Patient Advocate.

Every healthcare organization needs to seek feedback from its customers to help identify areas requiring process improvement and to allow another opportunity (besides filing a complaint) for healthcare consumers to give feedback about their experience. The skills/competencies required to measure Patient Satisfaction include the use of various measurement tools (surveys, focus groups, complaint data, etc.), integration of data and preparation of meaningful reports, and making recommendations for improvement.

Course Objectives: At the conclusion of the course, participants will be able to:

1. Discuss the main measurement tools used by Patient Advocates
2. Describe what data should be integrated to provide the 360 degree view of Patient Satisfaction levels
3. Describe how data can be converted to “findings” that will guide improvement in all aspects of Patient Satisfaction
4. Establish an effective feedback loop to ensure critical data is collected accurately, analyzed to identify findings, reported with recommendations for improvement and document the outcome of actions taken to monitor for future improvement
5. Discuss ways Patient Satisfaction data can be used in multiple system improvement

Instructor: Marjorie Placek, MBA, MNEd, MSN, CNL, RN