



**Building Quality  
Improvement  
Skills & Expertise**

**Gill Smith,  
Managing Director,  
Kaizen Kata**

# Today we are going to.....

- ✓ Outline the WMTY movement
- ✓ Give you some examples from the field of WMTY in action
- ✓ Share the WMTY toolkit – resources to get you started
- ✓ Get you to put your WMTY glasses on





What Matters to You?  
A global movement





# What Matters to You?

A simple question with a  
a BIG impact

# What Matters to You?





# WMTY Examples from the field





80% improvement in SMART  
goal document and care  
plans for patients



Upward trends in 10 out of  
11 patient experience metrics



- Improved family support and equipment at home for end of life cancer patients
- Supporting parents with babies in the Neonatal Intensive Care Unit
- Enriched relationships between staff and the leadership team (staff feel listened to)



# 2019 WMTY campaign in NHSCT

- 430 conversations with 1174 comments analysed about what matters to service users, families and Trust staff
- Responses/results were categorized into 5 main themes:
  - Valued aspects of life = 45%
  - Service delivery = 22.5%
  - Human values/qualities = 15.3%
  - Learned attributes = 11.5%
  - Working conditions = 5.7%





Companion, Donna Shiels  
Patient, Frances Lynn



## What Matters To Me

When in hospital I enjoy  
interactivity with staff and playing  
board games.

Food I would like to  
have foods I would  
normally eat

My family are very  
important to me

A good day for me would  
be one where I went shopping  
with my family or went  
for a run in the car.

**What Matters  
To Me**

I hope to get back  
on my feet soon

I enjoy listening to music  
and find it calming when  
country music is played  
for me

I want to feel cared  
for and feel better  
when I am looked to

While I am in  
hospital I would like  
more privacy

Quality  
What Matters To Me Communications  
Compassionate Person-centred Care





Student Nurse, Leigha Toner  
Patient, Jean Perry



## What Matters To Me

"I like a quiet place  
to sleep"

"I like to be pain  
free"

"I like receiving my  
medications on time"

"I like seeing the other patients  
out of bed."

**What Matters  
To Me**

"I like seeing my visitors  
at visiting time."

"I like eating lovely food"

Simply  
What Matters To Me Conversation  
Completable Personal Care



# What are the benefits of WMTY?

- ✓ Improved quality of care
- ✓ Improved patient outcomes
- ✓ Improved patient engagement in care planning
- ✓ Enhanced patient-centered culture
- ✓ Increased provider joy in work





# The Business Case for WMTY

## Asking Geriatrics Patients WMTY\*

- Implemented WMTY into workflows in 4 geriatrics wards at Southern General Hospital Glasgow
- Asking, Listening and Doing *what mattered* led to a 43% reduction of falls
- 50% reduction in formal complaints across the 4 wards
- Nurses and staff reported that the work was meaningful and improved their interactions with patients and families

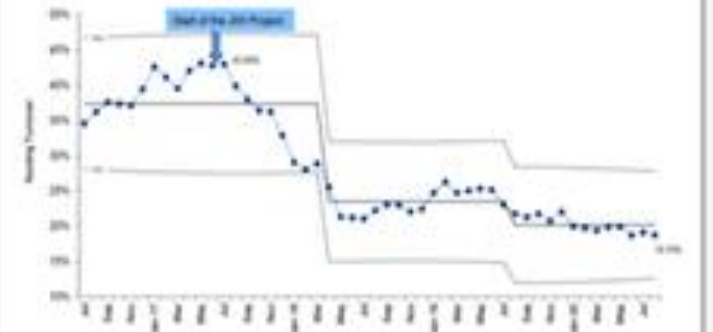


\*Geraldine Marsh, is currently Associate Nurse Director, Western General Hospital Edinburgh

## Asking Nursing Staff WMTY

- Learning and responding to *what mattered* most to staff nurses yielded a 57% reduction in ICU nursing turnover at the Royal Free and Barnet Hospital in London
- Nurses valued having more control over their work schedules
- A new scheduling system was implemented that gave nurses the ability to select their own shifts

## ICU Nursing Turnover at the Royal Free and Barnet Hospital in London

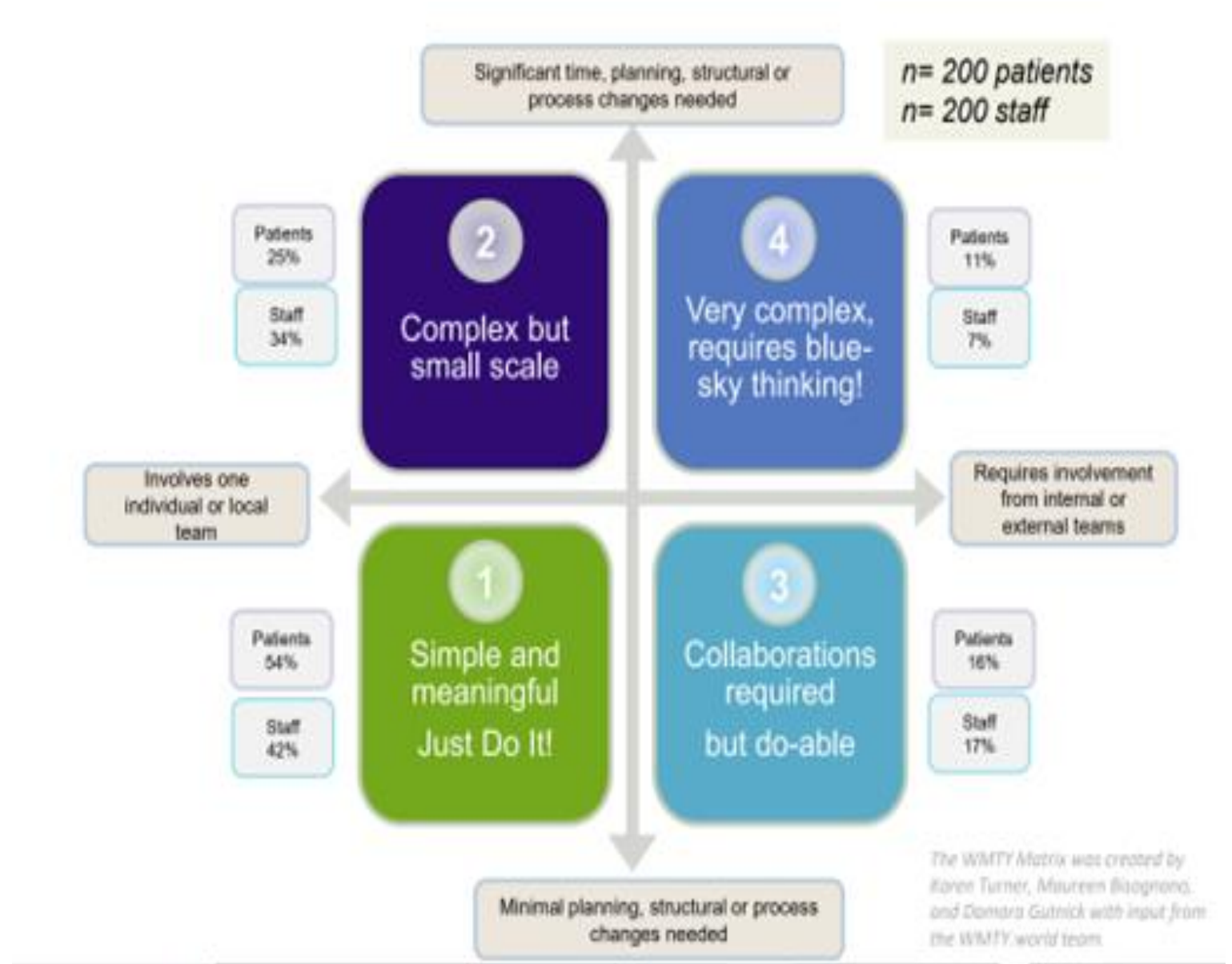


world class expertise + local care

Royal Free London  
Barnet Hospital

And it's  
not hard  
to do.....

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# Top Tips to honor what matters most to patients

- ✓ Asking what matters is for everyone – person-centeredness
- ✓ Be vulnerable and approach the patient with curiosity
- ✓ Ask questions that spark conversation
- ✓ Be patient and authentic – active listening and empathy
- ✓ Show that you are listening – incorporate feedback into care plan
- ✓ Close the loop – share with the patient the action you are taking
- ✓ Learn and iterate – are there common themes that matter most?



# Most frequently reported patient requests

## To be:

- ✓ Included
- ✓ Respected
- ✓ Heard
- ✓ Clearly communicated with
- ✓ Given a plan
- ✓ Supported
- ✓ In control



# WMTY Toolkit

- **Project Initiation** – Everything you need to get leadership support and getting started
- **Patient Experience Track** – All you need to know and tools to support you implementing WMTY and measuring impact
- **Staff Engagement Tack** – Tools to help secure staff engagement, support communications and provide training

[IMPLEMENTATION TOOLKIT WHAT MATTERS TO YOU? \(wmty.world\)](http://wmty.world)





# WMTY Discussion Guide

## ASK

- Be curious, be kind, be present.
- Example of open questions : 'what matters most to you right now/today/in the future?', 'what's worrying you most?', 'what/who is most important to you?', 'how can I best support you?', 'what makes a good/bad day for you?', 'is there anything I can do to make things better?', 'is there anything else you think I should know?'

## LISTEN

- Show you're listening – verbal and non-verbal affirmation
- Reflect back what you've heard
- Listen for cues - follow up with questions if clarity needed

## DO

- Active listening = doing
- Explore quick wins and discuss what may need more planning
- Mutually agree on actions or signposting
- Sometimes it's not 'doable' – but explain why and explore further what it is that really matters most and what is possible

Put your  
WMTY  
glasses on

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# In the chat tell me....

When you were last in hospital, at an outpatient appointment or in some interaction with a health provider.....

*(Q1) What mattered to you and did you feel able to communicate it?*



# In the chat tell me....

When you were last in hospital, at an outpatient appointment or in some interaction with a health provider.....

*(Q2) Did you feel listened to?*



# In the chat tell me....

When you were last in hospital, at an outpatient appointment or in some interaction with a health provider.....

*(Q3) Was it acted upon?*





# The Final Ask.....

Do you think you could apply a WMTY approach in your organization?

How might you do that?



Final thoughts/questions?



# WMTY Links and Resources

- [A How to guide | What matters \(whatmattersconversations.org\)](https://www.whatmattersconversations.org)
- [What matters to you?](https://www.whatmattersconversations.org)
- [f1e7b9\\_2268ff0feb244c2e95e8a74491089ad8.pdf \(whatmattersconversations.org\)](https://www.whatmattersconversations.org)
- [What Matters to You? - MHVC \(montefiorehvc.org\)](https://www.montefiorehvc.org)
- [What Matters To You? - \(wmtty.world\)](https://www.wmtty.world)
- [IMPLEMENTATION TOOLKIT WHAT MATTERS TO YOU? \(wmtty.world\)](https://www.wmtty.world)