

ANDALUSIA'S HEALTH SYSTEM



***INTERNATIONAL COLLABORATION
AND
INNOVATION IN CITIZEN ENGAGEMENT***

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- ♣ **Senior Advisor, Health Innovation, Calgary Health Region**
- ♣ **Deputy Minister, Health Innovation, Andalusia (2004 – 2007)**

Andalusia's Health System

"No one knows everything,
everyone knows something,
all knowledge resides in
networks"

Andalusia, South Of Spain



Vancouver, British Columbia



Trends and Challenges of the XXI Century

θ The Health Perspective:

- ♣ Population is ageing.
- ♣ Current lifestyles present major risks to the future health of the population.
- ♣ Health inequalities continue to present a challenge.
- ♣ Disease profile is changing. More people are living with long term illness, and with multiple conditions.

There is evidence that health care organizations that are based on a integrated process approach, have better outcomes than those with a “silos” approach.

Trends and Challenges of the XXI Century

θ The Social Perspective:

- ♣ Higher level of demand of information.
- ♣ Higher level of expectations.
- ♣ Impressive rise of social-virtual networks.

θ The Technological Perspective:

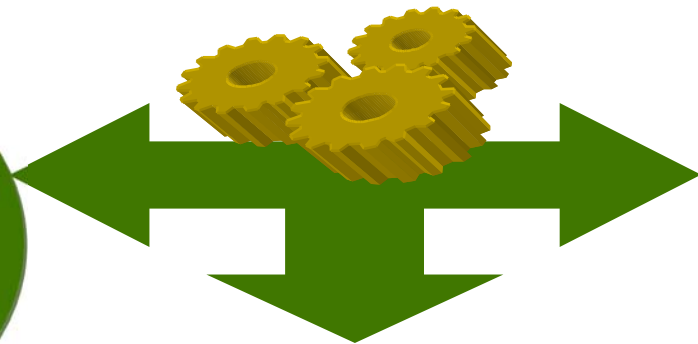
- ♣ Convergence of technologies.
- ♣ Virtual networking as a way of sharing knowledge.
- ♣ People want, not only, high quality information via multi-channels, but also want to express opinions and expectations.

Technological Convergence

THE 21st CENTURY
ENVIRONMENT



INNOVATION STRATEGY



THE REGIONAL
MINISTRY OF HEALTH



CITIZEN
EXPECTATIONS



Andalusian Health Service. Key Data

**Budget
(2008)**

12.5
billion \$



Clinics

1.481 PC clinics

41 hospitals

Human Resources

90.629 people on the payroll

18.279 primary care

62.350 specialized care

Andalusian population

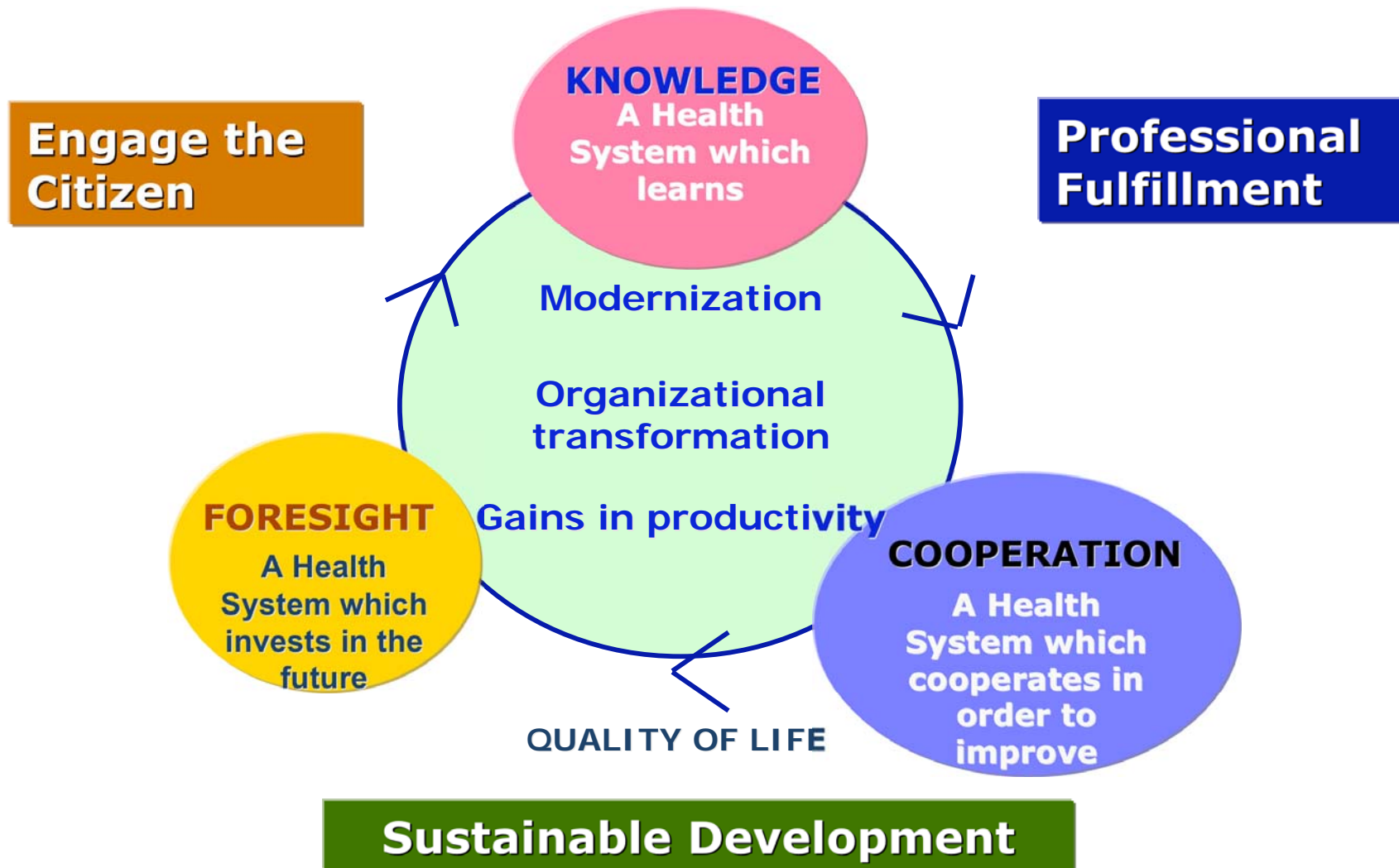
7.849.799 inhabitants

Health Activity in Andalusia

| | |
|--|-------------------|
| <u>GP and paediatricians consultations</u> | <u>54,470,699</u> |
| <u>Nurses home visits</u> | <u>2,938,877</u> |
| Hospital Stays | 4,349,050 |
| Hospital specialist consultations | 9,511,178 |
| Urgencies (Primary care and hospital) | 11,210,961 |
| Total surgery interventions | 491,160 |
| Average waiting time for elective surgery | 64 days |
| <u>Patients waiting more than 180 days for surgery</u> | <u>0</u> |

Spain: 4th OECD country in avoidable deaths for amenable causes

The Basics of the Innovative Approach



Axes of the Andalusian Strategy

- **Leadership and clear strategy.**
- **Redesign processes from an integrated perspective.**
- **Involve the health professionals in the planning and execution of the change.**
- **Focus on knowledge management (from organizational and individual perspectives).**
- **Introduce technology (EHR and multi-channel services). Only after clarifying the previous points.**

Health Care Quality Plan for the Andalusian Public Health System (2000-2004):

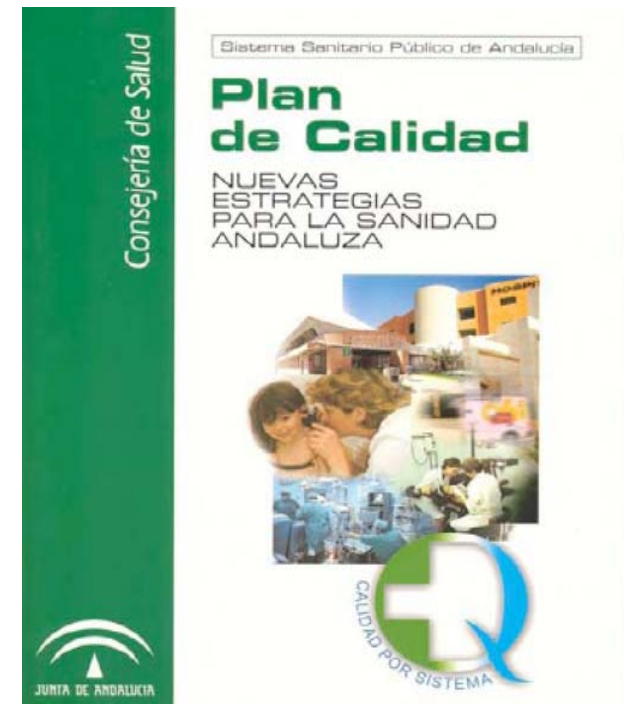
2000 - 2004

Quality services centered on the Citizen

Continuity of Care, Care Processes

Professional Development Management Skills

Push for Clinical Management Clinical Management Skills



Second Health Care Quality Plan for the Andalusian Public Health System (2005-2008):

25 Projects

158 lines of action



Five strategic themes:

- Assuming the needs and expectations of citizens.
- Ensure quality management of health services.
- Ensure quality of public health policy.
- Managing knowledge.
- Stimulating innovation and modernization of the system.

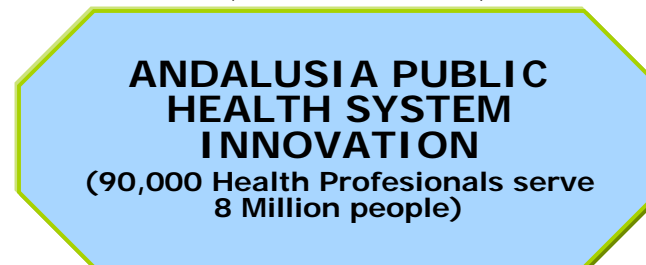
General Vision of the Andalusian Strategy

LEADERSHIP & CLEAR STRATEGY

- ♣ Modernization of Andalusia
 - Comprehensive strategy for the Government
- ♣ I Quality Plan (2000/2004)
- ♣ II Quality Plan (2005/2008)
 - ♣ Continuity of Care
 - ♣ Ensure Quality Management of Health Services
 - ♣ Assuming the needs and expectations of the citizen

KNOWLEDGE MANAGEMENT

- ♣ EHR (8 Million in a unified database)
- ♣ e-prescription (40 Million in 2007)
- ♣ Digital Library (1200 scientific journals available to all professionals)
- ♣ Bank of Innovative Practices
- ♣ OPI MEC (share best practices in CDM).



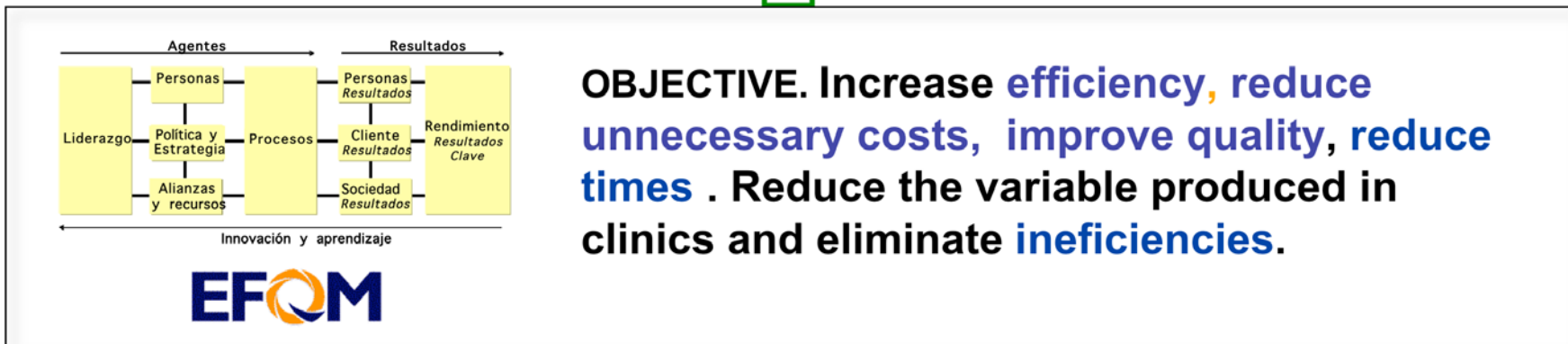
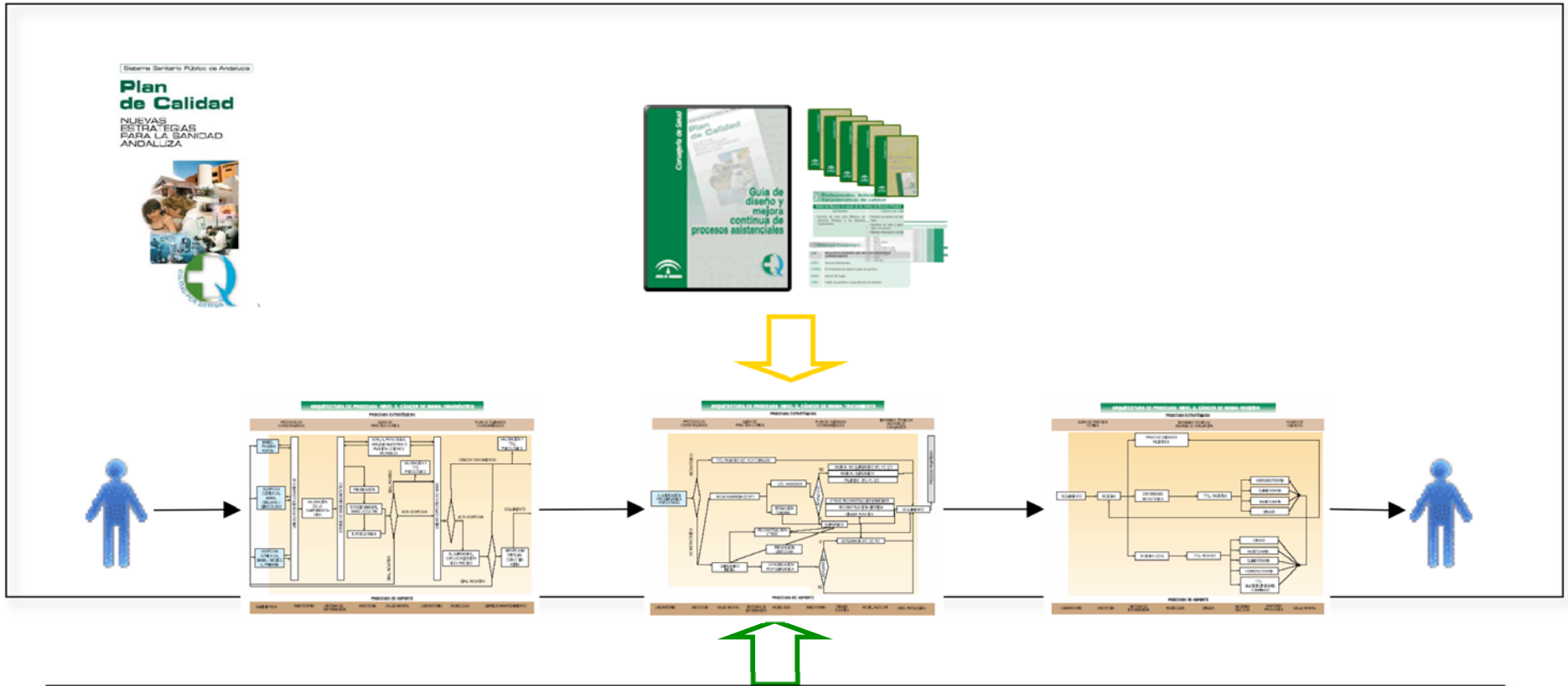
EMPOWER THE CITIZEN

- ♣ Centralized Appointments (multi-channel)- 60 Million in 2007
- ♣ Multi-channel information
- ♣ Interactive (SMS/phones/internet)
- ♣ Transparency (quality indicators available on-line)
- ♣ Expectations of the citizen managed to improve the system

REDESIGN CLINICAL PROCESSES

- ♣ 100 processes redesigned
- ♣ Integrated plans (main health topics)
- ♣ Management by skills
- ♣ Clinical Integrated Units
- ♣ Accreditation of skills & units based on processes

Main Strategy: Redesign Clinical Processes for an Integrated Perspective



What is Redesign Clinical Process?

♣ and management by processes implies reorganizing job streams in a manner that they contribute to directed added value to increase the satisfaction of the client and to facilitate the tasks of the professionals



Principles of Management by Integrated Processes

- ⌘ Approach is centered in the user,
- ⌘ Involve professionals,
- ⌘ Sustenance in the best clinical practice through Guides of Practice and development of clinical routes,
- ⌘ Development of an integrated information system,
- ⌘ The continuity of the care.

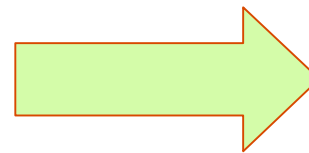


Roadmap

- **Identify** priority diseases or conditions
- **Do** the re-engineering of each process given the clinical evidence
- **Draw up** an **implementing** strategy and allow it
- **Measure** outcomes and get **feedback** for ongoing improvement

- **Prioritizing Criteria**

- High prevalence
- Existing Waiting list
- Social impact
- High cost of care
- Feasibility
- Potential Added-value for users



Clinical
Pathways
Map

First Clinical Pathways Map



1. Stroke
2. Diabetes
3. Pluripathologic patient
4. Pregnancy, delivery and puerperium
5. Cervical & uterine cancer
6. Breast Cancer
7. COPD
8. Cataracts
9. Elderly hip fracture
10. Cardiac insufficiency
11. Prostate BH and prostate cancer
12. Palliative care

...

Breast Cancer (results after redesigning processes)

| | 2003 | 2005 |
|---|-------------|-------------|
| • 1 st visit after GP referral, average time | 8.2 days | 3.4 days |
| • Mammogram delay after request, average time | 37 days | 8 days |
| • Pathology diagnostic report after biopsy | 5 days | Same day |
| • Surgical average time after diagnosis | 37 days | 16 days |
| • 1 st visit in less than 1 week after GP referral | 60,6% | 92,8% |
| • Surgery in less than 1 month after pathology | 63,44% | 96,29% |
| • Conservative surgery | 30% | 62% |
| • Request for mammograms, percentage from 2003 | --- | -24% |
| • Global Patient Satisfaction | 85.01% | 93.3% |



PROCESOS ASISTENCIALES INTEGRADOS

[Inicio](#) [Guía](#) [Contacto](#) [Procesos](#) [Planes de Cuidados](#) [Listados](#) [Buscador](#) [CIUDADANIA](#)



Inicio

La Gestión por Procesos Asistenciales Integrados constituye una estrategia central para la mejora de la calidad. El Proceso Asistencial es el nexo entre profesionales y ciudadanos. La correcta integración del conocimiento, el desarrollo de modelos organizativos flexibles y la gestión adecuada de los procesos son los tres elementos básicos para la innovación y mejora de servicios.

En el ámbito del Sistema Sanitario Público de Andalucía, la Gestión por Procesos Asistenciales Integrados está orientada a:

- Centrar nuestras actuaciones en el usuario.
- Implicar a los profesionales como principales protagonistas del cambio.
- Garantizar una práctica clínica acorde con el conocimiento científico disponible.
- Facilitar la continuidad asistencial.
- Evaluar los resultados obtenidos.

Este espacio pone a su disposición distintos productos en relación con la Gestión de Procesos Asistenciales con la finalidad de resultar de utilidad para todos aquellos profesionales que desde sus

Acceso a usuarios registrados

¿Desea guardar un histórico de sus procesos preferidos?, ¿Recibir notificaciones por correo sobre nuevos materiales, actualizaciones, revisiones...?. ¡Regístrate en la WEB de Procesos Asistenciales Integrados!

Entrar

Correo :

Clave :

[Regístrate en la web](#)
[¿Olvidó su contraseña?](#)

Anuncios

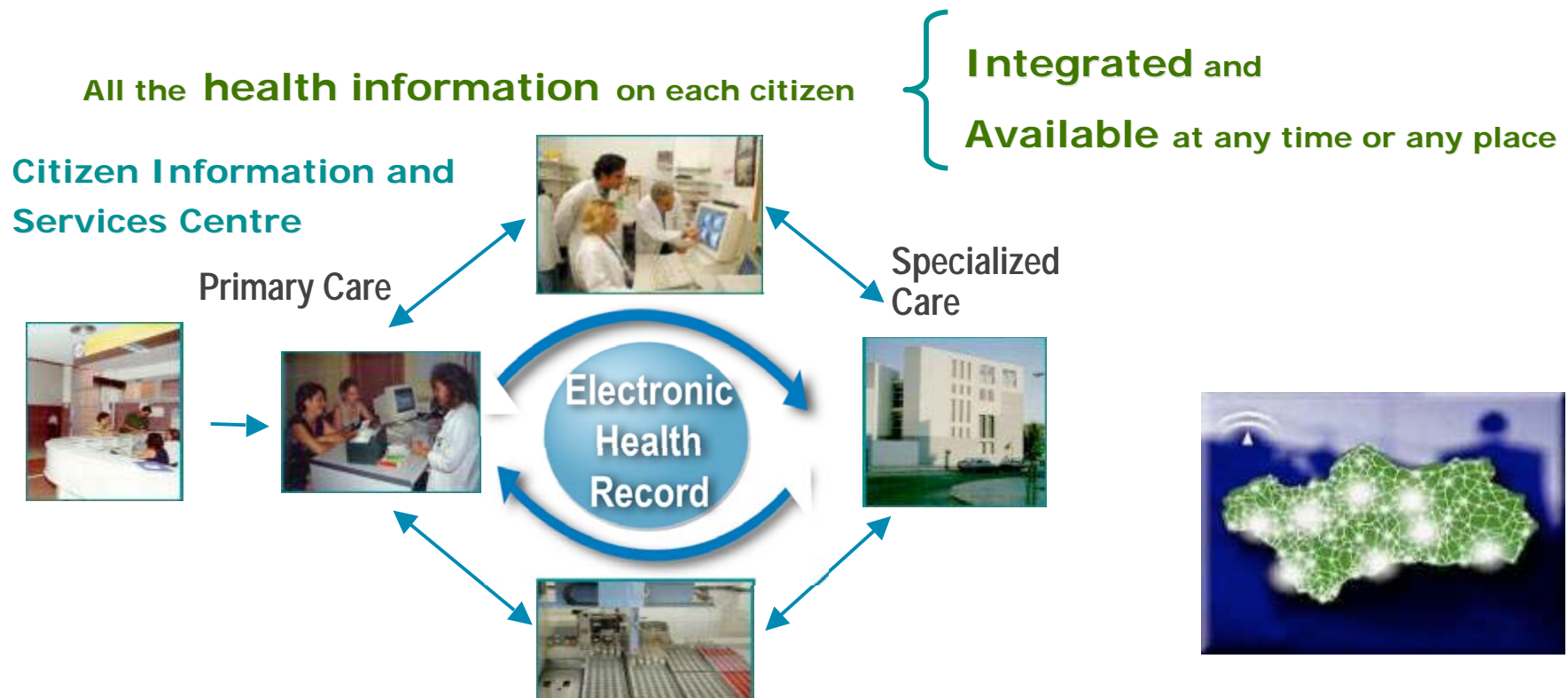
- Disponible Segunda Edición **proceso Atención a Pacientes Pluripatológicos**

Differences between G.P.P. and Traditional Management

| Traditional Management | Management by Processes |
|--|---|
| <ul style="list-style-type: none">♣ A vertical organization prevails.♣ Improvements based on reactive and occasional character.♣ Sporadic learning within the same organization.♣ One only concentrates in processes of clinical practice. There is variability.♣ It does not contemplate management processes.♣ It does not contemplate the welfare continuity. The responsibility is shared by several professionals. | <ul style="list-style-type: none">♣ The vertical organization coexists with the horizontal.♣ Proactive improvements are of radical, gradual, and permanent character.♣ Systematic learning inside and outside the organization and sector.♣ It incorporates clinical management based on the evidence.♣ It contemplates management processes: logistic and support.♣ It contemplates welfare integration between attention levels. |

Electronic Health Record In Andalusia

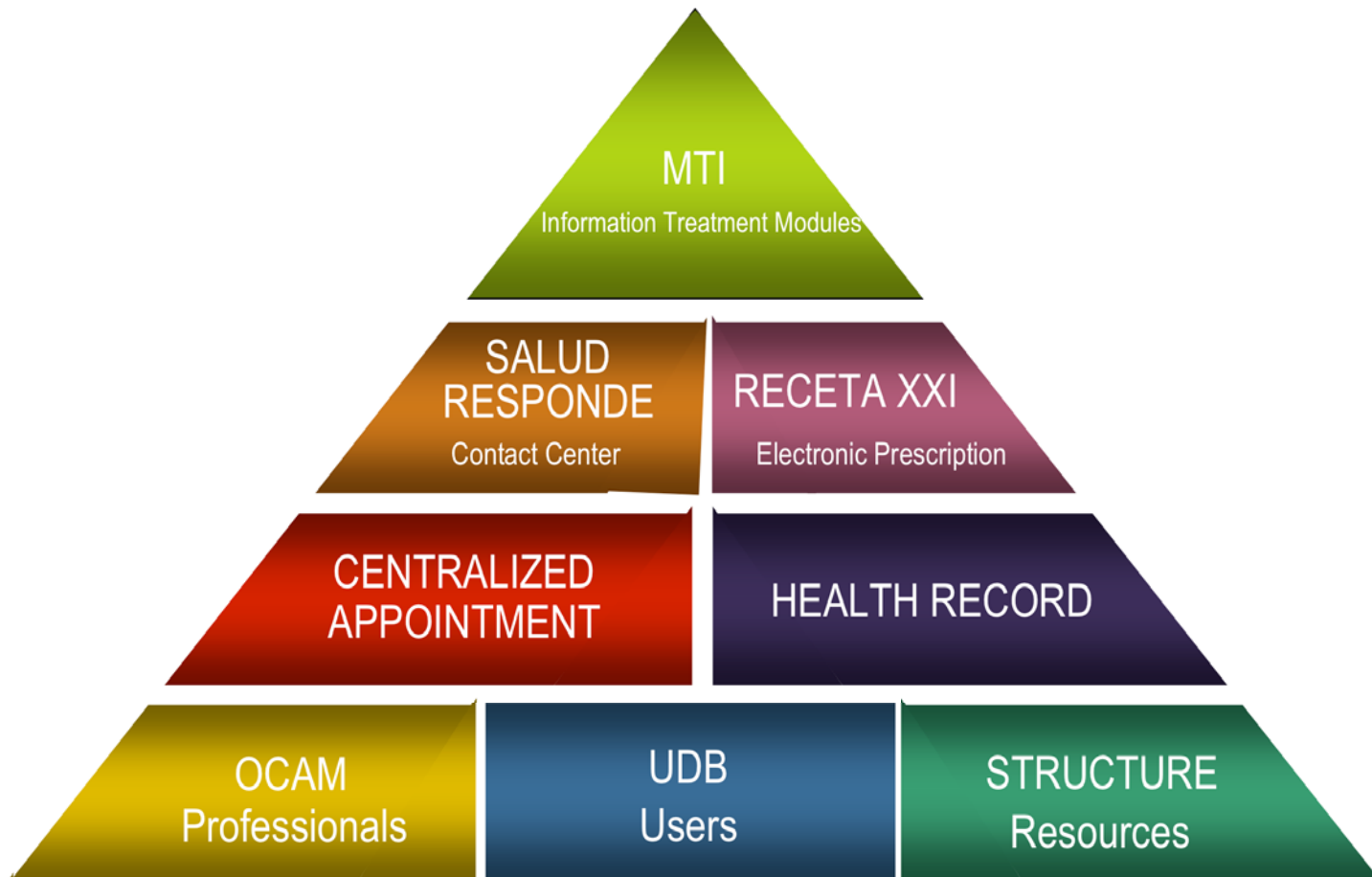
◇ Quality and productivity in the APHS through intensive use of ICT' s



continuity in the healthcare process

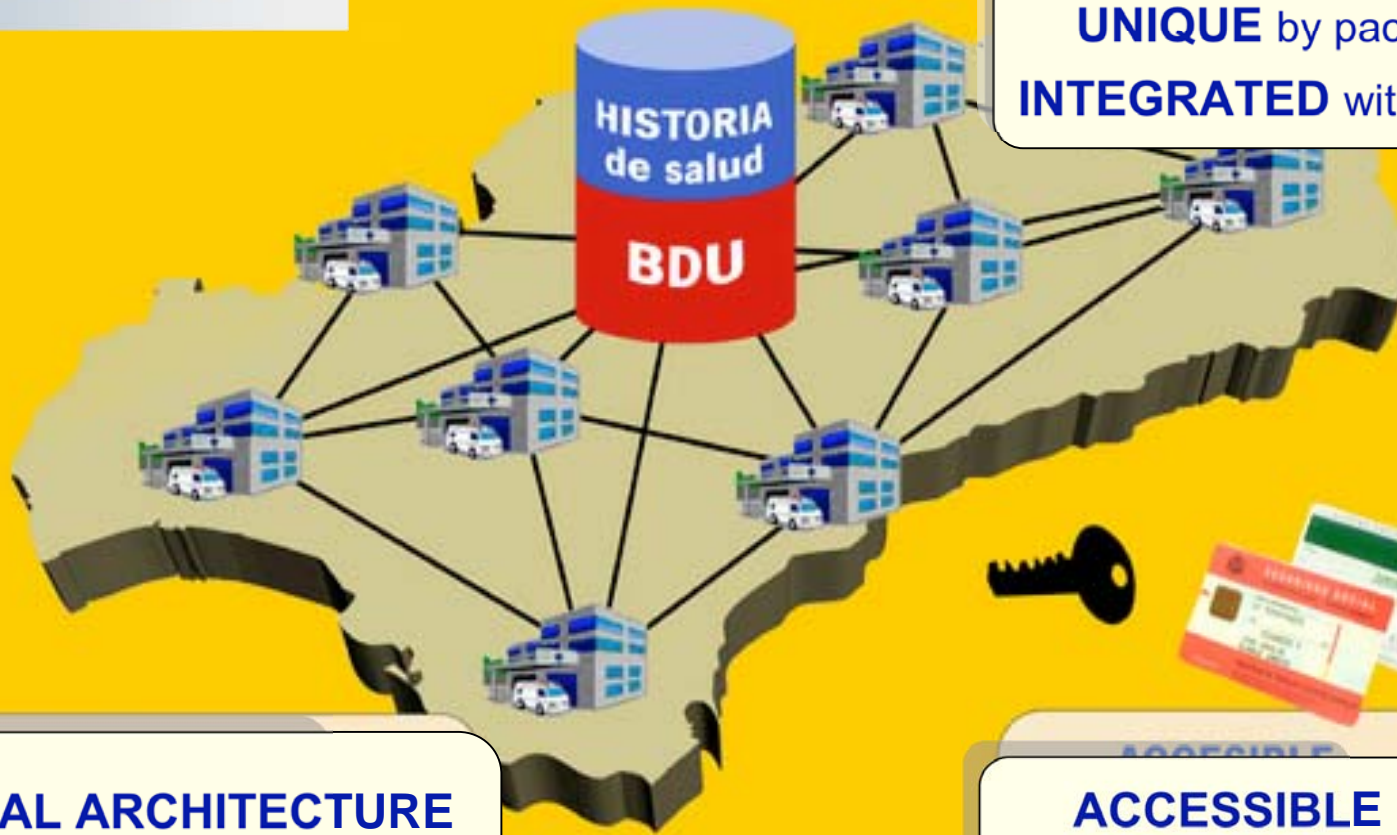
... A centralized appointment system,
an electronic prescription system ...

Diraya. Andalusia's Unique Health Record



Diraya: Health Record

INTEGRATED



UNIQUE by patient
INTEGRATED with **BDU**

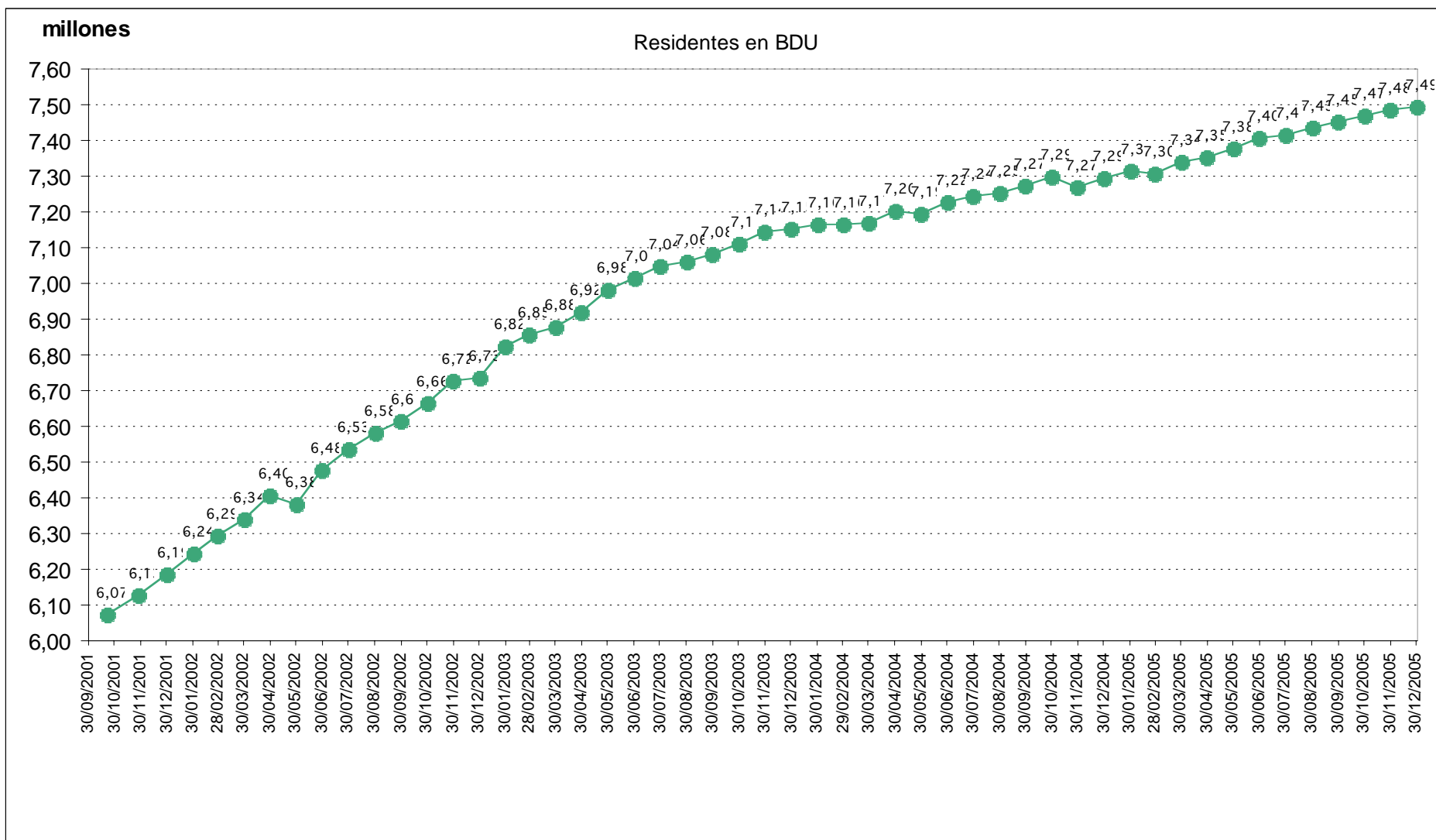
DUAL ARCHITECTURE

Information
Centralized / Decentralized

ACCESSIBLE

through **CARD**

Diraya: Users Data Base. Reach



Health Care Innovation Concept:

“To transform knowledge into new processes, services, and technologies in order to improve health care quality; to make the system more accessible and personalised for the citizen and also to create better opportunities for professional development for its employees.”

Statement: What Health Innovation Means...

- It is not about technologies – it is about **knowledge**.
- It is not about knowledge – it is about **better organizations**.
- It is, above all, about **leadership**.
- It is about **collaboration** (internal and external organizations, and social networking).
- Technology is not the answer but allows us to process information, transform it into knowledge, and share that knowledge.

Types of Health Care Innovation in Andalusia:



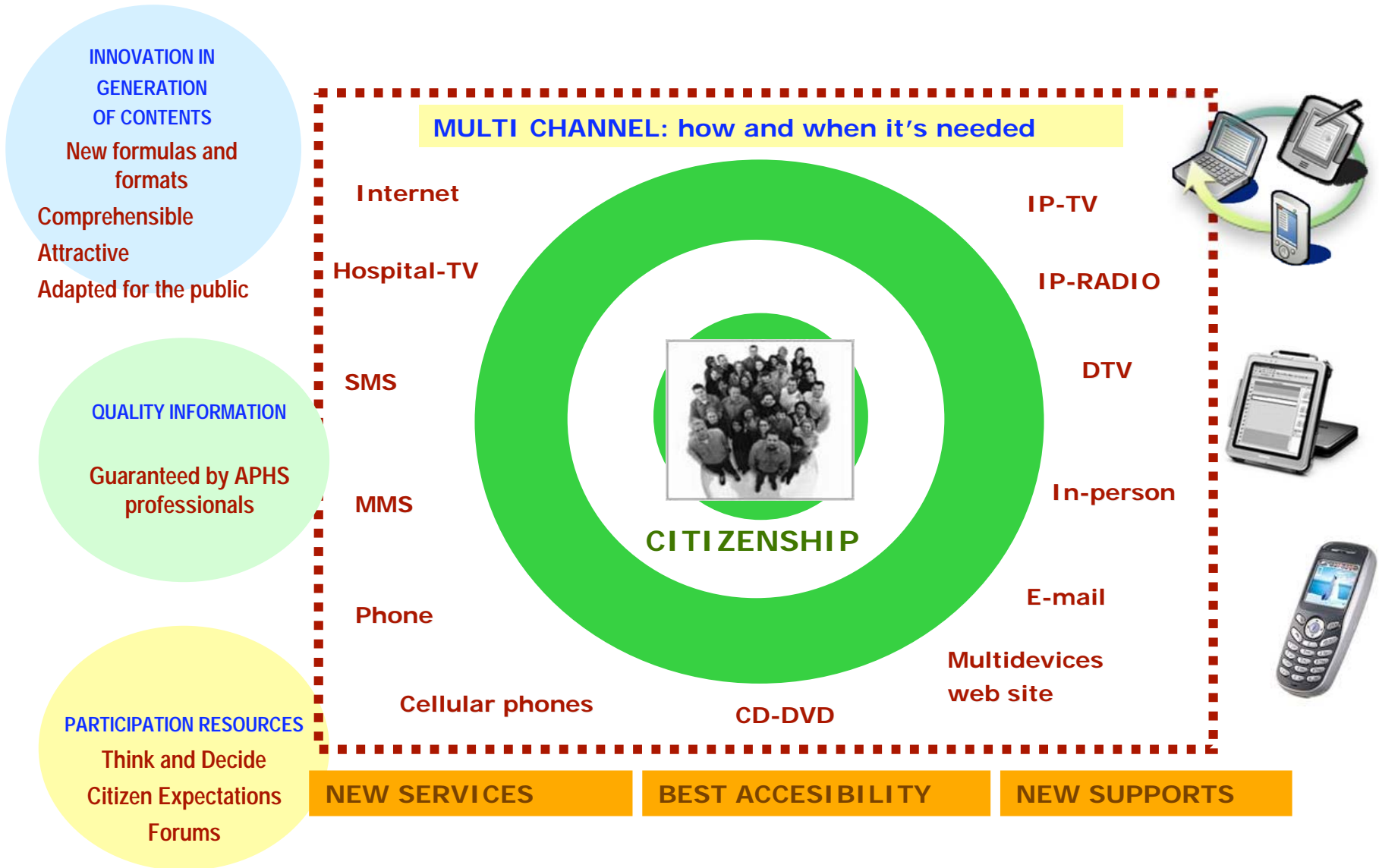
INNOVATION IN CITIZEN RELATIONS

**INNOVATION IN PROFESSIONAL
PERFORMANCE VIA THE USE OF ICTS**

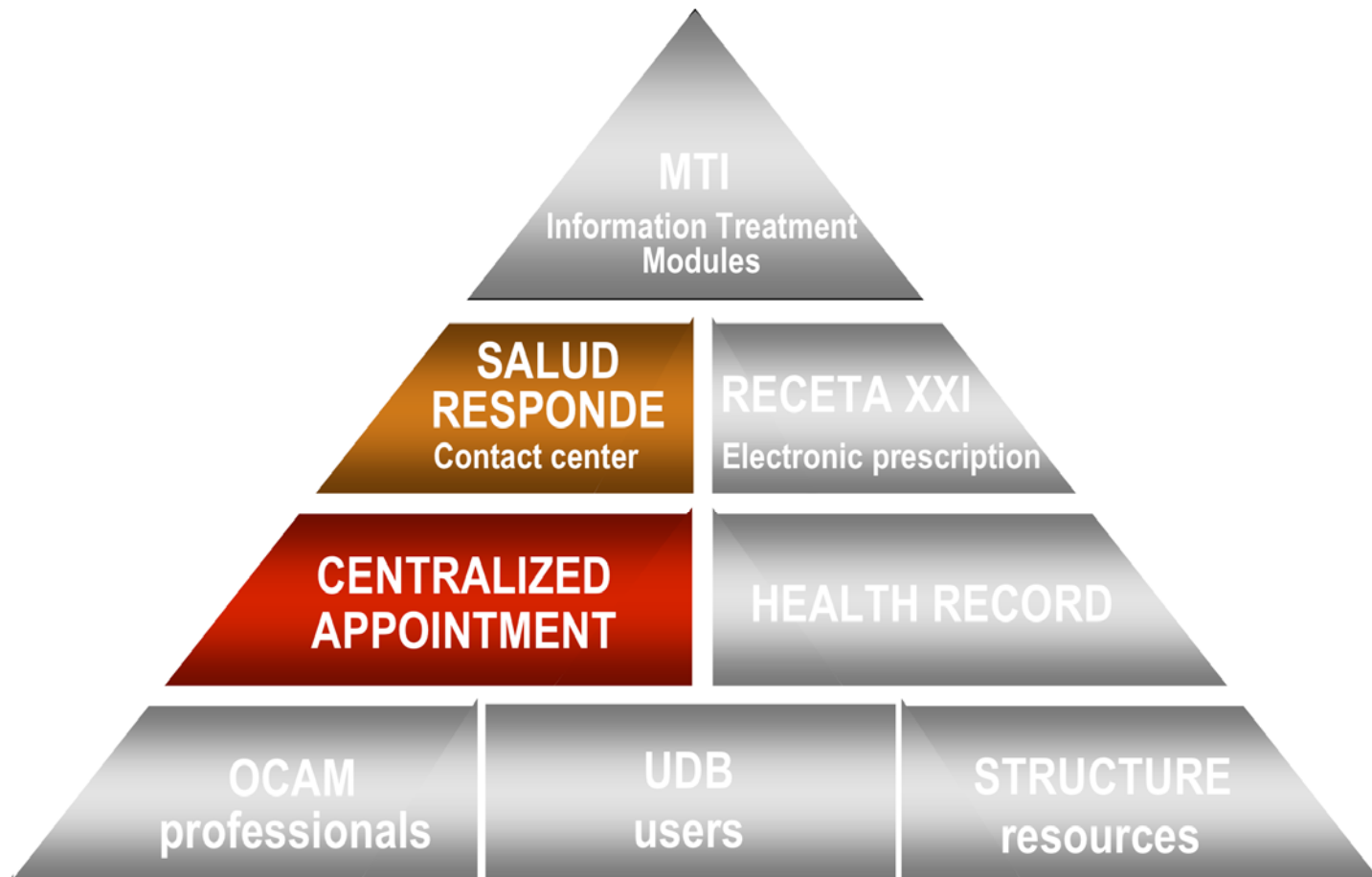


ORGANIZATIONAL INNOVATION

Innovation in Services and Citizen Relations:



8 Million People in a Unified Database



Andalusia's Health System:

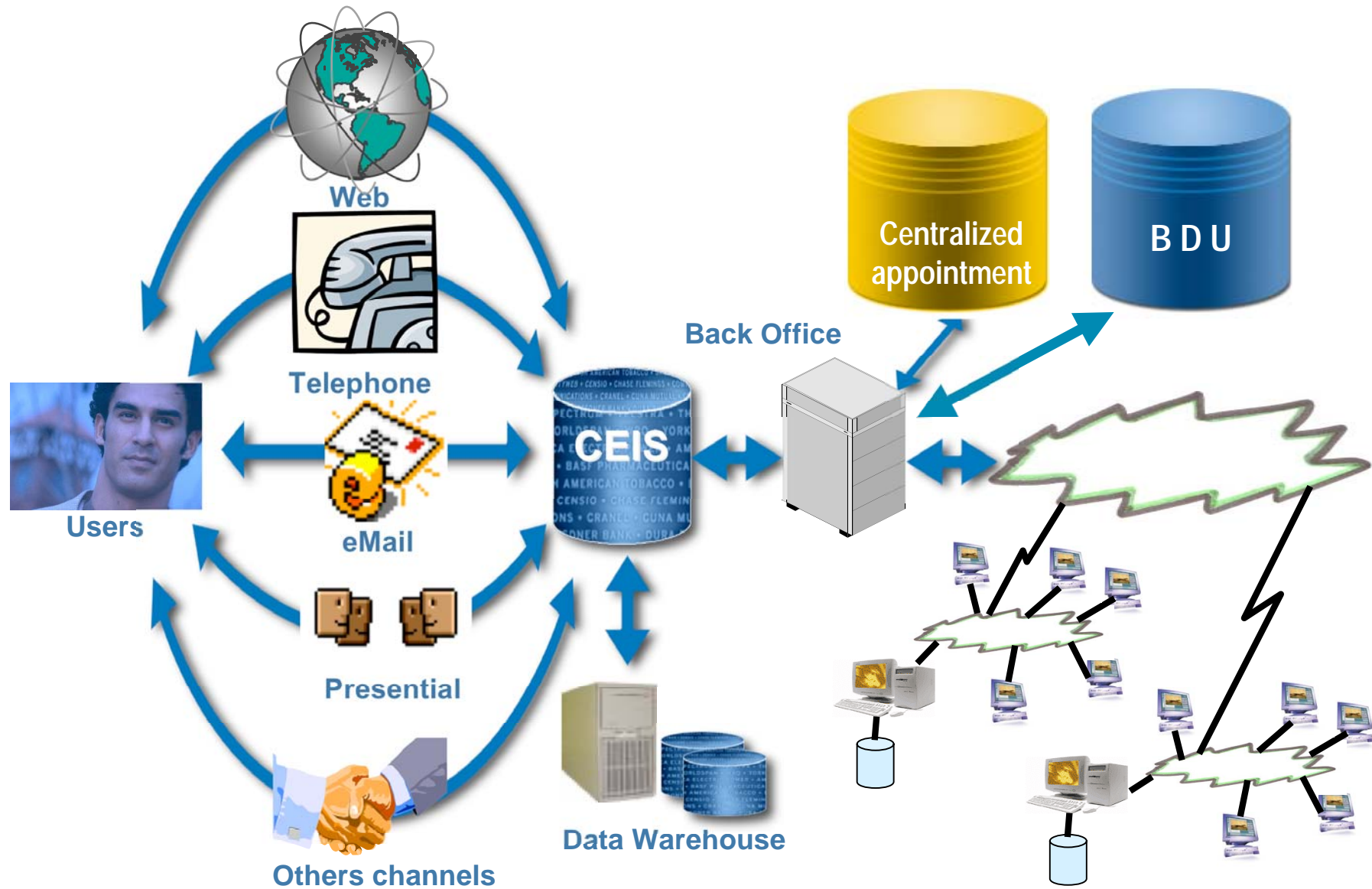
APPOINTMENT CENTRAL MODULE

for

- √ Primary Care
- √ Specialized Care
- √ Diagnostic Tests

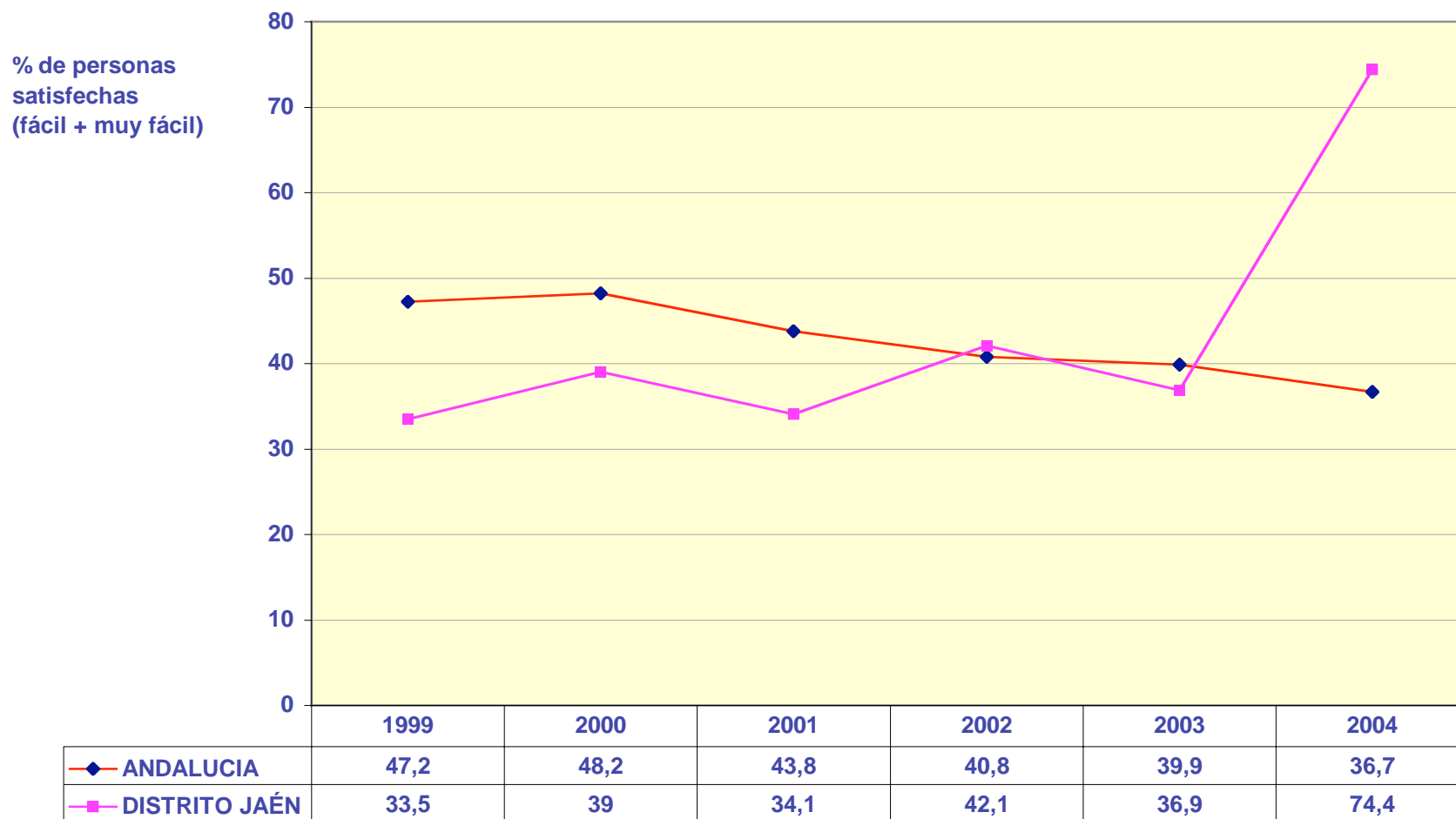


60 Million Centralized Appointments in 2007



Impressive Rise Of Citizen Satisfaction

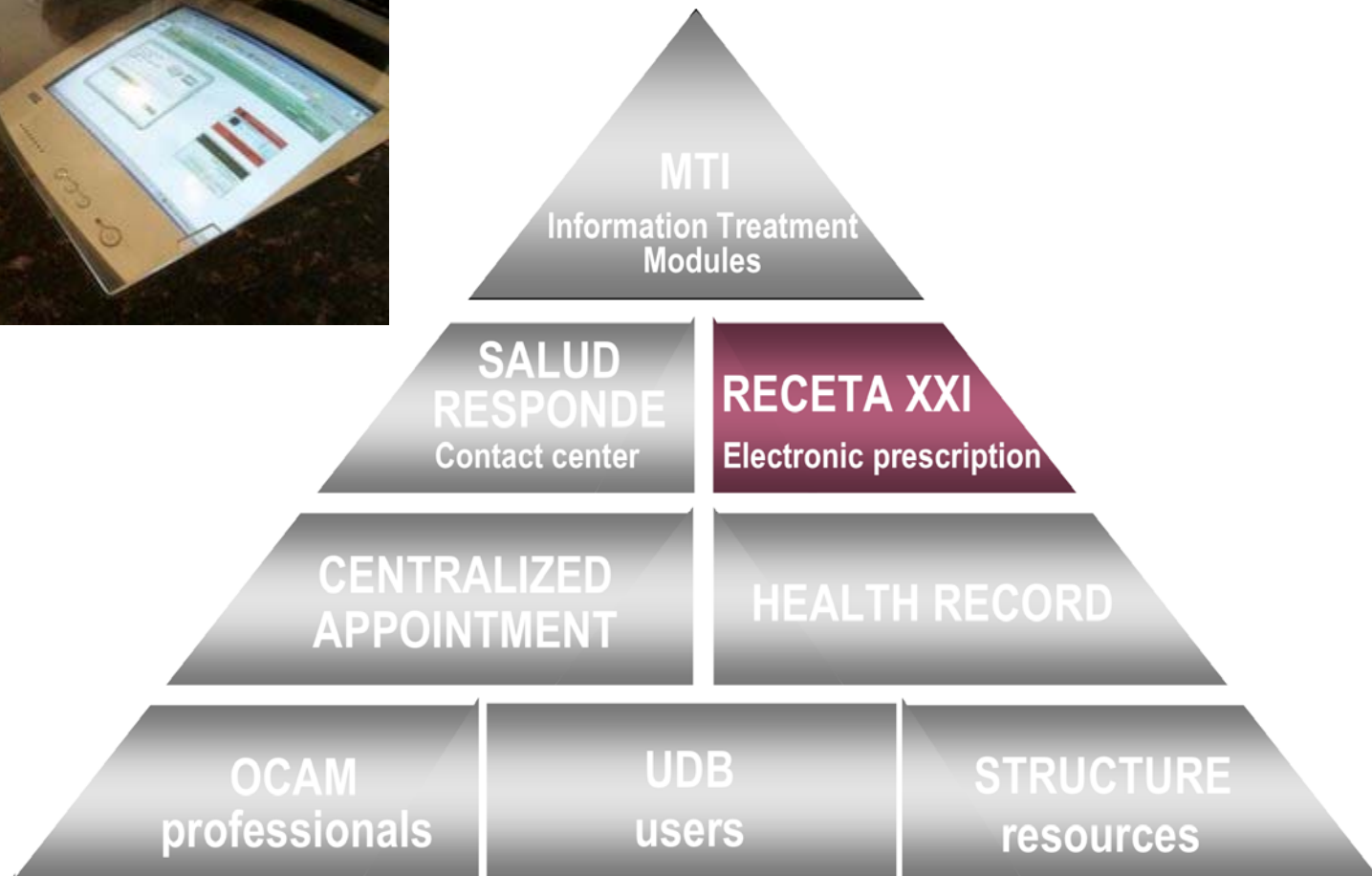
Evolucion de la satisfacción con la comunicación telefónica, desde el exterior, con el centro de salud. Andalucía y Distrito Jaén. 1999 - 2004



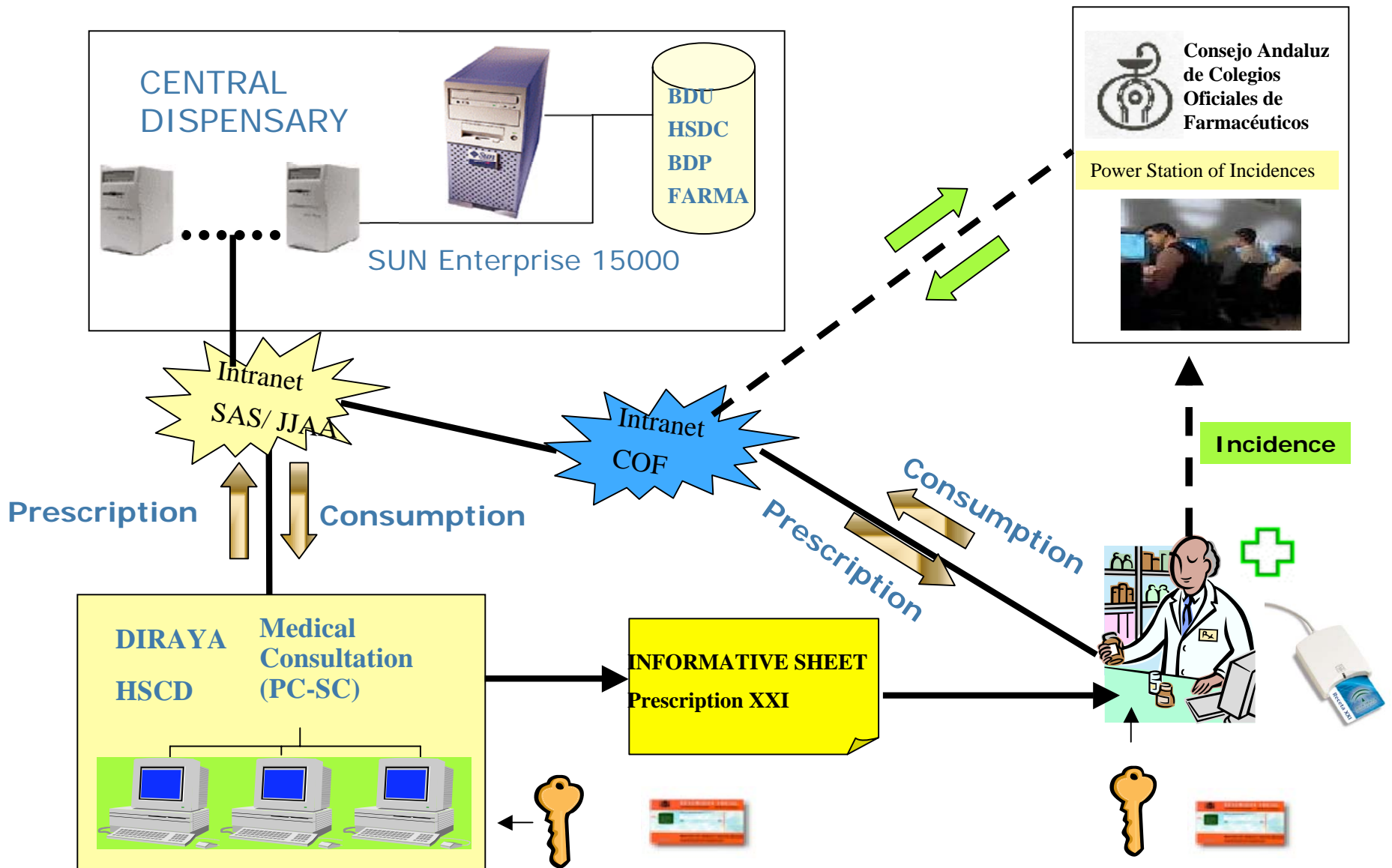
Las pregunta que se formula es: "¿Cómo de fácil le resulta hablar por teléfono con su centro cuando lo necesita? Opciones de respuesta: Muy difícil / Difícil / Ni fácil ni difícil / Fácil / Muy fácil /NS/NC.

Fuente: Encuestas de satisfacción a usuarios de atención primaria. SAS

Electronic Prescription



Value Added For Patients and Health Professionals



40 Million Electronic Prescriptions in 2007



**Provides users with access to pharmaceutical facilities thus making it unnecessary for patients in poor health to go in person.
Simplifies and speeds up authorization of prescriptions.**



**Releases personnel from bureaucratic tasks.
Increases time devoted to patients.
Entire treatment prescribed by specialists.
Possibility of better support for correct prescription.**



**Significant promotion of Pharmaceutical Assistance.
Reduction of management expenses and billing of prescriptions.**



**Improved follow-up and control of rational use of drugs (RUD).
Correct assignment of responsibility in RUD among levels.
Greater control in alerts and pharmacovigilance programs.**

Salud Responde (Health Responds) Contact Center



Primary Care programmed appointments in APHS Health Centres
Free choice of hospital for surgical operations
Second medical opinion
24 Hour Health Advise



Community liaison nursing.
Monitoring of post-hospital discharge patients due to fragility or climatic conditions



APHS
AIDS
Health card
Oral Hygiene Health Programme
Living Will Declaration



Much more than a **Contact Center**.

The citizen can now choose how to receive required information



SMS System On Health Topics



SMS Messages provide:

Active Services:

POLLEN COUNT BY PROVINCE

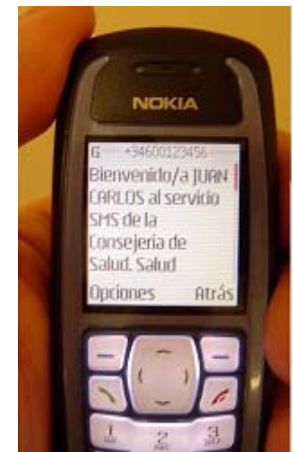
TOBACCO ADDICTION

HEATWAVE PREVENTION PLAN

ANTI-TETANUS ADULT VACCINATIONS

ANTI-INFLUENZA ADULT VACCINATIONS

PRIMARY CARE APPOINTMENTS



NEW ACCESS CHANNEL TO HEALTH RESPONSE

METABOLOPATHY PROGRAMS

HEMODONATION CAMPAIGNS

REMINDER TO REVIEW APPOINTMENTS

Required Services By The Citizens

PERSONALIZED

ACCESSIBILITY

SEGMENTATION

USABILITY

MODULATE

INFORMATION

INSTITUTIONAL DIRECTORY SERVICES RESOURCES LEGISLATION OUTCOMES
ADMINISTRATIVE ACTIVITY PRESS-ROOM PROGRAMS/CAMPAIGNS RIGHTS/DUTIES
ACCESSIBLE HEALTH INFORMATION FOR CITIZENS

SERVICES

ELECTRONIC ADMINISTRATION HEALTH ANDALUSIA 24 H VIRTUAL RECEPTION
PROGRAMMED APPOINTMENTS ADVANCED MULTIMEDIA SERVICES INTERACTIVE
SERVICES

PARTICIPATION

PARTICIPATION OPINION DECISION CITIZEN EXPECTATIONS
ASSOCIATIONS CORRESPONDENTS CITIZEN PANELS PARTICIPATION TOOLS

SCALABILITY

INTERRELATIONSHIP

CITIZEN ORIENTATION

MULTIMEDIA

Expectations and Participation Bank:

The Innovation strategy of the APHS
to know the citizen's expectations.
It is an instrument in the service for citizens.

Junta de Andalucía
Consejería de Salud

1 INFÓRMATE 2 PARTICIPA 3 CONOCE

tú eres PROTAGONISTA

opinar es saludable
Portal de Expectativas Ciudadanas

Usuario: Contraseña: Entrar Regístrate ¿Olvidaste tu contraseña?

Bienvenid@
La Consejería de Salud de la Junta de Andalucía les da la bienvenida al Portal de Expectativas Ciudadanas en Salud.
En esta Web encontrará un lugar donde usted puede participar en el presente y futuro de nuestro Sistema Sanitario Público.
En el Portal de Expectativas Ciudadanas, los ciudadanos y las ciudadanas de Andalucía podemos opinar sobre qué esperamos del

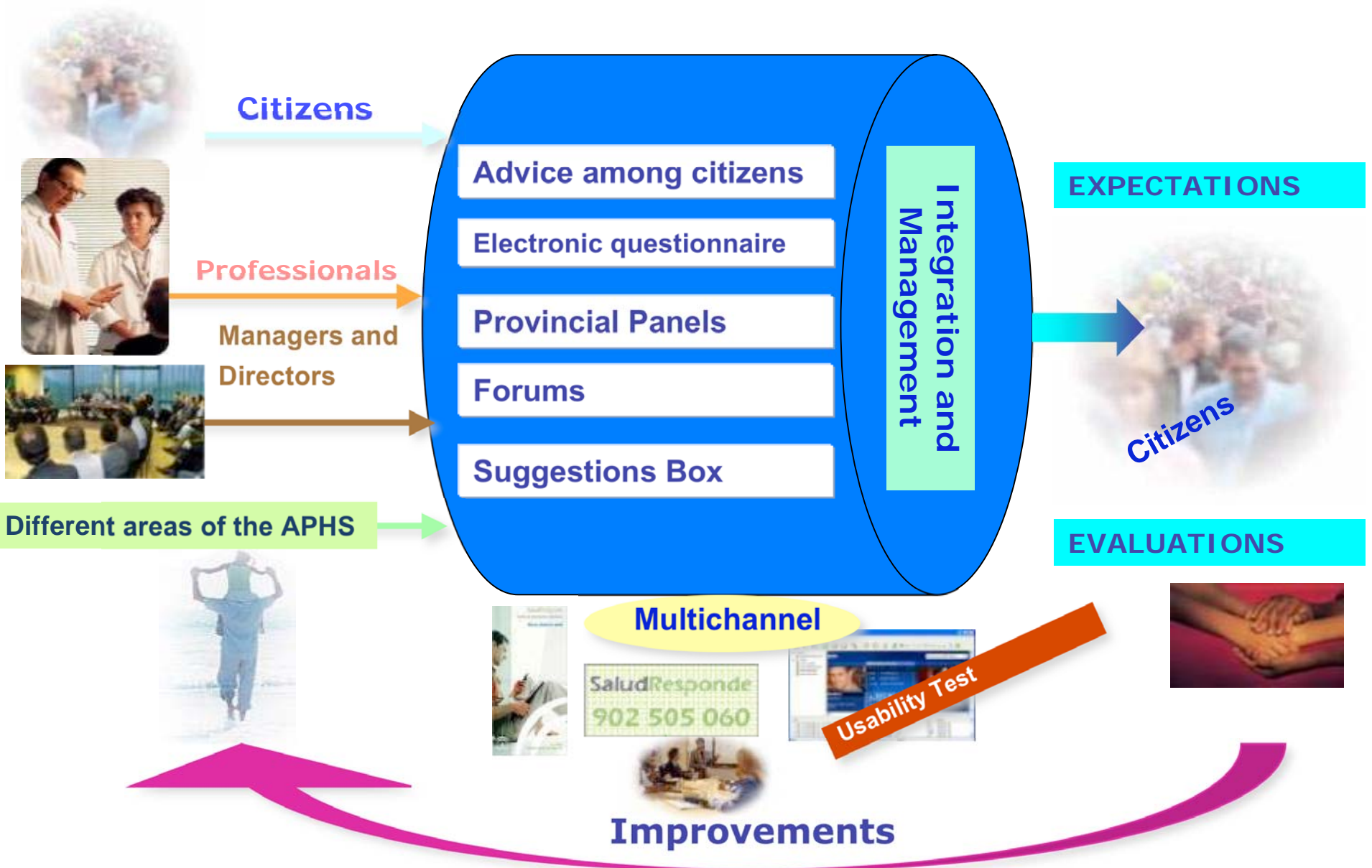
áreas temáticas

- Área indicador
- Sexualidad y adolescencia

sondeo [ver resultados](#)
Participa en el sondeo de opinión que te proponemos. Sólo tienes que valorar la pregunta y elegir una opción.
¿Crees interesante la utilización de indicadores?
 SI NO NS/NC

novedades [1 novedades](#)
No existen novedades

Bank of Expectations:



The Web Face of the Expectations and Participation Bank:



ABOUT US



What is the bank of expectations?

How can I participate?

TAKE PART



ZONES

THINKS AND DECIDES

THEMATIC FORUMS

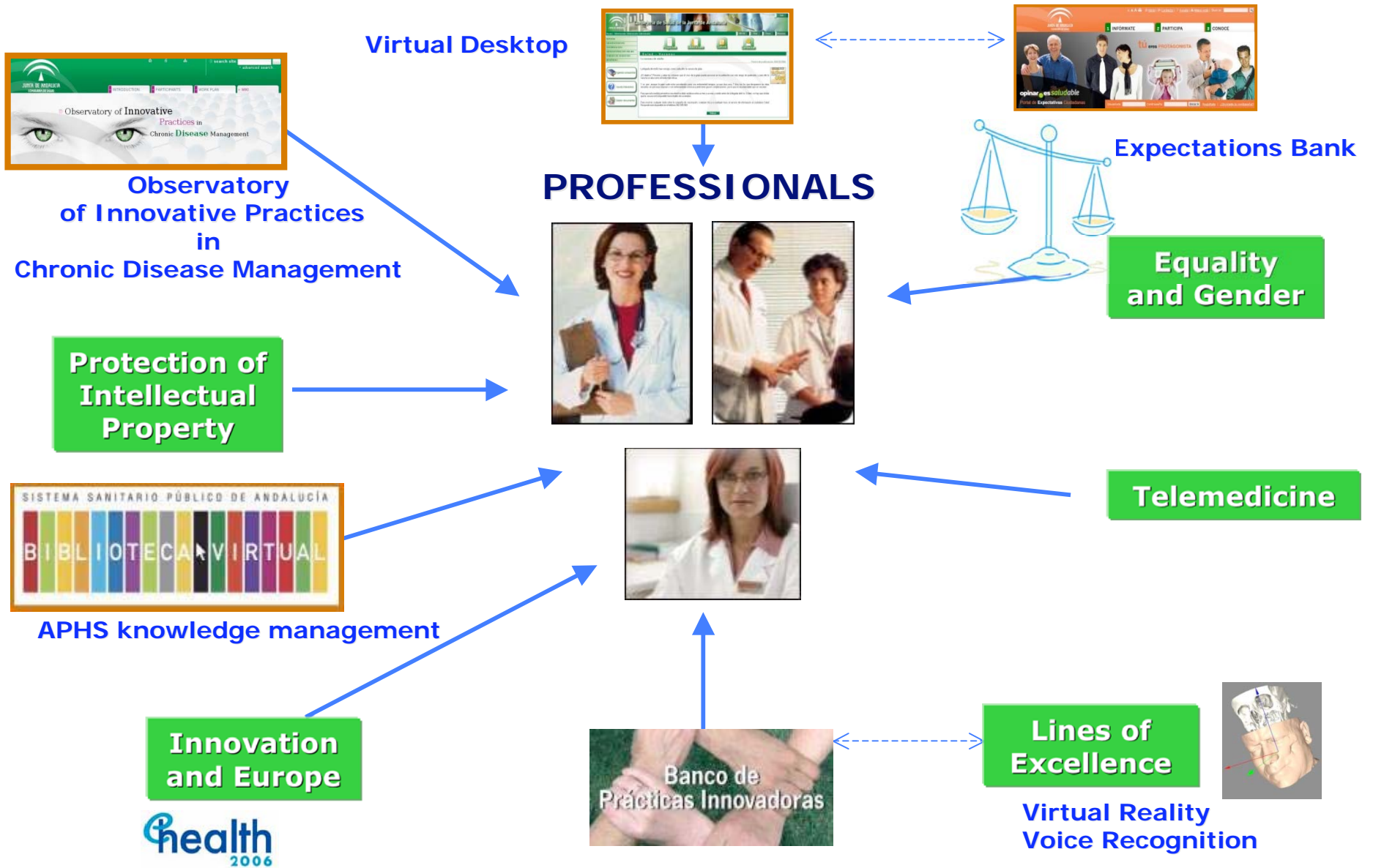
CITIZEN PANELS

FIND OUT MORE

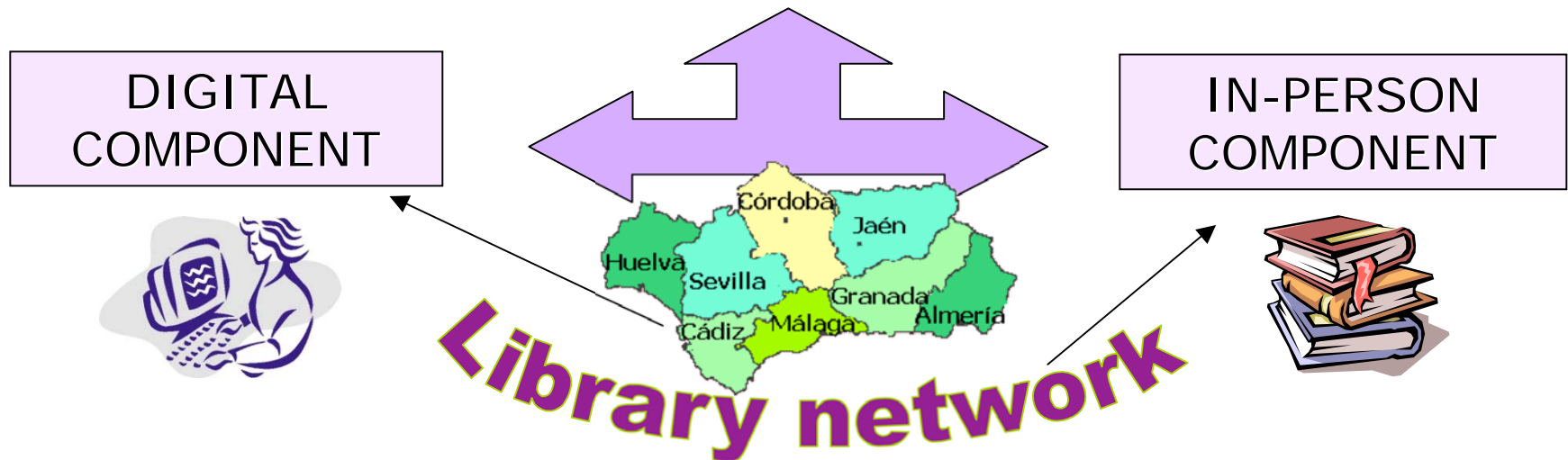


KNOW THE EXPECTATIONS

New Services for Professionals



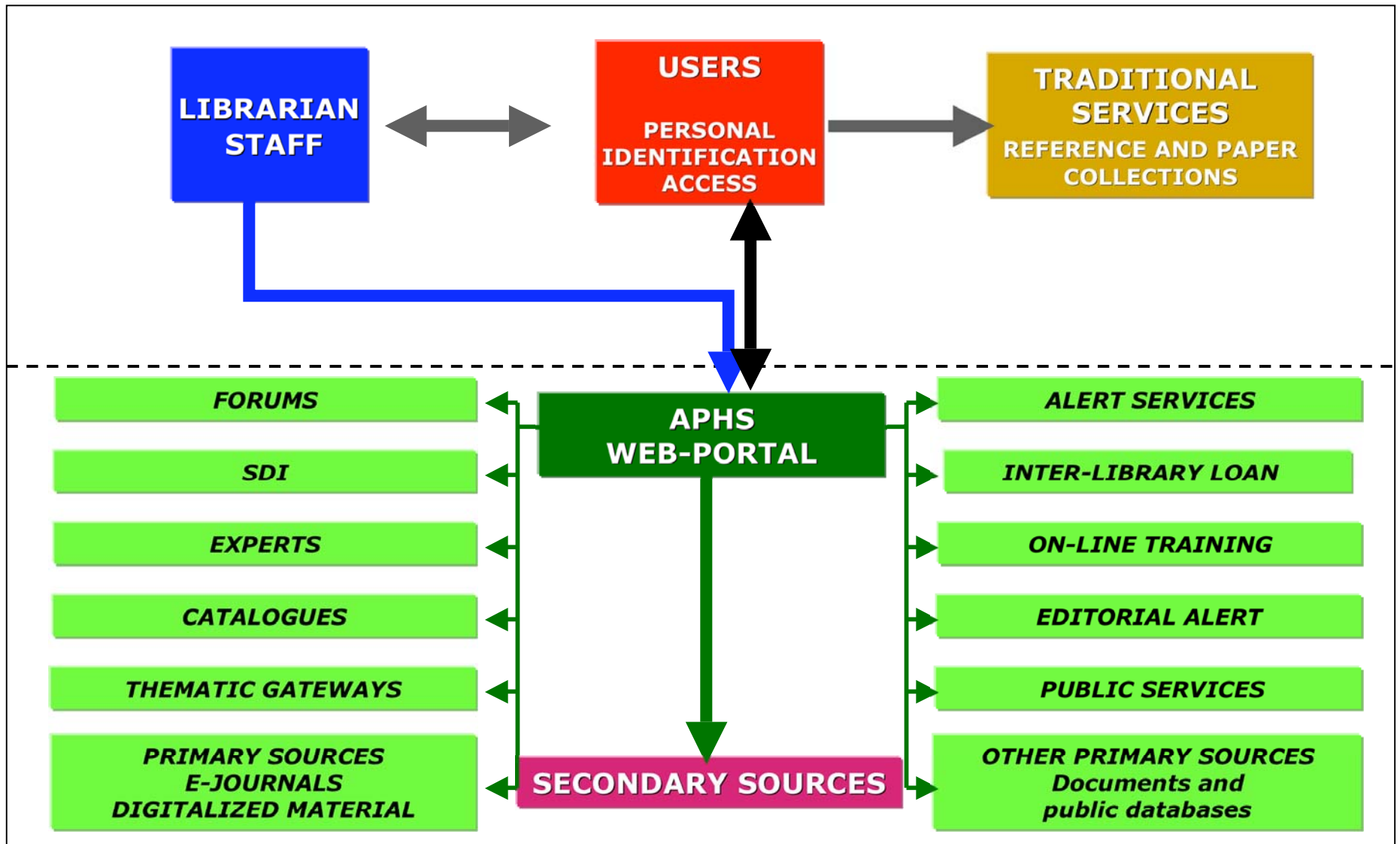
Virtual Library



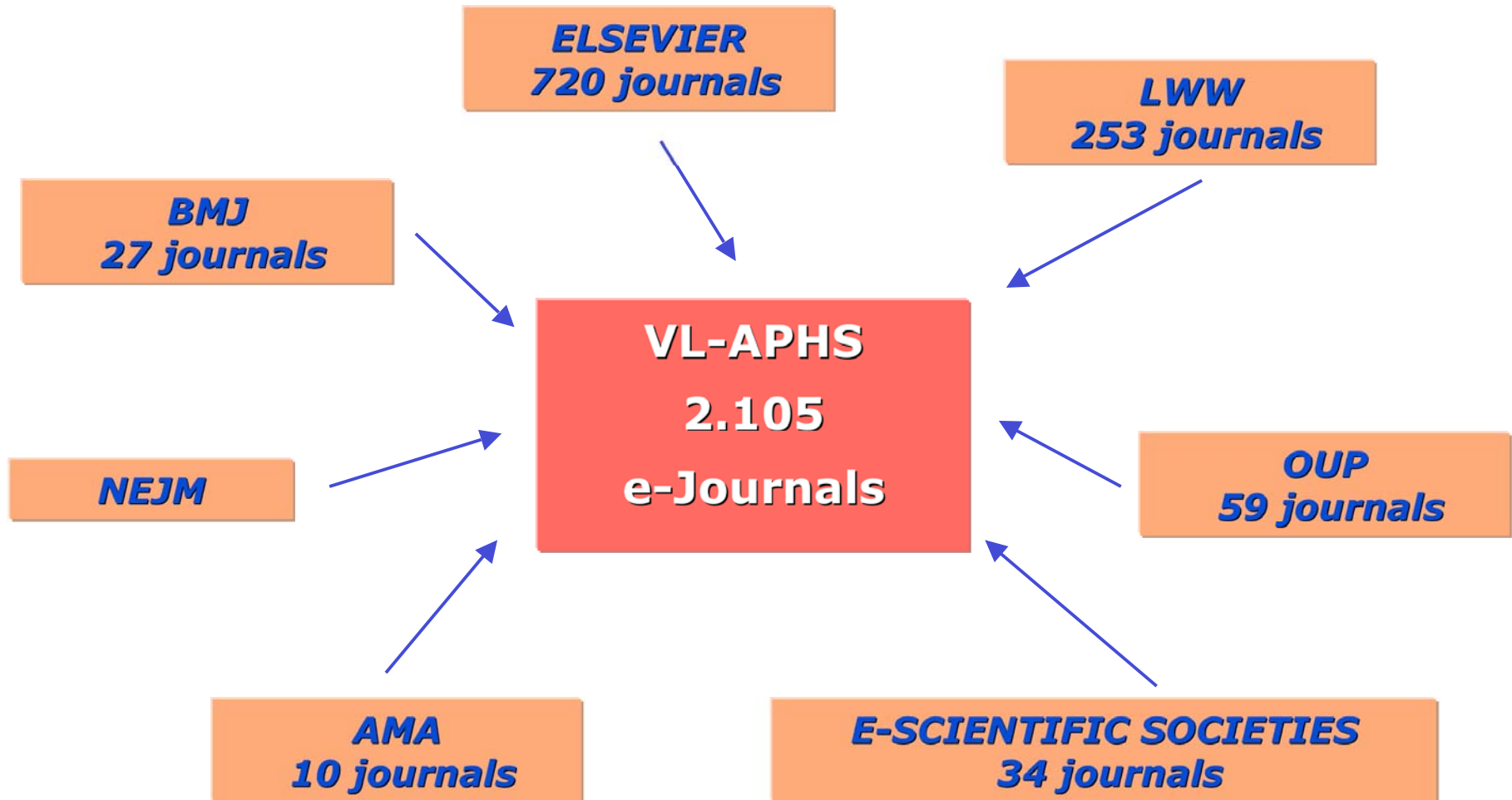
Coordination Center

- ⊖ Coordinator
- ⊖ IT Specialist
- ⊖ Documentalist
- ⊖ Advisory Board: Comprised of librarians, health professionals, Ministry of Health, AHS, Citizens

Virtual Library: Services



Virtual Library: Journals



Virtual Library: Web Site



The screenshot shows the homepage of the 'Biblioteca Virtual del Sistema Sanitario Público de Andalucía'. The header features the logo of the Junta de Andalucía (Junta de Andalucía - Consejo de Salud) on the left and the title 'Biblioteca Virtual del Sistema Sanitario Público de Andalucía' in the center. On the right, there is a navigation link for 'contacto' and a background image of a healthcare professional sitting on the floor with a laptop. Below the header is a horizontal menu with the following items: 'Inicio', 'Presentación de la biblioteca', 'Consulta de catálogos', 'Recursos electrónicos', and 'Servicios'. The main content area is divided into three sections: 1. 'Presentación de la biblioteca': Includes a small image of books and text describing the library's integration with the regional health system and its digital goals. 2. 'Consulta de catálogos': Includes a small image of a laptop with pills and text about electronic journals and catalogs. 3. 'Recursos electrónicos': Includes a small image of a computer screen and text about a metasearch engine. A left sidebar contains a 'Noticias y novedades' section with three news items from late 2006, a 'VER TODAS' button, and an 'Eventos' section.

[contacto](#)

 **Biblioteca Virtual**
del Sistema Sanitario Público de Andalucía

[Inicio](#) [Presentación de la biblioteca](#) [Consulta de catálogos](#) [Recursos electrónicos](#) [Servicios](#)

Noticias y novedades

10.12.2006\ [Acceso temporal a Gideon: Sistema de Información para la toma de decisiones en enfermedades infecciosas, epidemiología y microbiología](#)

10.12.2006\ [DynaMed: Referencia clínica en el punto de atención al paciente](#)

20.11.2006\ [Publicaciones Periódicas: Nueva Interface de búsqueda C.17 Andalucía](#)

20.11.2006\ [Nueva suscripción al libro electrónico Clinical Evidence \(ed esp\)](#)

[VER TODAS](#)

Eventos

Presentación de la biblioteca

La Biblioteca Virtual del Sistema Sanitario Público de Andalucía está integrada en la Consejería de Salud de la Junta de Andalucía. La constituyen la Red de Bibliotecas del Sistema Sanitario Público de Andalucía y el Centro de Información y Documentación Científica, y trabaja en el desarrollo de una Biblioteca Digital para los profesionales y usuarios de los servicios públicos de salud.

[Objetivos y misión](#), [Personal](#), [Bibliotecas de Centros](#)

Consulta de catálogos

Catálogo de revistas electrónicas de la Biblioteca Virtual del Sistema Sanitario Público de Andalucía, C17 Andalucía, Evidencia Clínica, REBIUN.

[Catálogo de la bv-sspa](#), [C17 Andalucía](#), [Evidencia Clínica](#), [REBIUN](#)

Recursos electrónicos

A través de nuestro Metabuscador, usted puede desde una única pantalla acceder a una amplia selección de recursos electrónicos contratados por la Biblioteca (revistas, bases de datos, etc).

[Metabuscador](#)

Innovative Practices Bank

objective

function

product

identify
↓
promote
↓
implement

structure

stages

framework

- objective
- sections
- innovate
- stages
- ...

Information system that identifies and promotes innovating initiatives and good practices in health...

Banco de **INNOVADORAS** prácticas

Innovative Practices Bank

objective

function

product

identity

promote

implement

structure

stages

framework

- objective
- sections
- innovate
- stages
- ...

Integrated System for information, dissemination, and thrust for innovative actions in the sector, particularly stemming from public sector dynamics:



- *Identify innovators and innovations; dissemination throughout the system.*
- *Dissemination of own as an external aid for project implementation.*
- *Facilitate access to aid*
- *Encourage exchanges between working groups.*

Innovative Practices Bank

objective

function

product

Identify

promote

implement

structure

stages

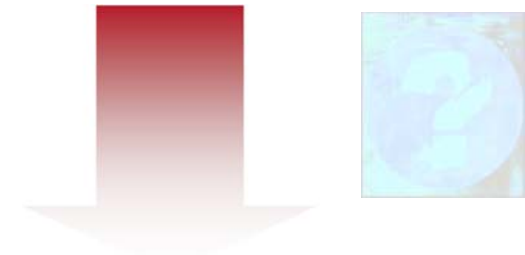
framework

- objective
- sections
- innovate
- stages
- ...



What is being done?
Who is doing it?
Why is it being done?
How is it being done?

**CONDITIONS IN
SETTING**



**CONDITIONS OF
THE INNOVATION**

What reasons are there?
What are the outcomes?
What is the corporate impact?
What trends are set?

Innovative Practices Bank

objective

function

product

identity

promote

implement

structure

stages

framework

- objective
- sections
- innovate
- stages
- ...

- The platform itself is a pivotal component for communication of the IPB
- Subscription-based access
- Management tools



- Search engine.
- Collaborative work.
- Personal pages.

Innovative Practices Bank

objective

function

product

identity

promote

implement

structure

stages

framework

- objective
- **section**
- innovate
- stages
- ...

News

By category
Subscription option

Information sections

General information
How it works

Searches

Structured and unstructured
Fully indexed portal
Results linked to projects

Directory

Personal and contact data
Photographs

Impact

Asset & measure impact
Professionals, managers & citizens

Personal Page
Subscriptions

Idea Bank

Anonymous reader access
Log of professional participation

Expectations Bank

Anonymous reader access
Participation Log

Working Groups

Collaborative tools
Private
Public generic data

Innovative Practices

Published results from
Working Groups
Different criteria for order

Innovative Practices Bank

objective

function

product

identity

promote

implement

structure

stage

framework

- objective
- sections
- innovate
- stages

Banco de Prácticas Innovadoras - Microsoft Internet Explorer

Archivo Edición Ver Favoritos Herramientas Ayuda

← Atrás → Búsqueda Favoritos Multimedia

Dirección <http://portal.iavante.es/bpi>

Banco de INNOVADORAS de prácticas

Inicio Banco de Ideas Enlaces Contacto

Búsqueda OK
Búsqueda avanzada

Usted está aquí: Inicio www.iavante.es

Sesión

Usuario

Contraseña

¡He olvidado mi contraseña!
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Explorador

- Secciones
- Prácticas Innovadoras
- Noticias

Bienvenid@ al Banco de Prácticas Innovadoras

Este proyecto pretende la creación de una "Red de Buenas Prácticas" alrededor de un Portal Web que sirva de:

- Información a ciudadanos, profesionales y gestores sobre las prácticas innovadoras que se está desarrollando en el.
- Información de ayuda a los profesionales sobre el desarrollo de proyectos de investigación e innovación, fuentes de financiación, etc.
- Facilitador de la comunicación entre diferentes grupos trabajando en temas similares.
- Foro de debate con el ciudadano a nivel de expectativas sobre el SSPA.
- Foro de debate entre los profesionales sobre nuevas ideas innovadoras.
- Creación de una herramienta de trabajo colaborativo para los equipos trabajando en "Buenas Prácticas" con herramientas sofisticadas.
- Base de datos de personas, proyectos y documentación.
- Foro para la valoración del impacto de cada proyecto y actuación por parte de los ciudadanos, profesionales y gestores, incluyendo el establecimiento de permisos.
- Herramienta de publicación Web de la información, personas implicadas y resultados de los proyectos, interna y/o externamente.
- Multidioma y personalizable por el usuario.

Calgary Health Region and Andalusia:



- In August 2006, the Calgary Health Region and Andalusia, signed a MOU to jointly develop Innovation Projects on Health and Wellness.

Three main topics:

- Collaboration on Citizen Engagement.
- Sharing Best Practices.
- Collaborate in Chronic Disease Management approach.



OPI MEC: Global Observatory Innovation In CDM

Home Login Site Map Castellano

search site advanced search...


INTRODUCTION PARTICIPANTS WORK PLAN WIKI

Observatory of Innovative Practices in Chronic Disease Management

Identificarse Forgot your password?




Welcome to our WEB Site


This observatory, initiative of the General "Direction" Health Innovation, Systems and Technology, is a magnificent virtual site aimed to the interchange of knowledge and information about organizations and their practices in the management of chronic diseases in regional, national and worldwide scope.



[Read More](#)

Objetives

-  Identify, analyze and mobilize, on an ongoing manner, the most effective tools, knowledge and experiences emanating from leading organizations in Spain and the rest of the world in relation to CDM
-  Promote collaborative efforts, from the local to the global level, that enable the Andalusian Ministry of Health to accelerate the transformation of its chronic disease management efforts towards optimal levels of innovation, effectiveness and efficiency
-  Develop and implement a strategic and tactical plan to position Andalusia as a global leader in CDM, particularly around areas identified as priority in the strategic plan of the Andalusian Ministry of Health

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Virtual Networking To Share Knowledge

The screenshot displays a website interface for the Observatory of Innovative Practices in Chronic Disease Management. The header features the logo of the Junta de Andalucía (Government of Andalusia) and the text 'CONSEJERIA DE SALUD'. Navigation links include 'Home', 'Login', 'Site Map', and 'Castellano'. A search bar is located in the top right corner. Below the header, a breadcrumb trail reads 'you are here: home → project components'. The main content area is titled 'Project Components' and lists three phases: Phase A (Competitive intelligence), Phase B (Organizational and functional elements), and Phase C (Strategic alliances and international/global activities). Each phase includes a list of activities. A right-hand sidebar contains a 'NAVIGATION' menu with links to Home, News, Members, Participantes, Documents, Presentation, and Project Components. Below the navigation menu is a 'LOG IN' section with fields for 'Login Name' and 'Password', a 'log in' button, and a 'Forgot your password?' link. At the bottom right, there is a graphic with the text 'Observatory of Innovative Practices in Chronic Disease Management' over a background of green eyes.

Home Login Site Map Castellano

search site
advanced search

JUNTA DE ANDALUCÍA
CONSEJERIA DE SALUD

INTRODUCTION PARTICIPANTS WORK PLAN + WIKI

you are here: home → project components

Project Components

The project includes the following phases:

Phase A: Competitive intelligence (completion date: September 2006)

This phase includes:

- A worldwide search for leading organizations that are innovating in relation to the management of chronic diseases.
- Identification of leaders of these organizations that would be willing to join forces to tackle areas of common interest (Strategic Advisory Group)
- Selection of priority projects around which joint efforts could be developed

Phase B: Organizational and functional elements of the Observatory (October 2007 to March 2007)

This phase includes the development of a plan for:

- The initial repository of information gathered by the project (mid-November 2006)
- The functional infrastructure for the Observatory (e.g., physical area, online knowledge management resources, virtual tools to support communities of practice and learning) (mid-January 2007)
- The organizational structure of the Observatory, including responsibilities and accountability lines for SAG, Management team, reporting and accountability lines, funding and political support) (mid-March 2007)

Phase C: Strategic alliances and international/global activities

This phase will include ad hoc meetings with leaders from different regions of the world, to start developing a joint agenda for innovation on chronic disease management:

- A meeting with the key international leaders in Andalusia (Granada), to discuss findings of previous phases and identify areas of common interest that could lead to joint international efforts (November 2006)
- Preparation of a program for presentations/panels at the Annual Meeting of the Society of General Internal Medicine in Toronto that contribute to strengthening international collaborative efforts (April 2007)
- Launch of a joint strategy for innovation at the international Conference on CDM in Calgary (October 2007)

NAVIGATION

- Home
- News
- Members
- Participantes
- Documents
- Presentation
- Project Components

LOG IN

Login Name

Password

log in

Forgot your password?

Observatory of Innovative
Practices in
Chronic
Disease Management

The Opportunity

integrated framework for citizen relations

Innovating in Multichannel Health

The Future: Convergence of Technologies



rigour quality trust
training accessibility

life information

es salud

New Model In Communication In The Health Sector

new information and communication technology (ICT)...



promote the proposal for a new model
based on...



the cost-effectiveness of communication
in the *health* sector.



Convergence of Technologies as an Opportunity

THE 21st CENTURY
ENVIRONMENT

THE REGIONAL
MINISTRY OF HEALTH

TECHNOLOGICAL
CONVERGENCE

Internet
Mobile telephony
Digital TV
Web 2.0

GENERATES

QUALITY
INFORMATION ON
HEALTH

CITIZEN
EXPECTATIONS

AVAILABILITY AND
ACCESS TO MORE
AND BETTER
INFORMATION ON
HEALTH



Informarse.es Salud:

A new model of **Health** communication based on **Innovation...**

*Digital resources
MANAGEMENT Process*

*R+D+i process in Health
and communication*

Contents
produced by
the APHS

Contents
from
other
sources



MULTI-CHANNEL
DISTRIBUTION

EXPERT
CATALOGING
OF DIGITAL
RESOURCES
IN AUDIOVISUAL
FORMAT

TECHNOLOGY CONVERGENCE

TECHNOLOGICAL ALLIANCES

CONTENTS INNOVATION

STRATEGIC ALLIANCES

THE FOREFRONT OF ICT AND HEALTH

MEASURING SOCIAL COST-EFFECTIVENESS

CAPACITY FOR MULTI-SUPPORT DISTRIBUTION

Health Information Available through Different Channels



WEB portal

Mobile telephony



Screens in health centres

Digital TV



Sports and Health
Healthy eating
To grow we have to eat
Seeing is donating
Dientín
Born smoke-free
Pita flash
Physical activity spot
Did you know...?
Health quiz
Healthy recipes
Tonsillectomy
Relaxation
Interviews
Ask your doctor

Sports and Health
Healthy eating
To grow we have to eat
Seeing is donating
Dientín
Born smoke-free
Pita flash
Physical activity spot
Did you know...?
Health quiz
Healthy recipes
Tonsillectomy
Relaxation
Interviews
Ask your doctor

Sports and Health
Healthy eating
To grow we have to eat
Seeing is donating
Dientín
Born smoke-free
Pita flash
Physical activity spot
Did you know...?
Health quiz
Healthy recipes
Tonsillectomy
Relaxation
Interviews
Ask your doctor

Vaccine information

(pilot application with local interaction)

(Planned portfolio of interactive services)

Now.... You can choose !

Web Site Channel

← Consejería de Salud de la Junta de Andalucía Lunes, 12 Mar, 2007 Buscar >

 JUNTA DE ANDALUCÍA

o tiene precio

institucional ciudadanos profesionales centros y servicios biblioteca estadísticas

estés en: Principal

> La Consejera de Salud

 **María Jesús Montero**

La sanidad pública representa un sector de la política pública muy cercano a las preocupaciones cotidianas de los andaluces y un elemento de primer orden en la política del bienestar.

3er Plan Andaluz de Salud 2003 - 2008

II Plan de Calidad

Plan Integral de Tabaquismo de Andalucía (2005-2010)

Plan Integral de Oncología de Andalucía

Plan Integral de Diabetes de Andalucía

noticias

El Parlamento aprueba la Ley que regulará en Andalucía la investigación mediante clonación terapéutica (7/3/2007)

Noticias, Salud Andalucía

 JUNTA DE ANDALUCÍA
CONSEJERÍA DE SALUD

El Centro de Excelencia Investigadora sobre Aceite y Salud incentiva nueve proyectos con 445.000 euros (9/3/2007)

La Junta invierte 560.000 euros en la reforma de la tercera planta del centro de salud

Biblioteca Virtual del Sistema Sanitario Público de Andalucía

Banco de Prácticas Innovadoras

SEGURIDAD DEL PACIENTE

informarse es salud

10 Últimas Noticias

SaludRes

Nuevos servicios consejería

informarse es salud

Teléfonos de Interés

Consulte nuestros foros

Acceso a nuestros foros para ciudadanos y profesionales.

Información sobre actividad asistencial y ...

Salud Física Alimentación Equilibrada

Taller

PITA-SLASH PITA-GANI

Nuevo episodio

Recursos ante el Tabaquismo



300 Videos On The Different Topics

The image shows a screenshot of a Microsoft Internet Explorer browser window displaying a website titled "SaludMultimedia". The address bar shows the URL "http://smpr.ia.vante.es/resources/jes/". The website features a search bar and a list of video thumbnails under the heading "MÁS VISTO". Three green callout boxes are overlaid on the page:

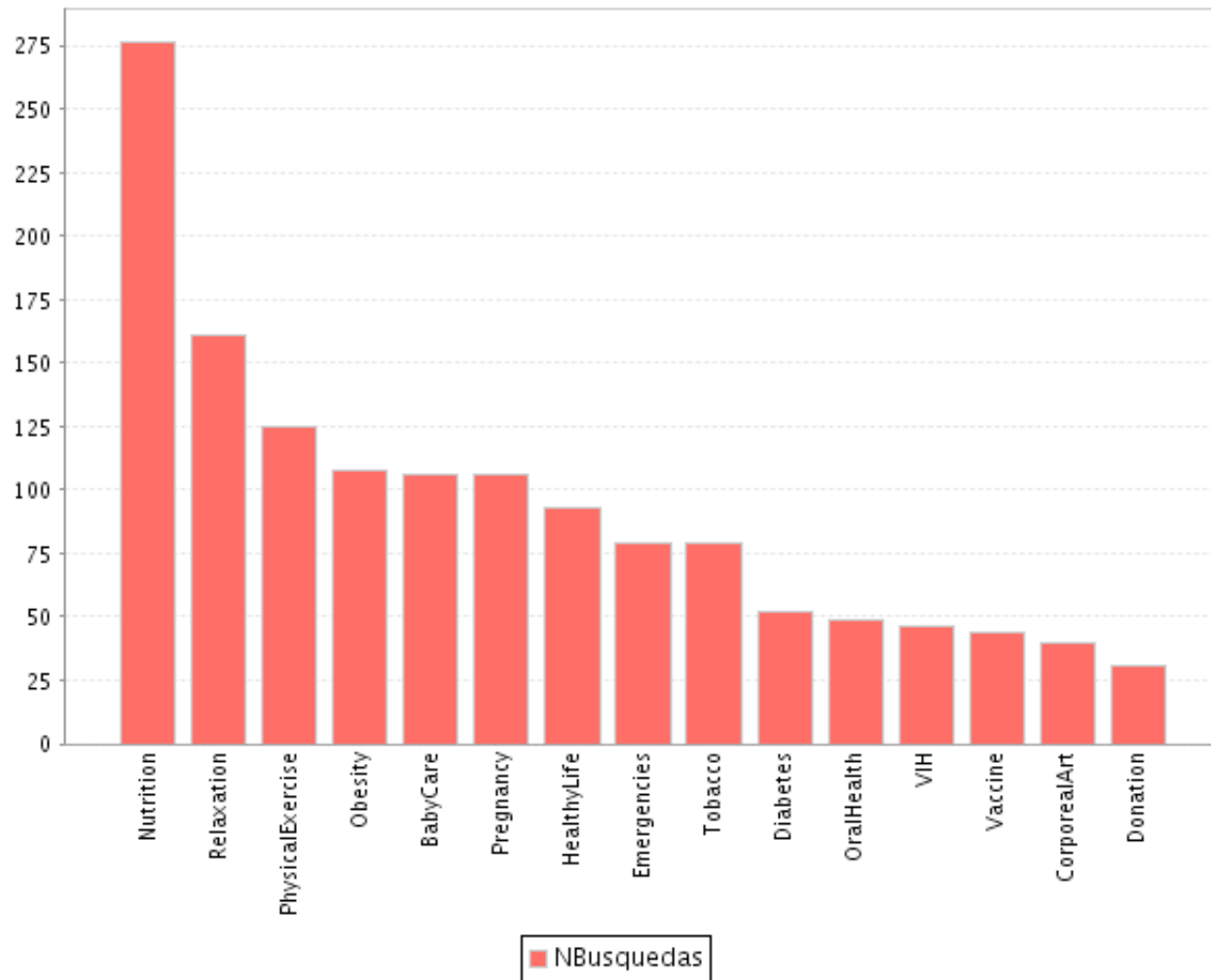
- ACCESSIBILITY**: A callout box pointing to the "Relajación sencilla" video thumbnail.
- QUALITY**: A callout box pointing to the "Ambiente Imaginario" video thumbnail.
- UTILITY**: A callout box pointing to the video player interface for "Relajación sencilla".

The video player shows a video titled "Relajación sencilla" with a duration of 6:37 min and a date of 26-02-2007. The player controls include a play button, a progress bar at 64% (04:36:32), and volume controls. The taskbar at the bottom shows the system tray with the time 13:56 and various application icons.

Informarse.es Salud:

Usage Statistics

Búsquedas de Tema



Innovation Strategy

MANAGEMENT
OF
DIGITAL RESOURCES

MULTI-CHANNEL
DISTRIBUTION

R+D+i
STRATEGIC
ALLIANCES

PARTICIPATION
MECHANISMS

INNOVATION

NEW
DEVICES
AND TRENDS

NEW FORMATS
AND SOCIAL
COST-EFFECTIVENESS

PRODUCTION
OF HEALTH
EDUCATION
CONTENTS



Overall Conclusion:

- Leadership and strategy in front at tactical or pragmatic perspectives.
- Integrated approach to the issues versus the “silos” approach (Processes and integrated plans).
- Share knowledge with citizens and health professionals.
- The Deputy Minister of Innovation did not innovate anything, it was the goal of the health professionals and the organization.
- Integration of the information (EHR and CRM) is essential.

Calgary Health Region



Large healthcare organization in Canada

τ *\$2.3 Billion annual Budget (2005/2006)*

τ *Employs over 24,000 staff*

τ *2,150 Physicians*

Multi-site with over 100 locations

τ *12 acute care sites*

τ *40 care centres (long term care)*

τ *3 administrative sites*

Healthcare system (2004/05)

τ *7,836 beds/spaces*

τ *354,109 emergency visits*

τ *112,445 hospital visits*

τ *62,229 surgeries*

Affiliated teaching institute with the University of Calgary



Calgary Health Region Innovation Strategy

The innovation Strategy  aligned with the Strategic Plan (2006 – 2010) ...

Strategic Service Plan Goals

- **a** Redesigned processes-focus on workflow
- **b** Focus on Wellness
- **c** Participatory model-consumers & self-responsibility
- **d** Novel Approaches to retention & recruitment
- **e** Customized care for geographic/cultural/demographic groups

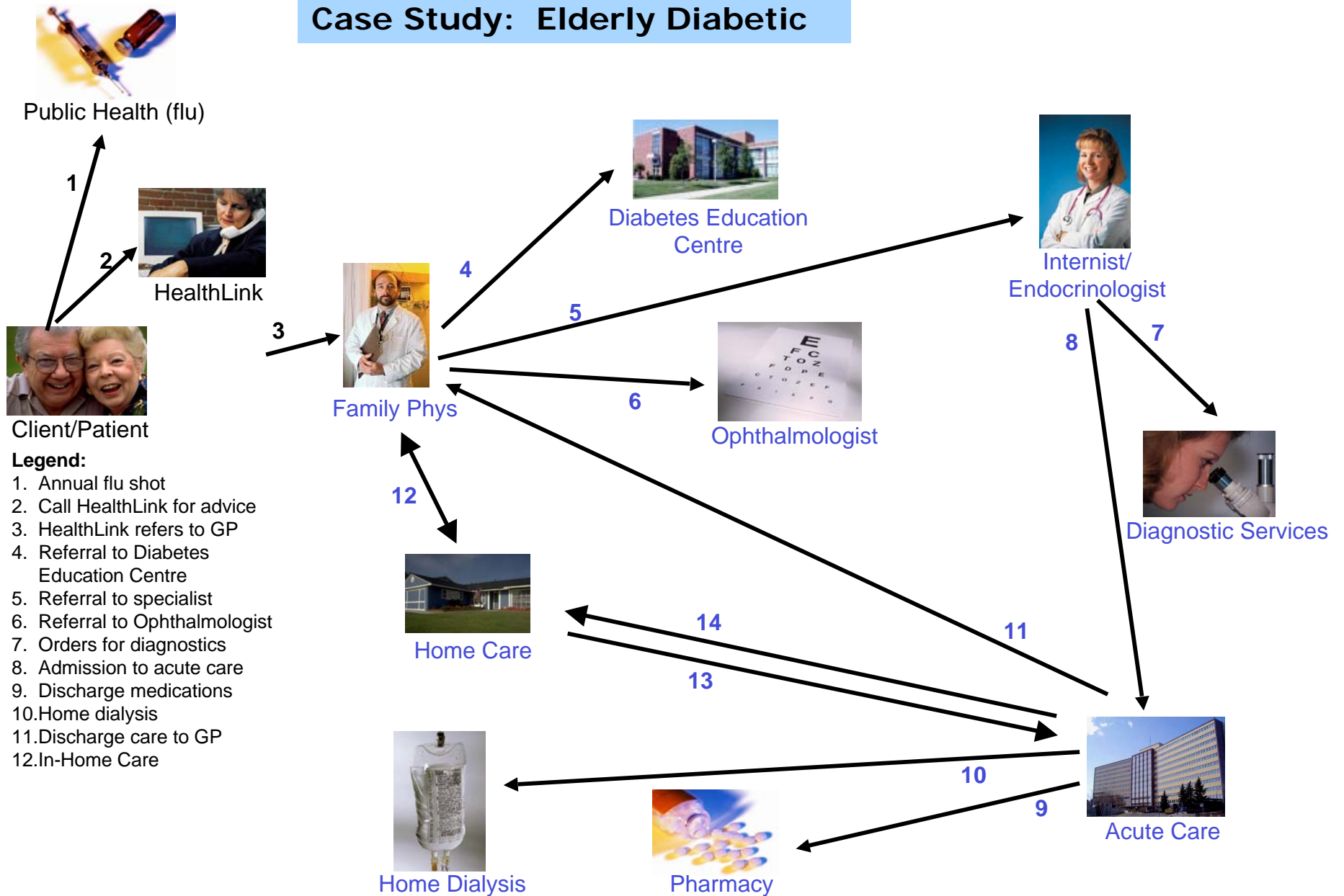


Innovation Strategy Goals

- **a** + Health Information to empower the citizen
- **b** Promoting Wellness via innovation tools
- **c** Involving the Community
- **d** Accessible anytime/anywhere
- **e** Promoting a key role of the health professional
- **f** Innovation-improve Continuum Care
- **g** Sharing Best Practices

EHR Starting Point

Case Study: Elderly Diabetic



1st Step: My e-record – linking Hospitals

Peter Lougheed Centre – 500 beds



Activated November 2006

Foothills Medical Centre – 1000 beds



Activated January 2007

my e_record

Best Practice Acute Care

CPOE Results Review

Real Time Clinical
Charting Decision Support

Improved Patient Outcomes

Rockyview General Hospital

500 beds



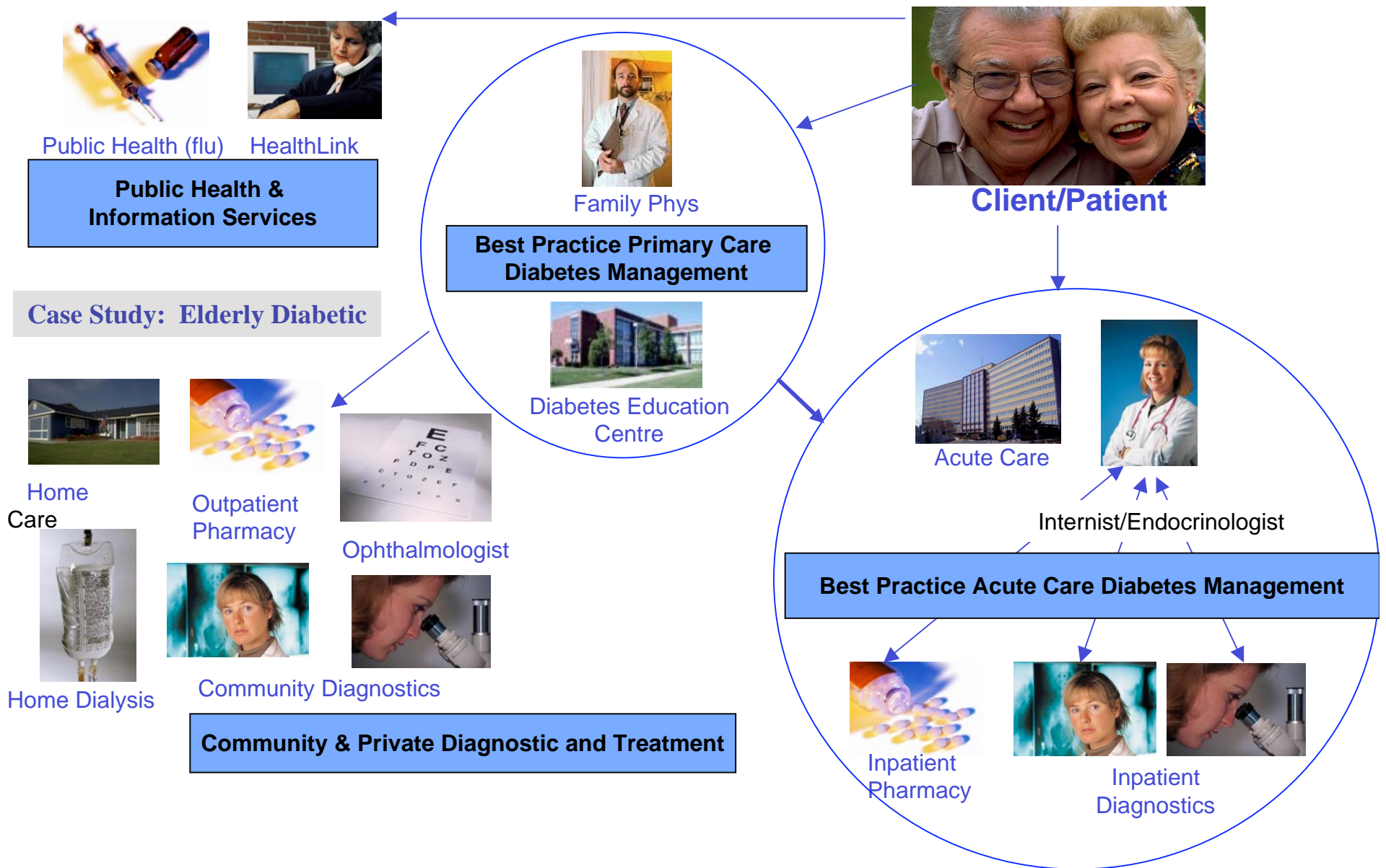
Activated September 2006

Alberta Children's Hospital



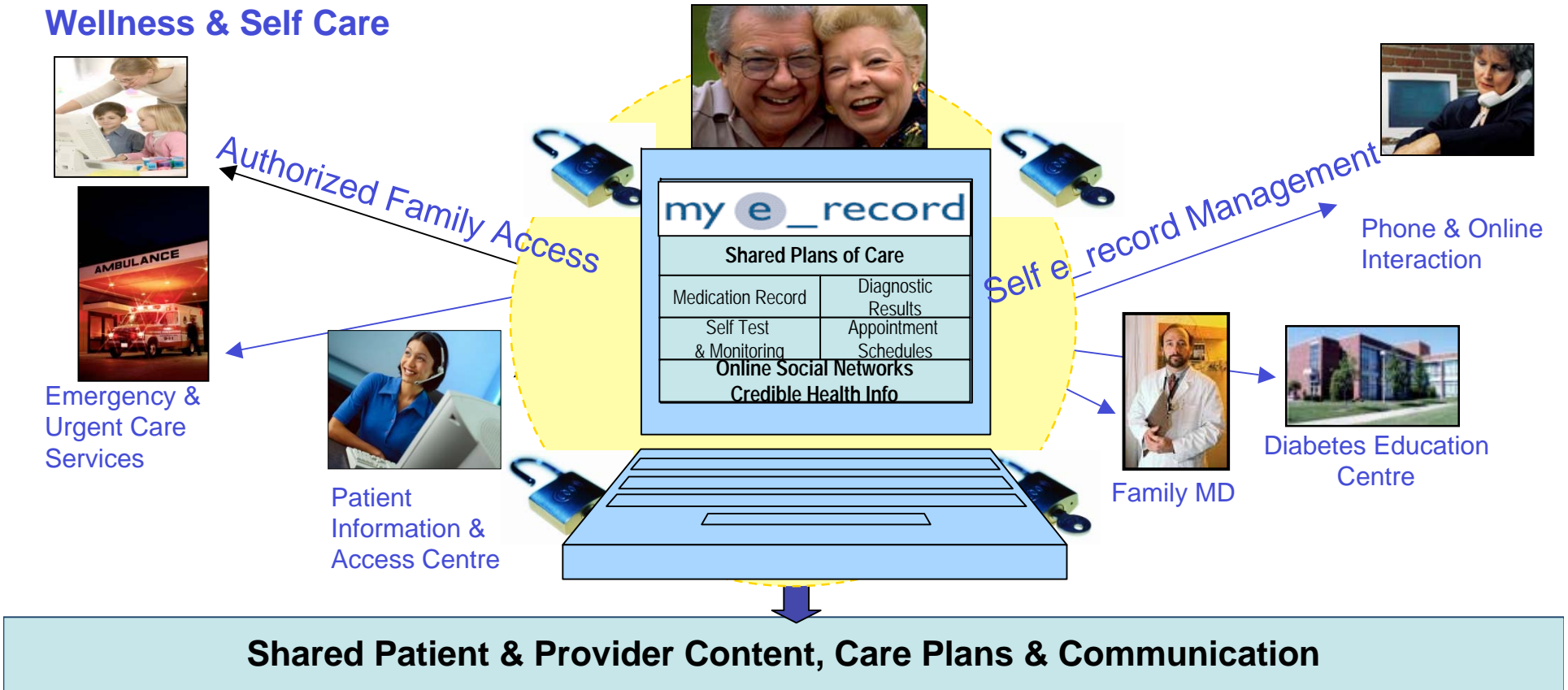
Activation Planned for Fall 2008

Current State: 2008

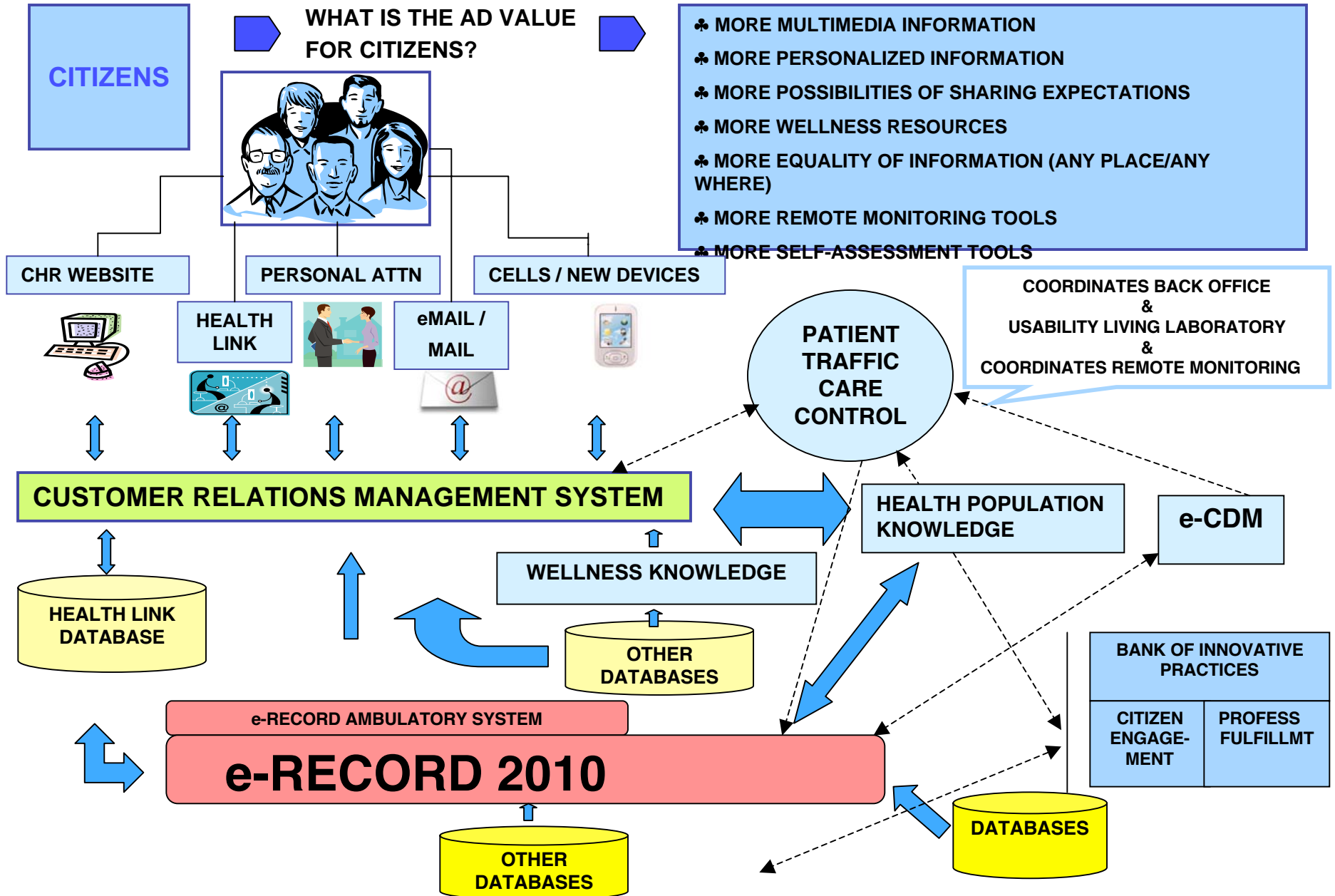


My e-record 2010 Vision

Wellness & Self Care



Integrated Approach To Citizen Engagement



Demonstrative Project On Diabetes

| | | |
|-----------------------------|---|--|
| OBJECTIVE | <ul style="list-style-type: none"> ▪ DELIVER MORE AD VALUE INFORMATION ▪ CREATE PARTICIPATION, GATHER EXPECTATIONS & SELF-MANAGEMENT ▪ PROVIDE SELF-ASSESSMENT TOOLS ▪ CREATE MORE INTERACTIVE RESOURCES | |
| CHANNELS | <p style="text-align: center;">on →</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> CHR WEBSITE </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> HEALTH LINK </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> PERSONAL ATTN </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> eMAIL / MAIL </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> CELLS/NEW DEVICES </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> VIRTUAL COLLABORATION SPACES <div style="background-color: yellow; padding: 2px; display: inline-block;">FACEBOOK</div> </div> </div> | |
| CURRENT CAPABILITIES | <ol style="list-style-type: none"> 1. SURVEY FOCUS GROUPS: DIABETES, GENERAL POPULATION, STAFF AND MULTI-CULTURAL POPULATION 2. WHAT WE HAVE: INVENTORY OF OUR CURRENT RESOURCES REGARDING DIFFERENT CHANNELS 3. WHAT THE TECHNOLOGIES ALLOW US: ANALYZE THE POSSIBILITIES OF e-RECORD 2010 AND CRM 4. WHAT THE CITIZEN WANTS FROM OUR INTERACTIVE CHANNELS (USABILITY APPROACH) 5. WHAT NEW CAPABILITIES CAN BE OFFERED AND WHAT SHOULD WE REDESIGN 6. ACTION PLAN (NEW CAPABILITIES, MORE INFORMATION, MORE PARTICIPATION & MORE INTERACTION) | <p>APRIL FEBRUARY 28 MARCH APRIL APRIL APRIL</p> |
| NEW LIABILITIES | | |
| USABILITY APPROACH | <ul style="list-style-type: none"> ▪ ALLOWS US TO KNOW EXACTLY WHAT INFORMATION PEOPLE NEED, HOW THEY NEED IT, & THEIR SUGGESTIONS TO IMPROVE OUR CHANNELS. | |
| CRM | <ul style="list-style-type: none"> ▪ ALLOWS US TO HAVE THE SAME INFORMATION AVAILABLE IN A MULTI-CHANNEL WAY, AS WELL AS TO HAVE CONTINUOUS PERSONALIZED RESPONSES AND INFORMATION. | |
| e-RECORD | <ul style="list-style-type: none"> ▪ ALLOWS US TO HAVE THE RIGHT INFORMATION, IN THE RIGHT PLACE DUE TO AN INTEGRATED KNOWLEDGE MANAGEMENT SYSTEM. | |
| CDM STRATEGY | <ul style="list-style-type: none"> ▪ PROVIDES US WITH A STATE-OF-THE-ART KNOWLEDGE ON DIABETES, AND A COMPREHENSIVE ACTION PLAN TO IMPROVE HEALTH OUTCOMES | |
| CDM STRATEGY | <ul style="list-style-type: none"> ▪ ALLOWS US TO SHARE OUR KNOWLEDGE WITH WORLDWIDE BEST PRACTICES – OPIMEC.ORG | |

The CRM (Citizen Relation Management) Universe

WHAT IS THE CRM?

It is a customer-centric business strategy with the goal of maximizing information, interaction, and citizen satisfaction. Technologies that support this business purpose include the capture, storage, and analysis of citizen and internal process information. Technology to support CRM initiatives must be integrated as part of an overall customer-centric strategy.

FROM

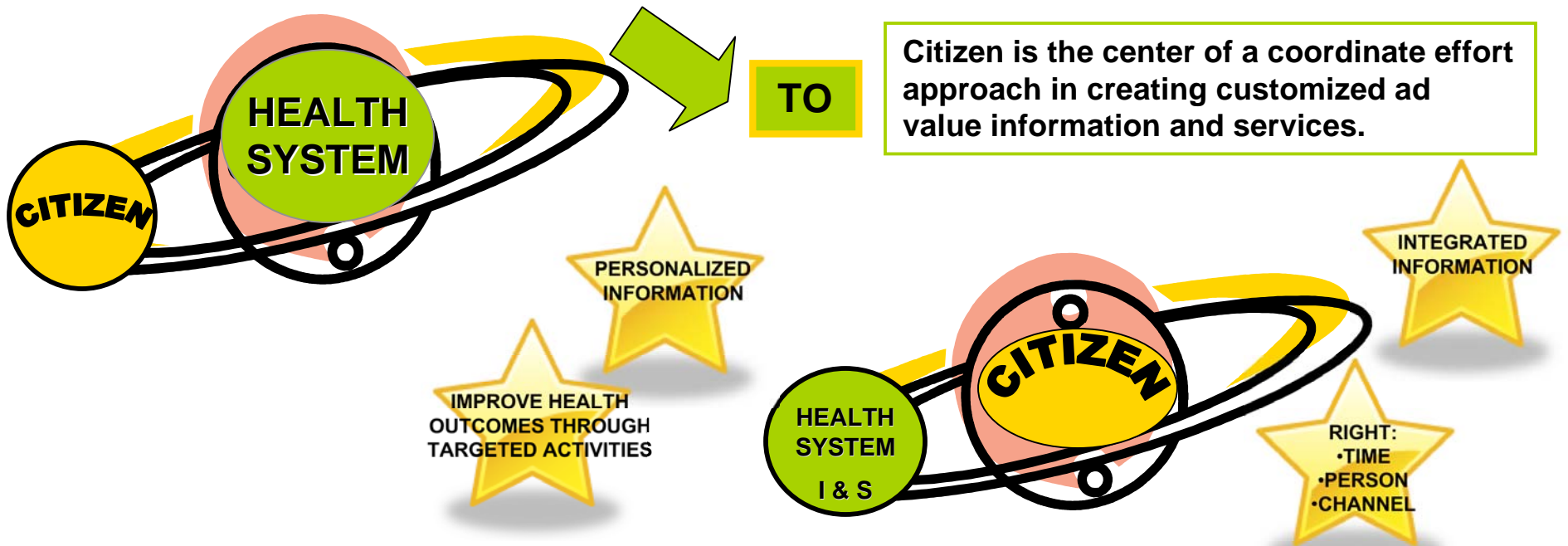
The citizen has to find the right information in one of the multi-channels or services.

BENEFITS OF THE CRM?

- ♣ Supports a Customer/Patient centric approach (through data analytics allows anticipation of customer needs).
- ♣ Allows for differentiated service levels per segment and channel.
- ♣ Supports rapid adoption of new channels.
- ♣ Supports self-assessment.
- ♣ Supports content management.

TO

Citizen is the center of a coordinate effort approach in creating customized ad value information and services.



IMPROVING ACCESSIBILITY TO SERVICES & INFORMATION

UNIFIED VIEW OF THE CITIZEN

CREATING INNOVATION IN CITIZEN ENGAGEMENT

We can share knowledge



Andalusian and Calgarian Executives

The Spiral of Improvement through Knowledge Management

