

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 positioned next to a list of words: CUSTOMER, FEEDBACK, SUPPORT, INNOVATIVE, QUALITY, EXCELLENT, FRIENDLY. The word 'CUSTOMER' is written vertically, and the word 'FEEDBACK' is written horizontally, with the 'F' and 'E' overlapping.



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 shown holding a piece of the collage.

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 shown touching a glowing square button next to the word.

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

