

Fox Valley Hematology & Oncology

Reimagining Cancer Treatment



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Our mission is to provide a patient experience unlike any other in the U.S. with a facility that fosters patient engagement and cultivates leading-edge care.

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FVHO Health & Wellness Center

The Client:

Fox Valley Hematology and Oncology (FVHO) has been caring for patients in the Fox Valley since 1990. With an emphasis on respecting each patient as a person with unique issues, hopes, and needs, this healthcare organization provides advanced care close to home. The goal is to ensure the patient's best interest remains at the heart of each treatment plan. There are seemingly endless choices when it comes to cancer treatment, but FVHO is proud to serve as the first choice of patients and families in the greater Fox Valley area and beyond.

The Challenge:

Each year, 16 million people in the United States are diagnosed with cancer, the second-leading cause of death in our country. Although the five-year relative survival rate in cancer patients increased from 50 percent in the 1970s to 66 percent in 2015, quality care and patient satisfaction need to be further improved upon to support patient populations.

While approximately 39.6 percent of men and women will be diagnosed with cancer at some point during their lifetimes (based on 2010-2012 data), the number of people living beyond a cancer diagnosis reached nearly 14.5 million in 2014 and is expected to increase to nearly 19 million by 2024. Although cancer touches the lives of most in our community in some way, limited research has been conducted regarding cancer treatment environments where the typical treatment regimen is ambulatory-based.



NEW VISIONS FOR WISCONSIN HEALTHCARE

The approach is to complement the latest in cancer treatment with a holistic approach to mind, body, and spiritual healing.



The Goal:

Reimagine the patient and staff experience from start to finish by first understanding the adjectives that describe the ideal patient experience.

A SENSE OF HOPE

Care was taken in the new facility to better position dedications and memorials to encourage life and the spirit of healing.

The Process:

FOR STAFF

Before the design process began, a detailed assessment of the existing FVHO facility was documented. More than 115 processes were mapped, cycle times were understood, and six areas underwent rapid-access prototyping. Each procedure was dissected to better understand existing process flow.

FOR PATIENTS

Patients and family members were asked to describe the “ideal” cancer treatment center environment and how it would make them feel. After listing more than 50 adjectives describing those feelings, the team narrowed expectations down to seven: control, hospitality, respect, variety, life, privacy, and balance. These seven adjectives served as the basis for all decisions, including operational and facility design elements. The project team developed a patient and staff experience blueprint outlining the project vision, patient expectations, key elements, and organizational values, and the document was shared with all

project stakeholders, including subcontractors. In addition, care was taken to understand each specific patient experience zone, including the most widely used infusion treatment area.

INFUSION TREATMENTS

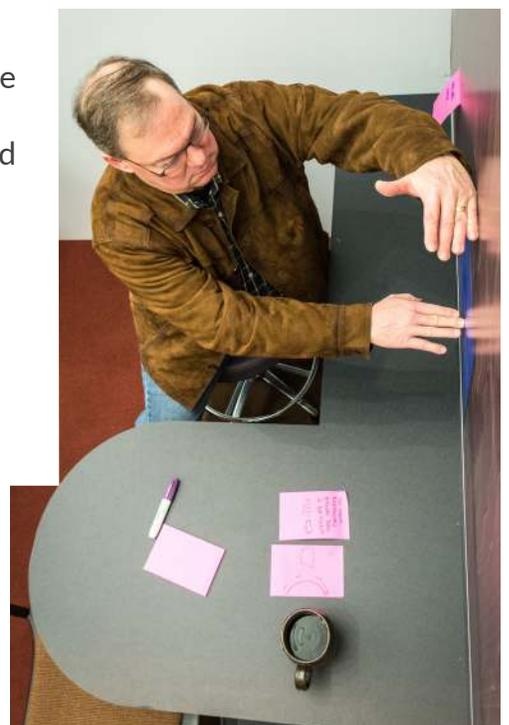
During infusion treatments, patients receive fluid medication intravenously. The process sometimes prompts physical reactions such as lowered temperatures, nausea, and dizziness. Procedures for an infusion treatment session vary in length, ranging from 15 minutes to more than eight hours.

Through interviews and patient surveys, data was gathered on patient needs and desires during infusion treatments. The questionnaire included open-ended questions about what types of treatment environments a patient may experience, how they felt these spaces met their needs, what types of amenities they desired in a treatment environment, and what they felt would be key components in future treatment areas. Design strategies were developed and established based on the information collected.

INNOVATION TEAMS

Teams consisting of staff members, care providers, and administrators were formed to garner collaborative input about each area of the facility. To reimagine the experience, innovation teams:

1. defined the population served,
2. identified current-state care gaps,
3. evaluated associated risks,
4. engaged patients and staff members,
5. created the future-state patient experience, and
6. measured outcomes.



The Findings:

Pre-design results revealed infusion patients' vital needs, which were outlined in five categories:

CHOICE AND CONTROL

Choice and control were of high importance to patients. "A sense of control is important because cancer takes away your control," stated one patient. When asked what type of control would be desired, responses included light, sound, technology, temperature, and type of infusion pod. Temperature control ranked as a top priority, likely related to patient reactions to chilled fluid medications.

PRIVACY & SOCIAL SUPPORT

Private treatment rooms were preferred by 15 percent of survey participants, while 68 percent chose a shared space. Seventeen percent of individuals were flexible when it came to shared space, relying on how they felt on treatment day to sway them one way or the other. (During the initial treatment, survey participants tend to lean toward private rooms; however, once they witness the camaraderie in the shared space, that is where they typically gravitate.) Many patients desired a space that didn't feel like "a big fish bowl," referencing the existing facility's treatment area where

treatment chairs faced a wall and a single TV.

HOSPITALITY AND VARIETY

Participants were asked what types of amenities they would appreciate in an infusion treatment area. A reading area, television, access to a computer, window views, access to food and drink, ability to take a nap, and opportunities for social interaction were all high on the list and ultimately influenced design.

Surprisingly, the most desired amenity was a heated reclining infusion chair that housed a phone charger, allowed for iPad use (to watch videos), and had a reading table for private work. After scouring the United States furniture market, such an option could not be found. With the help of KI International and Duet Resource Group, a unique chair that encompassed all five requests was developed.

RESPECT AND BALANCE

"Make it easy for me; take the complexity out of the process" was voiced in various ways by countless participants. After reviewing work flows, three process bottlenecks were discovered.

- **Ease of Entry.** The new space offers a clear sightline for patient arrival, allowing for the quick provision of assistance (current-state waiting rooms are now obsolete).

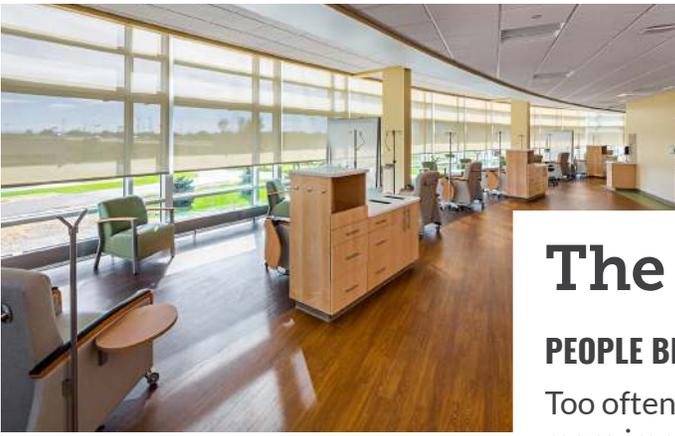
- **Lab.** The lab is now centrally located for ease of use. Ninety percent of patients who enter the facility stop at the lab for testing.
- **Scheduling.** The scheduling process was compressed from 90 to 10 minutes. In the past, diagnostics had slowed down the process.

LIFE

Many patients voiced a desire to experience "a sense of hope." The previous cancer center housed memorials dedicated to loved ones who had passed due to illness. While patients and family members felt this was a gracious gesture, many thought the message was counterproductive to the provision of hope. "Dedicated memorials are nice," mentioned one patient, "but those patient deaths are a negative reminder for those who are still fighting to survive." Therefore, care was taken in the new facility to better position dedications and memorials to encourage life and the spirit of healing.

EXCELLENCE IN PATIENT CARE

The team provides a treatment experience like no other for the members of our community.



The Results:

PEOPLE BEFORE TASKS

Too often in healthcare, systems and processes are viewed as more important than people. To promote the importance of patient support and control, the design and construction team established a goal that people (patients, family, and staff) would always come before tasks associated with treatment. In an effort to encourage that very focus, the new facility:

- Provides different types of treatment areas, including private, semi-open, and open pods where multiple patients receive infusion treatments in the same area. This offers patients the ability to choose a desired treatment area, depending on how they are feeling the day of treatment.
- Allows nurses the ability to see their patients' faces in order to quickly assess the need for assistance. Many patients expressed a desire to be seen by caregivers during treatment, rather than be isolated from them. It was out of this conclusion that the concept of 360 Degrees of Care Management was born.



360 DEGREES OF CARE MANAGEMENT

This patent-registered space offers multiple benefits:

- Promotes patient connection with FVHO care providers and staff members.
- Reduces distances both patients and staff need to travel; each neighborhood houses a nurse station, nourishment station, and restroom.
- Differentiates areas to improve wayfinding.
- Allows patients and family members the opportunity to experience small-feel treatment areas located in close proximity to care areas.
- Provides space for education and information desks.



ADDITIONAL FACILITY SPACES AND SERVICE OFFERINGS

- Welcome Center
- Education Center
- Café
- Eastern Medicine Practices
- Chiropractor
- Family Practice Physician
- Physical Therapy



Redefining Healthcare Construction

Miron Construction Co., Inc. was the first contractor in the United States to have professionals accredited and certified in Evidence-Based Design practices. We help clients and design partners create unique experiences for patients or residents, visitors, and staff based on evidence-based design principles and research. Rather than leaving success to chance, we bring research-based best practices to the planning and construction process to capitalize on proven methodologies and outcomes. In the end, we help produce measurable results.

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