PLENARY

The Interim Repost of WHO Global Strategy on People Centred Integrated Health Services - Official Launch

Dr Ed Kelley, Director, Service Delivery and Safety, WHO Headquarters, Geneva
The WHO global strategy on people-centred integrated health services

Dr Edward Kelley, Director Services Delivery and Safety Department
WHO Headquarters Geneva

15th International Conference for Integrated Care
24-27 March, 2015, Edinburgh, Scotland
“In my country, access to treatment is a very big challenge if one is not known by a health worker or comes from a poor society. One may take too long to access the attention of a doctor to prescribe and access drugs for treatment. As a result, women are sexually abused to get treatment favours. Some people use their political power, economic status or position at work to access treatment.”

Patient’s brother, WHO African Region
The changing global context: challenges and opportunities

- Ageing
- Innovation
- Climate change
- Globalization
- Rising costs
- NCDs
- Citizen voice
- Urbanization

Source: WHO Global Health Observatory Data Repository, 2015
Health system challenges

EMERGING DEMANDS

- Double-burden of disease
- Unhealthy behaviours & lifestyle choices
- Care closer to home
- Increased need to self-manage care
-Greater expectations

SYSTEM CONSTRAINTS

- Lack of empowerment
- Misaligned financing
- Sub-optimal health workforce
- Service fragmentation
- Inappropriate service delivery model
- Weak engagement of users and communities
What are the experiences to date?
What outcomes have been achieved?

- Improved access to care for marginalized groups
- Reduced unplanned hospitalizations
- Increased ability to self-manage
- Workforce role enhancement
- Reduced costs
- Greater community engagement & participatory representation
- Shared decision-making
- Shift in the balance of care, allocating resources closer to needs
- Improved health literacy
- Reduced perinatal and neonatal mortality
- Increased health coverage
- Greater quality of care
- Increased access to care
- Greater community influence & better relationships with care providers that build awareness and trust
- Better coordination of care
Lessons from implementation: challenges to achieve sustainability and scale

<table>
<thead>
<tr>
<th>Time (years)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>t₁</td>
<td>Project failure</td>
</tr>
<tr>
<td>t₂</td>
<td>Slow death</td>
</tr>
<tr>
<td>t₃</td>
<td>Struggling projects</td>
</tr>
<tr>
<td></td>
<td>Sustainable projects</td>
</tr>
<tr>
<td></td>
<td>Scaling up</td>
</tr>
<tr>
<td></td>
<td>Franchise</td>
</tr>
</tbody>
</table>

Source: Adapted from Amelung et al. 2014, Transform Proposal
“Treat each patient as if it were your own family. Show compassion, caring and provide a positive hope to patients…Spend more time with patients and their families. Help patients learn about their diseases. Encourage patients to….become their own advocates. Share information about patient groups where they can get support from other patients. Most importantly, don’t treat a patient like a number in a factory of patients. Treat them as an individual, like it was your own mother/father/sister/brother. Show compassion, caring and empathy.”

Patient’s son, WHO Region of the Americas
Defining people-centred integrated health services – the example of Alzheimer's

Source: Adapted from National Voices (2013)
A framework for people-centred integrated health services delivery
“[We need] better integration of…specialized care with primary care…We need to use all possible means: experts should move, not always the patients. Data should also move [with patients] and eHealth opportunities [need to also be used] maximally, etc. This is necessary if we want to shorten waiting times and improve patient satisfaction.”

Health care manager, WHO European Region
Strengthening a global commitment to people-centred integrated health services delivery
The way forward: five strategic directions

- Coordinating services
- Reorienting the model of care
- Empowering and engaging people
- Strengthening governance and accountability
- Creating an enabling environment
Five strategic directions defined

Coordinating services
- Coordinating care for individuals
- Coordinating programs & providers
- Coordinating across sectors
- Coordinating preparedness and response to crises

Empowering and engaging people
- Empowering and engaging individuals, carers, and families/households
- Empowering and engaging communities

Creating an enabling environment
- Strengthening leadership for change
- Transforming organizational culture
- Striving for quality improvement
- Reorienting the health workforce
- Supporting regulatory frameworks
- Reforming payment systems

Reorienting model of care
- Building primary care based systems
- Shifting towards ambulatory/out-patient care
- Defining service priorities
- Revaluing public health services
- Ensuring comprehensive life course services
- Innovating & incorporating technology

Strengthening governance and accountability
- Bolstering participatory governance
- Enhancing mutual accountability

© World Health Organization 2015
Strategic direction 1.
Empowering & engaging people

Empowering and engaging individuals, carers, and families/households
- Improving health literacy
- Sharing decision making between people & health professionals
- Giving people access to personal health records
- Supporting self-management
- Promoting personal care

Empowering and engaging communities
- Fostering community participation
- Boosting community awareness
- Enhancing community delivered care
- Harnessing patient and user groups
- Addressing structural factors that marginalize at-risk communities
Supporting the implementation of the Strategy: aims and objective

- Fostering partnerships
- Developing a web-based repository of cases and platform for Communities of Practice
- Supporting demonstration sites

Knowledge exchange
Developing a web platform and Communities of Practice

Welcome

WHO global strategy on people-centred and integrated health services
Next steps: parallel processes in the development of the strategy

Strategy consultation

- **April 2015**: Public consultation
- **June 2015**: Consultation with WHO Regional Offices
- **2016**: World Health Assembly

Strategy implementation

- Development of web-platform & launch (June 2015)
- Supporting demonstration sites
- Fostering partnerships
- Developing tools for monitoring & evaluation

© World Health Organization 2015
CONTACT INFORMATION

Services Delivery and Safety Department
World Health Organization
Avenue Appia 20
CH-1211, Geneva 27
Switzerland

For more information on health services delivery visit
http://www.who.int/servicedeliverysafety/en/