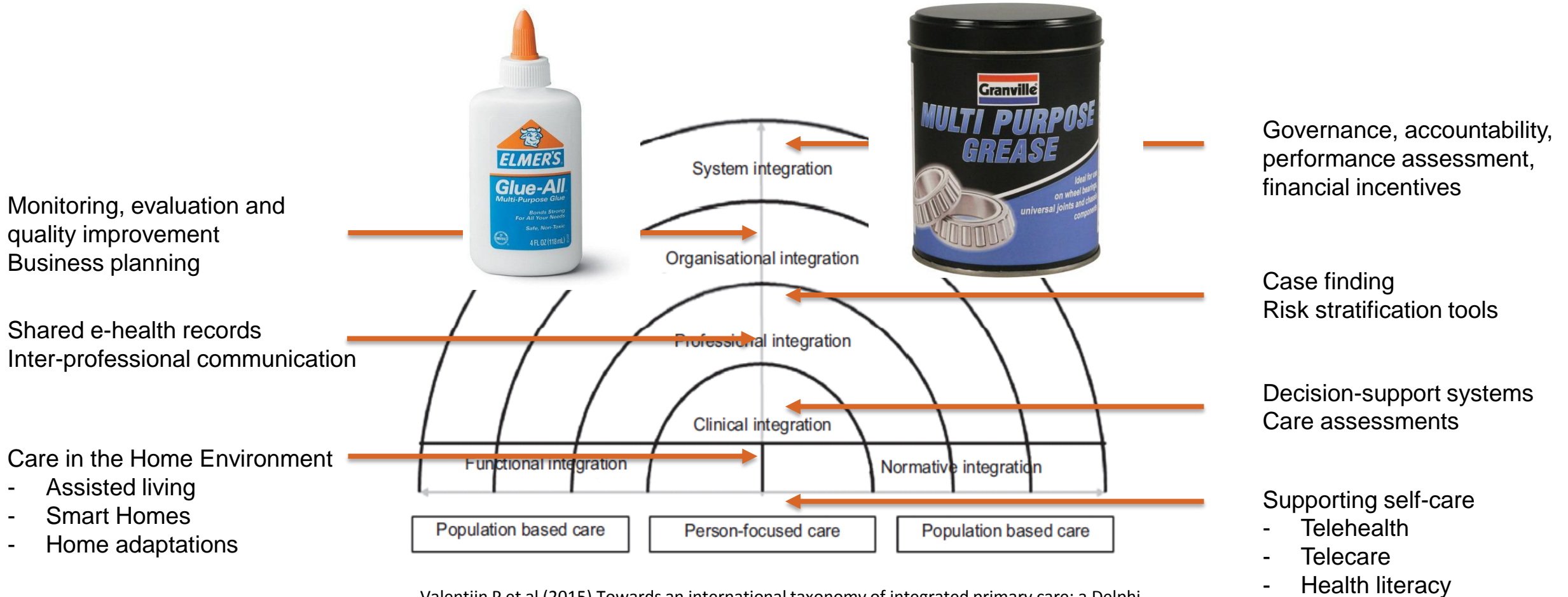


Panel Debate 1: Scaling Up Digital Health

Digital Health and the Building of Effective Integrated Care Systems

Dr Nick Goodwin, PhD
CEO, International Foundation for Integrated Care

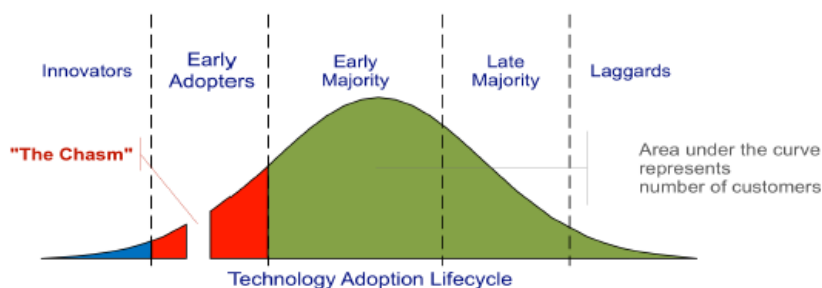
Understanding Integrated Care: The Essential Role of Digital Health



Valentijn P et al (2015) Towards an international taxonomy of integrated primary care: a Delphi consensus approach. BMC Fam Pract, 16(1):64-015-0278-x

Appreciating the Implementation Challenges

Figure 1 The Technology Adoption Lifecycle



Sources: adapted from Rogers (1983) and Moore (1991).

Box 1: Key lessons for implementing integrated care from practical experiences

- Finding common cause with partners.
- Developing a shared and bold narrative to explain why integrated care matters, written in a way that is tailored to meet local circumstances and conditions.
- Creating a compelling and persuasive vision for change that sets out an urgent case for why 'business as usual' will not work, and describes what integrated care can achieve, especially to the potential benefits of patients.
- Identifying services and user groups where the potential benefits of integrated care are the greatest.
- Understanding that there is no 'one model' of integrated care and supporting a process of discovery rather than design.
- Building integrated care from the bottom-up in a way that is supported from the top-down, whilst avoiding structural solutions with an over-emphasis on cost-containment.
- Aligning financial incentives, or removing financial disincentives, for example, through pooling resources to enable planners and purchasers to use resources flexibly.
- Innovating in the use of contracting and payment mechanisms.
- Supporting and empowering patients to take control over their health and wellbeing.
- Sharing information about patients with the support of appropriate information governance.
- Using the workforce effectively and to be open to innovations in skill mix and staff substitution.
- Restructuring care delivery assets, for example through less hospital-based care and more primary and community-based care.
- Setting specific objectives and measures to stimulate integrated care delivery, enable the evaluation of progress, and supported by a performance and quality management system.
- Establishing a strategic communications plan that enables a clearly defined message to be provided and understood across all stakeholders.
- Being realistic about the costs of integrated care.
- Integrated care is a long-term agenda, and represents an ongoing system-wide transformation.
- Acting on all these lessons together as part of a coherent strategy.

Sources: 15, 19-25

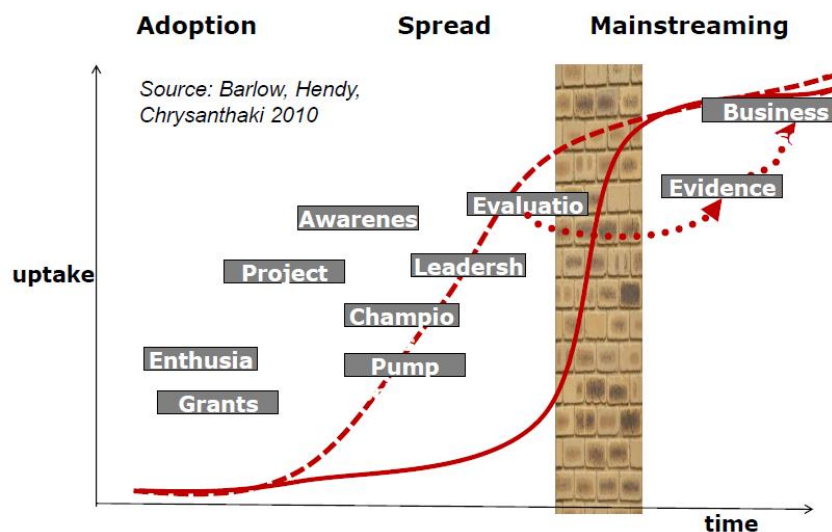
GUIDELINES FOR IMPLEMENTING INTEGRATED CARE IN POLICY AND PRACTICE THE JOURNEY TO DEPLOYING SCALABLE INTEGRATED HEALTHCARE SERVICES

February 2017



Available at: http://carewell-project.eu/fileadmin/carewell/deliverables/d8.6_v2.0_carewell_guidelines_for_deployment_printable_version.pdf

The reality looks more like this:



Source: Barlow, Hendy, Chrysanthaki 2010

The Need for “Simultaneous Innovation”

Five Key ‘Laws’ for Digital Health Adoption

1. Keep it simple for patients and carers to use, and for professionals to adopt
2. Tailor the service to the specific needs of the end user; consider how they might best use and accept new technology
3. Enhance human contact by better connecting patients to family, friends and care professionals; users must feel safe, secure and empowered
4. Embed an IT infrastructure to act as the bedrock of better care through integrated information systems
5. Build relationships and networks to influence behaviours, build alliances, and overcome the significant mismatch of motives that exist between patients, carers, professionals, commissioners and industry.