

East Health PHO

Interview with David Harrison

Summary

This case study describes East Health PHO's SME activities and how they have managed and overcome challenges over the years to make SMS better for patients.

Background

The PHO started running SME workshops in 2007 as part of the district wide initiative by Counties Manukau DHB. The first programme was the Regional Diabetes programme, the 'Live Well' programme, and later the Stanford programmes starting with the generic Stanford Chronic Disease Self Management programme.

Activities

PHO now delivers a range of SMS group programmes:

- Stanford generic CDSM programme, pain management and diabetes programmes
- Regional diabetes programme
- 'Live Well' weight self management education programme
- Healthy Eating Active Lifestyles programme
- quit smoking programme
- mindfulness programme.

Three members of the PHO team deliver the programmes with support from a dietitian and pharmacist for the local diabetes and weight management programmes.

The PHO also organises follow up sessions twice each year for all people who have graduated from the programmes over the years.

Two main challenges

- Getting enough people to make a viable group.
- Practice team buy in.

Overcoming the challenges and getting referrals and participants

1. Getting enough people

- Electronic referral in place with feedback loop to GP. This means that when a GP refers someone to an SME programme their referral is acknowledged in writing. Following the end of the programme the GP is told that their patient completed the programme and the difference in evaluation scores.
- An advanced form has been set up in Medtech, as part of the LTC programme template.
- Most of the participants now come from GP referrals and there are some self referrals.
- Courses are listed on the PHO's intra and internet sites as well as local papers. Advertising in newspaper works well for quit smoking groups.
- PHO sends regular programme information to large network of community contacts, NGOs etc. Vary the times of groups including evening workshops and target participants with most relevant information e.g. a person who works given information about evening groups.
- Distribute flyers at Botany community days and other community events.

2. Getting buy in from practices

- Text to remind is used to remind practices of upcoming sessions.
- Showcase programmes at CME and newsletters to practices.
- Use every opportunity to remind practices about the programmes.
- Encourage patients to share their story with practice team.

Key things we have learnt

- Electronic referral and 'marketing' the service to primary care and GPs pays off. Some practices hardly refer, some practices refer all the time.
- Make referral easy.
- Identify someone within the PHO whose role it is to coordinate the programme. Running SME requires a lot of administration and organisation.
- Use a validated evaluation tool. East Health use the HeiQ tool across all of their programmes. This has enabled the PHO to make informed changes (where they can) to the programmes and has influenced the inclusion and content of non Stanford programmes.
- Plan well ahead and never assume.