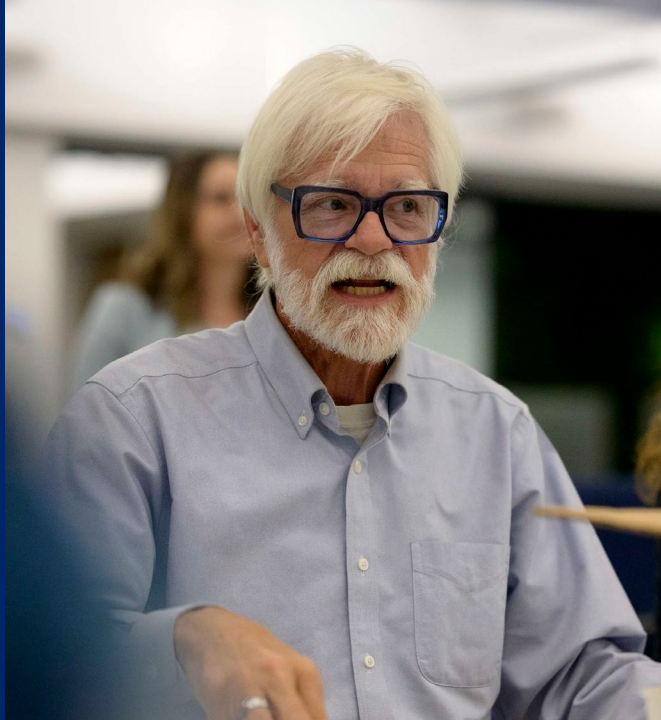


# Division of Quality & Safety Patient & Family Advisory Council For Quality (PFACQ)

## 2024 Annual Report



Memorial Sloan Kettering  
Cancer Center

## Introduction

# 2024 Patient and Family Advisory Council for Quality

## PFACQ Leadership



**Annie Ellis**  
Co-Chair



**Ray Gustin**  
Co-Chair



**Judy Yudenfriend**  
Vice Chair

PFACQ continues to work in partnership across many MSK departments and saw a 45% increase in project requests this past year. PFACQ is pleased to partner on hospital-wide initiatives such as the Patient Pavilion planning and Epic migration. PFACQ has been grateful for the opportunity to represent the patient and caregiver perspectives throughout Epic planning and implementation, and at all levels of governance. We applaud MSK on its efforts in this work and look forward to seeing Epic roll out throughout the next year.

Over the past year, PFACQ has taken the opportunity to focus inward and make improvements to processes and procedures to ensure its future success. As PFACQ continues to grow and function in a hybrid setting, we have worked to improve engagement at monthly meetings through the implementation of working meetings and feedback channels. We have also worked to provide equitable project partnership opportunities for all members and align opportunities with member's experiences and areas of interest. PFACQ also redesigned its recruitment and onboarding process to help improve diversity and represent the larger MSK patient population. We will continue to identify ways to improve PFACQ to work as partners with all MSK leadership and staff to improve the patient and family caregiver experience.

This next year will mark PFACQ's tenth year at MSK. We are proud of the partnerships we have cultivated over the last decade and the many improvements to patient-and family-centered care that have been implemented. We are looking forward to the opportunity to work on MSK's efforts to become a highly reliable organization and partner on other initiatives that will improve the patient and family experience.

As always, we owe our sincere appreciation to the guidance of Division of Quality & Safety leadership, and the dedication, commitment, and passion of all PFACQ Members.

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## Our Strategy

To integrate the patient, family, and caregiver perspective into every aspect of MSK's efforts to ending cancer for life.

## Our Goal

For every patient, family member, and caregiver to experience state of the art cancer care that is safe, responsive, compassionate, efficient, collaborative, transparent and respectful.

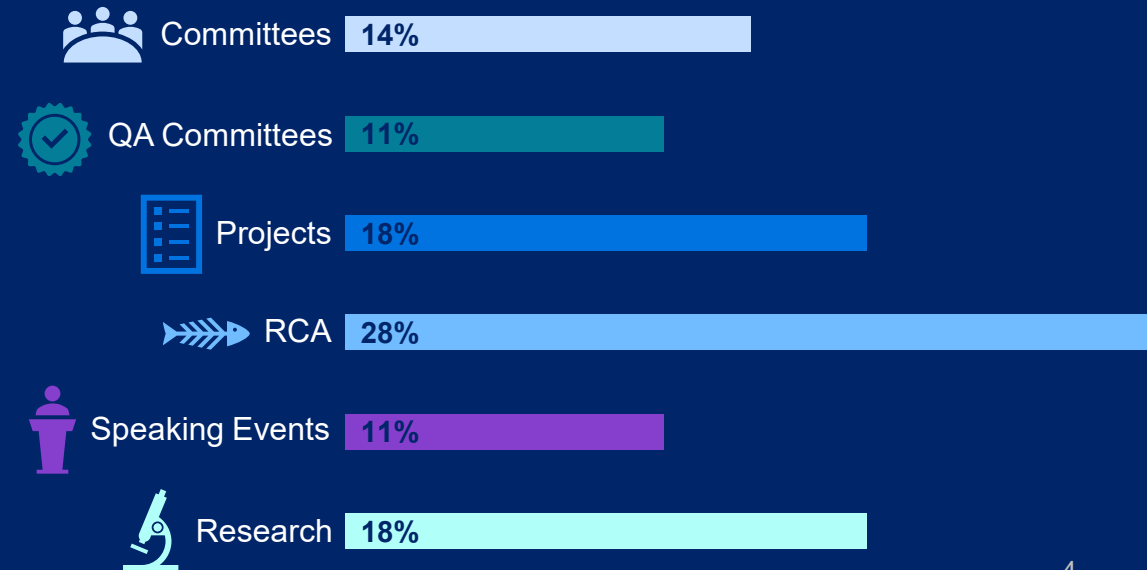
# PFACQ in Numbers



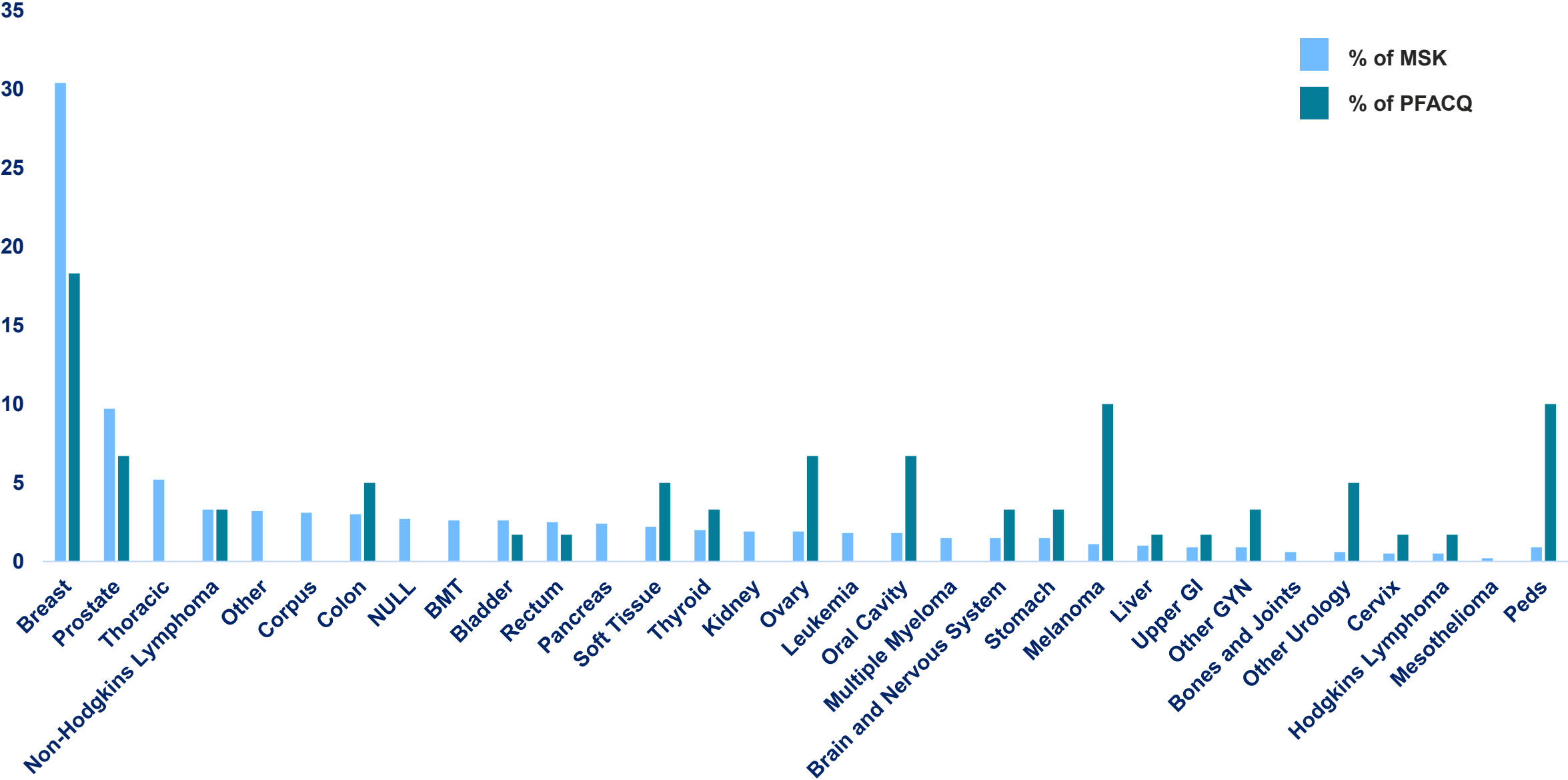
23 Unique Departments Requesting PFACQ Participation

159  
Total Project  
Requests

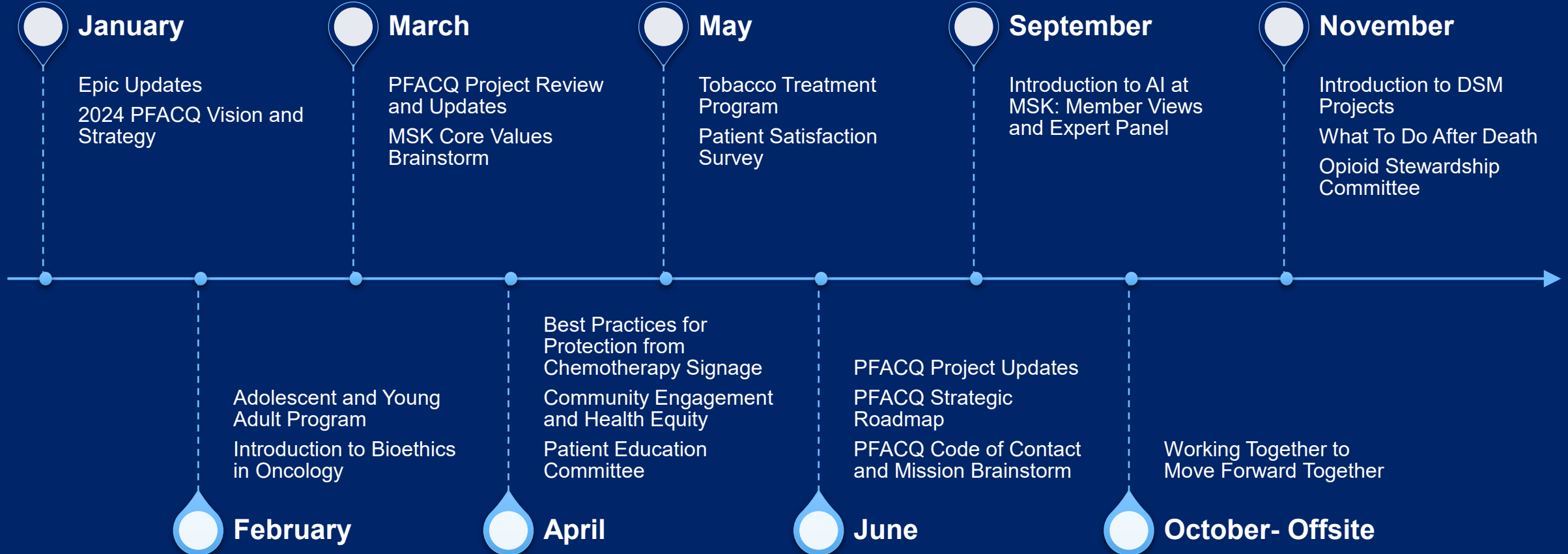
45%  
increase  
from 2023



# MEMBERSHIP BY DISEASE TYPE



# 2024 Monthly Meetings



## Offsite Meeting

# Working Together to Move Forward Together

This year, PFACQ focused its annual strategic planning meeting on technology, goal concordant care, PFACQ connections and code of conduct.

Dr. Garrett Nash presented the plan to advance MSK as a High Reliability Organization (HRO).

The Transformation Management Office led our group in activities that re-connected PFACQ members with each other and with our mission.



Former PFACQ Physician Champion and DQS VP, Dr. Garrett Nash



Breakout group brainstorm



Breakout group debrief



Breakout group brainstorm

## 2024 Highlights

# PFACQ Panel

On May 8, 2024, PFACQ hosted its annual panel event. This year's panel, **The Dynamic Nature of Patient Goals of Care**, brought together MSK clinicians, patient, and caregiver representatives to discuss the importance of developing an ongoing dialog regarding goals of care, patient values, and daily activities throughout the patient journey.



PFACQ Member, Chrissy Buttigieg and Dr. Garrett Nash



Mary Elizabeth Davis, RN,  
PFACQ Members, Brenda Henry-Offor, and Chrissy  
Buttigieg



Dr. Andrew Epstein and Abigail Cohen, RN



Panelists

## 2024 Highlights

# Involvement with Epic Migration

PFACQ Members have had the opportunity to represent the patient and caregiver perspectives throughout Epic planning and migration. PFACQ Members represented the patient experience at all levels of Epic governance, including steering committees, advisory councils and working groups.

Executive Steering  
Committee

Patient/Family Advisory  
Council

Patient Experience Working  
Group

Epic Helping  
Hands Working  
Group

MyChart/MyMSK  
Integration  
Working Group

Health Consumer  
Digital Advisory  
Council

## 2024 Highlights

# QI Symposium

PFACQ Members, Ellen Landsberger, Mike Philbin, Sabine Schwab, Kate Niehaus, Jennifer Leventhal, and Tanya Zvonkin participated in judging the **Patient & Caregiver Experience Award**.

These projects positively impacts patient/caregiver experience and were developed with improving patient/caregiver experience as the core focus.



IV Hydration Station receives First Place Patient & Caregiver Experience Award



Reducing Financial Burden of Oral Nutrition Supplements team receives Second Place Patient & Caregiver Experience Award



Mobile Phlebotomy team receives Third Place Patient & Caregiver Experience Award

# 2024 Highlights

## Symposium Planning Partnerships

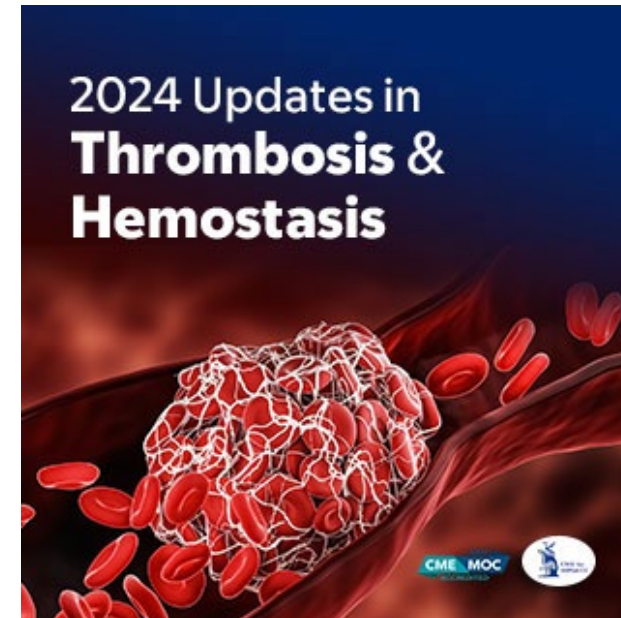
### MSK Kids Surgery Symposium

PFACQ member, Debbie Bhatt, served on MSK Kids Symposium planning committee. Debbie also was the caregiver panelist for this symposium which provided healthcare professionals with an overview of advances in the care of pediatric oncology patients undergoing surgery.



### Updates in Thrombosis & Hemostasis

PFACQ Member, Mike Philbin, served on the symposium planning committee and as a panelist during the symposium.

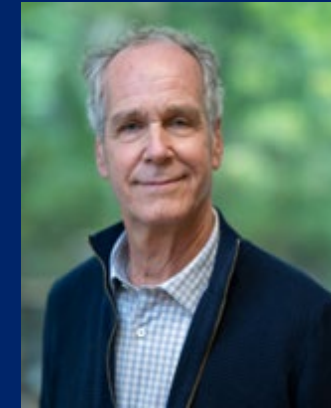


## 2024 Highlights

# Patient Pavilion Planning Committee



PFACQ Members, Gina Wettlaufer Tomenson, Eliot Nerenberg, and Mary Pat Simunovich provided the patient and caregiver perspective to the MSK Patient Pavilion Steering Committee. In 2024, they testified at several public hearings both for the local community board and for the citywide zoning approval. They also attended several meetings to review mock-ups of patient's rooms, public areas, and surgical suites to provide feedback.



# Strategic Roadmap

PFACQ identified areas of improvement for internal process and procedures and worked collaboratively with Strategy Innovation and Technology Development to develop a strategic roadmap. PFACQ has made significant progress toward roadmap objectives and will continue to work towards goals in the upcoming year.

## PFACQ

### Strategic Roadmap 2024 - 2025

#### PHASE 01

Strengthening internal  
operations & community

#### PHASE 02

Defining roles &  
expectations

#### PHASE 03

Amplifying awareness &  
intentional recruitment

Strategic Objective

*To create an environment that  
welcomes, highlights and  
celebrates input from the  
diverse perspectives of members*

#### Member Relations

This is how we establish connections within PFACQ members to create community and accomplish tasks.  
**How might we leverage existing and new assets to bolster relationships among members?**

#### PFACQ Meetings

This is one of the most important means of engagement. During our meetings, we discuss important topics and learn about the work of others.  
**How can meetings be more effective and inspiring for our members?**

#### Code of Conduct

The Code of Conduct defines the roles and responsibilities that each member should fulfill.  
**How might we leverage this resource to provide clarity to our members into what is needed to succeed?**

Strategic Objective

*To define population goals for  
recruiting underrepresented  
voices*

#### Recruitment and training

These are the assets that we currently use to equip and onboard new members.  
**How might we refine and reinforce these processes to equip and enable our members?**

#### Engagement

A goal of PFACQ leadership is to keep members inspired and actively participating in different projects.  
**How could we redefine the way we engage members to inspire passion and participation on our various committees?**

#### Transparency

We focus on transparency to provide a window into the initiatives and projects that arise for PFACQ.  
**How could we create a clearer view into processes and staffing to enable active involvement?**

Strategic Objective

*To meet the desired audiences  
where they are, taking their  
needs into account during  
recruitment and beyond*

#### Recruitment process

These are the processes and communication channels we have established to attract and onboard new members.  
**What kind of changes do we need in order to make these systems more efficient, streamlined and attractive?**

#### Recruitment for diversity

One key goal of PFACQ is to diversify the member population.  
**How might we go beyond disease diversity to raise PFACQ's awareness among a broader constituency of candidates (socio-economic, ethnic, etc.)?**

#### Internal communications

We aim to establish efficient and ongoing communication channels that keep members informed and active.  
**How can we use new technologies and platforms to strengthen the connections we have with our Council members?**

## PFACQ Initiatives

# Death Over Dinner

Death Over Dinner helps remove the taboo surrounding death by bringing clinicians, administrative staff, patients and caregivers together around the dinner table to talk with one another about end-of-life preparedness in an open and honest way. As of the end of 2024, PFACQ has hosted 47 dinners since first introducing the event in 2018, reaching over 1,600 people across the MSK community.

## 6 Death Over Dinner events in 2024

4 events open to full MSK Community

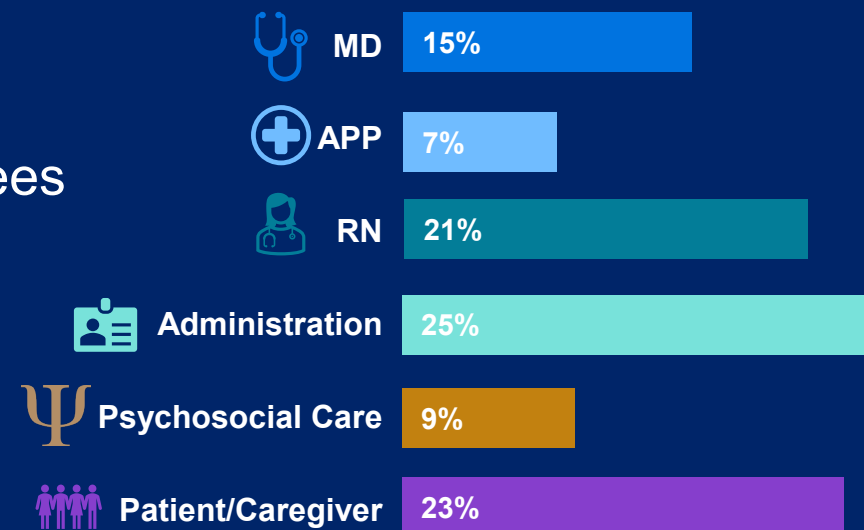
1 event for Pipeline and Fellowship Programs

1 event for ICU Staff



# 285

## Total Attendees



# “

*This was truly an incredible experience. I cried. I laughed. I met amazing people. Jennifer Leventhal was a phenomenal moderator. Hearing how vulnerable she was sharing her personal story, allowed me to feel comfortable in sharing my thoughts and experiences. She was empathetic and approachable which contributed to being able to open up and be candid with our feelings. She gave us a safe space to be ourselves.*

## PFACQ Initiatives

# Research Committee

PFACQ's Research Committee continued to make impact across MSK in 2024. Members provided letters of support to 15 grant applications, including **PCORI**, **ASCO Young Investigators Award** and **Rising Tide**.



Research Committee Member, Phil Stone, shares his story at iHub Demo Day.

Committee members participated in the **Fall 2024 iHub Challenge**. Members shared their clinical trial experiences and stories highlighting challenges and barriers as well as opportunities for moving towards decentralized clinical trials with the iHub cohort companies. These stories allowed for the cohort to ground their work and perspectives in the users they are developing products for.

Member, Mike Philbin attended the **Multi-Institutional Prostate Cancer Program Retreat**, a retreat focused on advancements in prostate cancer research funded by the National Cancer Institute's (NCI) Specialized Programs of Research Excellence (SPORE) program, aiming to accelerate progress in prostate cancer treatment. Mike also participated in a patient advocate panel discussion at the retreat.



Research Committee Member, Mike Philbin, with patient advocate panelists.



The Research Committee held its first **sounding board session** for investigators to present their grant application and concept prior to submission. Investigators were able to listen to patient feedback and incorporate suggestions to make grant application more patient-centered.

# Speaking Engagements

PFACQ Members share their unique experiences and perspectives at various panels, symposiums, and special events throughout MSK and the community.

## Caregiving Through the Holidays

PFACQ Members, Eileen Gould, Judy Landman, and Makesha White-Reed participated on a panel discussion on caregiving and coping through the holidays as part of Caregiver Awareness Month in November. The panel was presented by REACH for Caregivers in the Department of Social Work.



## Geriatric Oncology Symposium



PFACQ Members, Annie Ellis, Amy Jaffe, and Eliot Nerenberg participated as panelists during this event. The symposium focused on psychosocial aspects of care for older patients, and they provided their first-hand experience to help educate providers on what truly matters to older cancer patients and their caregivers.

## Speaking Engagements

# Building Belonging 2024: Body Inclusivity: My Body, My Health

PFACQ members, Carol Cincotta and Tanya Zvonkin, were invited by the Office of Equality, Diversity, & Inclusion to discuss the importance of acceptance, resilience, and personal growth for individuals undergoing body-altering/reconstructive surgeries or using prosthetic limbs. The panel discussed collaborative efforts between patients and physicians to prepare for this physically transformative journey and how we can collectively support these individuals.



## Speaking Engagements

# Educating & Empowering Future Healthcare Professionals

PFACQ Members are provided with many opportunities to share their experiences, stories, and perspectives to students and junior faculty. These connections allow future clinicians to establish a foundation and understanding of the importance of the patient experience, clinician-patient relationships, and providing care that is patient-and family-centered.

## Transitional Year Residency Orientation

Invited by Program Director, Dr. Cori Salvit, PFACQ Members, Annie Ellis and Frank Licciardi spoke to Transitional Year Residents on their first day. They spoke about the importance of interactions and the impact of the doctor-patient connection.



Frank Licciardi,  
Chair Emeritus



Annie Ellis,  
Co-Chair

## Pace University Advocacy Education Day

The local chapter of Oncology Nursing Society invited Chair Emeritus, Frank Licciardi, to speak at Advocacy Education Day. Frank shared his cancer journey story, from diagnosis to treatment, and how he chose to advocate, including P2P, PFACQ, and gastric cancer fundraising.

## MSK Summer Pipeline Program



Brenda Henry-Offor,  
PFACQ Member



Vaishalee Howey  
PFACQ Member

PFACQ Members, Frank Licciardi, Brenda Henry-Offor, and Vaishalee Howey shared their stories during the Patient and Caregiver Experience Panel for the Summer Pipeline Program. This program is an eight-week research program offered to students from underrepresented groups in medicine that have an interest in pursuing a career as a physician-scientist in the field of oncology or related biomedical sciences.

## Speaking Engagements

### QSURE

Quantitative Sciences Undergraduate  
Research Experience

#### Clinical Trial Participants Panel

PFACQ Member clinical trial participants shared their experiences with the students of the Quantitative Sciences Undergraduate Research Experience (QSURE) program, bringing the human side of research to these future leaders in quantitative science.

#### Fireside Chat Clinical Trial Barriers

PFACQ Members shared their perspectives regarding barriers to clinical trials and insights gained as lay members of IRBs and from service in research advocacy.



Joan Frankle,  
PFACQ Member



Mike Philbin,  
PFACQ Member



Ray Gustin,  
PFACQ Co-Chair



Annie Ellis,  
PFACQ Co-Chair

## Kate Niehaus Award for the Advancement of Patient-and Family-Centered Care

# 2024 Kate Niehaus Award



Karen Roberts, VP of Hospital Administration and Systems Solutions, and Project Director for Nexus, MSK's Epic implementation, was selected as the 2024 winner of the Kate Niehaus Award.

Karen has led the implementation of Epic since the beginning. At every turn, she has ensured that PFACQ members were kept informed and had the opportunity to weigh in on matters large and small.

Thanks to her leadership, PFACQ members have been included on committees at all governance levels, including the Executive Steering Committee, Patient and Family Advisory Council to Nexus, and various working groups.



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