MEG Medical Education Group

First Fridays Webinar Series:
Medical Education Group (MEG)

Think Globally, Empower Locally: Crossing Borders to Improve Quality of Care

December 3rd, 2010

Pfizer

MEG

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Agenda: Think Globally, Empower Locally

1. Introduction
2. **Topic One: Partnerships Across Sectors in Global Health Improvement**
3. **Topic Two: Impact of Technology & Innovation on Improving Patient Outcomes**
4. Q and A

Today's Objectives

Upon completion of today's call participants should be able to:

1. Assess capacity for change and implementation of new organizational strategies to establish a global footprint and revolutionize approach towards international medical education
2. Apply lessons from a case study of collaboration and identification of local needs and barriers to build capacity and infrastructure for sustainable improvement modules
3. Incorporate technology and innovation into global planning as a means to continuously improve efficiency, communication, error mitigation, decision making and patient outcomes

Polling Question: Placeholder

Please advise your level of involvement in international medical education :

1. Current & future focus is predominantly US
2. Current focus is predominantly US, but interested in expanding scope to international
3. Current focus is US, but have been involved in international education at a beginner level
4. Current focus is US, but have expertise in international education
5. Current focus is predominantly international

How Do We Adapt to a Rapidly Changing & Diverse Global Healthcare Environment while Unifying 195 Countries?

What do we know?

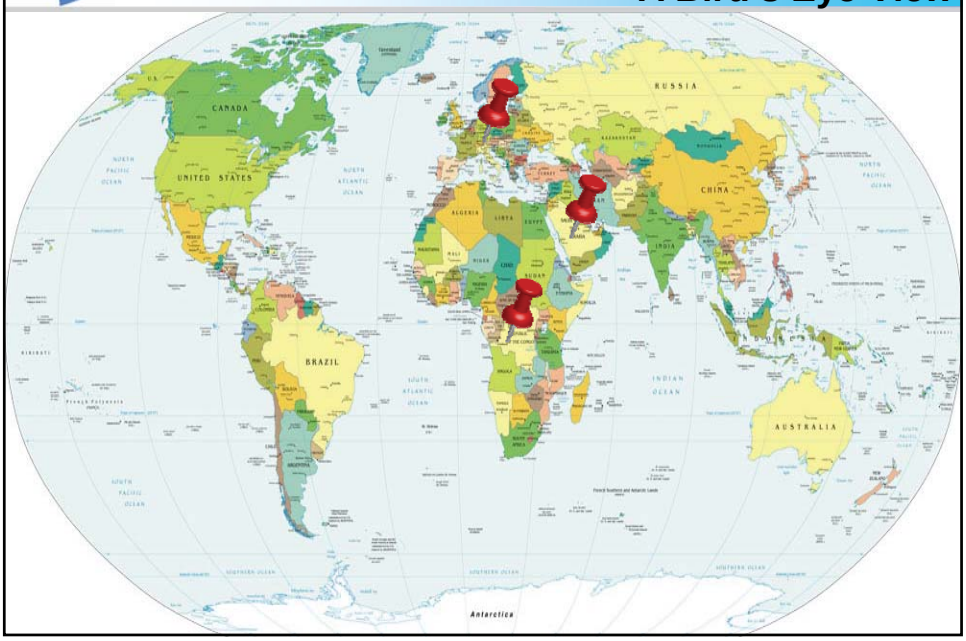
- Medical advances & knowledge not limited by geographic boundaries
- Development, implementation & role of Medical Education/CPD among regions remains extremely diverse
- Communication across continuum of care not prevalent
- Medical Education/CPD is not defined or mandated consistently across the globe-concept of lifelong learning not prevalent
- Medical education content is not always unbiased/based on validated evidence & accepted standards of care

How Do We Adapt to a Rapidly Changing & Diverse Global Healthcare Environment while Unifying 195 Countries?

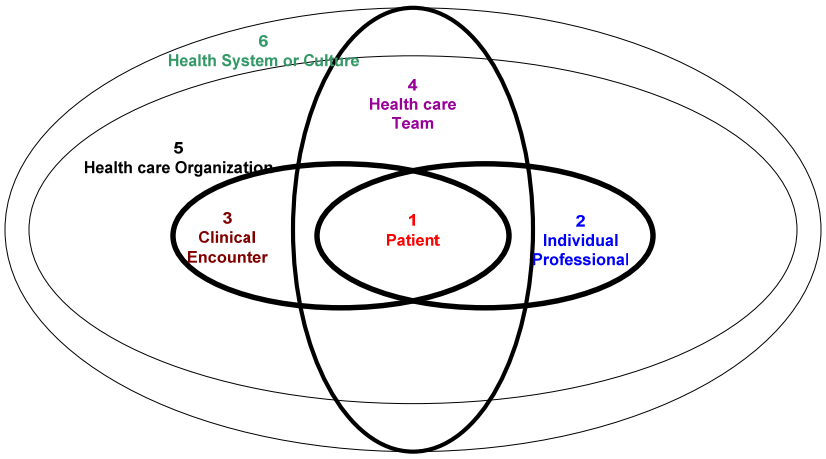
What do we know?

- Educational solutions are often based on perceived needs, rather than measured & documented needs
- Educational solutions often don't account for local practice gaps
- Barriers vary across regions- methods to identify and remove barriers often not accounted for
- Learning preferences & patterns vary across regions
- No standard approaches for assessing competency, practice performance and measuring educational outcomes
- Accreditation can be complex-activities rather than providers often accredited

Regional Diversity & Challenges- A Bird's Eye View



Measuring Barriers and Local Needs



Global Health Improvement: Call to Action

Impact Global Health through a collaborative partnership to improve the knowledge, performance and competence of HCPs, while accounting for local barriers and needs, to ensure high quality healthcare and improved patient safety and outcomes world-wide

What is Pfizer Doing to Establish a Global Footprint?

- Exploring global healthcare improvement strategies
- Support of Advisory Boards using medical education experts to understand global needs, priorities & barriers to adoption in regions
- Established International Pharmaceutical Alliance for CME & International Benchmarking Working Group
- Actively involved in Global Alliance for Medical Education
- Developing Global CME/CPD best practices & guiding principles in collaboration with other healthcare sectors

Think Globally, Empower Locally

US rules & regulations differ in respect to the development, support and participation in/of Medical Education/CPD of HCPs

What role should each sector below play in improving global health and patient outcomes and what guiding principles should be established?

http://www.surveymonkey.com/s/cornerstonesofglobalmedicaleducationcpd

- Pharmaceutical/Medical Device/Biotech Company
- Medical Education Provider
- Medical Society/Association
- Healthcare System (Medical Center, Ministry of Health, Insurers, etc)
- Healthcare Professional
- Patient Advocacy Groups/Patients
- Regulating Bodies

Partnerships Across Sectors in Global Health Improvement

Case Study: Spotlight on Regional Needs & Barriers and the Impact of Collaborative Efforts in Sierra Leone, Africa

Adam L. Kushner, MD, MPH, FACS
Founder & Director, Surgeons OverSeas (SOS)
Lecturer in Surgery, Department of Surgery at Columbia University

Case study: Regional Needs and Barriers

The Surgeons OverSeas (SOS) model

Adam L. Kushner, MD, MPH, FACS
Founder & Director, Surgeons OverSeas (SOS)
Lecturer in Surgery, Columbia University

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@globalsurgeon

Key End Points

Legitimate

Collaborative

Empowering

Builds Capacity

Sustainable

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SOS model components

Local Health Care Provider
Policy Maker (MoH) Support
Data
Analysis
Publication

SOS Mission Statement

Surgeons OverSeas (SOS) saves lives in developing countries by improving surgical care.

SOS achieves this through collaborative training, funding, and research initiatives.

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SOS model

- Local Surgeon
- Minister of Health
- W.H.O.
- Needs Assessment
  - Manpower
    - Training
      - Residency
      - E2SC workshops
      - Mission support
    - Staff support
      - Top-ups
      - S.H.A.R.P.
  - Material
    - Supplies
    - Equipment

SOS Surgeons OverSeas

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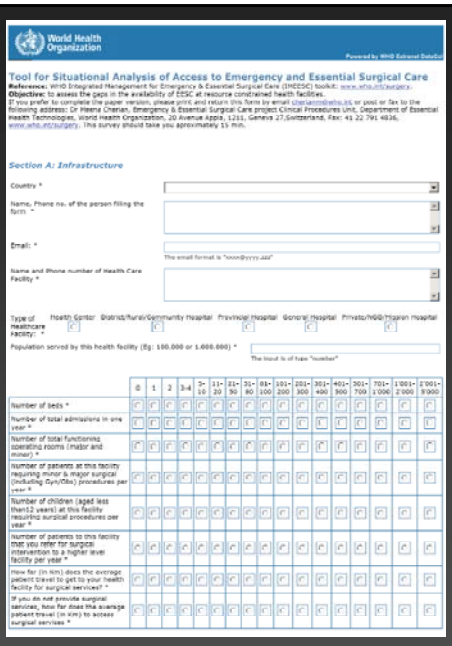
Sierra Leone: *SOS* First Target Country

In 2007:

- Bottom of UN Development Index
- Highest infant mortality
- Life expectancy of 40 years
- 6.5 million people
- Size of South Carolina w/ population of San Francisco and Chicago combined

SOS Surgeons OverSeas


World Health Organization

Tool for Situational Analysis of Access to Emergency and Essential Surgical Care

Section A: Infrastructure

Standardized data collection:

WHO Tool for Situational Analysis of Access to EESC

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ORIGINAL ARTICLE

Quantifying Surgical Capacity in Sierra Leone

A Guide for Improving Surgical Care

T. Peter Kingham, MD; Thaim B. Kamara, MD; Meena N. Cherian, MD; Richard A. Gosselin, MD; Meghan Simkins, BA; Chris Meissner, BA; Lynda Foray-Rahall, MD; Kisito S. Daoh, MD; Soccoh A. Kabia, MD; Adam L. Kushner, MD, MPH

Arch Surg. 2009;144(2):122-127

No oxygen

50% no running water

10 surgeons

60% no chest tube insertion

30% no sterile gloves

70% no eye protection

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Publication:

Transparency and collaboration

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60

%

Data analysis:

Chest tube insertion

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Personnel

Supplies and equipment

Knowledge

Identify key determinants

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Photos: Susan Braun

Personnel:

Salary support

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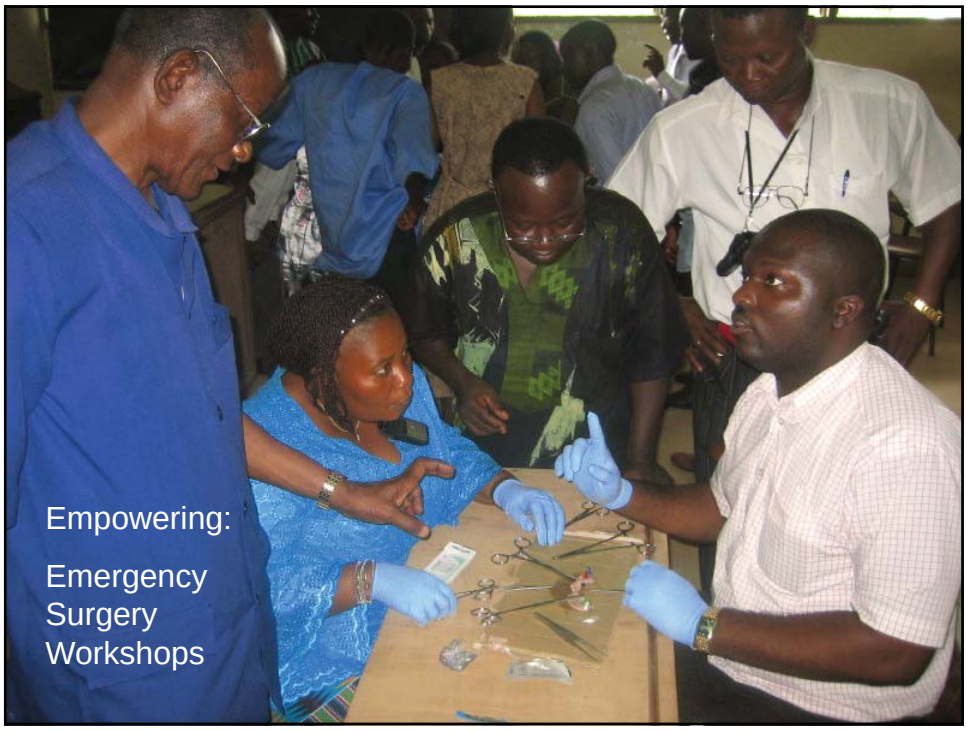
Supplies and Equipment
Photo: Susan Braun
Photo: Susan Braun


Empowering:
Emergency Surgery Workshops

Surgery and HIV Awareness and Response Program (S.H.A.R.P.)

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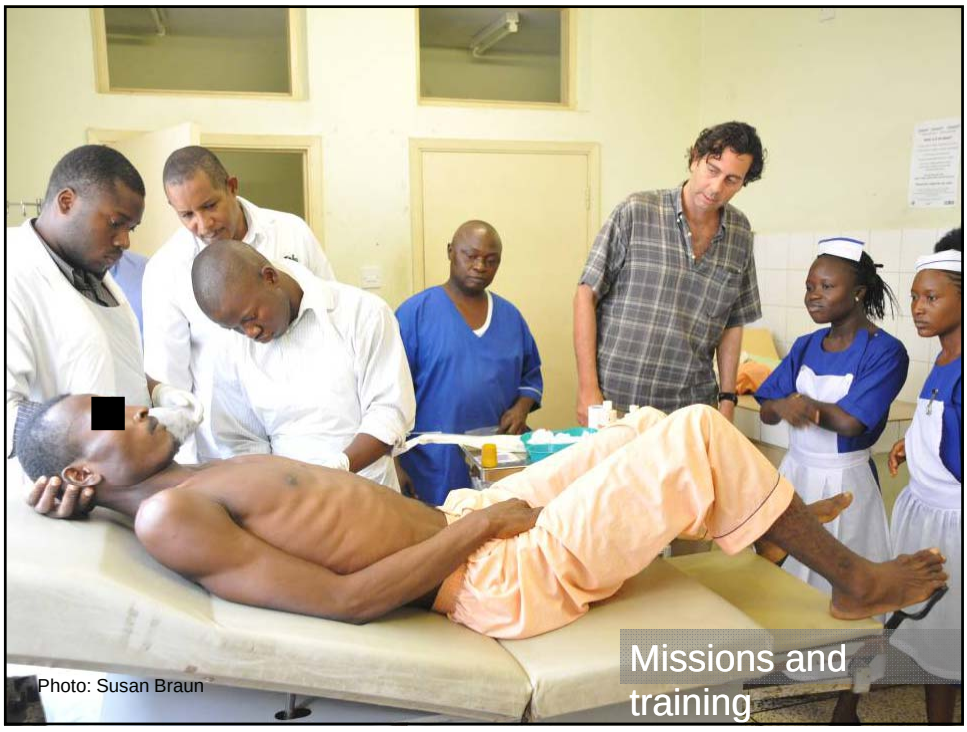

Photo: Susan Braun

Missions and training

2007 - 2009

768

460

J Surg Ed 2010

Improving Access to Surgery in a Developing Country: Experience from a Surgical Collaboration in Sierra Leone

Adam L. Kushner, MD,*† Thaim B. Kamara, MD,‡§ Reinou S. Groen, MD,* Betsy D. Fadlu-Deen, RN,‖ Kisito S. Doah, MD,§ and T. Peter Kingham, MD*¶

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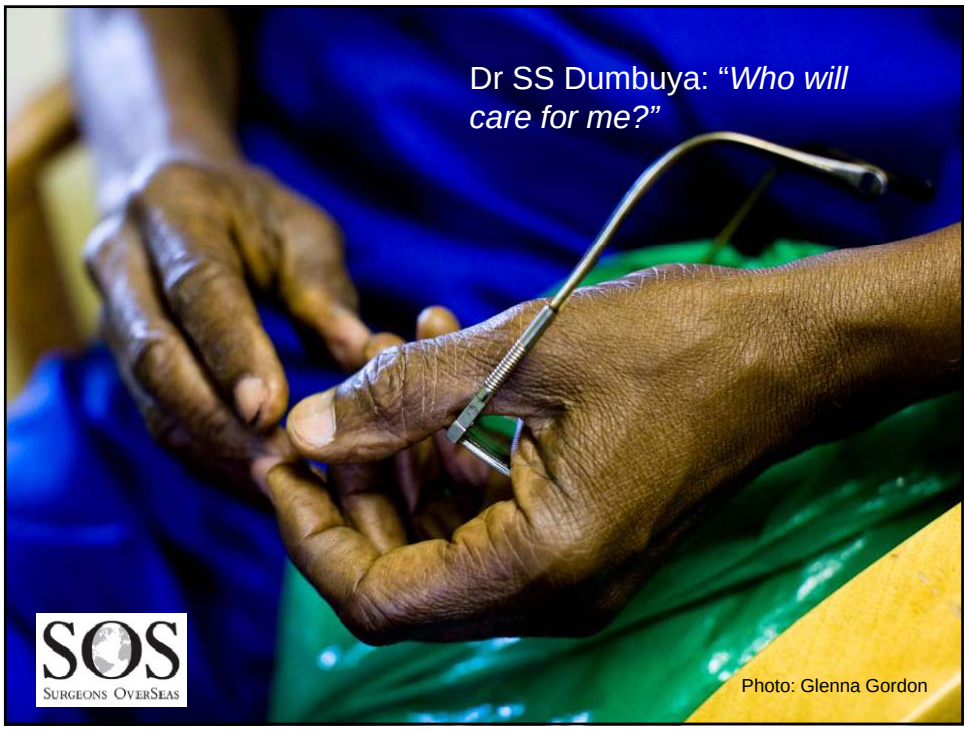

Residency training

Long-term:

Build capacity and sustainable

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Summary: SOS model

- Strong relationship with local surgeon
- Ministry of Health involvement
- Formal needs assessment
- Publish findings
- Identify key determinants
- Develop interventions
- Evaluate and publish results
- Modify interventions based on monitoring

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Key End Points

Legitimate

Collaborative

Empowering

Builds Capacity

Sustainable

SOS
SURGEONS OVERSEAS

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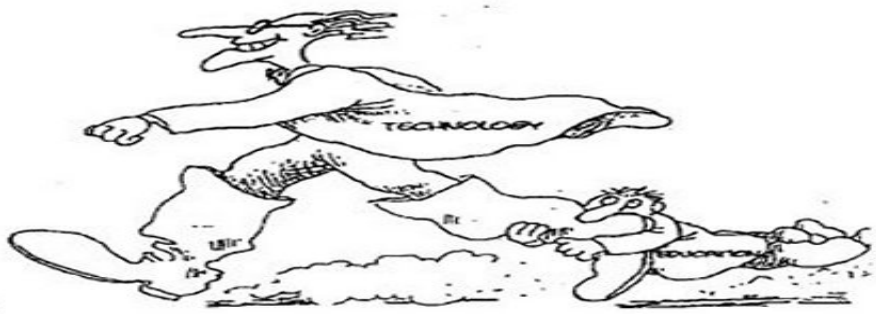
Impact of Technology & Innovation

Technology can serve as a catalyst in transforming the healthcare landscape and improving global health. It can prove beneficial when interwoven seamlessly into the education curriculum. The end product of effective education should be developing learners that are capable of creating new and effective pathways rather than those who repeat history.



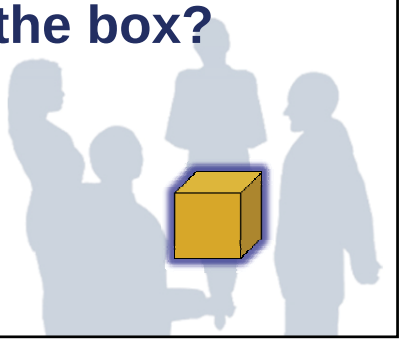
Impact of Technology & Innovation

New Frontiers: Is it Time for Medical Education to Step Outside the Box to Improve Patient Outcomes Through Technology & Innovation?
Denise Silber, MBA
Partner, Health 2.0 Europe 2010, Founder Basil Strategies, Organizers of Doctors 2.0 & You, 2011, President of French Association for Health Internet Quality

BASIL strategies

eHealth Partners

Patient Outcomes: Time for MedEd to Step Outside the box?

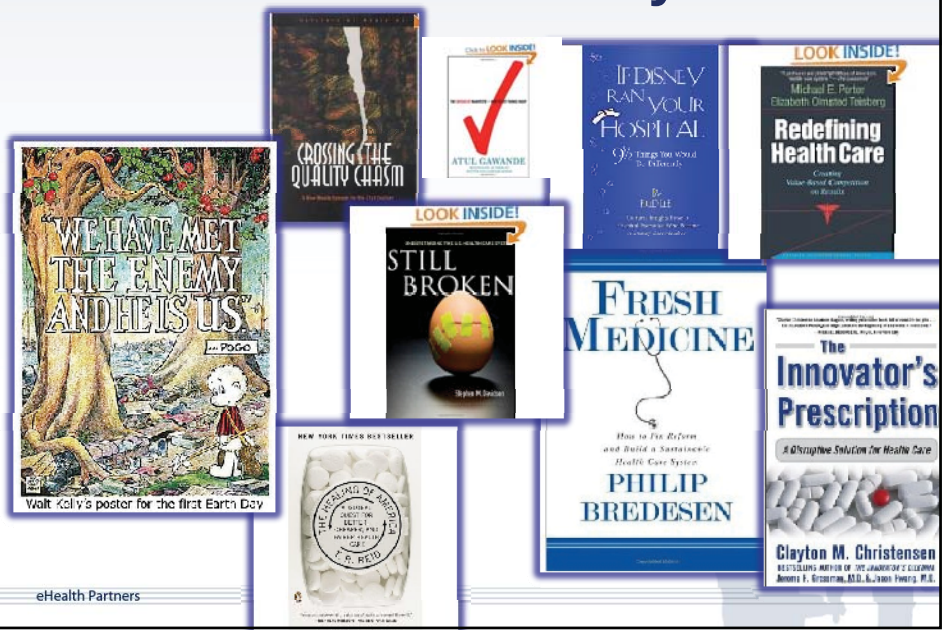


Pfizer

Global MedEd Webinar

Denise Silber

We have met the enemy and …



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CME/CPD & Patient Outcomes

PubMed – 12 months

- CPD or CME in title

53 articles

- Performance or outcomes in title:

1 article

Avenues of Improvement 1

MedEd on Communication

- *Flattening the hierarchy in the OR, so that everybody, the scrub tech, the nurse, the surgeon, the anesthesiologist, whomever it is in the OR could bring up any concerns they had about the patient. »*

Staying Patient-centered

- *-18% Annual Mortality*

10/10 Jama

Avenues of Improvement 2

MedEd on QC, ex. CHECKLISTS

« Effect of a Comprehensive Surgical Safety System on Patient Outcomes »

medication, operative side, post-op instructions

10% fewer complications

DeVries & coll. NEJM 11/10

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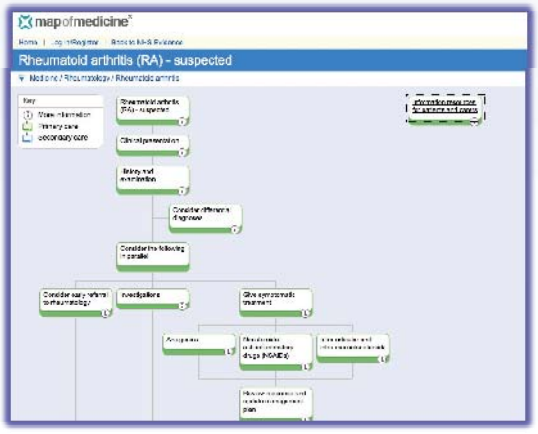
Avenues of Improvement 3

MedEd on DecisionSupport



Map of Medicine

Locally relevant evidence-based, practice-informed pathways

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Avenues of Improvement 4

MedEd on HCP Communities

- Sharing images, Cases, Automatic Access Medline refs, Translation

Global Stroke Net

Medting + Mayo Clinic

NB: elearning at Doctors.net UK

eHealth Partner

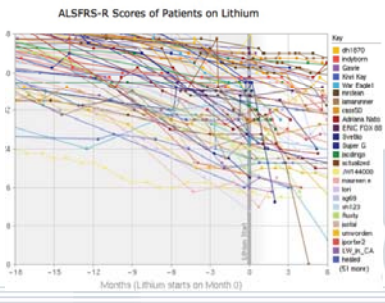
Avenues of Improvement 5

patientslikeme

MedEd on the 2.0 Patient

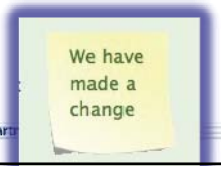
80 000 patients

- Sharing data with graphing capabilities



Avenues of Improvement 6

MedEd on Patient Narrative



acor.org
Association of Cancer Online Resources

650k cancer patients

Support mailing lists are similar t traditional offline self-help groups that they are “composed of members who share a common condition, situation, heritage, symptom or experience

Directing patients to more appropriate facilities, HCP, treatments.

eHealth Part

Avenues of Improvement 7

MedEd on TM : store/forward

Telemedicine Clinic Barcelona

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Avenues of Improvement 8

MedEd on Devices : synchronous/asynchronous

Web-consultations are done in five minutes, says dermatologist Thomas Roger Schopf. Photo by Jan Fredrik Frantzen, NST.

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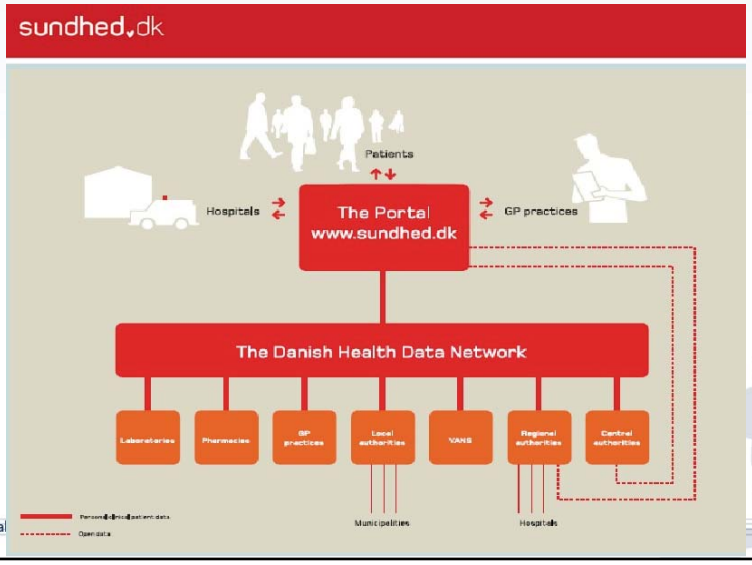
Avenues of Improvement 9

MedEd on Integrating Data



eHeal

Clinical Benefits

sundhed.dk

Features: *Health professionals*

Information for GP (log on)
- Web access to laboratory data
- ICPC search of diagnoses from GP's electronic healthcare program (Linkportal)
- Online access to Medical Handbook (open for all users, but aimed at GPs)

All Health care professionals (log on)
- eMedicine records
- Electronic patient records etc (almost total coverage of the 5 regions)
- Waiting list information from hospitals
- Cochrane library

Regional and national information
- Contact information (authorities, departments, health personnel)
- Information on referral principles to hospitals/regions
- Preventive medicine
- Health laws and regulations
- Laboratories and consultants

Features: *Citizens/Patients*

Directory of names and addresses
- Contact information

- E-services (booking, prescription renewal, consultation) (log on)
- E-commerce (pharmacies) (log on)
- Comparison of prices, quality and accessibility

Information about prevention and treatment
- Medical information (eg. information about treatments)
- Waiting list information from hospitals
- Patient satisfaction measures on every hospital dep.
- Smileys for every hospital
- Preventive medicine
- Health laws and regulations
- Patient to patient dialogue – connecting patients coping with similar issues

Access to own health data (log on)
- Cross-sectorial personal electronic medicine profile
- Patients' medical history (since 1977)
- Electronic Health Record (from hospital records)
- Online Donor Registration and access to own data

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vidéos

Global Planning: Questions to Consider?

Can a global curriculum serve the needs of HCPs and patients in all countries?

- What are the barriers faced globally?
- Who should we partner with locally?
- How do learning preferences differ?
- What are the needs of your target audience?
- What adaptations need to be made to accommodate those needs?
- Ideally, how can you build a learning platform that is sustainable?
- How can technology and innovation serve as a catalyst?

Until Next Time…

- Think Globally, Empower Locally
- Please join us for our next webinar – It's All About the Patient:
  - Friday January 7th, 2011
  - 11am ET
- We are currently evaluating topics for 2011 – please submit your ideas and suggestions to mededgrants@pfizer.com