

A16 Informed choice – How to work with consumers on improvement of care

Leader/s

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Objective and rationale:

Recent publications in both professional and lay press indicate that health services are still facing considerable challenges in improving efficiency and (clinical) outcomes, especially in relation to safety and reduction of errors. It is clear that further improvement will require, among others, a close cooperation between health professionals and their organizations with patients, consumers of their services. Such an effort must be based on mutual recognition and respect, but also on sharing of relevant information.

During this workshop ways and means of sharing health care related information in a way that enables definition of priorities and initiation of actions, both for care providers and consumers, will be discussed and practiced. After the workshop participants are expected to be able to review their own improvement endeavours with respect to consumer involvement, information sharing and informed choice.

The workshop corresponds to the program stream 'Improving quality by empowering consumers', dealing with issues of consumer participation, information exchange and public reporting of performance, shared decision making, safety, and the role of internet.

Outline for Workshop content:

In the course of the workshop sharing of information and decision making will be discussed in relation to three aspects of the health service:

- in the definition of the service structure, including consumer participation in designing facilities, their management, but also in developing clinical practice guidelines.
- in the care process itself, focusing on priorities in care delivery, facilitating access, safety and reduction of errors
- in the outcomes of care and evaluation of services, dealing with reporting of performance data, consumer oriented service evaluation and public reporting, and requirements enabling informed choice.

Experiences from Denmark, Italy, the Netherlands and elsewhere will be presented and discussed. In relation to the service structure, examples of legislation and regulation developed to assure consumer participation will be reviewed and illustrated with examples.

Patient participation in the care process will be discussed based on research done on priorities in care delivery, safety and reduction of errors. Efforts to ease access to health services will be illustrated with instruments developed jointly by consumers and professional, including web applications and e-health as well as process redesign (advanced access and other instruments). Participants will be asked to define, in small groups, priorities in care delivery both from the standpoint of a provider and consumer. These will be discussed and compared with actual research results.

Finally, experiences and methods used (in a number of countries) for consumer oriented evaluation of services, public reporting of performance data and evaluation findings will be presented. This relatively new trend of public reporting on health services, to stimulate improvement and enable consumer choice, contrasts with recent research indicating that the consumer choice is only marginally influenced by published information. Participants in the workshop will be asked to develop, in small groups, a basic information set necessary for an informed consumer choice. Their suggestions will then be compared to current practice in Denmark, Italy and the Netherlands and with the results of focused research on the subject.

Leadership:

Strasimir Cucic is the manager of the KENNIS (knowledge) department at CBO – Dutch Institute for Healthcare Improvement

Piera Poletti is director of CEREF, in Italy

Jan Mainz is the Associate Professor at the University of Aarhus and director National Indicator Project, in Denmark