O que Importa Para você? The What Matter to you Movement in Brazil

Author: Camila Lorenz,
Associação Congregação de Santa Catarina,
Brazil

Abstract (300 word limit)

In order to understand what really matters to people we serve at Associação Congregação de Santa Catarina (ACSC- Brazil), in 2016 we joined the WMTY movement in partnership with Scotland. The ACSC understands that this perception is crucial to build a relationship of trust with patients and caregivers. The objective is high quality care, better experiences for patients and satisfied professionals.

The principal aim of this movement is estimulate meaningful conversations between patient and caregivers using the WMTY movement.

This worldwide movement has a celebrate day at 6th of June but besides the WMTY day that we instituted at the 18 ACSC health services, in 2017, we organized the 1st WMTY Forum in Brazil. At the Forum, we had the presence of patients sharing their experiences and healthcare professionals discussing theirs challenges and barriers to have the conversation. We also launched a hotsite in Portuguese and Spanish with free materials, manuals and stories from people who had the WMTY conversation.

At the celebrate day there were more than 250 WMTY conversations reported at the 18 healthcare services. We realized that the movement was as powerful for the patients as for the health care professionals. They showed, in theirs speeches, that the movement brought back the joy and the meaning of their work.

Images



Figure 1:

Recent Publications (minimum 5, if any)

1. BARRY, Michael J.; EDGMAN-LEVITAN, Susan. Shared decision making? the pinnacle of patient-centered care. New England Journal of Medicine, v. 366, n. 9, 2012.
2. Institute of Medicine. Crossing the quality chasm: a new health system for the 1st century. Washington DC: National Academy Press, 1990.
3. Collins, Alf. "Measuring what really matters." Towards a coherent measurement system to support person-centered care. London: The Health Foundation, 2014.
4. National Voices. A narrative for person-centred coordinated care. Available at: www.england.nhs.uk/wp-content/uploads/2013/05/nv-narrative-cc.pdf
5. LORENZ, Camila. O que Importa Para você? The WMTY movement in Brazil. IHI National Forum, 2017.

Biography (150 word limit)



Camila Lorenz is a hospital administrator with MBA in marketing. She's the leader of the What Matter Movement in Brazil and has expertise in the patient and family centered care area She works at Associação Congregação de Santa Catarina which is a philantropc organization that provides services at healthcare, education and social assistance. She's partner at the Zeps Strategy Agency, that's a strategic agency which transforms organization in innovation places.

Full Name: Camila Fernanda Lorenz
Email: camila.lorenz@uol.com.br
Phone Number: +5511992126244