





An Ongoing Quest to Look for Answers



### 5 C's of Cancer Service

Coordinating Cancer Services



- Orchestrating Experience Clues
  - Enabling Connection
    - Valuing Care Continuity
      - Creating Community Partnerships

### Orchestrating Experience Clues

Managing the many clues or "signals" patients and families perceive as they experience the service to evoke positive feelings such as trust and hope.

The more important, variable, complex, and personal the service, the more clue-sensitive customers are likely to be.

#### THREE CATEGORIES OF CLUES

### **Functional**

### **Mechanic**

### Humanic

+ Clues emitted by the functionality of the good or service + Clues emitted by stimuli associated with things — sights, smells, sounds, textures.

+ Clues emitted by stimuli associated with people — choice of words, tone of voice, level of enthusiasm, appearance, body language.

### Functional: Clues emitted by the functionality of the good or service.

"My first time I was in the chemo chair I was armed with what the nurse taught me. I remember feeling positive and strong . . . . Being prepared made it much better."

- cancer patient

"It is a powerful thing to say to patients that their treatment plan will be reviewed by multiple clinicians and their care will be coordinated."

- health system president

"When you have cancer, you don't want to hear that 'We can get you in in two weeks.'"

- oncologist

### **Mechanic:** Clues emitted by stimuli associated with things – sights smells, sounds, textures.

"You can go through the building and you don't think there are 10 patients in it. But right now there are probably 100 patients in the facility. It was designed to create a sense of privacy."

- cancer center president

"The doctor **draws** everything on a piece of paper and gives it to me to take home."

cancer patient



# **Humanic:** Clues emitted by stimuli associated with people -- choice of words, tone of voice, level of enthusiasm, appearance, body language.

"I could barely stand up when I finished my 34th radiation treatment. My goal was to walk out of the room under my own power. The technician said to me 'I know these treatments are going to help you!' That is exactly what I needed. You can't script kindness. And I walked out under my own power."

cancer patient

"Nurses look at the computer too much. It seems that the solution to everything is in the computer when sometimes holding your hand is what you need the most."

- cancer patient

"Patients are ultrasensitive to the doctor's words as clues to whether they will live or die."

- cancer patient

"Nurse Nancy is very kind and sympathetic. She hugs me. She told me: 'Don't worry, the tumor is not so big.' . . . She didn't use medical words; she uses easy words to understand."

cancer patient





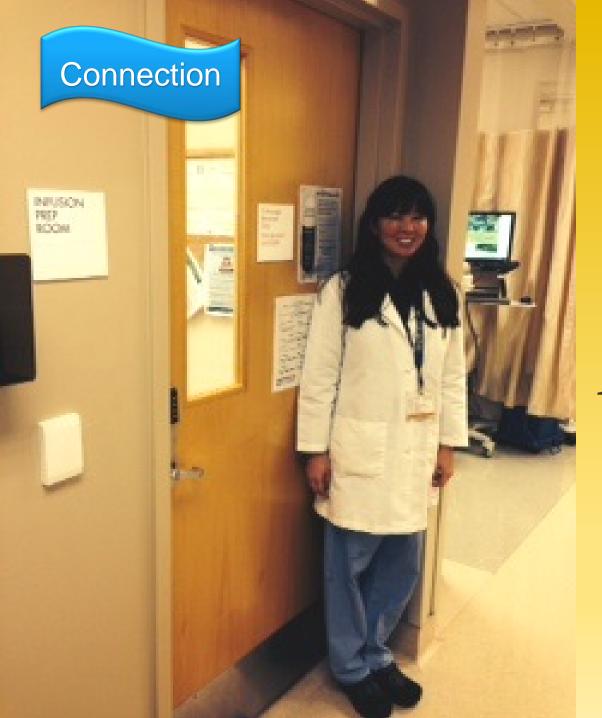
#### **Functional Clue**

#### Cancer Medical Home at Integris Cancer Institute

Full-service cancer center (with a fully-integrated proton beam facility) that also offers family medicine, cardiology, dermatology, rehabilitation, and other services.

"A lot of cancer patients coming here don't have a family doctor or they need to see a dermatologist for possible skin cancer or they need a cardiology visit. Cancer feeds these other practices and it is easier for care coordination."

- Integris Cancer Institute president



Functional, Mechanic, and Humanic Clues

Kaiser Permanente's "Embedded" Infusion **Pharmacy** 





# Hospice of the Valley's Off-Hours Call Center









Seton Cancer Care's
Survivorship Navigation
and Clinic Services



## ProHealth's Care Support In-Home Palliative Care Service









### SETON CANCER CARE'S "BIG PINK BUS"





### Mechanic and Functional Clues



# "We cannot always control the clinical outcome, but we can control the patient experience."

~ Team Leader, The Cancer Team Bellin Health Systems



"I wear the heart
as a symbol of
compassion. I
truly love my
patients. I often
give them hugs
when I see them
and say goodbye."

Dr. David Gullion, medical oncologist, Marin Cancer Care



