

“From therapeutic adherence to therapeutic alliance: a collaborative approach”

How can healthcare stakeholders work together to help support initiatives to improve adherence?

XII EUROPEAN PATIENTS' RIGHTS DAY 2018

Therapeutic adherence: value the impact for patients and healthcare system

23 May 2018 9:30 - 13:00

Room PHS - P7C050, European Parliament

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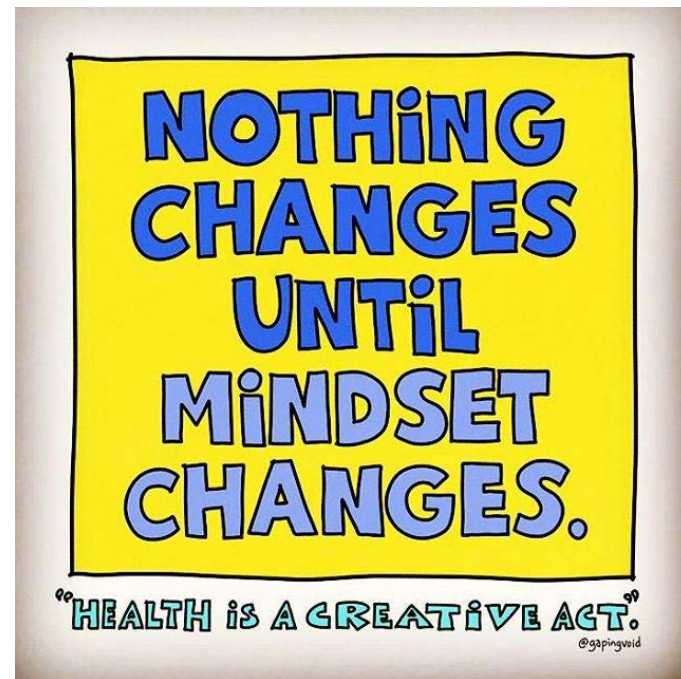
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SCiE

Third
Policy Stakeholder Engagement

From therapeutic adherence to therapeutic alliance: A collaborative approach

If not adhered to, medical interventions simply cannot be effective, presenting a **risk** and cost to **patients, providers, healthcare companies and payors.**





www.scie.eu

Starting with concrete solutions:

Self-Care Initiative Europe

1. a multi-stakeholder pan-EU network
2. self-care from policy to practice
3. Embedding Self-Care across health ecosystems in Europe via:
 - **Objective 1: Embedding:** By 2020 self-care is permanently included in policy discourse at all levels, with a common definition adopted by all relevant stakeholders
 - **Objective 2: Measuring:** Self-care is included as an indicator for evaluation of measuring healthcare systems across Europe
 - **Objective 3: Empowering:** All relevant stakeholders are empowered through policy to incorporate and establish self-care within their relevant environments, and a proper accountability system is set in place

Self-Care Initiative Europe: Pillars

General coordination and communications:
Danish Committee for Health Education (DCHE)

Pillar	Coordinator
EU Policy Pillar: Policy Impact Task Force MEP Champions	Third-i
Public Engagement: Self-Care Week EU	DCHE & Third-i
Knowledge pillar Consolidating a knowledge repository and Self-Care Expert registry	SelfCare Factory

OBJECTIVE 1: EMBEDDING

- We call on policy makers from the EU and national levels to actively include self-care within integrated health reform solutions on related topics such as wellbeing, work-life balance, mental health, m-health and digitalisation, patient safety, to name a few, and especially in light of upcoming changes in EU leadership
- We call on policy makers from the international level to include self-care as an essential element of healthcare strategies, especially in light of the [Sustainable Development Goals \(SDGs\)](#). Self-care touches on several priority SDGs, showcasing even further that this is an issue that impacts all of us:
 - SDG 3: Good health and well-being
 - SDG 8: Decent work and economic growth
 - SDG 10: Reduced inequalities
- We call on policy makers from the national and EU levels to ensure that self-care is included as an essential part of health literacy exercises and activities across Europe and at local level

OBJECTIVE 2: MEASUREMENT

- We call on policy makers from the national and EU level, as well as on the members of the EU [HSPA Expert Group](#) to include self-care as part of the performance criteria for healthcare systems in Europe
- We call for inclusion of self-care across the [continuum](#), from daily choices and lifestyle to major trauma and recovery from such, in order to embed it as an essential component of health and health management

OBJECTIVE 3: EMPOWERMENT

- We call for the inclusion of self-care and self-management in the curricula of all Healthcare Professionals (HCPs) in Europe
- We call for inclusion of self-care as a case study for pilot projects on m-health and within the work of the European Commission [internal task force bringing together technology and health policy makers](#); the importance of digital to health is further highlighted in the [Digital Single Market Strategy mid-term review](#).
- All relevant stakeholders need to be taken into consideration and included in consultations and social dialogues at national, EU and international levels; exchange of information, knowledge and data between and from all relevant stakeholders on implementation of self-care should be facilitated across Member States (MS); the proper accountability measures, sanctions, and processes should be set in place at all levels
- We call for the establishment of an EU-wide platform monitoring self-care projects, initiatives and activities across MS in order to encourage exchange of best practices, ensure reliability of information, as well as to avoid duplication of existing efforts in the field

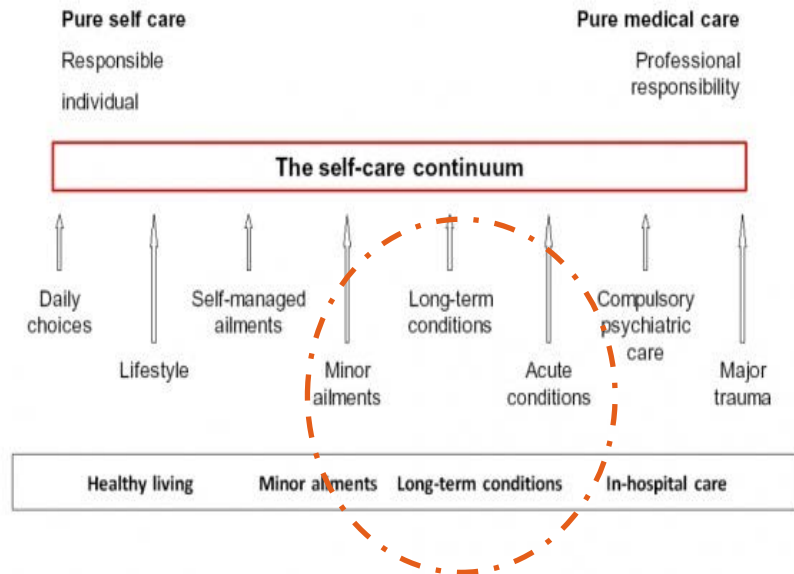
Embedding: Definition of Self-Care

“A learned tool enabling people to maintain health and to cope with illness and disability. Along with better health literacy it also supports optimal and timely use of available health services while avoiding a total dependency upon them for minor ailments.”

SCiE definition of “self-care” is a holistic one adopted from the PiSCE project
 Source: www.scie.eu



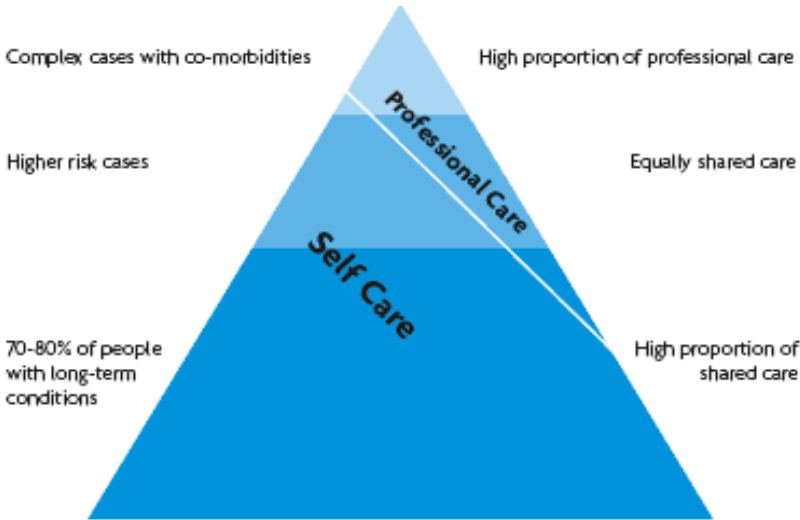
The self-care continuum



Empowering: Self-Care Week EU - 12 – 19 November 2018

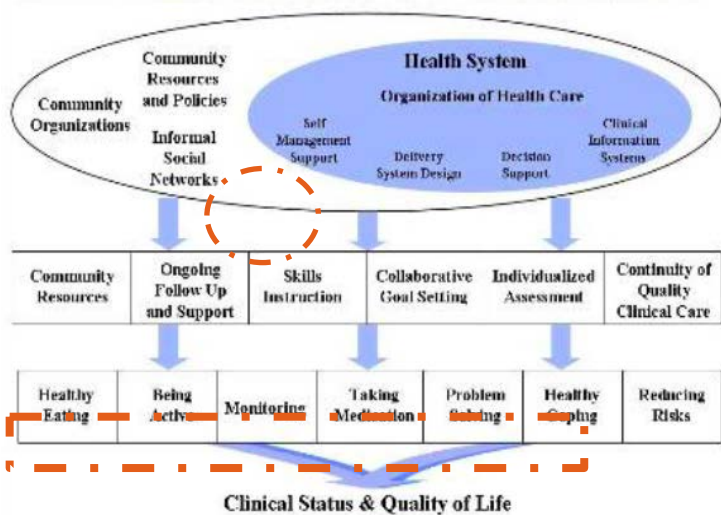
- Self-Care Week Europe is an annual **pledge-based** multi-stakeholder public engagement campaign with the aim of raising awareness of and empowering individuals as well as organisations on the available options and benefits to self-care taking a lifecycle approach to health and wellbeing.
- It aims to cover a **minimum of 10 EU Member States as of the 2018 edition**, with the ambition of growing to covering at least 20 by the year 2022 edition.

Self-Care is everywhere



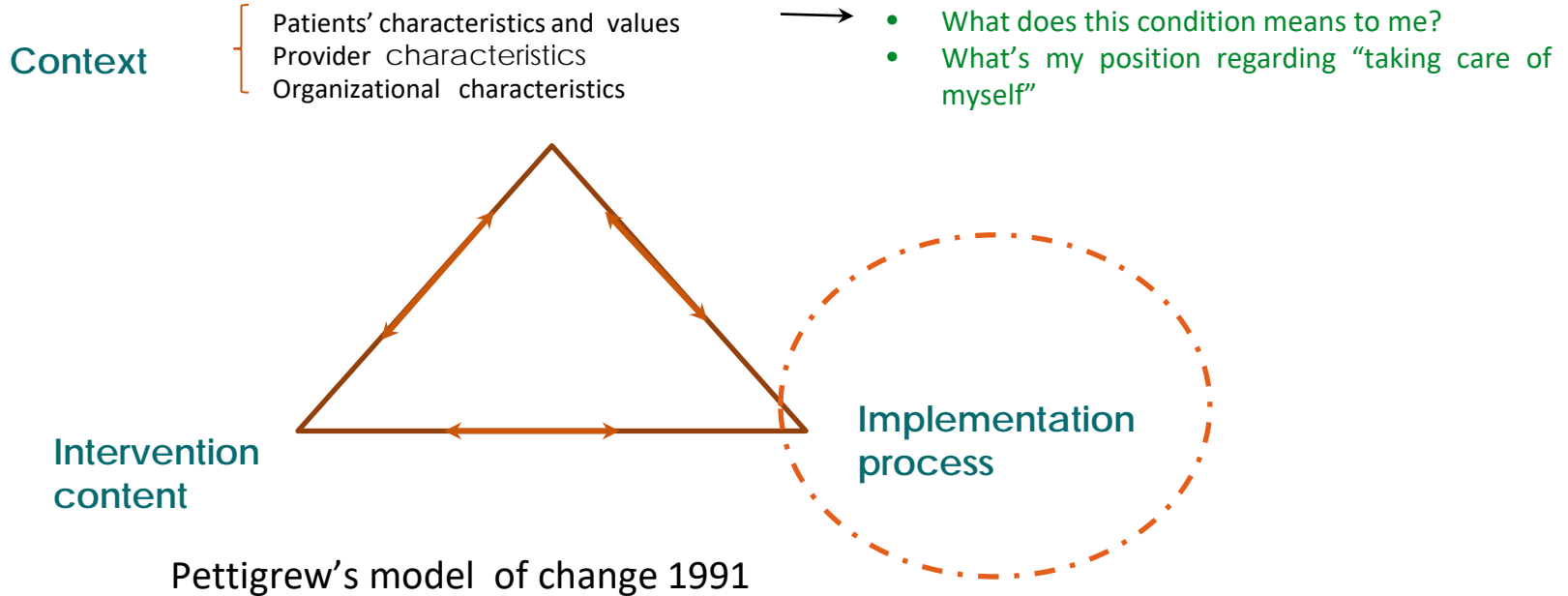
<http://www.gov.scot/Publications/2005/05/23141500/15201>
(accessed 8 April 2018)

MACRO



http://www.improvingchroniccare.org/index.php?p=Tri-Level_CCM&s=154
(accessed 8 April 2018)

Self-management is a rational process?



A GEMIC WHITEPAPER

The End of Patient Centricity



BY MARC LAFLEUR, DIRECTOR OF HEALTH STRATEGY



GEMIC
REIMAGINES MARKETS

Self-care today ≠ self-care tomorrow

- “Patient centricity is inadequate as a paradigm for contemporary care because it itself emerges from and is stuck in a cultural model of care that is no longer ascendant”
- “We need to move on” (in the spirit of evolution)
 - People, not patients
 - Flexible, integrated care delivery
 - Ecosystems, not individuals
 - Care, not products nor services
 - A commitment to care

Needed: From academic theories to implementation

Objective 3, Empowering

All relevant stakeholders are empowered through policy to incorporate and establish self-care within their relevant environments, and a proper accountability system is set in place



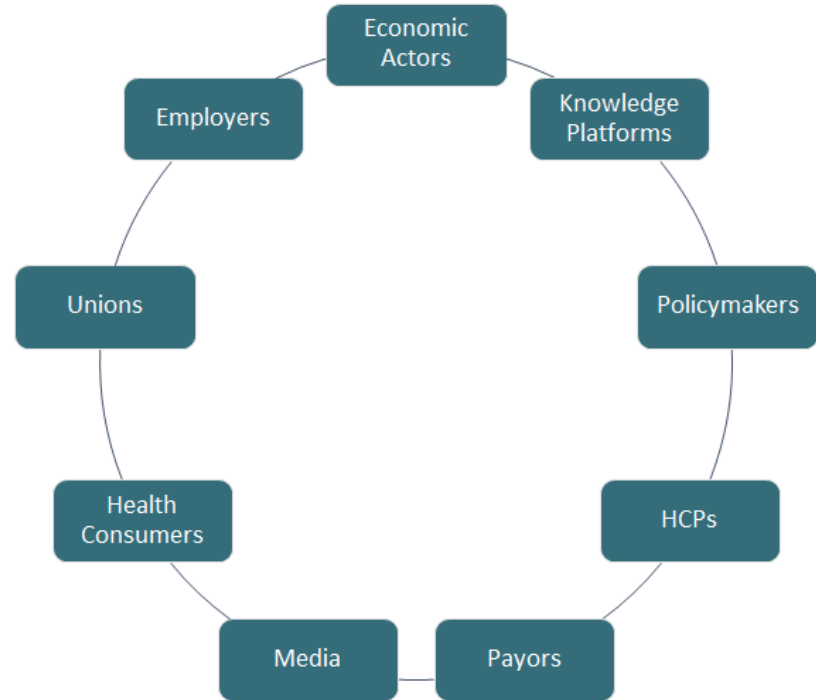
Objective 1, Embedding

By 2020 self-care is permanently included in policy discourse at all levels, with a common definition adopted by all relevant stakeholders

Objective 2, Measuring:

Self-care is included as an indicator for evaluation of measuring healthcare systems across Europe

Target Stakeholder profiles for effective implementation

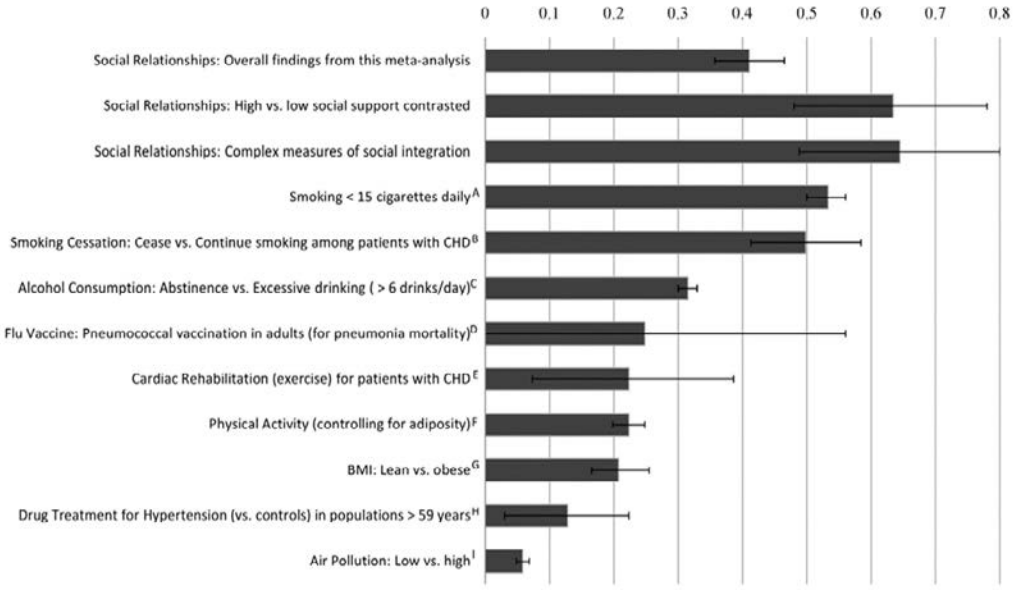
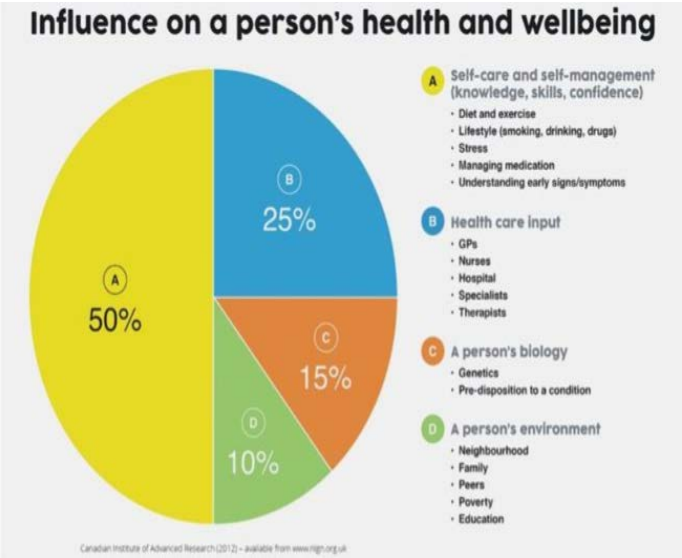




The town that gave up
medicine

**Measurement: When
therapeutic Alliance
(almost) works at
community
ecosystem level:**

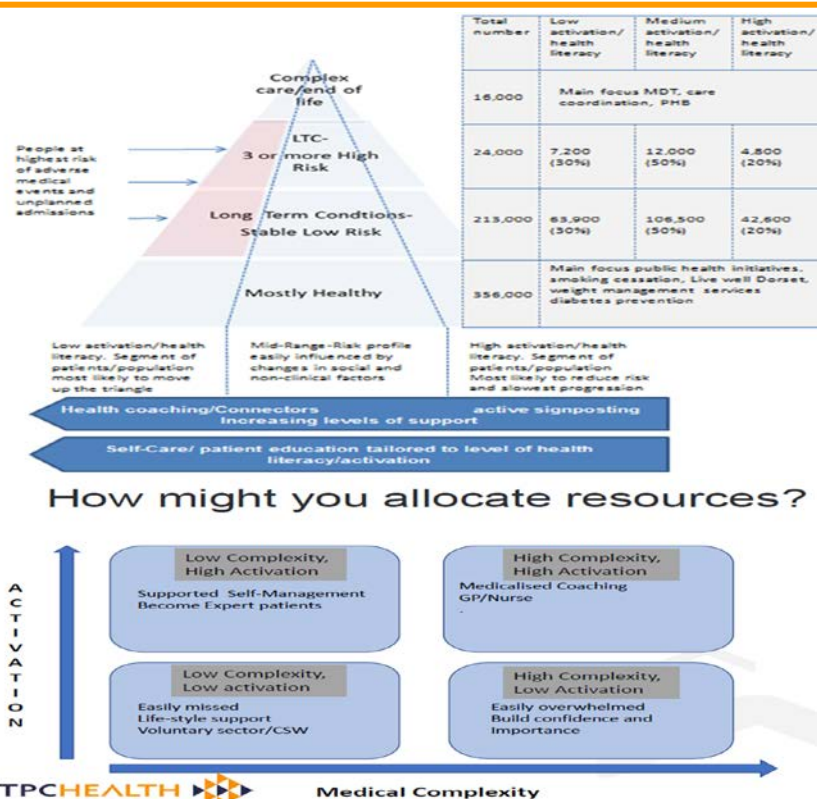
Setting the scene



The comparative impact of social relationships on reduction in mortality

4 key steps

1. Identifying those in need of support
2. Identifying support needs and what's important to them
3. Ensuring most appropriate support is accessed
4. Link to community networks



6 key points

1. Implement all the functions of the model – partial implementation does not work
2. Ownership of change must be in primary care NOT TOP DOWN CHANGE
3. Do what is best for the patient
4. This is clinician led *and* patient led- not top down, based on experience, shared learning, cooperation and coproduction.
5. ALWAYS use quality improvement methodology for change
6. Employ community development workers as part of clinical team



Results: Embedding, Measurement, Empowerment

Citizens-Improved quality of life, better health and well being, sense of control

Efficiency- Reduced waiting times, reduced demand, improved working lives of clinicians, reduced unwarranted cost

Quality- reduced error, improved patient experience

- Shared decision making
- Self management education
- Peer support
- Health coaching
- Social prescribing
- Community development
- Hospital Discharge review
- Shared care record
- Quality Improvement
- Multi Team working

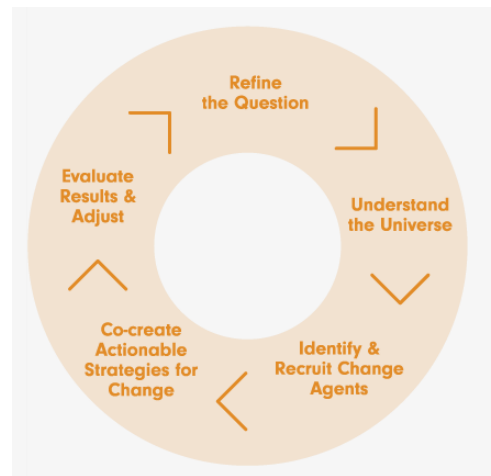
About Third-i

We are policy stakeholder engagement specialists focusing in the areas of health and well-being.

- Addressing complex healthcare issues through a collaborative, multi-stakeholder approach
- Action-driven outcomes, leaving a legacy of change.

With presence in Brussels and London, Third-i:

- builds alliances
- sets agendas
- leads the development of actionable strategies to answer today's complex healthcare challenges.



Contact Us

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