

# Bringing the outside in

Exploring new models for patient, family  
and citizen involvement in healthcare

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# More than a patient



A hand holding a red marker is writing the words 'CUSTOMER FEEDBACK SUPPORT INNOVATIVE QUALITY EXCELLENT FRIENDLY' in a vertical column on a white background.



A collage of words related to teaching and learning, including 'Personal Development', 'Lead Teaching', 'TEACHING', 'Career Skills', 'Leadership', 'Mentorship', 'Expertise', 'help', 'Plan', and 'Knowle'. A hand is holding a red marker near the word 'TEACHING'.

The word 'MEDIATION' is written in blue, with a hand holding a blue marker underlining it.

The word 'Technology' is written in white on a blue background with a world map. A hand is touching a glowing blue square button.

# Lessons from tech

**Bring in outsiders** to encourage change

**Crowdsource.** Find solutions more economically, track and record health behaviours, generate patient data quickly

**Curate and customize.** Increase engagement by serving up content that people need/want



# Lessons from customer service

**Reach** your customers with whichever channel they prefer

**Understand** what your customers experience when they are with you

**Focus** on the quality of relationships to promote involvement and engagement



# Lessons from government

**Bring** the opportunity into the community

**Be creative** about public engagement events

**Tell stories**

