

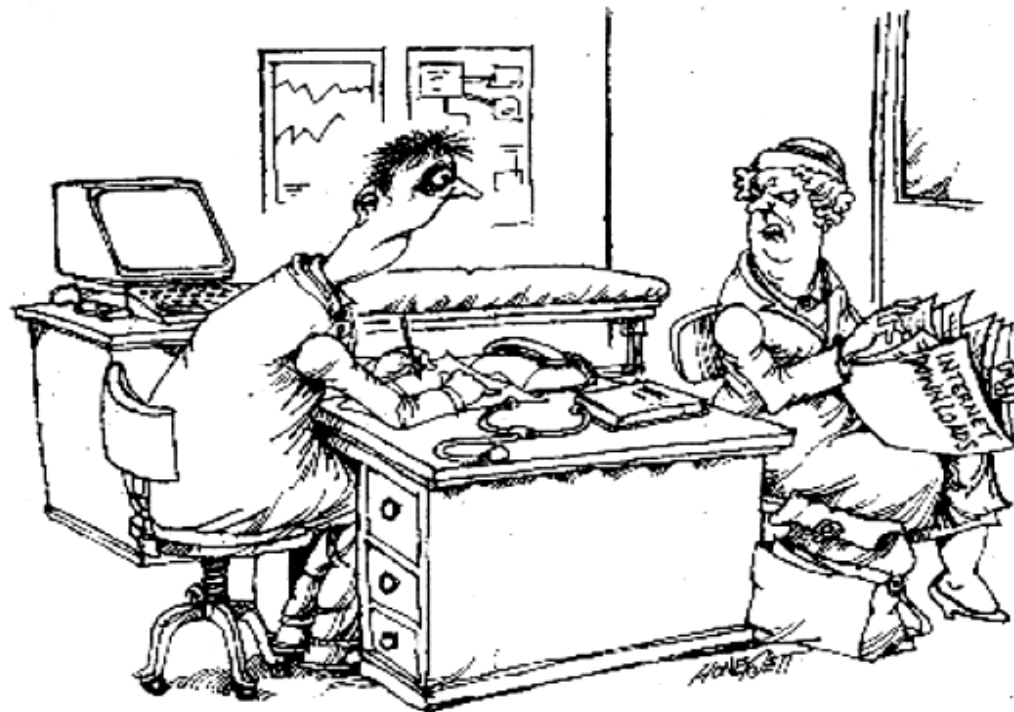
○ Making services more responsive to patients

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A new relationship: from this.....



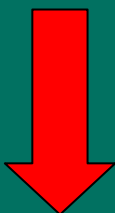
..... to this?



"I'M SORRY DOCTOR, BUT AGAIN I HAVE TO DISAGREE."

Future patient - new definition

Patient (n): a person who is receiving medical care



Patient (n): co-producer of health; autonomous partner in treating, managing and preventing disease

Well-informed

- Telephone helplines
- Quality-assured websites
- Interactive digital TV
- Mobile communications
- Information quality checklists
- Help with assessing risk/probability

Discerning

- Professionals don't always agree
- Scientific uncertainty
- Limits to what medical care can achieve
- Balance between benefits and harms can be narrow
- Alert to professional and commercial biases

Self-care

- Public health policy supports healthy lifestyle choices
- Self-diagnosis kits
- Information, education and practical support
- Fast access to professional advice via email and telephone
- Walk-in centres for health advice

Consultation

- Diagnostician / navigator / health coach
- Time to listen and discuss
- Electronic care pathways
- Information at every stage
- Patient-held electronic medical record

Referral

- Patient care advisor
- Informed choice of provider
- E-booking of appointments
- Email copies of referral letters

Treatment

- Test results + information
- Agree diagnosis
- Web-based patient decision aids
- Clinicians trained in shared decision-making
- Quality and process standards

Self-management

- Telephone support
- Web-based disease management
- Self-management education
- Self-management action plans
- Self-monitoring equipment
- Advance management plans

Service development

- Patient feedback and involvement
- Panels, surveys, focus groups
- Citizen's juries appraise options
- Local people decide spending priorities

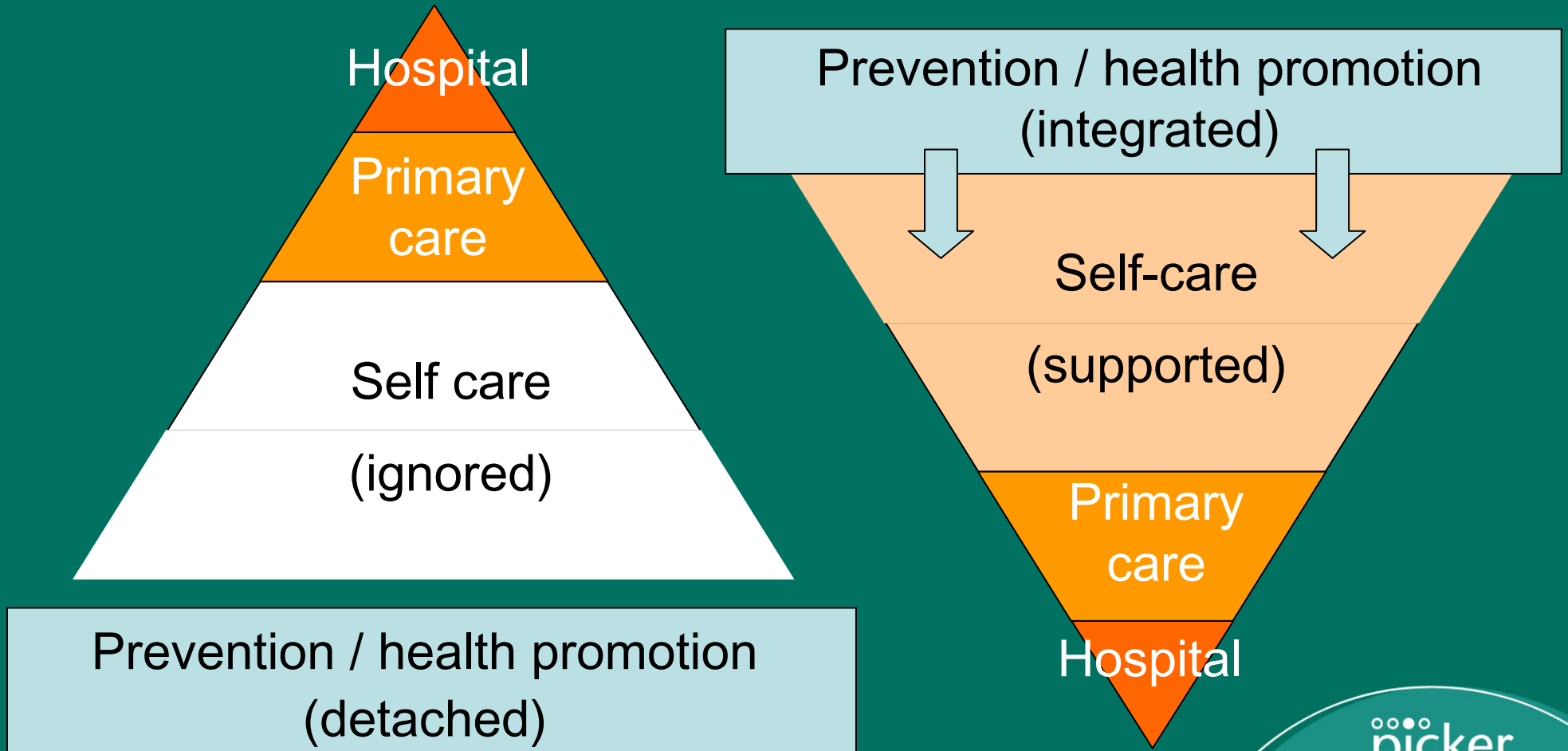
Promoting patient partnership



Role of patients, families, communities in promoting health

- Understanding factors that influence health
- Self-diagnosis and treatment of minor illness
- Selecting treatment for acute conditions
- Monitoring symptoms and treatment effects
- Being aware of safety issues
- Managing symptoms of chronic disease
- Feeding back views on quality of services
- Adopting healthy behaviours

Realigning health policy



Four priorities

1. Build health literacy
2. Share treatment decisions
3. Support self-management
4. Promote responsiveness

Health literacy



Health literacy: what is it?

- The ability to read, understand, evaluate and use health information in order to make appropriate decisions about health and healthcare.

Health literacy: why is it important?

- **Patient engagement:** If people cannot obtain, process and understand basic health information, they will not be able to look after themselves well or make good decisions
- **Tackling inequalities:** People with low health literacy have
 - poorer health status
 - higher rates of hospital admission
 - less adherence to prescribed treatments and care plans
 - more drug and treatment errors
 - less use of preventive services

Health literacy: what works?

- Written information
- Websites and portals
- Audio and video tape
- Pictograms and visual aids
- Mobile communications
- Mass media campaigns

Shared decision-making



Shared decision-making: what is it?

- A process in which patients are involved as active partners with the clinician in clarifying acceptable medical options and choosing a preferred course of action.

Sheridan et al 2004

Shared decision-making: why is it important?

- **Information:** Most patients want information about treatment options and outcomes
- **Engagement:** Many want to play an active role in decisions
- **Health outcomes:** Lack of involvement leads to
 - Poor adherence
 - Lack of understanding
 - Unrealistic expectations
 - Inappropriate treatment
 - Disempowerment

Shared decision-making: what works?

- Communication skills training for professionals
- Coaching for patients
- Question prompts
- Diaries and topic lists
- Consultation summaries and recording
- Patient decision aids

Improving self-management



Self-management: what is it?

- What people do to manage symptoms of illness and side effects of treatment, accomplish recovery and rehabilitation and manage the impact of chronic illness and disability on their lives and independence.

Self-management: why is it important?

- **Efficient care:** People with long-term conditions look after themselves most of the time, so it makes sense to help them do it effectively.
- **Quality of life:** They may need help, support and education in:
 - Medical management of their illness
 - Carrying out normal roles and activities
 - Managing the emotional impact of their illness
 - Health behaviours

Self-care: what works?

- Self-management education
- Computer-based interactive support
- Telephone coaching
- Patient-held records
- Self-monitoring, self-administered treatment
- Self-help and community support

Responsiveness



Responsiveness: what is it?

- **Respect for persons**
 - Dignity
 - Confidentiality
 - Autonomy
- **Client orientation**
 - Prompt attention
 - High quality amenities
 - Access to social support
 - Choice of provider

WHO World Health Report 2000

Responsiveness: why is it important?

- High quality health services
- Improved outcomes for individual patients
- Reduction in health inequalities
- Greater public confidence
- Better public health
- More efficient use of public funds

Responsiveness: what works?

- Patient and population surveys
- Focus groups
- Patients' panels
- Patient participation groups
- Lay representation
- Public meetings
- Citizen's juries / deliberative events

A whole system approach

Macro:

- Patients' rights and charters
- Organisational regulation
- Professional regulation
- Health information and websites

Meso:

- Patient participation groups
- Consultations, citizen's juries
- Patients' rights
- Public involvement

Micro:

- Communication skills training
- Self-management education and support
- Aids to engagement
- Community initiatives

