

# 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



# Toronto, Ontario



## Trends and Challenges of the XXI Century

### □ **The Health Perspective:**

- **Population is aging.**
- **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

## □ **The Social Perspective:**

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

## □ **The Technological Perspective:**

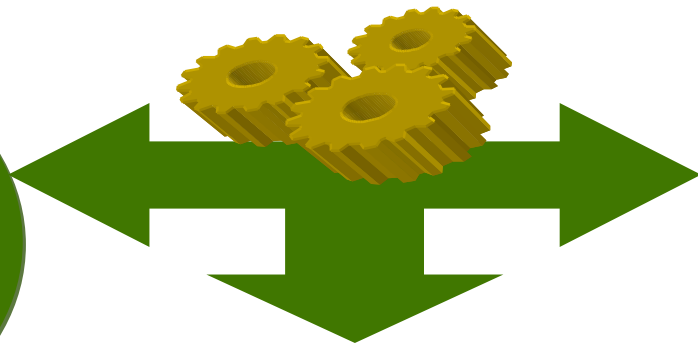
- **Convergence of technologies.**
- **Virtual networking as a way of sharing knowledge.**
- **People want, not only, high quality information via multi-channels, but also want to express opinions and expectations.**

# 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**

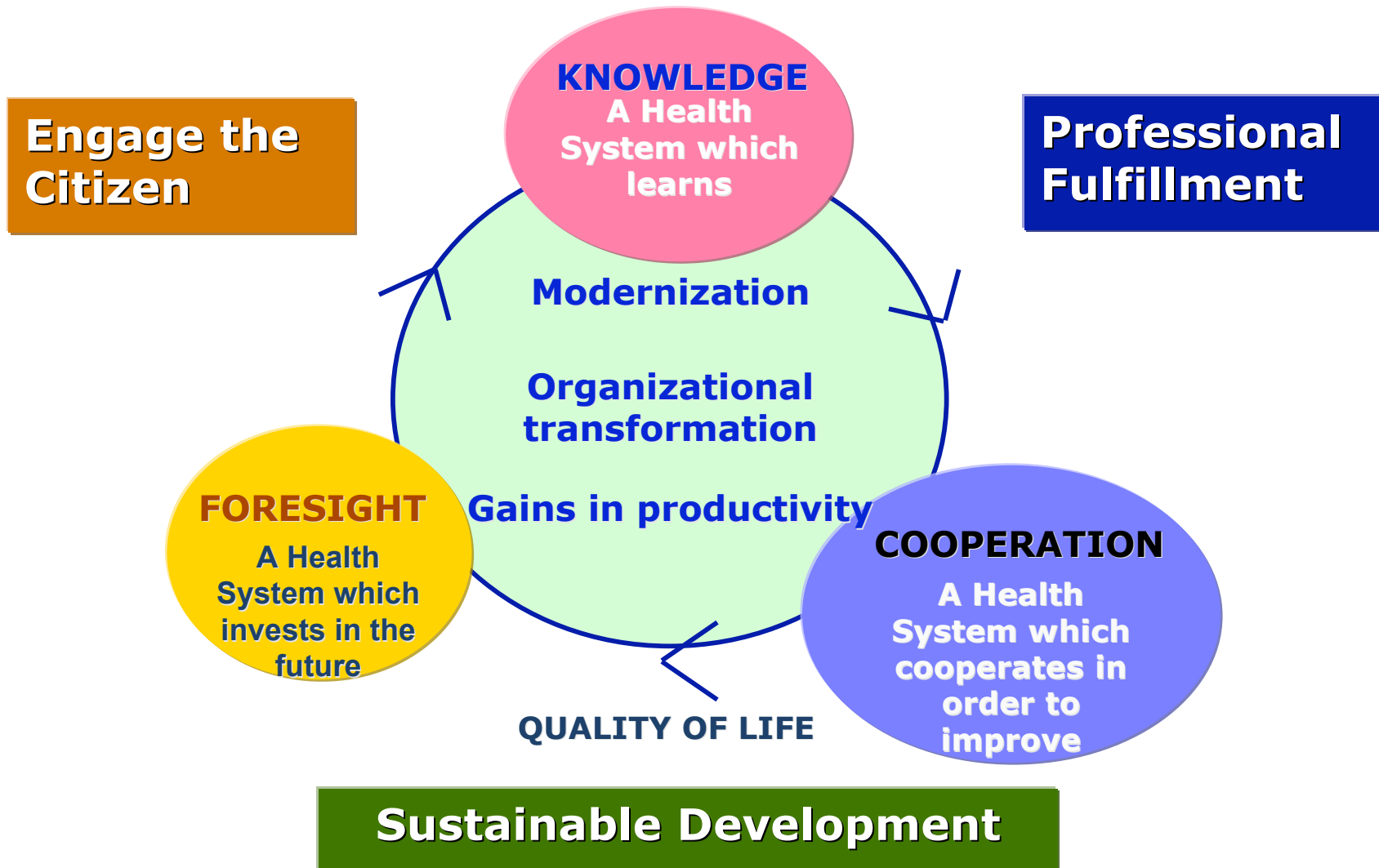
**7.849.799** inhabitants

## 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: 4<sup>th</sup> OECD country in avoidable deaths for amenable causes

# The Basics of the Innovative Approach



## **Axes of the Andalusian Strategy**

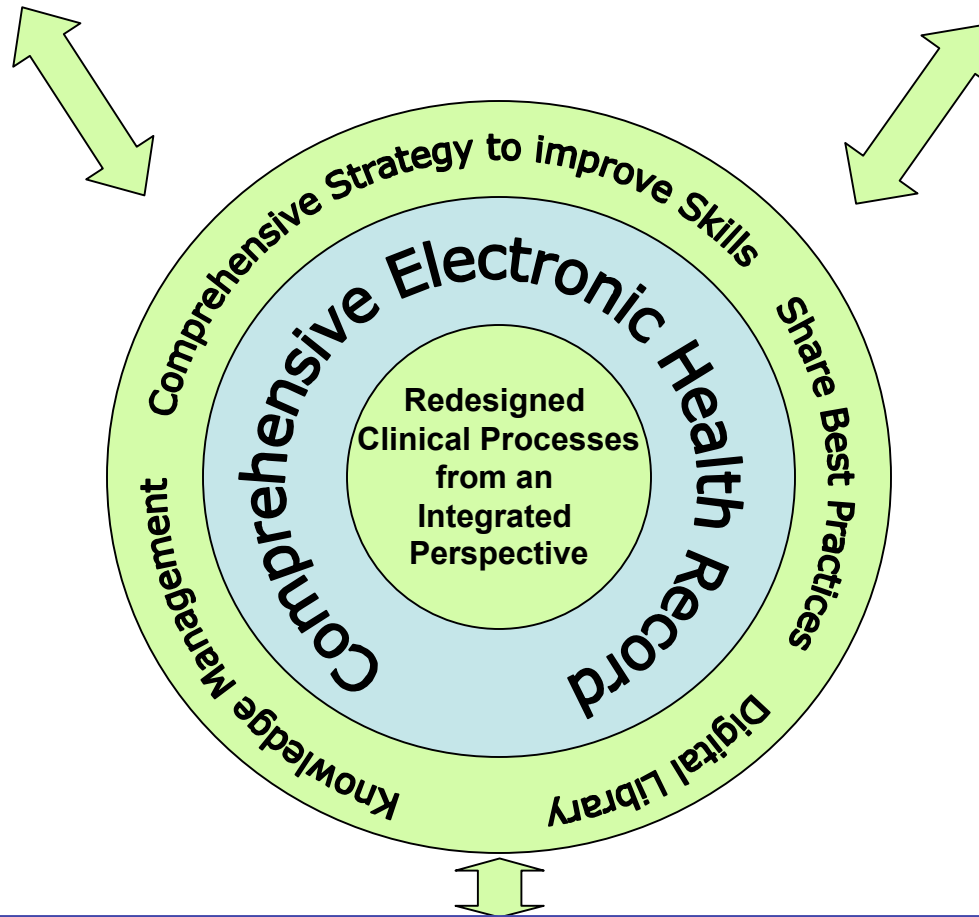
- **Leadership and clear strategy.**
- **Redesign processes from an integrated perspective.**
- **Involve the health professionals in the planning and execution of the change.**
- **Focus on knowledge management (from organizational and individual perspectives).**
- **Introduce technology (EHR and multi-channel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

**EMPOWER CITIZEN:**

HEALTH PROMOTION/PREVENTION  
PARTICIPATION/INTERACTION  
MULTI-CHANNEL APPROACH

**EMPOWER HEALTH PROFESSIONAL:**

- Involve in definition of Strategy
- Work together in improving skills
- Share knowledge and avoid "silos"



**PRIMARY CARE (solving 80% Health Issues)**

**SPECIALIZED CARE**

**CONTINUITY OF CARE BASED ON INTEGRATED PROCESSES AND INFORMATION**

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

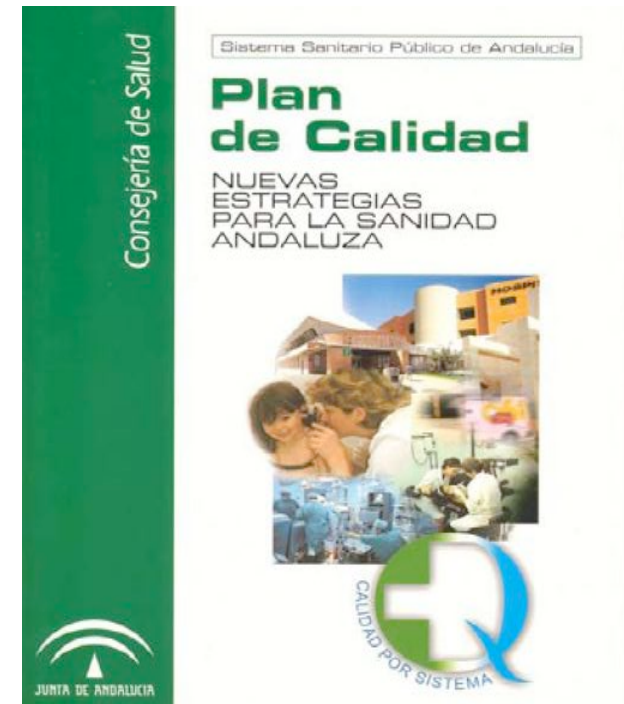
2000 - 2004

Quality services centered on the Citizen

Continuity of Care, Care Processes

Professional Development Management Skills

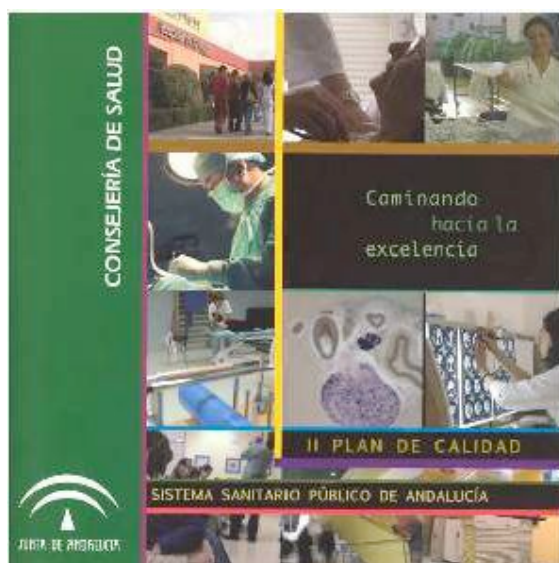
Push for Clinical Management Clinical Management Skills



## 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.

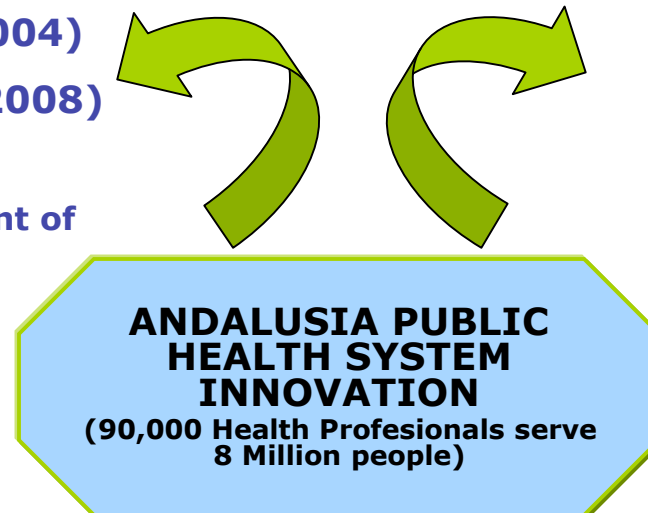
# General Vision of the Andalusian Strategy

## 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**
- **OPIMEC (share best practices in CDM).**



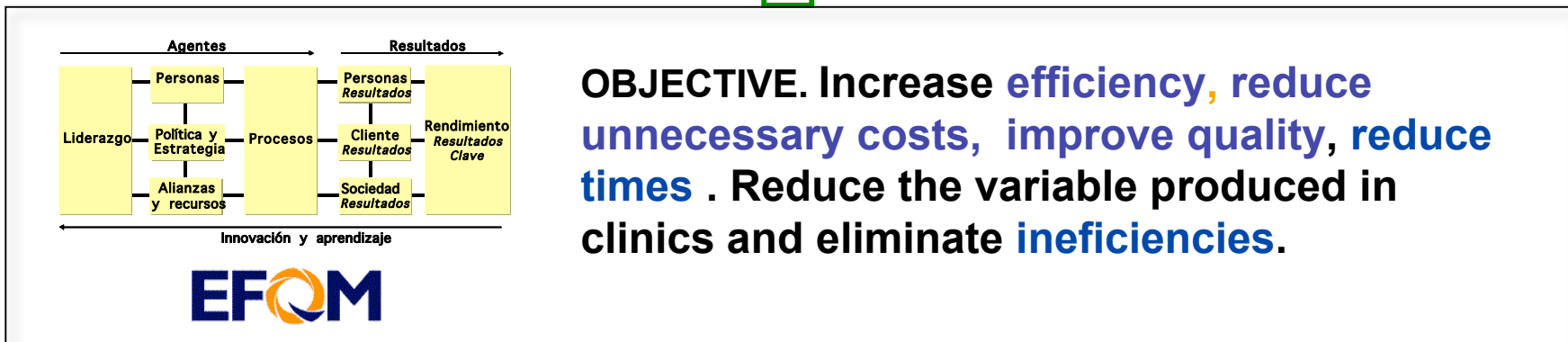
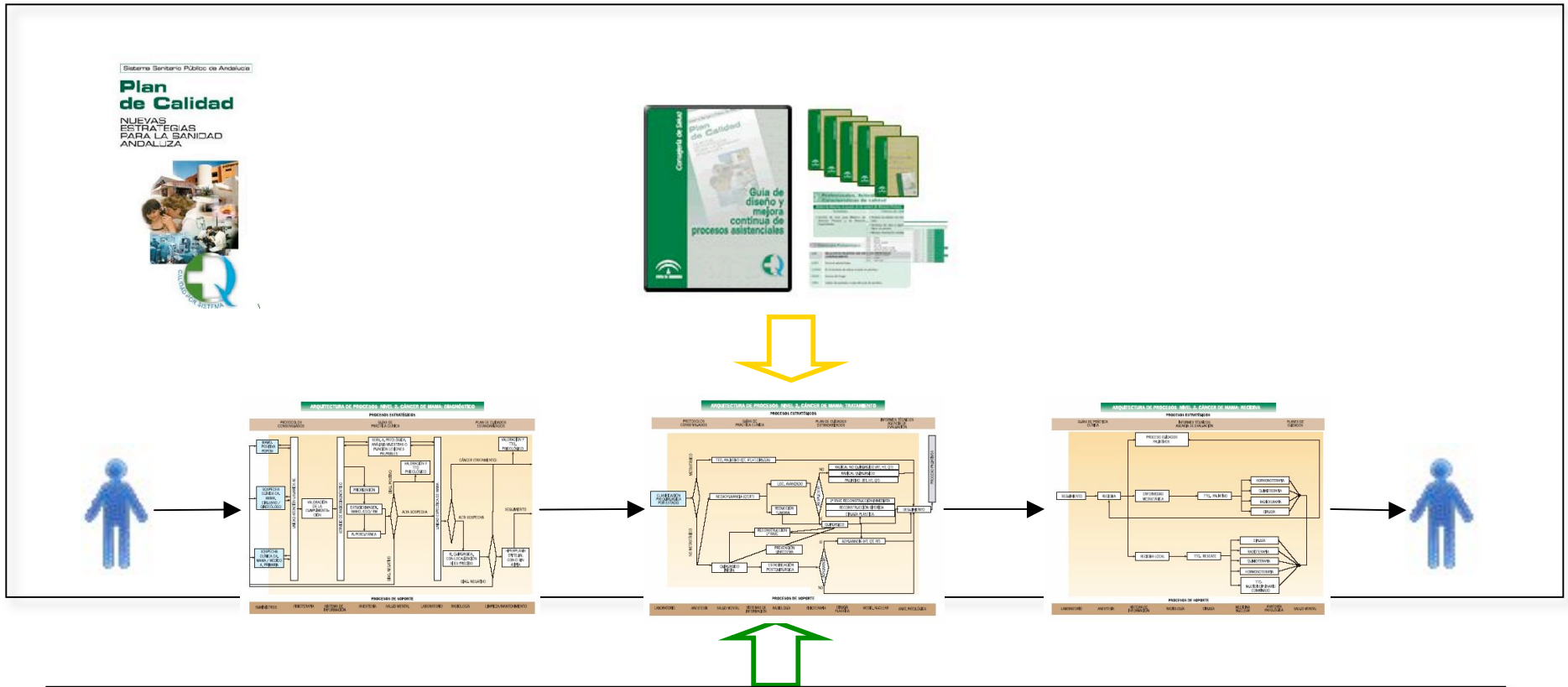
## EMPOWER THE CITIZEN

- **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.



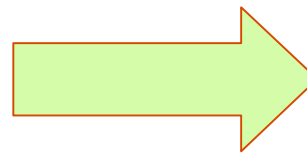
# Roadmap

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- **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

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# 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 )

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	<b>2003</b>	<b>2005</b>
• 1 <sup>st</sup> 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 <sup>st</sup> 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%

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### Pluripathologic (complex chronic) Patient

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- 22% reduction of referral rate from GP to other specialists
  - 24% reduction of referral between different specialists
  - 28% reduction of medical visits
  - First visit specialist average time: 3 days (30 days before implementing)
  - Better satisfaction rate
  - Improvement of process indicators
  - *Puerto Real University Hospital and Primary Care District, Cádiz.*
  - *87,000 inhabitants, 2,100 patients, 12 months of surveillance.*
-



# 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

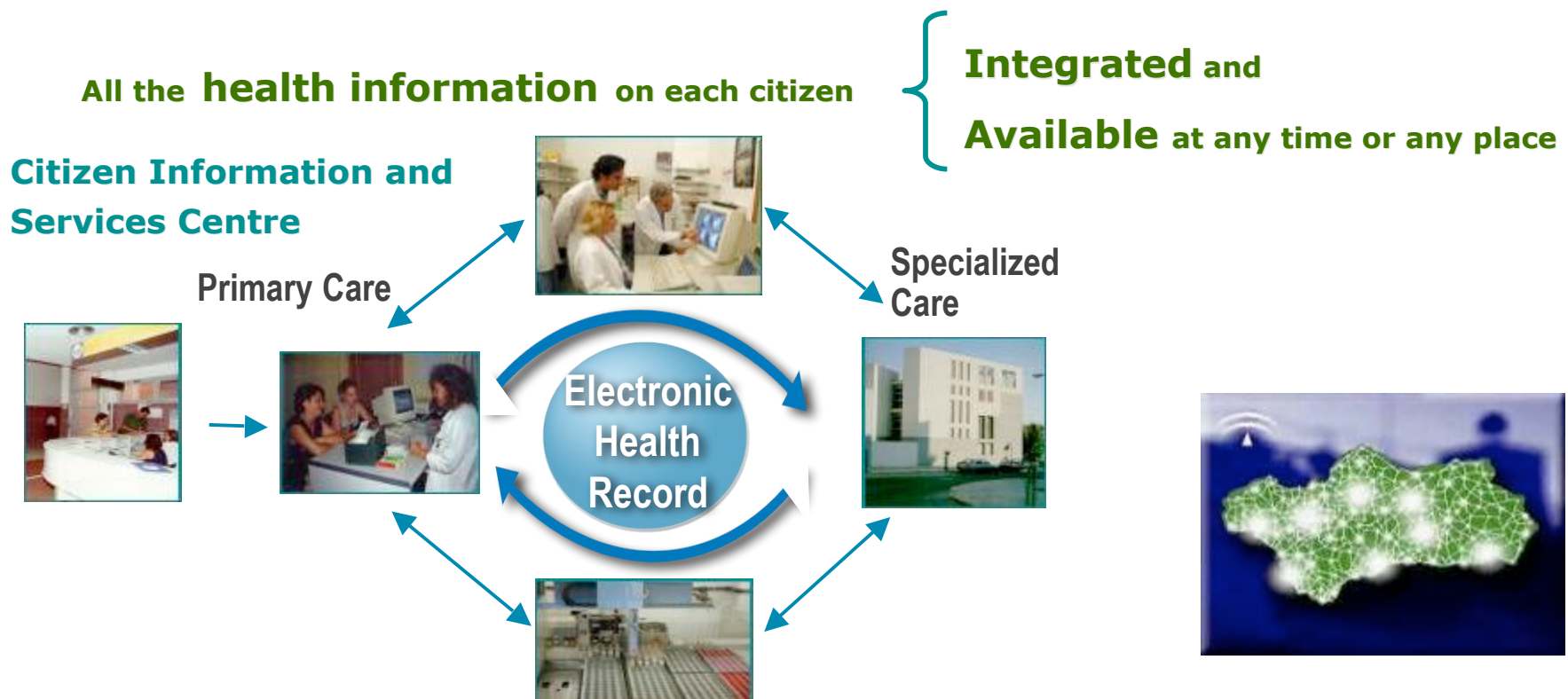
- Disponible Segunda Edición **proceso Atención a Pacientes Pluripatológicos**

## Differences between G.P.P. and Traditional Management

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

# Electronic Health Record In Andalusia

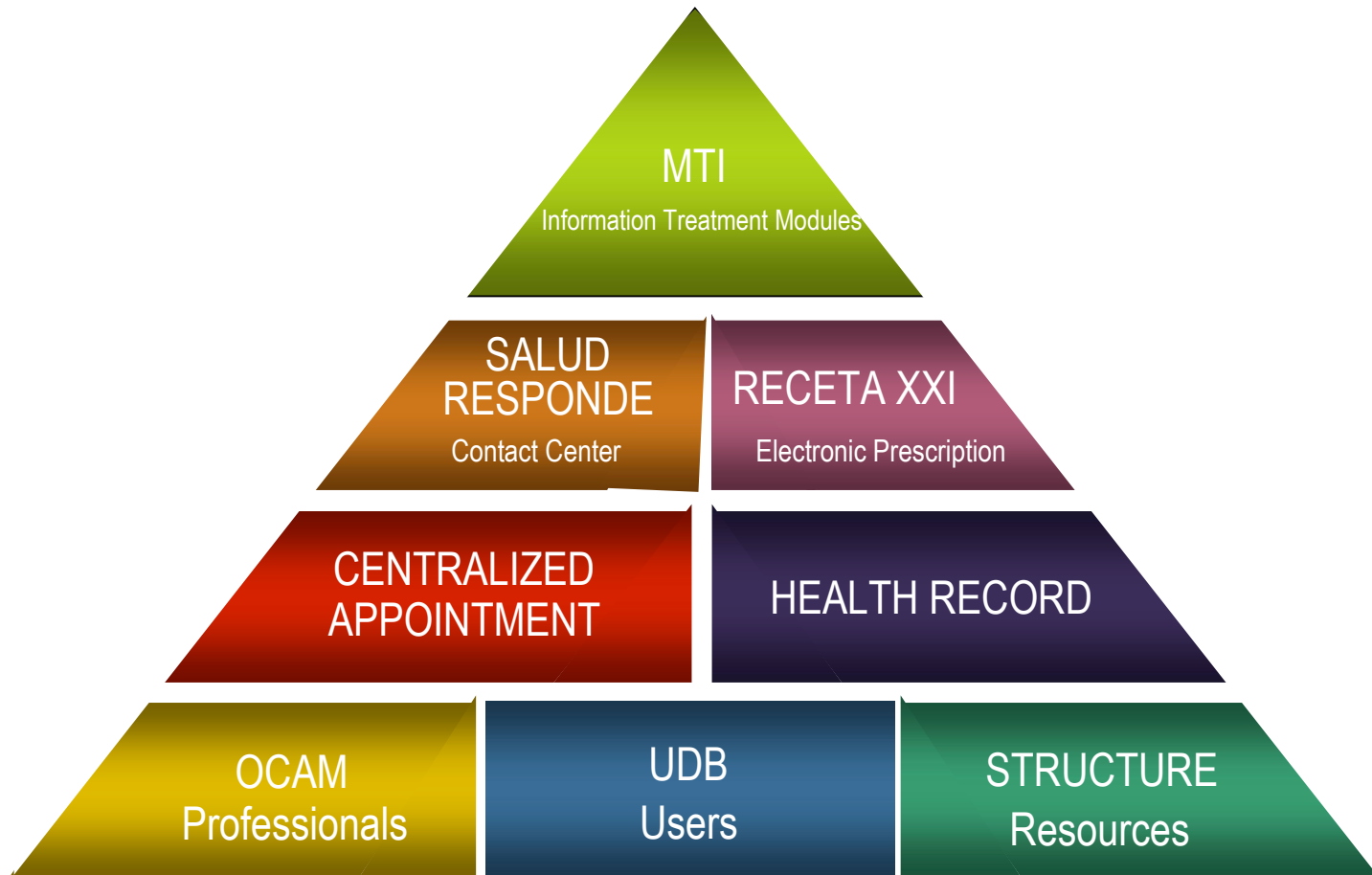
→ Quality and productivity in the APHS through intensive use of ICT' s



**continuity in the healthcare process**

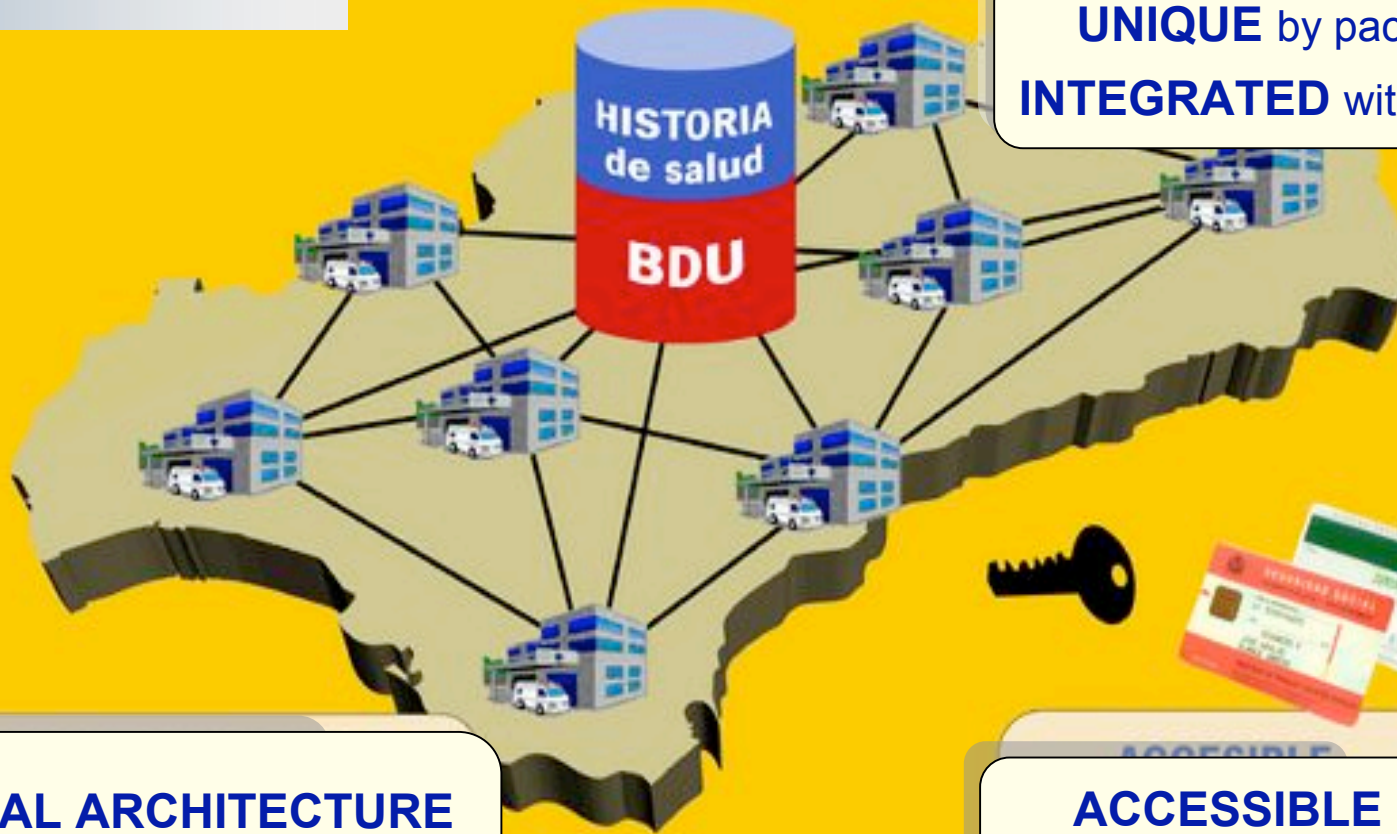
**... A centralized appointment system,  
an electronic prescription system ...**

# Diraya. Andalusia's Unique Health Record



# Diraya: Health Record

**INTEGRATED**



**DUAL ARCHITECTURE**

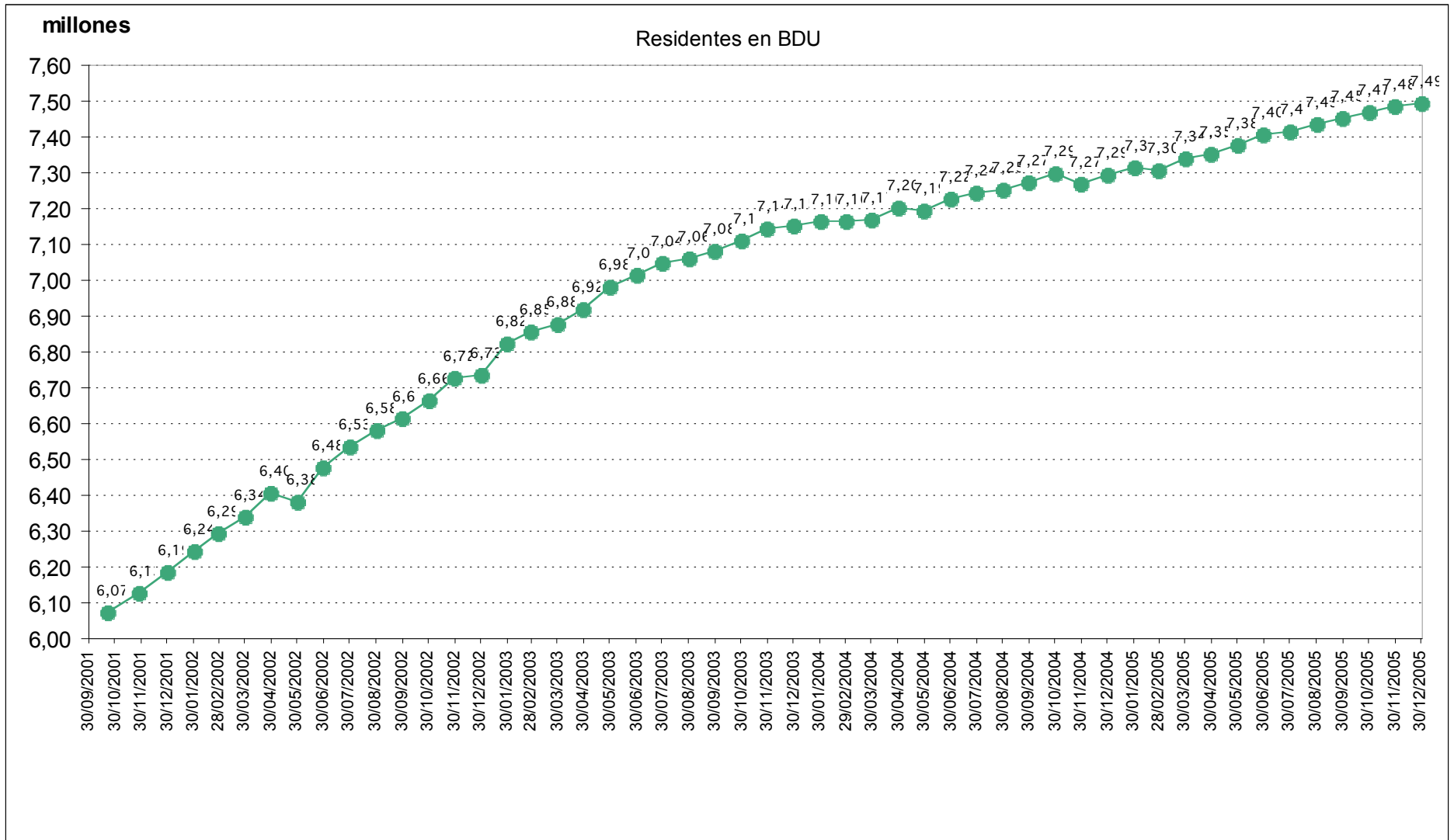
Information

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:

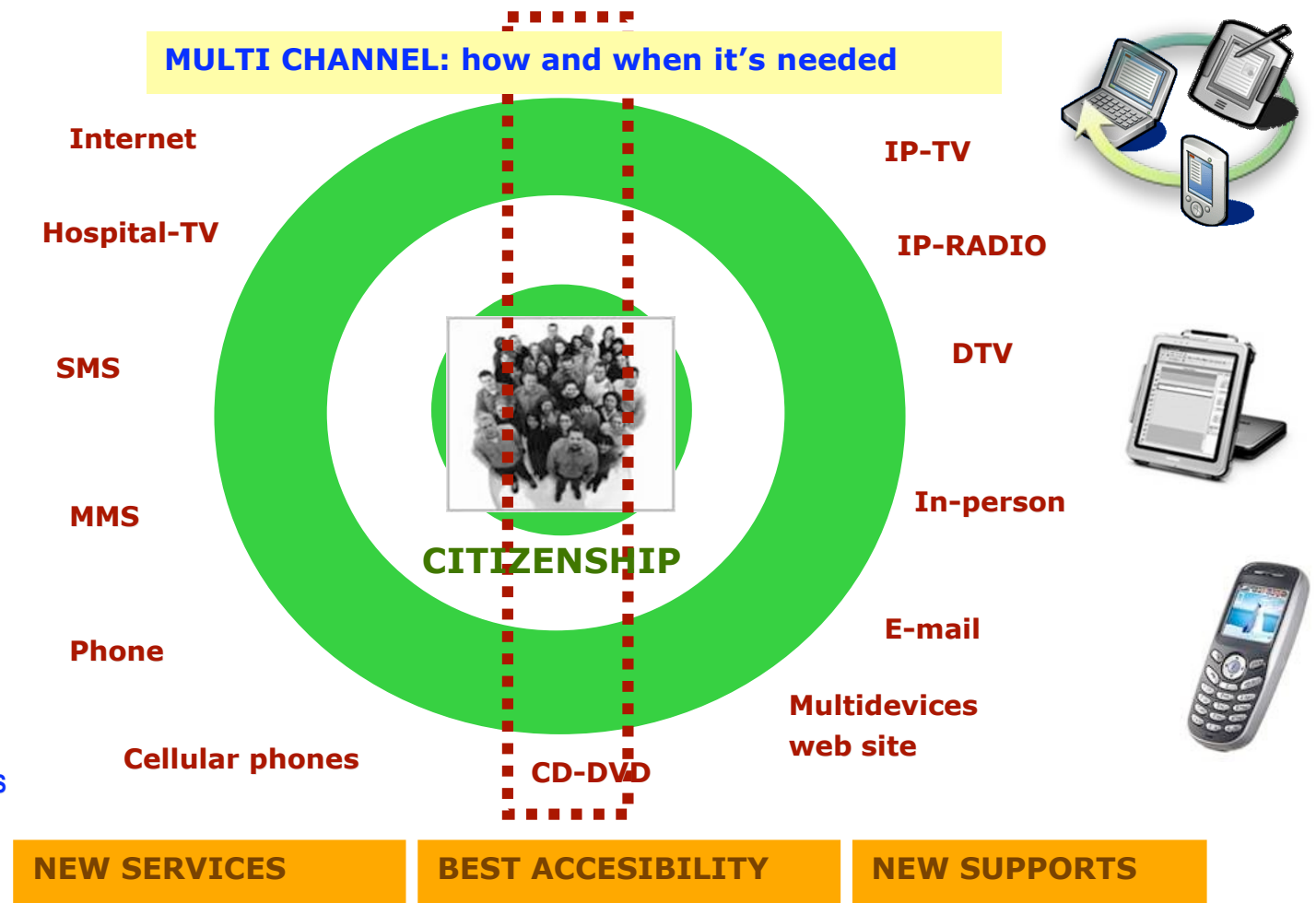
**INNOVATION IN GENERATION OF CONTENTS**  
 New formulas and formats  
 Comprehensible  
 Attractive  
 Adapted for the public

**QUALITY INFORMATION**

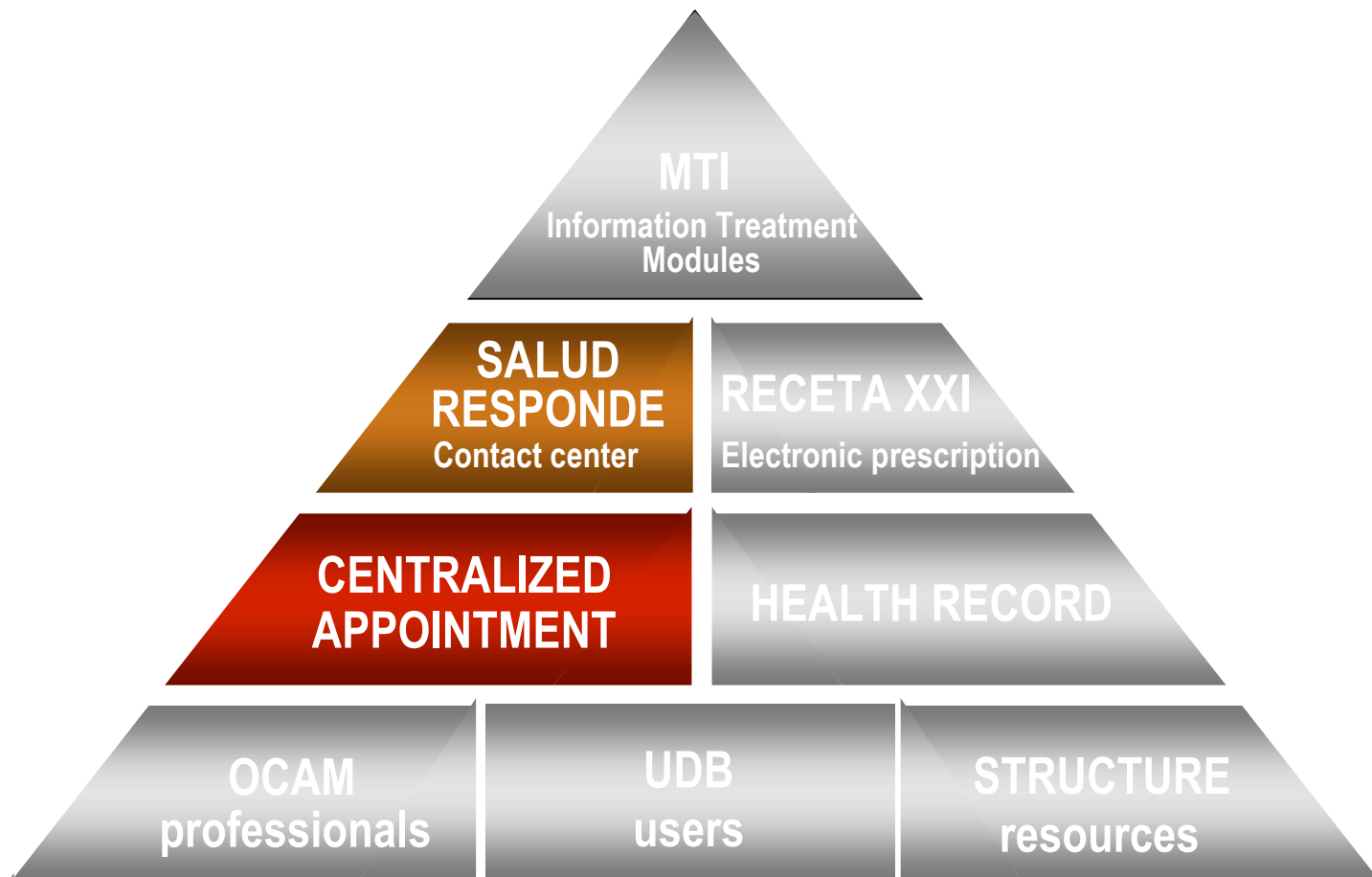
Guaranteed by APHS professionals

**PARTICIPATION RESOURCES**

Think and Decide  
 Citizen Expectations  
 Forums



# 8 Million People in a Unified Database



## Andalusia's Health System:

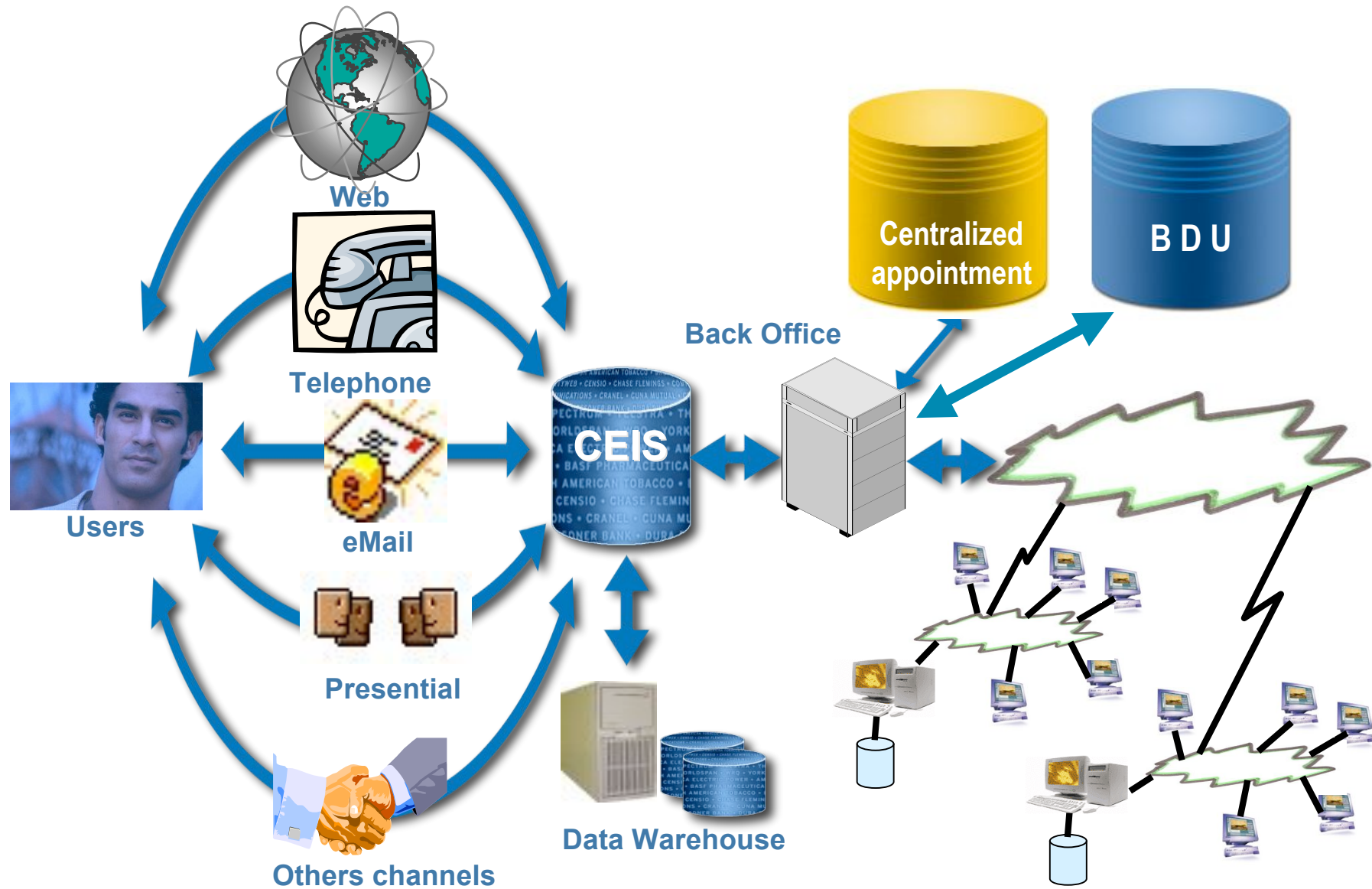
# APPOINTMENT CENTRAL MODULE

for

- Primary Care
- Specialized Care
- Diagnostic Tests

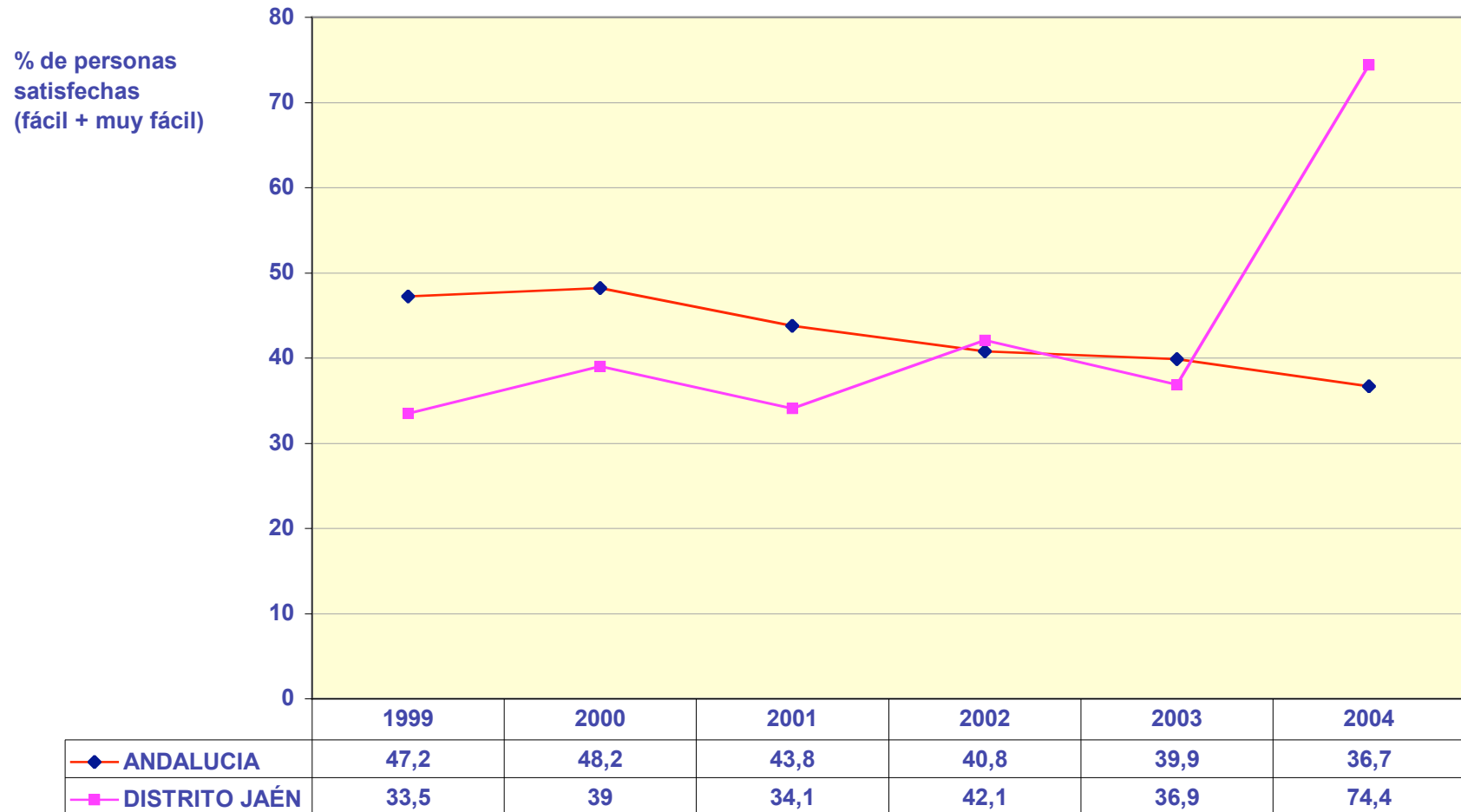


# 60 Million Centralized Appointments in 2007



# Impressive Rise Of Citizen Satisfaction

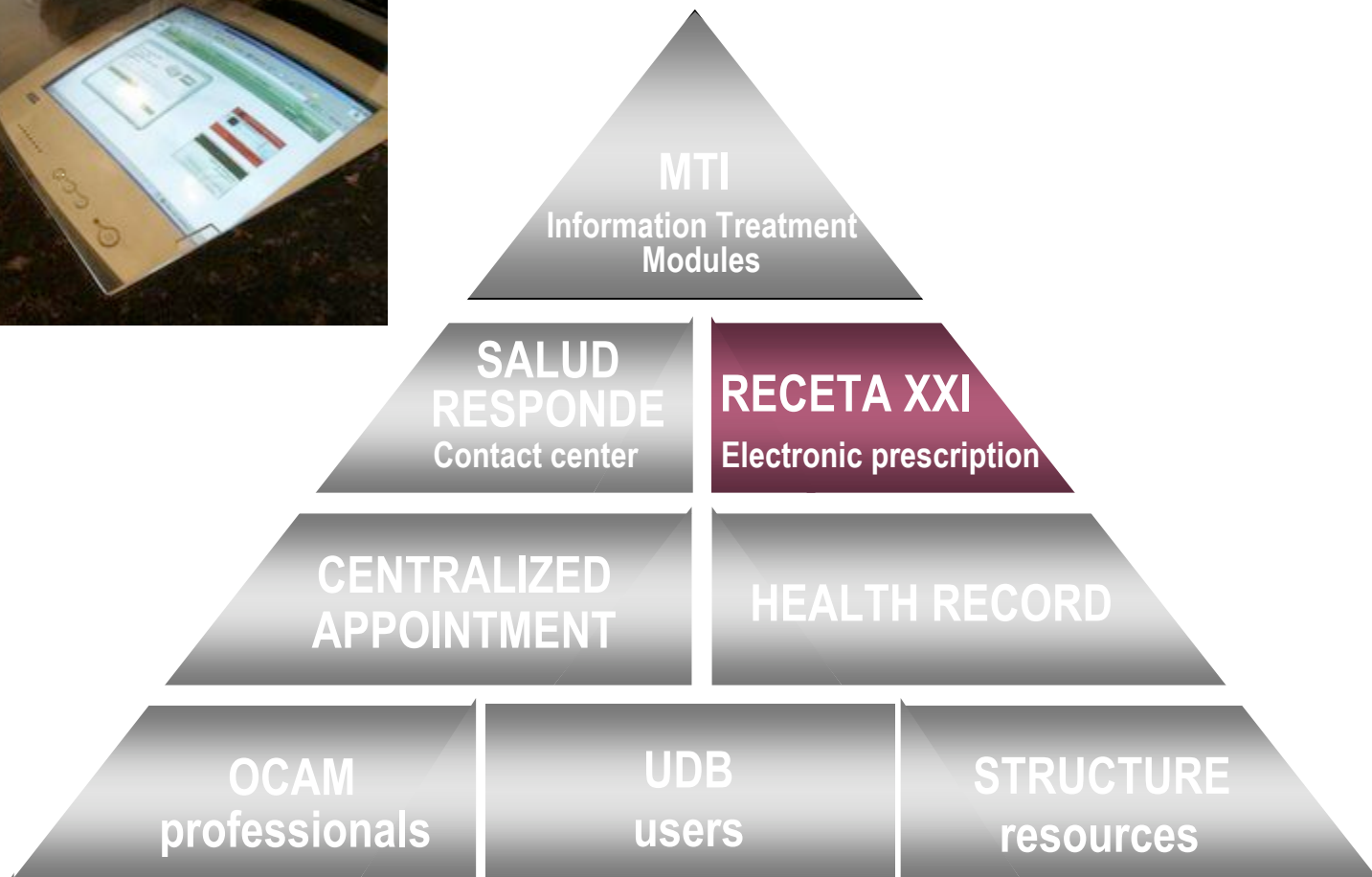
Evolucion de la satisfacción con la comunicación telefónica, desde el exterior, con el centro de salud. Andalucía y Distrito Jaén. 1999 - 2004



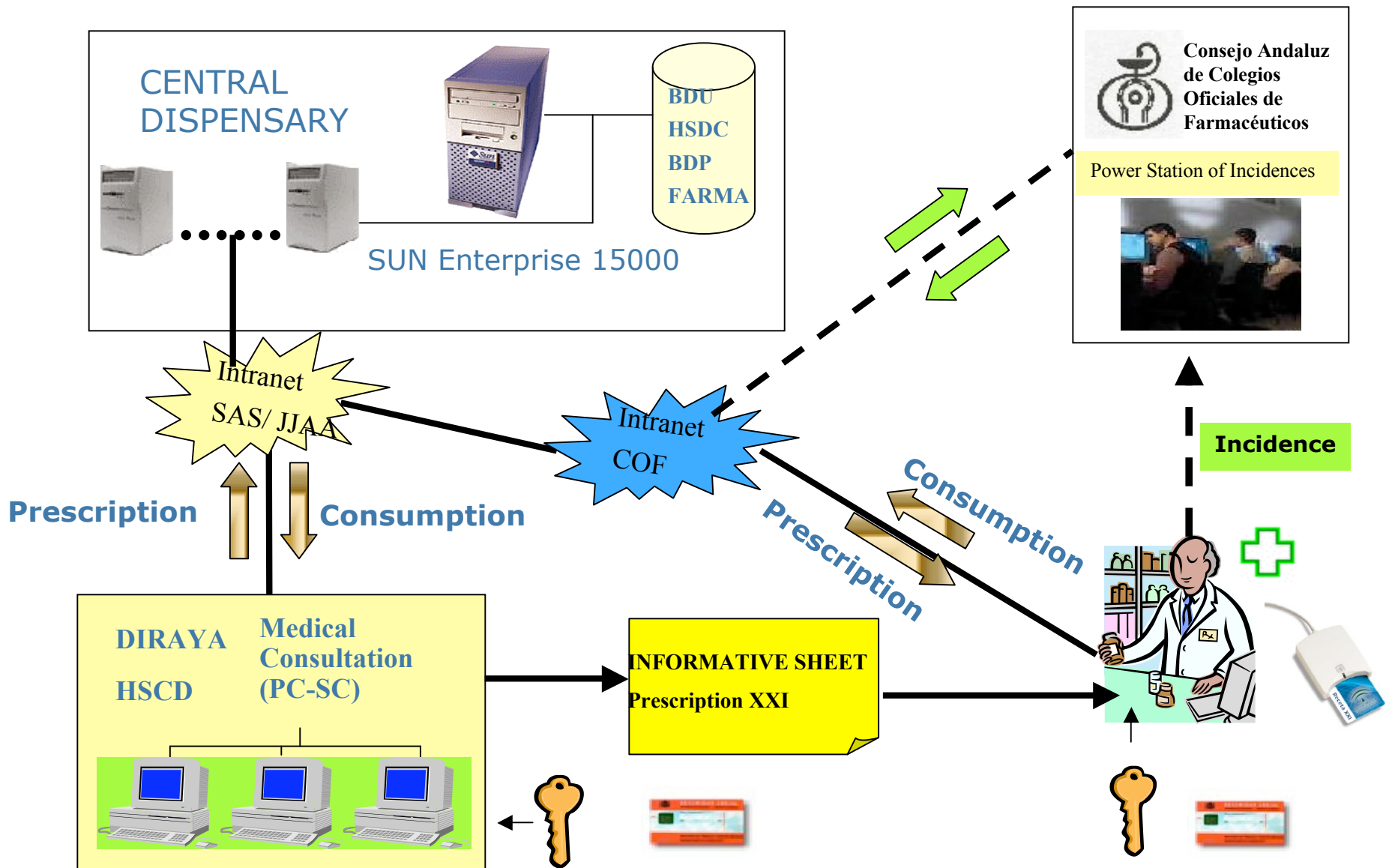
Las pregunta que se formula es: "¿Cómo de fácil le resulta hablar por teléfono con su centro cuando lo necesita? Opciones de respuesta: Muy difícil / Difícil / Ni fácil ni difícil / Fácil / Muy fácil /NS/NC.

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**



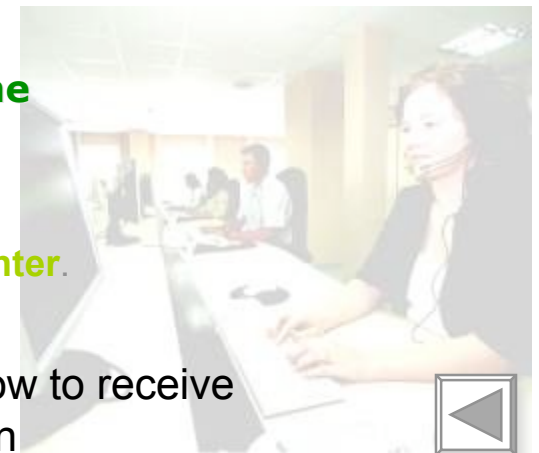
**Community liaison nursing.**  
**Monitoring of post-hospital discharge patients due to fragility or climatic conditions**

**i** **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**

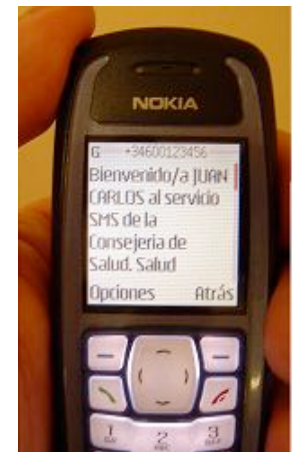
**TOBACCO ADDICTION**

**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.

Logo: JUNTA DE ANDALUCÍA CONSEJERÍA DE SALUD

Navigation: 1 INFORMATE | 2 PARTICIPA | 3 CONOCE

Banner: tú eres PROTAGONISTA

Tagline: 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.

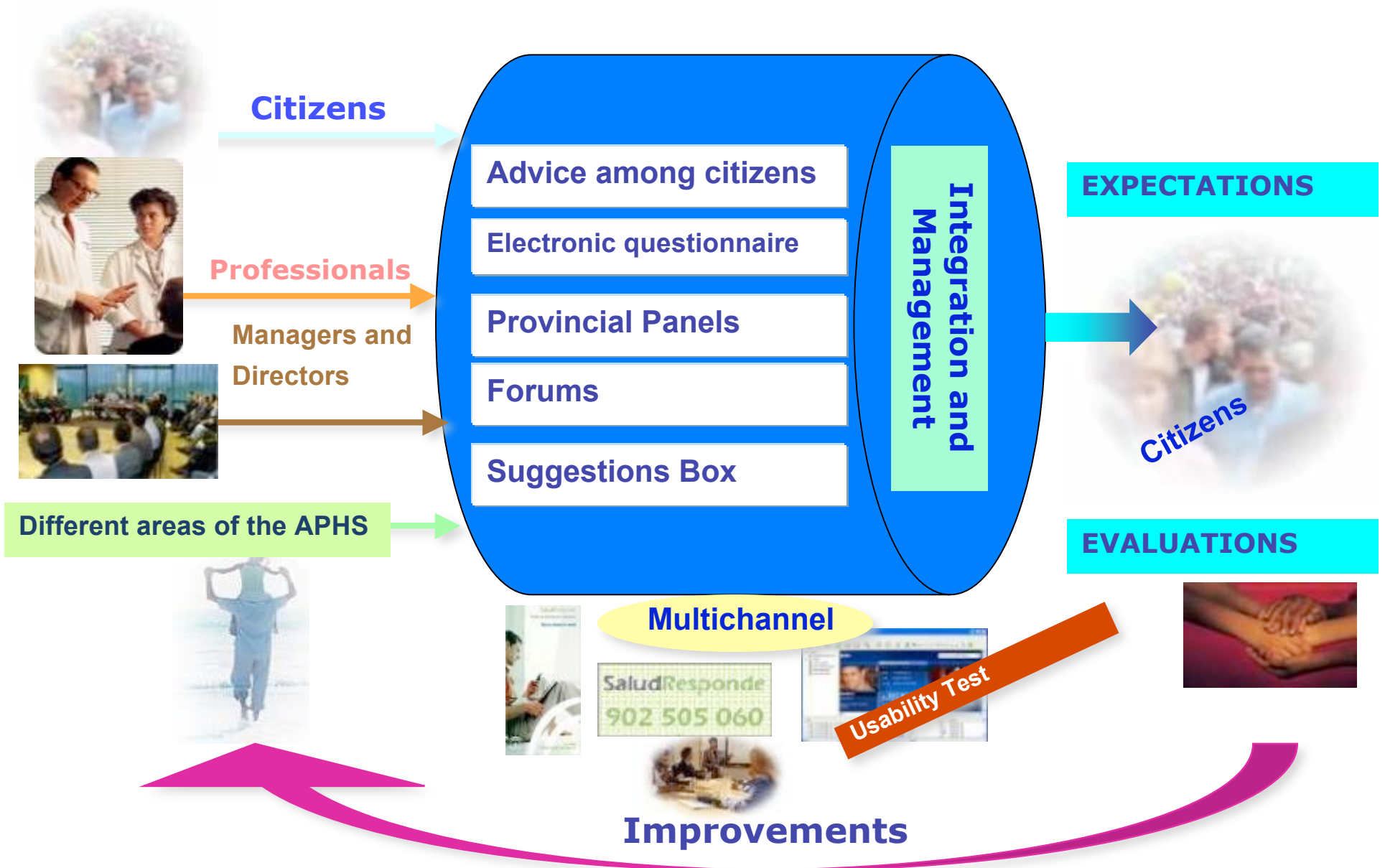
¿Crees interesante la utilización de indicadores?

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**

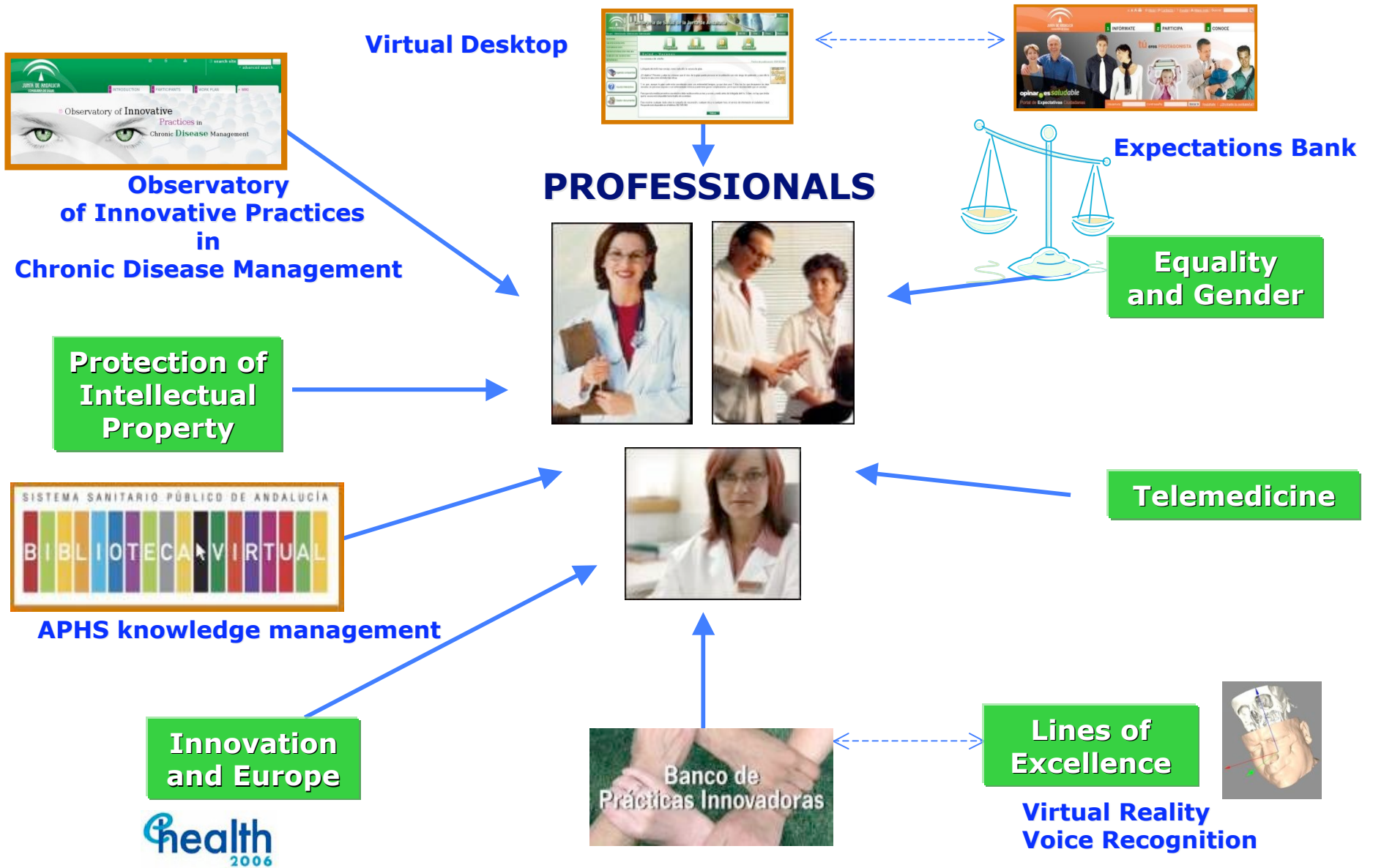
**CITIZEN PANELS**

**FIND OUT MORE**

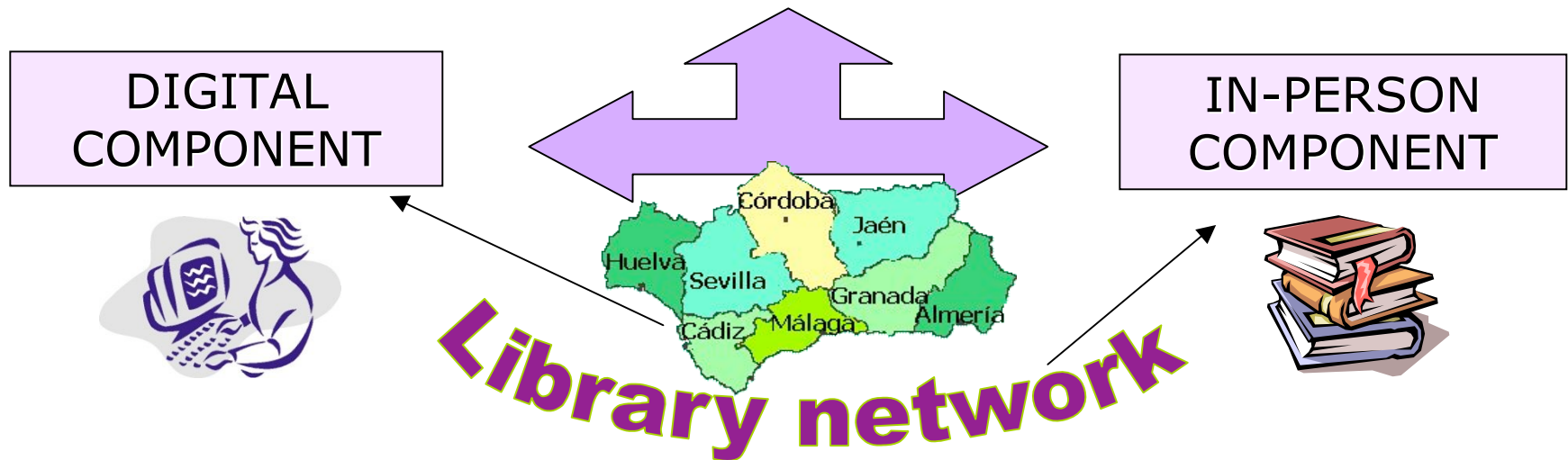


**KNOW THE EXPECTATIONS**

# New Services for Professionals



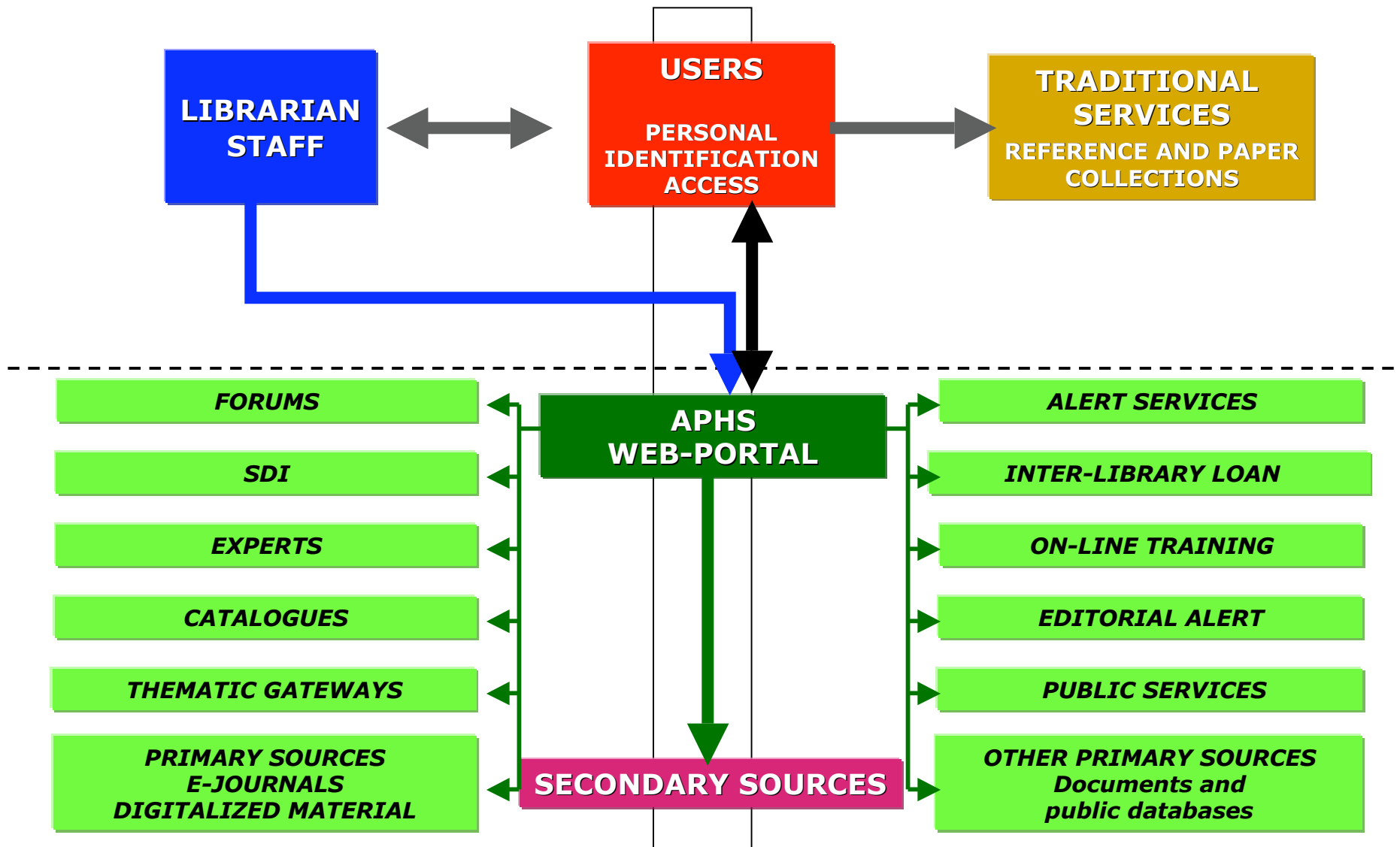
# Virtual Library



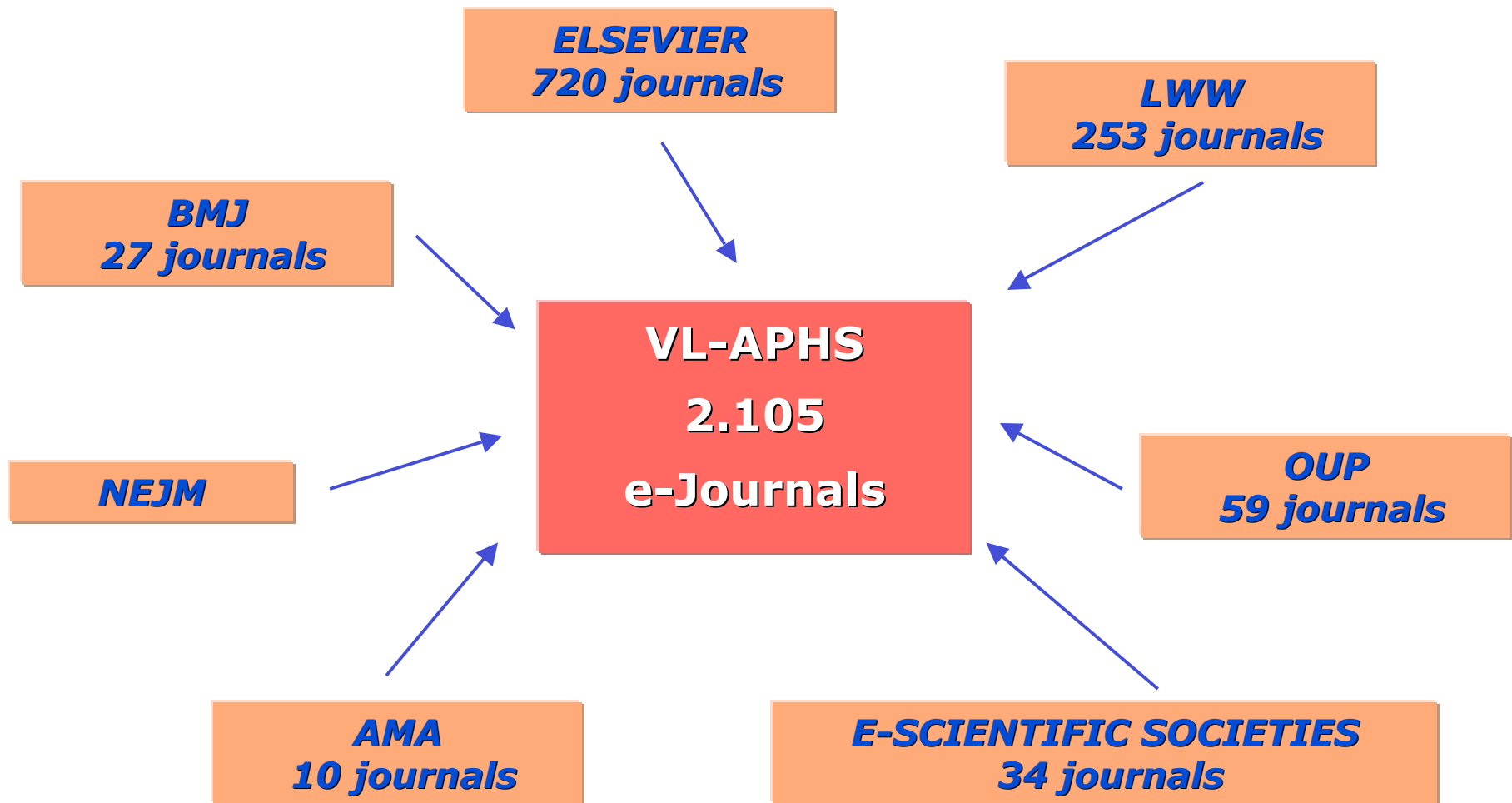
## Coordination Center

- 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 and the text 'Biblioteca Virtual del Sistema Sanitario Público de Andalucía'. A navigation menu includes 'Inicio', 'Presentación de la biblioteca', 'Consulta de catálogos', 'Recursos electrónicos', and 'Servicios'. The main content area is divided into three sections: 'Presentación de la biblioteca', 'Consulta de catálogos', and 'Recursos electrónicos'. A sidebar on the left contains 'Noticias y novedades' with several news items and a 'VER TODAS' button, and 'Eventos' at the bottom.

[contacto](#)

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

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

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

[Metabusador](#)

**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 C17 Andalucía](#)

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

[VER TODAS](#)

**Eventos**

# 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

The screenshot shows a web browser window titled "Banco de Prácticas Innovadoras - Microsoft Internet Explorer". The address bar displays "http://portal.iavante.es/bpi". The website header features the logo "Banco de INNOVADORAS de prácticas" and a navigation menu with "Inicio", "Banco de Ideas", "Enlaces", and "Contacto". Below the header is a search bar with the text "Búsqueda" and "OK", and a link to "Búsqueda avanzada". The main content area includes a green banner with "Usted está aquí Inicio" and a login section titled "Sesión" with fields for "Usuario" and "Contraseña", and an "OK" button. Below the login section is an "Explorador" menu with "Secciones", "Prácticas Innovadoras", and "Noticias". The main text area says "Bienvenid@ al Banco de Prácticas Innovadoras" and "Este proyecto pretende la creación de una 'Red de Buenas Prácticas' alrededor de un Portal Web que sirva de:" followed by a bulleted list of project goals.

**Banco de Prácticas Innovadoras**

Inicio Banco de Ideas Enlaces Contacto

Búsqueda  OK  
Búsqueda avanzada

Usted está aquí Inicio

www.iavante.es

**Sesión**

Usuario

Contraseña

¡He olvidado mi contraseña!  
Inscribirse

**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.**



# OPIMEC: 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

Home Login Site Map Castellano

search site advanced search

JUNTA DE ANDALUCÍA  
CONSEJERÍA 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

life

training

accessibility

information

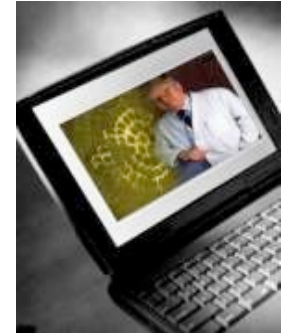
**es** salud

# 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

TECHNOLOGICAL  
CONVERGENCE

Internet  
Mobile telephony  
Digital TV  
Web 2.0

THE REGIONAL  
MINISTRY OF HEALTH

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  
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Interviews  
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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**

institucional    ciudadanos    profesionales    centros y servicios    biblioteca    estadísticas

estés en: Principal

> **La Consejera de Salud**

**noticias**

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

Noticias, Salud Andalucía

**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

Salud Física Alimentación Equilibrada Taller

Nuevo episodio PITA-SALSA PITA-GANI

Recursos ante el Tabaquismo

teléfonos de Interés

Consulte nuestros foros

Acceso a nuestros foros para ciudadanos y profesionales.

Información sobre actividad asistencial y ...

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

# 300 Videos On The Different Topics

The image shows a screenshot of a Microsoft Internet Explorer browser window displaying a website. The browser's address bar shows the URL <http://smpre.iavante.es/resources/jes/>. The website has a header with a logo and the word "inform". Below the header, there are search bars and a "Calidad Baja" button. The main content area features a "MÁS VISTO" section with several video thumbnails, each with a title, duration, and date. A large green 3D callout box labeled "ACCESSIBILITY" points to the top of the video player area. Another green 3D callout box labeled "QUALITY" points to the bottom of the video player area. A third green 3D callout box labeled "UTILITY" points to the video player controls. The video player shows a video titled "Relajación sencilla" with a duration of 6:37 min. The video player controls include a play button, a progress bar, and a volume icon. The browser's taskbar at the bottom shows various application icons and the system clock displaying 13:56.

**ACCESSIBILITY**

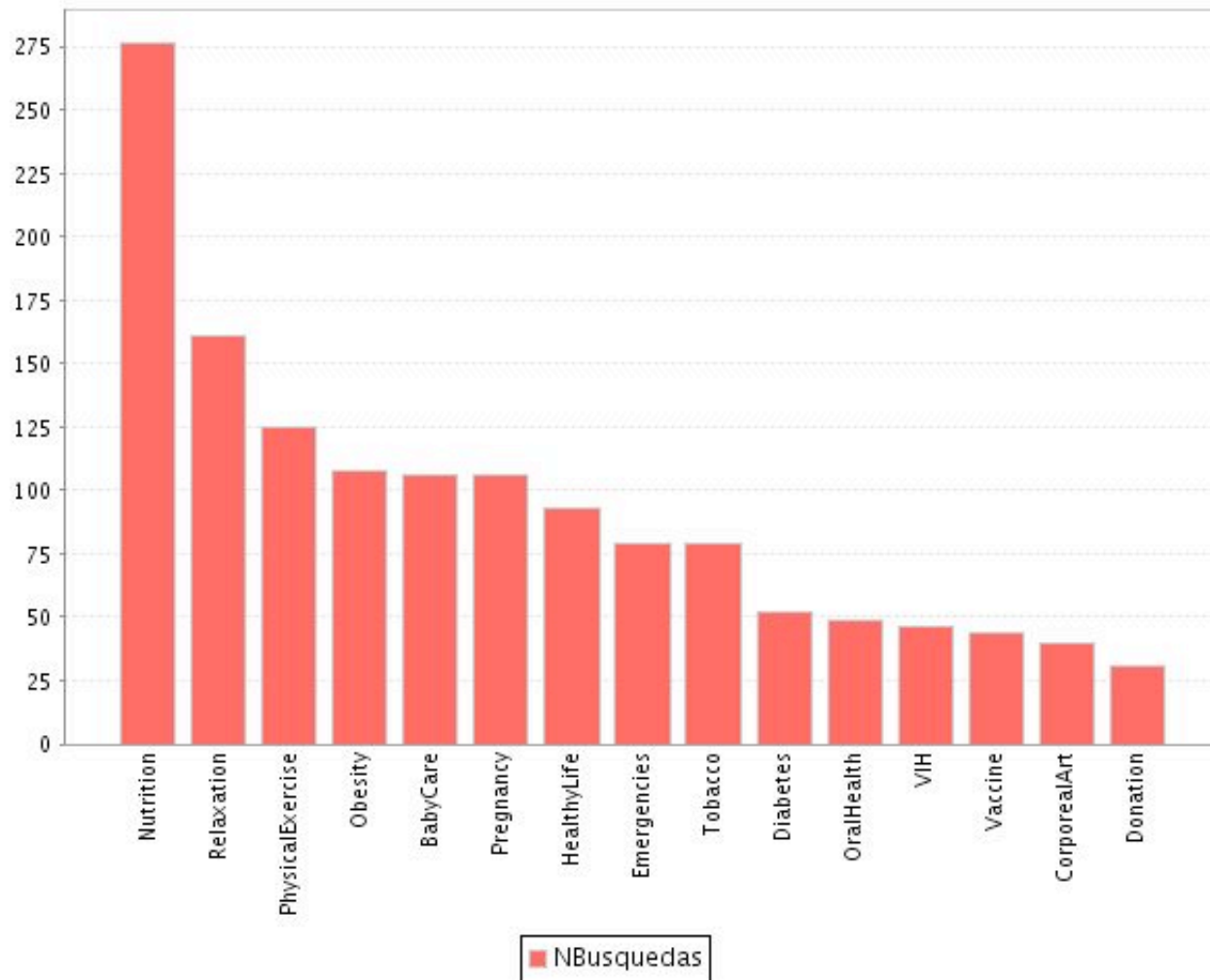
**QUALITY**

**UTILITY**

# 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*

- ◆ *\$2.3 Billion annual Budget (2005/2006)*
- ◆ *Employs over 24,000 staff*
- ◆ *2,150 Physicians*

*Multi-site with over 100 locations*

- ◆ *12 acute care sites*
- ◆ *40 care centres (long term care)*
- ◆ *3 administrative sites*

*Healthcare system (2004/05)*

- ◆ *7,836 beds/spaces*
- ◆ *354,109 emergency visits*
- ◆ *112,445 hospital visits*
- ◆ *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

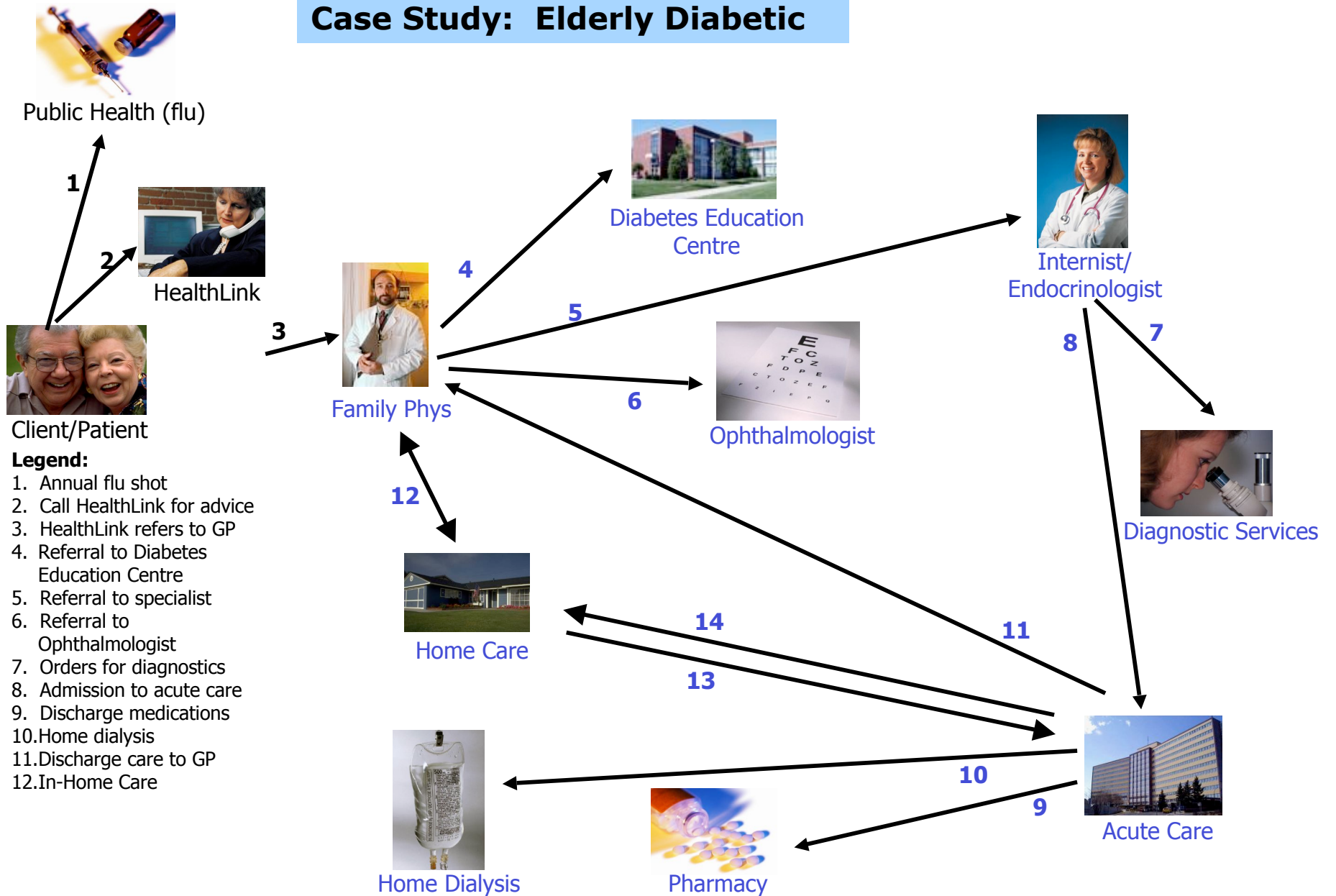


## Innovation Strategy Goals

- **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



# 1<sup>st</sup> 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



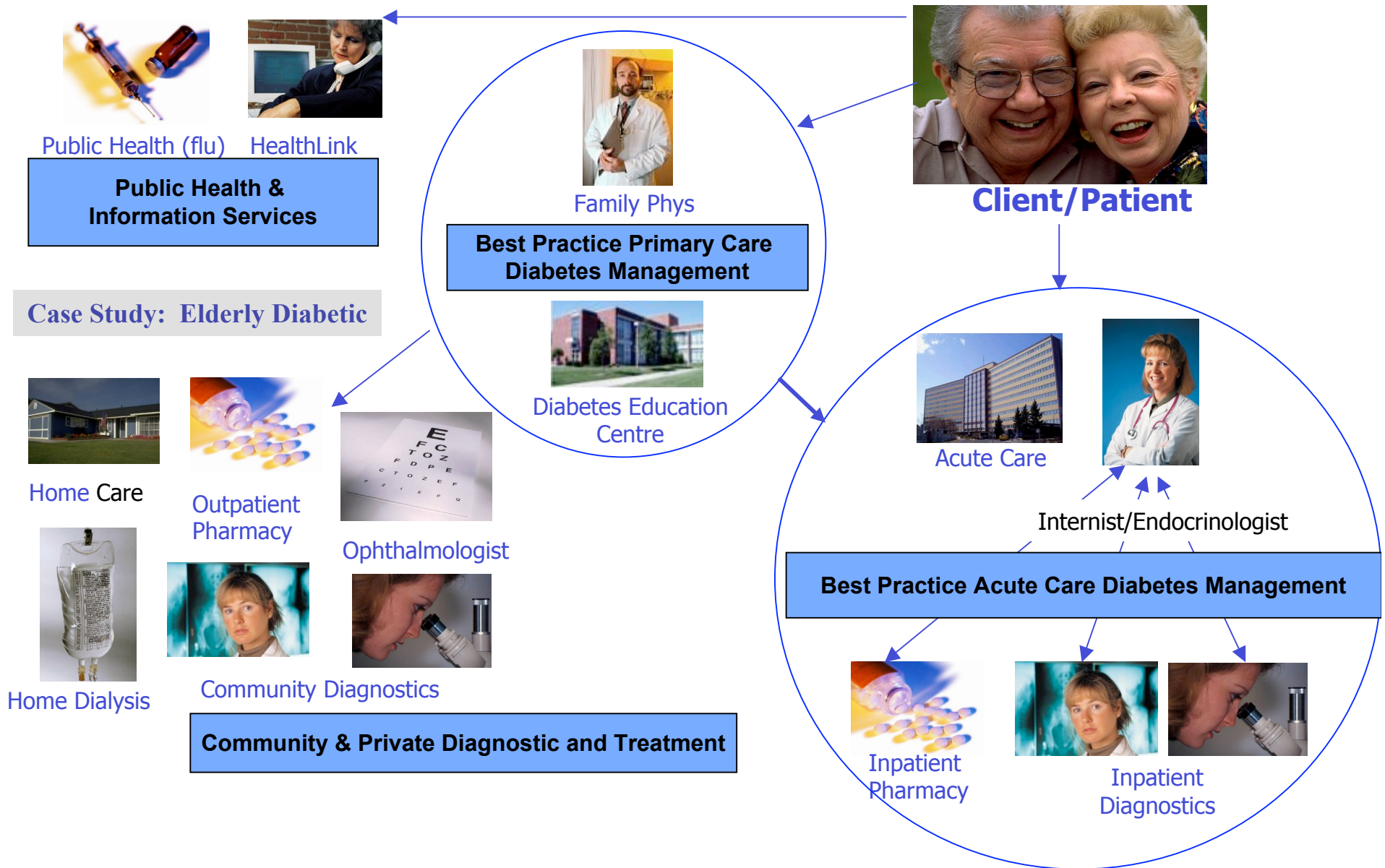
**Activated September 2006**

Alberta Children's Hospital



**Activation Planned for Fall 2008**

# Current State: 2008

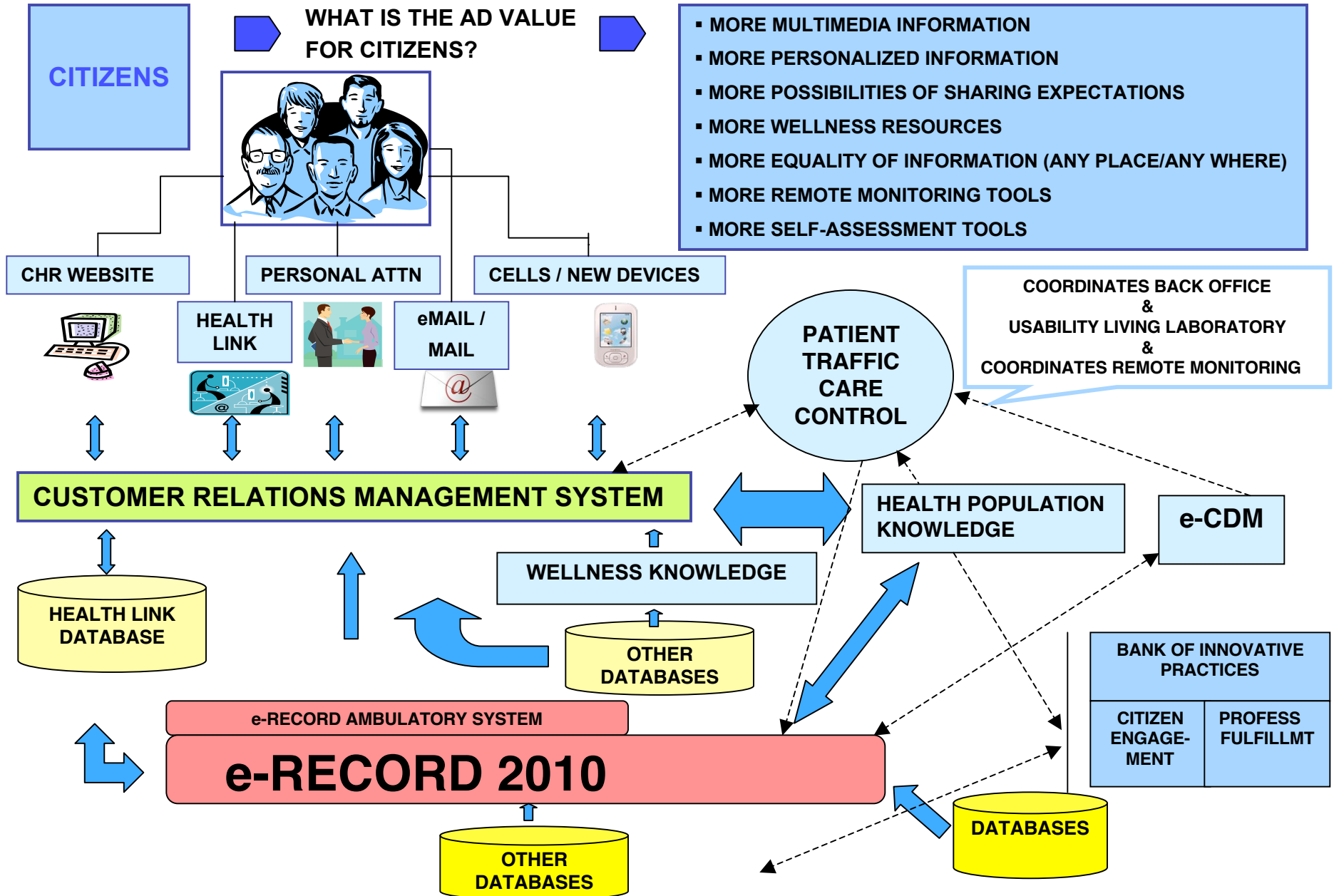


# My e-record 2010 Vision






## Wellness & Self Care



# Integrated Approach To Citizen Engagement



# Demonstrative Project On Diabetes

<b>OBJECTIVE</b>	<ul style="list-style-type: none"> <li>▪ DELIVER MORE AD VALUE INFORMATION</li> <li>▪ CREATE PARTICIPATION, GATHER EXPECTATIONS &amp; SELF-MANAGEMENT</li> <li>▪ PROVIDE SELF-ASSESSMENT TOOLS</li> <li>▪ CREATE MORE INTERACTIVE RESOURCES</li> </ul>	
<b>CHANNELS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>CHR WEBSITE</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>HEALTH LINK</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>PERSONAL ATTN</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>eMAIL / MAIL</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>CELLS/NEW DEVICES</b>   </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>VIRTUAL COLLABORATION SPACES</b>  <div style="background-color: #90EE90; padding: 2px; display: inline-block;"><b>FACEBOOK</b></div> </div> </div>	
<b>CURRENT CAPABILITIES</b>	<ol style="list-style-type: none"> <li>1. SURVEY FOCUS GROUPS: DIABETES, GENERAL POPULATION, STAFF AND MULTI-CULTURAL POPULATION</li> <li>2. WHAT WE HAVE: INVENTORY OF OUR CURRENT RESOURCES REGARDING DIFFERENT CHANNELS</li> <li>3. WHAT THE TECHNOLOGIES ALLOW US: ANALYZE THE POSSIBILITIES OF e-RECORD 2010 AND CRM</li> <li>4. WHAT THE CITIZEN WANTS FROM OUR INTERACTIVE CHANNELS (USABILITY APPROACH)</li> <li>5. WHAT NEW CAPABILITIES CAN BE OFFERED AND WHAT SHOULD WE REDESIGN</li> <li>6. ACTION PLAN (NEW CAPABILITIES, MORE INFORMATION, MORE PARTICIPATION &amp; MORE INTERACTION)</li> </ol>	<p>APRIL FEBRUARY 28 MARCH APRIL APRIL APRIL</p>
<b>NEW LIABILITIES</b>		
<b>USABILITY APPROACH</b>	<ul style="list-style-type: none"> <li>▪ ALLOWS US TO KNOW EXACTLY WHAT INFORMATION PEOPLE NEED, HOW THEY NEED IT, &amp; THEIR SUGGESTIONS TO IMPROVE OUR CHANNELS.</li> </ul>	
<b>CRM</b>	<ul style="list-style-type: none"> <li>▪ ALLOWS US TO HAVE THE SAME INFORMATION AVAILABLE IN A MULTI-CHANNEL WAY, AS WELL AS TO HAVE CONTINUOUS PERSONALIZED RESPONSES AND INFORMATION.</li> </ul>	
<b>e-RECORD</b>	<ul style="list-style-type: none"> <li>▪ ALLOWS US TO HAVE THE RIGHT INFORMATION, IN THE RIGHT PLACE DUE TO AN INTEGRATED KNOWLEDGE MANAGEMENT SYSTEM.</li> </ul>	
<b>CDM STRATEGY</b>	<ul style="list-style-type: none"> <li>▪ PROVIDES US WITH A STATE-OF-THE-ART KNOWLEDGE ON DIABETES, AND A COMPREHENSIVE ACTION PLAN TO IMPROVE HEALTH OUTCOMES</li> </ul>	
<b>CDM STRATEGY</b>	<ul style="list-style-type: none"> <li>▪ ALLOWS US TO SHARE OUR KNOWLEDGE WITH WORLDWIDE BEST PRACTICES – OPIMEC.ORG</li> </ul>	

# 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

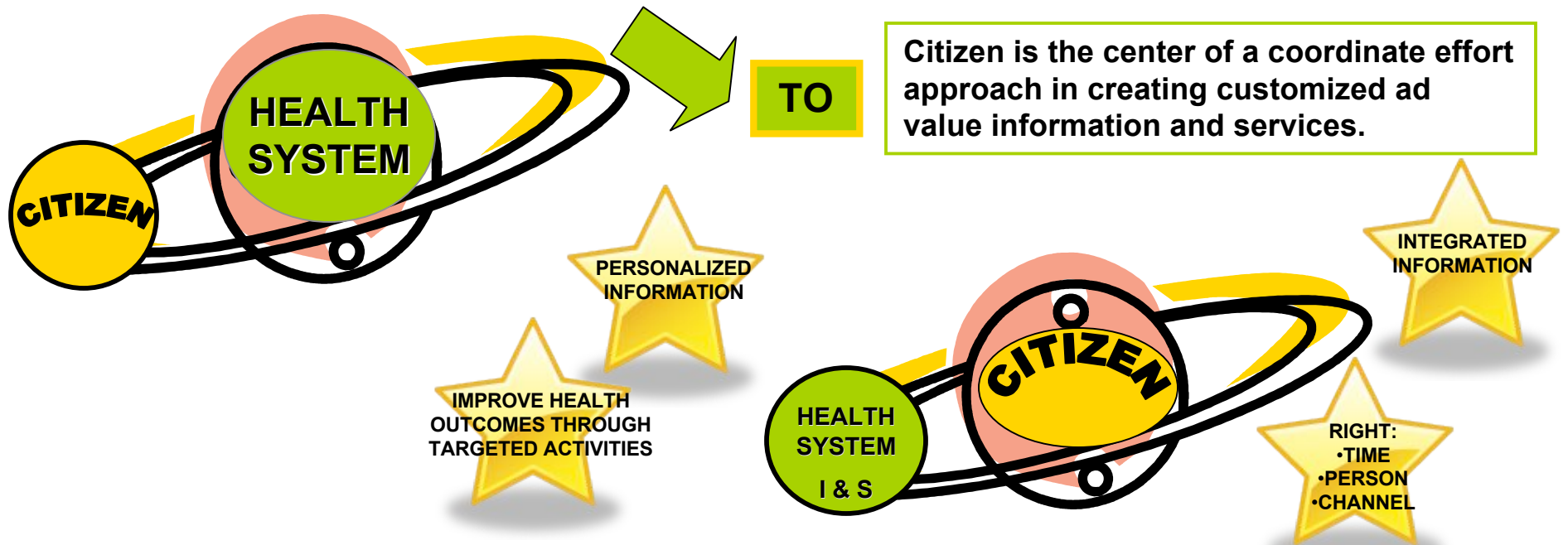
The citizen has to find the right information in one of the multi-channels or services.

## 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

