



Using Healthcare ICT to deliver Patient Centred Care

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What is Patient-Centred Care?



Patient-centred care in healthcare is defined as care provision that is consistent with the values, needs, and desires of patients and is achieved when:

clinicians involve **patients**
in healthcare
discussions and **decisions**



Five Themes of Patient-Centred Care



Co-ordinated Care



Patients engaged in decisions about their care



Supported self-management



Prevention, early diagnosis & intervention



Emotional, psychological and practical support

Five Themes of Patient-Centred Care

Table 1: Outcomes and service improvements

Themes	Co-ordinated care	Patients engaged in decisions about their care	Supported self-management	Prevention, early diagnosis and intervention	Emotional, psychological and practical support
Outcomes	People feel that the care they receive is seamless because it is organised around them and their needs.	All patients and carers can take an active role in decisions about their care and treatment because they are given the right opportunities, information and support. Services reflect the needs of patients because patients and carers are meaningfully involved in service commissioning, planning, design and improvement.	People with long-term conditions can manage their condition appropriately because they have the right opportunities, resources and support.	Everyone can access services that support them to improve their health. People are supported to access services early to reduce or prevent episodes of crisis.	Everyone with long-term care needs, whether mental or physical, can access appropriate emotional, psychological and practical support to improve their health and well-being.

Benefits of Patient-Centred Care

1 Co-ordinated Care

Reduced Health Costs

2 Patient Empowerment

Greater Patient Satisfaction

3 Holistic Care

Better Health Outcomes

1 Co-ordinated Care

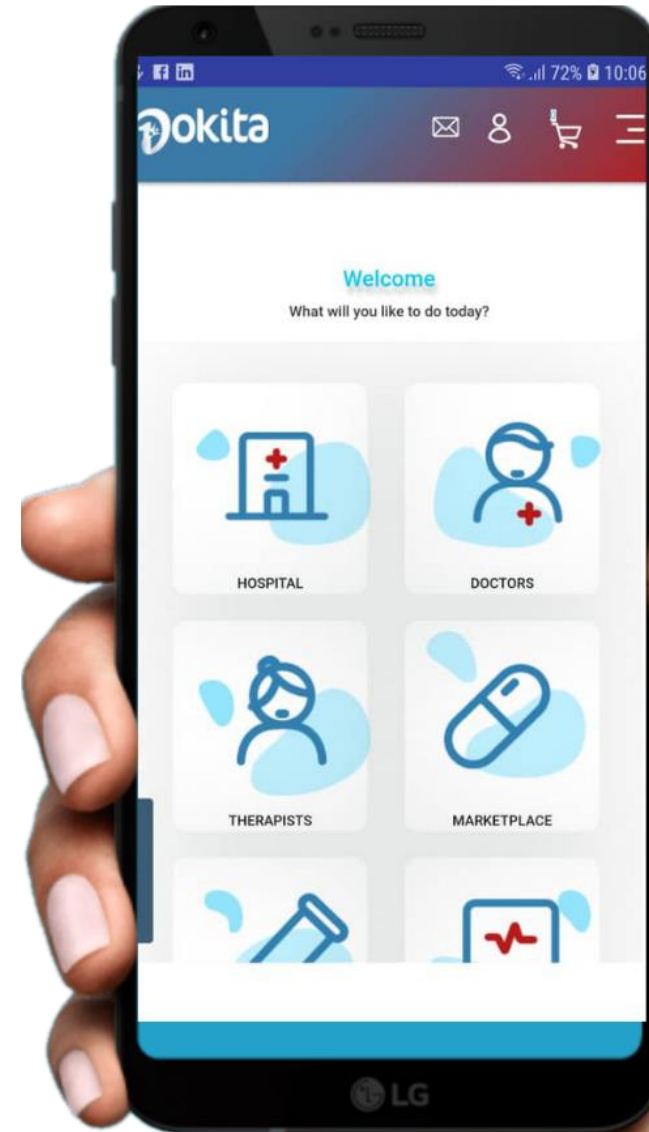
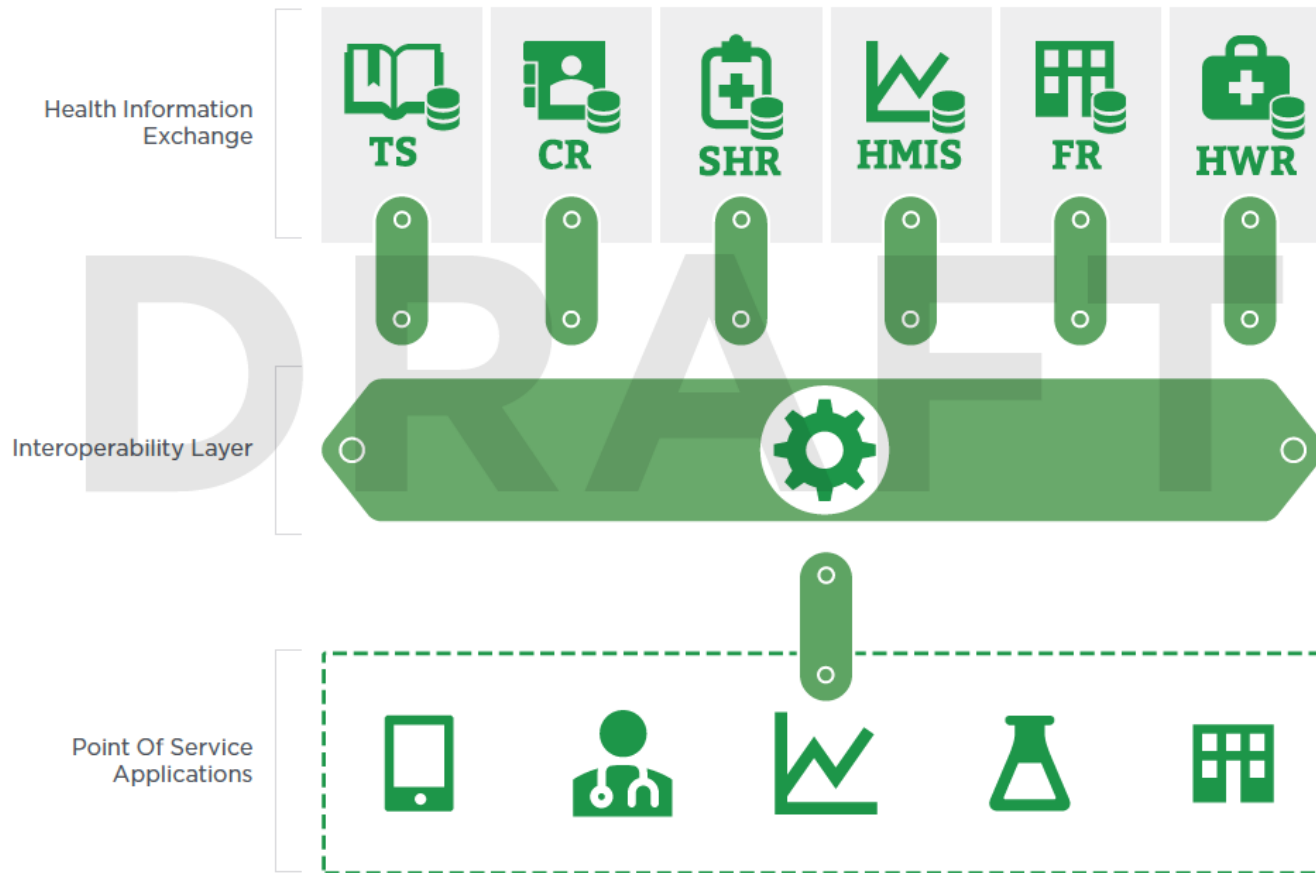
Care Planning:

- Collaboration between Primary Care, Secondary Care & Allied Care
- Interoperability of communication systems between healthcare providers
- Information sharing with patient consent
- Maintain a single, trusted point of contact for patients, carers & families

The Nigerian healthcare ecosystem is unique in the denseness of the silos in which a lot of healthcare providers operate.

The unfortunate outcome of this is a lot of redundancy, inefficiencies, financial loss & consequently, distrust between care-users and caregivers.

Using Technology to Provide Co-ordinated Care



2 Patient Empowerment

Patient engagement in decisions about their care:

This kind of patient engagement can take a variety of forms:

- supporting patients to understand their condition and care
- shared decision-making about treatment and care
- using patients' views to inform service design and improvement.

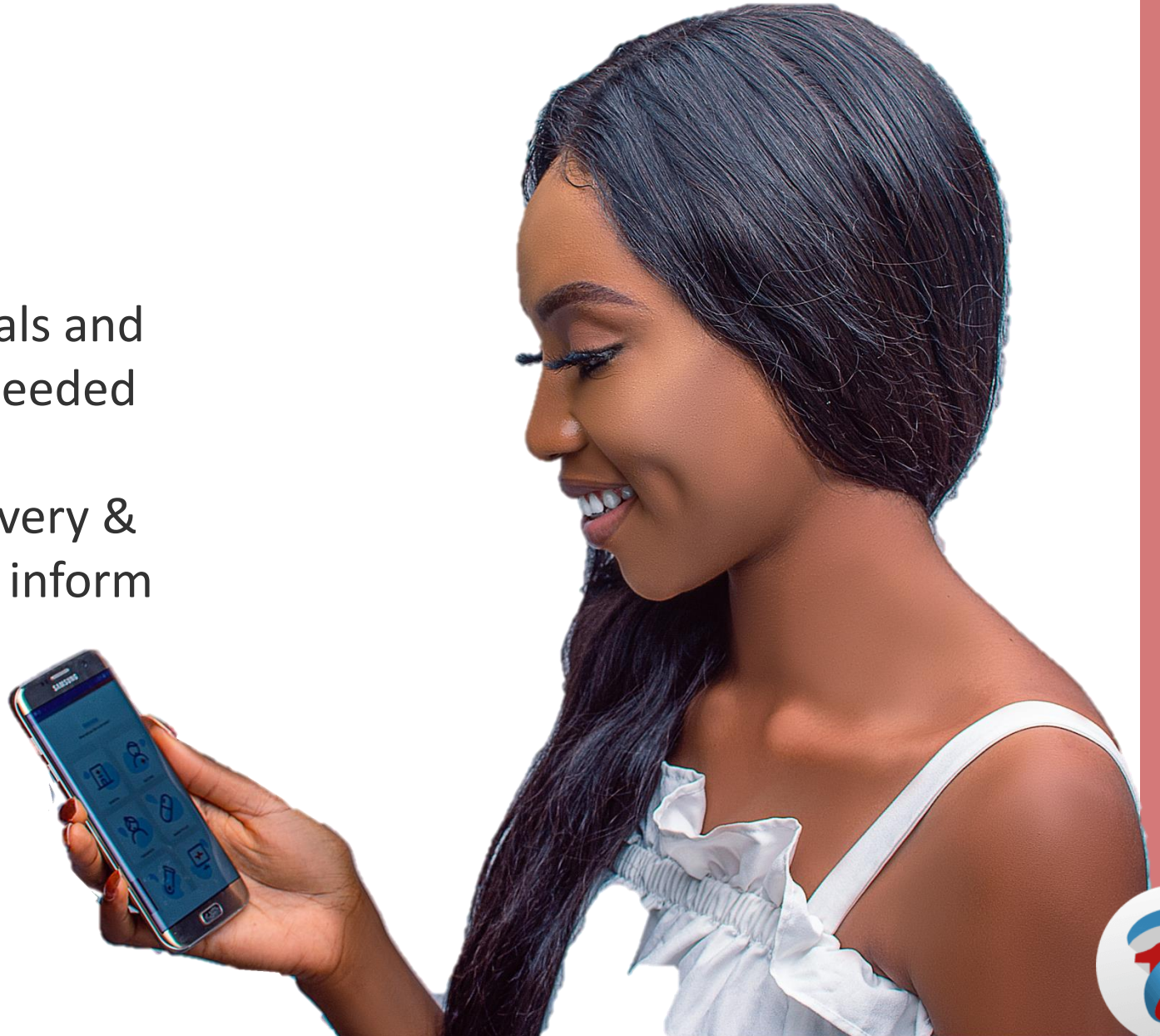
Supported Self-management:

The evidence demonstrates that the main elements of successful supported self-management include:

- personalised action plans
- structured education and information
- access to health care professionals and trained specialist advice in regular structured reviews when needed
- emotional, psychological and practical support, including from peers, family, friends and carers.

Using Technology to Drive Patient Engagement

- Information sharing including personalised action plans
- Access to healthcare professionals and trained specialist advice when needed
- Collecting feedback on care delivery & service performance in order to inform service design & future improvements



3 Holistic Care

Prevention, Early Diagnosis & Intervention:

Informing and supporting people, particularly those at high risk, to improve their general health can reduce their chances of illness and save them from avoidable care costs.

Value of health screening, health education & awareness efforts

Emotional, Psychological & Practical Support:

- Increases people’s capacity to adopt healthy behaviours and self-manage their condition
(Diabetes UK 2009)
- Improves health outcomes such as stress and anxiety (Macmillan Cancer Support 2010c)
- Empowers people as they manage these conditions as part of an active, working lifestyle

Using Technology to Provide Holistic Care

Information dissemination

- Radio & TV shows
- Social media e.g. IGTV, 1Dokita Fireside Chat, Doctors on air
- Print media e.g. Newspapers, Flyers

Health Screening

- Point of Care Testing
- Documentation
- Education

Face-to-face, analogue & digital **CARE**
HELPLINE

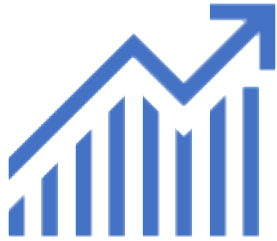
Access to other specialists

Patient support groups

Aids & Adaptations to help promote an independent lifestyle



What do Patients want?

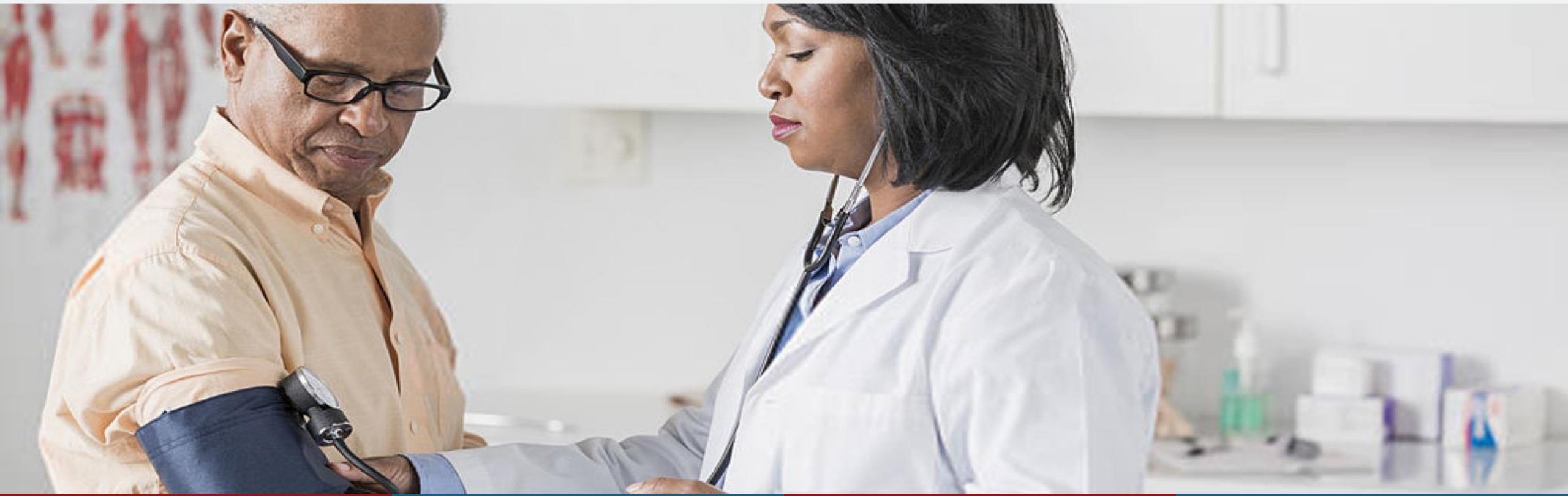


1Dokita Market Surveys

Affordable pricing
Knowledgeable specialists
Good Infrastructure
Assurance

Challenges to Providing Patient Centred Care

- Low-trust environment
- Poor customer literacy
- Agent-User Divergence of Agendas
- Financial exclusion
- Quality Control
- Eradicating Supplier-Induced Demand



Hypertension Case Study



Case Study: Hypertension

- Chronic Disease Sufferers
- Importance of Patient Engagement in Decision making & Intervention
- Importance of Supported Self-management
- Importance of Practical Support
- Leveraging the potential of technology



Using technology to deliver
Patient-Centred Care



Where do I start?

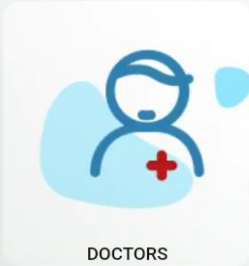
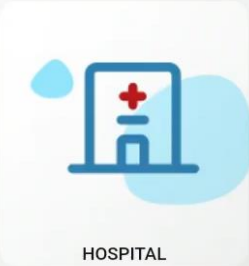


Talk to Us We're skilled & ready to help



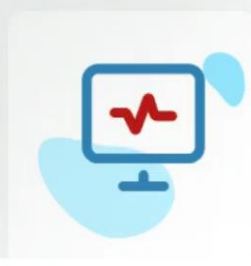
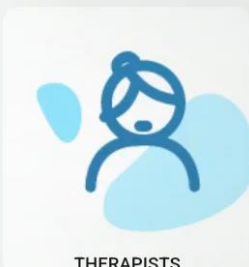
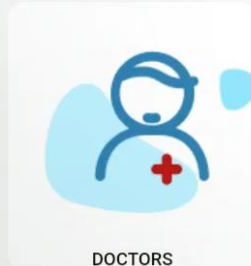
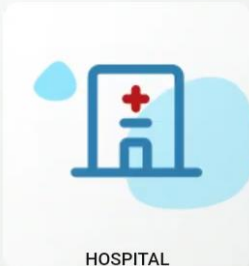
Welcome Bami Dels

What will you like to do today?



Welcome Bami Dels

What will you like to do today?



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1DOKITA SERVICES



Telephone &
Digital medical helpline

1Dokita's services are cheap &
affordable



Searchable & interactive database
of health service providers

Easy access - 1Dokita's telephone medical helpline and digital health platforms connect users with healthcare providers. With a mobile penetration of 101%, that exists across all socio-economic classes, all Nigerians have access to our telephone helpline.



Digital healthcare marketplace
including electronic prescriptions
& delivery

They can pay for the service by ubiquitous USSD whilst smartphone users (50% by 2020) can access all our digital services via our web platform or mobile app

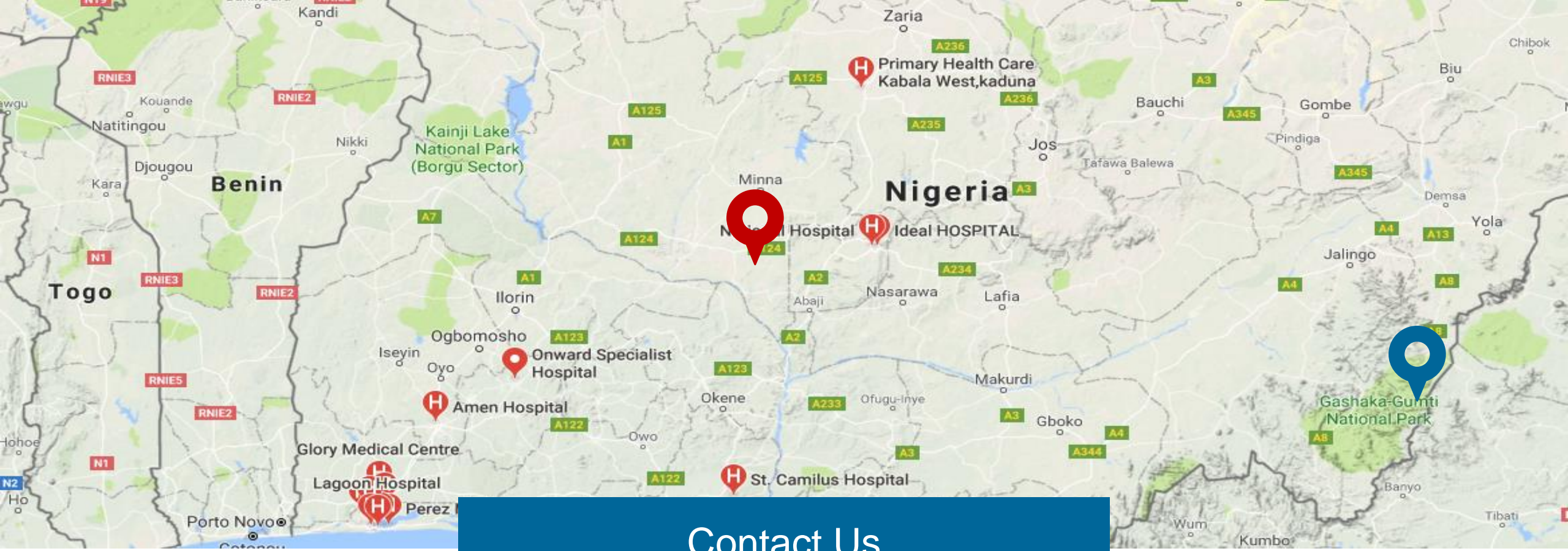


Practice Management Information
System {Software-as-a-service}

For the majority who cannot afford health insurance but need access to cheaper healthcare, a monthly subscription allows for one free medical consultation and referrals to specialists when necessary



Personal Medical Record system



Contact Us

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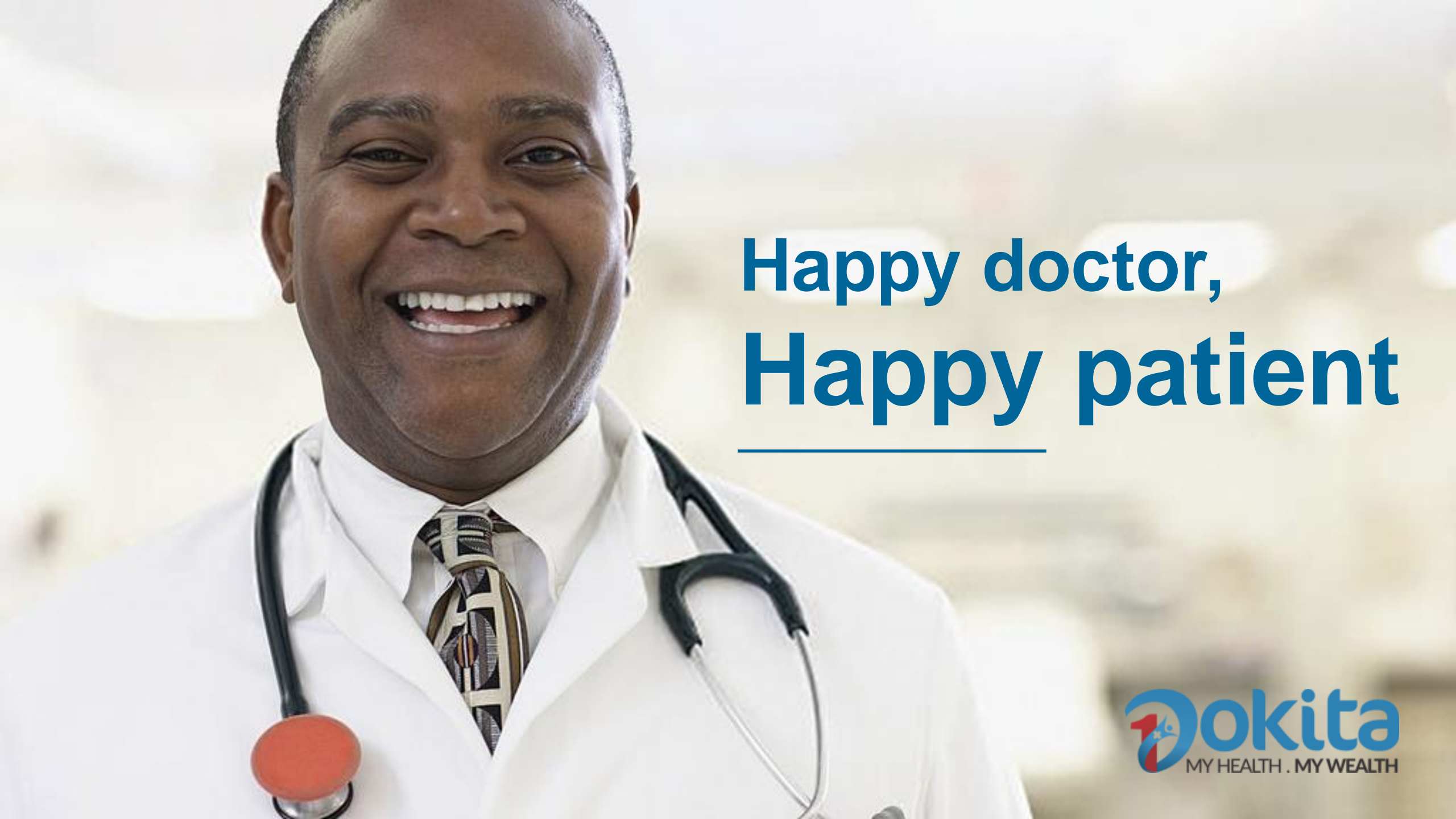


 linkedin.com/1dokita

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**THANK
YOU!**



**Happy doctor,
Happy patient**
