EIP on AHA B3 Action Group on Integrated Care

Lessons Learned Webinar
Good practice on change management in integrated care:
Maccabi Multidisciplinary Telemedicine Centre for Chronic Disease Management
Thursday 6th August 2015 - 14.00 – 15.00 CEST

Session aim and description:

To present interactively the experience of Israel in the deployment of a 24/7 call centre of highly trained nurses supported by other professionals providing proactive care to patients with chronic diseases using computerized clinical care pathways and videoconferencing. The example will serve to present the work of the AA2 Group on Change Management and the B3 Maturity Model in a concrete practice. We will analyse the different stages and dimensions of the transformation process from the traditional services towards integrated care.

Maccabi recognizes the following challenges and barriers tackled by their system:

- Staff engagement: "Convincing the GP that this was support to him, not a threat"
- Recruiting and training nurses with the necessary knowledge and skills
- Financing
- Developing clinical care pathways to enable proactive care

These are some of the lessons learned that Maccabi is willing to share:

- Methods for working with GPs and facilitating GP/nurse teamwork
- Clinical pathways can be adapted to other systems
- The entire process from planning to large scale deployment can be at least replicated in other systems
- Right at the start: Call Phase I and not PILOT"

Host and Presenters:

- Stella Tsartsara, B3 Promoter (Host)
- Cristina Bescos – Philips Healthcare. Coordinator of the AA2 Change Management Group
- Angela Irony, Director of Maccabi On Line Medical Centers
- Avital Segal, Deputy Director, Medical Online Medical Services MOMA (Multidisciplinary Telemedicine Center for Chronic Disease Management)
- Rachelle Kaye, Strategic and International Consultant, Maccabi Healthcare Services (B3 Action Group member)

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Session Agenda:

- Welcome and introduction of presenters (Stella)
- Introduction related to change management and maturity model (Cristina)
- Presentation of Maccabi Telemedicine Centre (Angela, Avital, Rachelle)
- Interactive discussion related the change management process and Maturity Model to understand how it has been implemented at Maccabi, lessons learned in the process and transferable elements (All)
- Questions from the audience