Presenter Disclosure

- Presenter Name: Andrew Neuner
- Relationships with commercial interests:
  - Not Applicable
Disclosure of Commercial Support

• This program has received financial support from Canadian Foundation for Health Improvement in the form of accommodation and travel expenses.

• **Potential for conflict(s) of interest:**
  – None to declare
FOCUS ON PRIMARY HEALTHCARE

Fostering
Open
Conversations that
Unleash
Solutions

Patient Perception:

- Belief: healthcare going to be fixed rather than a partner

InfoSources:

- Family
- Friends
- Google
- Mom

Specialists:

- Physician
- Nurse
- Pharmacist
- Nutritionist
- Mental Health

Dr. Perception:

- Think: MY PATIENT

Rather than seeing themselves as part of the patient's team

Patient Experience:

- Access
- Home
- Clinic/ED

Emergency:

- Clinic
- Sex Care Online

Family Dr.:

- Some patients
- Feel comfortable back to family Dr.
- Want a relationship with family Dr.

Patient's Want to feel confident that their providers are communicating as a team

Information Flows?
The Burning Platform

It's not hot enough in here!!!
Believing in the Power of Information

If you torture the data long enough, it will confess.
Ronald Coase

If you’re going to dangle something in front of them, why limit yourself to carrots?
Norwegian Cruise Lines
Yes, risk taking is inherently failure prone. Otherwise, it would be called sure-thing taking.

Tim McMahon

You might as well fall flat on your face as lean over too far backward.

James Thurber
Changing the Conversation

Facts do not cease to exist because they are ignored.
Aldous Huxley

If the statistics are boring, you’ve got the wrong numbers.
Edward Tufte
Accountability

Keeping score is important to the success and enjoyment of games. The same is true in workplaces.

Dennis Bakke

I am convinced that holding systems, organizations and people able will have greater positive results than wielding the accountability hammer.

Andrew Neuner
Physician Advocacy

“I have been trained to work with the short comings of the system and just accept and adapt”

“All physicians need advocacy courses and guidelines – not pages and pages of policy.”

“The more bureaucracy created in the health care system, the greater the sense of detachment and the perception of helplessness by many physicians in the front line of patient care.”
Data Tells a Story
Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.

Eliel Saarinen

A clever arrangement of bad eggs will never make a good omelet.

C.S. Lewis
The digital experience
Leading Up!

YOU'VE CAUGHT YOUR TAIL ... NOW WHAT?
Questions?