

What Matters to YOU?

What Matters to You (WMTY) is a shared decision-making framework which has proven to successfully increase patient satisfaction and improve staff morale. Creating this culture of conversation drives person-centered care leading to actionable changes in your organization.



Why Ask "What Matters to You?"

- Deeply understand and listen to what motivates staff and patients
- Drive partnership in decision-making and value in care delivery
- Reduce burnout, improve joy in work, and improve staff engagement by up to 30%
- Empathize with and discover outside factors that affect patients' and staff experiences



Shared Learnings: What Mattered to Staff in 2020?

- **Technology:** continue to invest in telemedicine and employees ability to perform job remotely
- **Workforce Wellbeing:** support meaningful conversations between employees and leaders to reinforce shared purpose and value
- **Continuous Feedback:** collect continuous, action-oriented feedback from staff and patients to anticipate their needs and partner in decision-making



History of the "What Matters" Movement:

"What Matters to You (WMTY)?" is an international person-centered care movement inspired by a 2012 New England Journal of Medicine article, "Shared Decision-Making: The Pinnacle of Patient-Centered Care", written by Michael Barry and Susan Edgman-Levitan.



"What Matters" is a simple, yet profound concept that is key to creating more personal engagements with staff, patients, and their family members. Knowing what really matters to them is the foundation of developing genuine partnerships for co-creating more person-centered, trusting, and supportive environments.

Action taken from asking, listening, and doing what matters most has impacted both patient experiences and joy in work in over 49 countries and in a variety of healthcare and social service programs.

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1 Strategize

Gather feedback from patients and staff to generate ideas and identify shared needs amongst stakeholders.

- Emphasize shared purpose and goals.
- Identify low-hanging fruit and easy wins.
- Generate a buzz by developing champions.
- Utilize consistent communication.

2 Discover

Train staff in skills to incorporate feedback-oriented questions into rounds and debriefs with individuals and teams.

Sample questions could be:

- Share with me what makes a good day.
- What are the pebbles in your shoes? How would you fix them?
- Who do you want to recognize and why?
- What are you most proud of accomplishing in the last 6 months?



<< ASK, LISTEN, DO >>

4 Communicate

Practice active listening to build trust to show that staff and patient voices are heard and valued.

- Debrief regularly with staff to know what's working, and what is not.
- Facilitate identification of team priorities and future tests of change.
- Provide spaces for staff to co-create action plans, and share ideas real-time.

3 Analyze

Your data tells a story. Aggregate qualitative and quantitative data to learn What Matters Most to staff and patients (in their words).

- Identify top requests from staff and patients.
- Align strategic plans with themes identified from patients and staff.
- Compare staff feedback, qualitative and quantitative data, and analysis over time to measure action-based change.

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