

PRIMARY CARE MATTERS. PROTECTING IT BY EMBRACING CHANGE

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Presenter Disclosure

- **Presenter Name: Jim Easton**
- **Relationships with commercial interests:**
- I am the Chief Executive of Care UK – one of whose services is described in the presentation. It is UK based and has no current or projected future commercial interests in Canada. I am a Board member and shareholder in that company.

Disclosure of Commercial Support

- **This program has received in-kind support from Care UK in the form of agreeing to my participation**
- **Potential for conflict(s) of interest:**
 - None identified

Mitigating Potential Bias

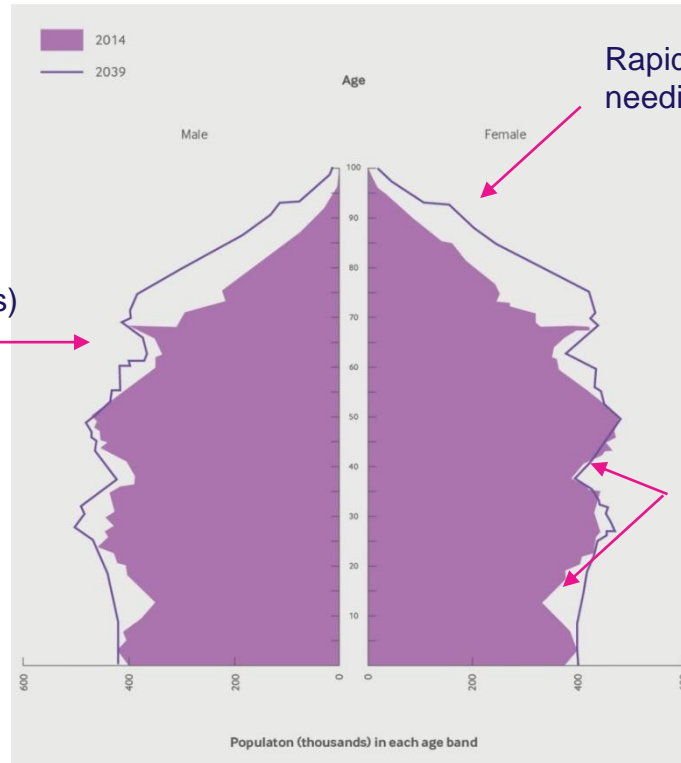
- No likely sources of bias identified.

Of course primary care matters. Hugely.



In the UK, GPs have one of the highest public satisfaction ratings of any public service, at over 85%, General practice is seen as the bedrock of NHS care providing over 300 million patient consultations each year, compared to 23 million Emergency Room visits. So if general practice fails, the NHS fails.

But. The model of primary care is under attack at both ends of demographic change graph



Current peak of doctors (and others) retiring



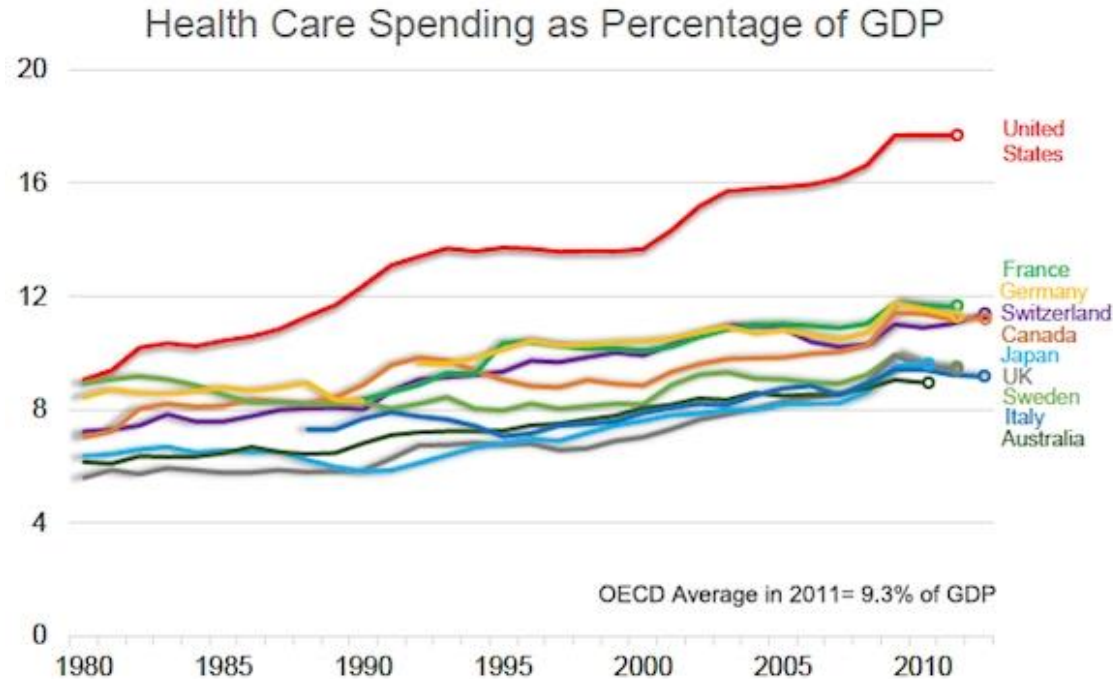
Rapidly growing older and much older population needing significant healthcare support



“Hole” in younger people coming through to replace losses



And the idea that just more money can solve the problem is also wrong



Source: OECD Health Data 2013.
Produced by Veronique de Rugy, Mercatus Center at George Mason University.

There are two ways of protecting things that are important

The “museum” method



The “raising kids” method



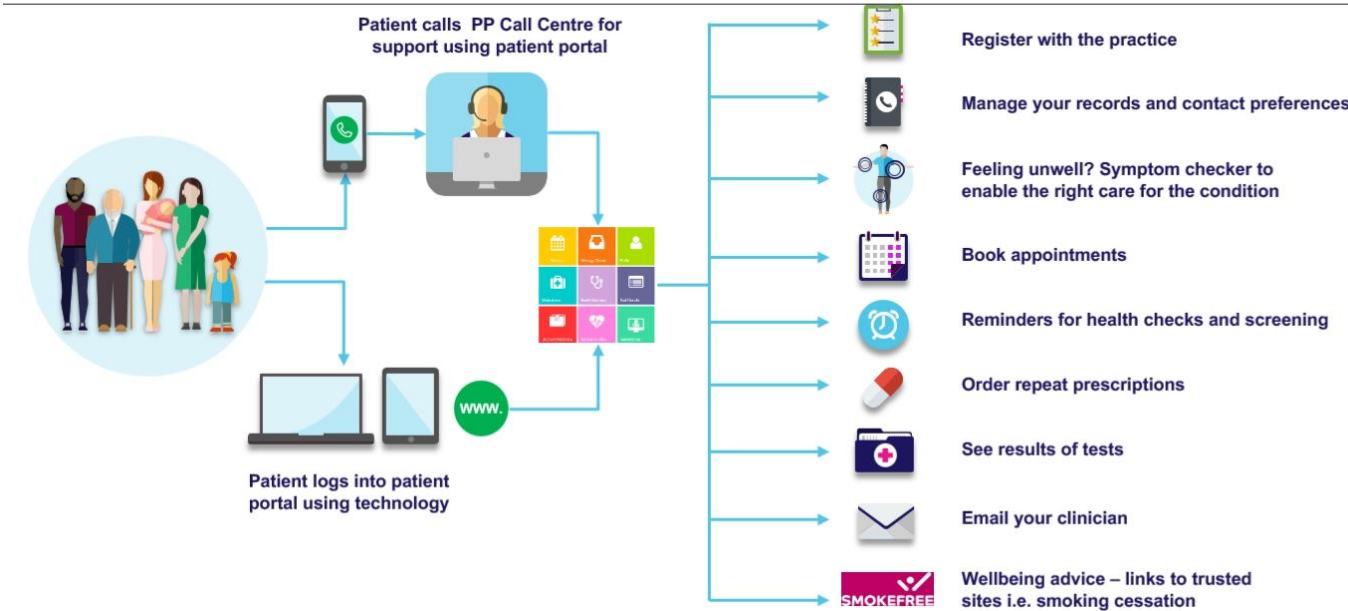
So it's about leading change

- Be clear about what
- Be clear about how



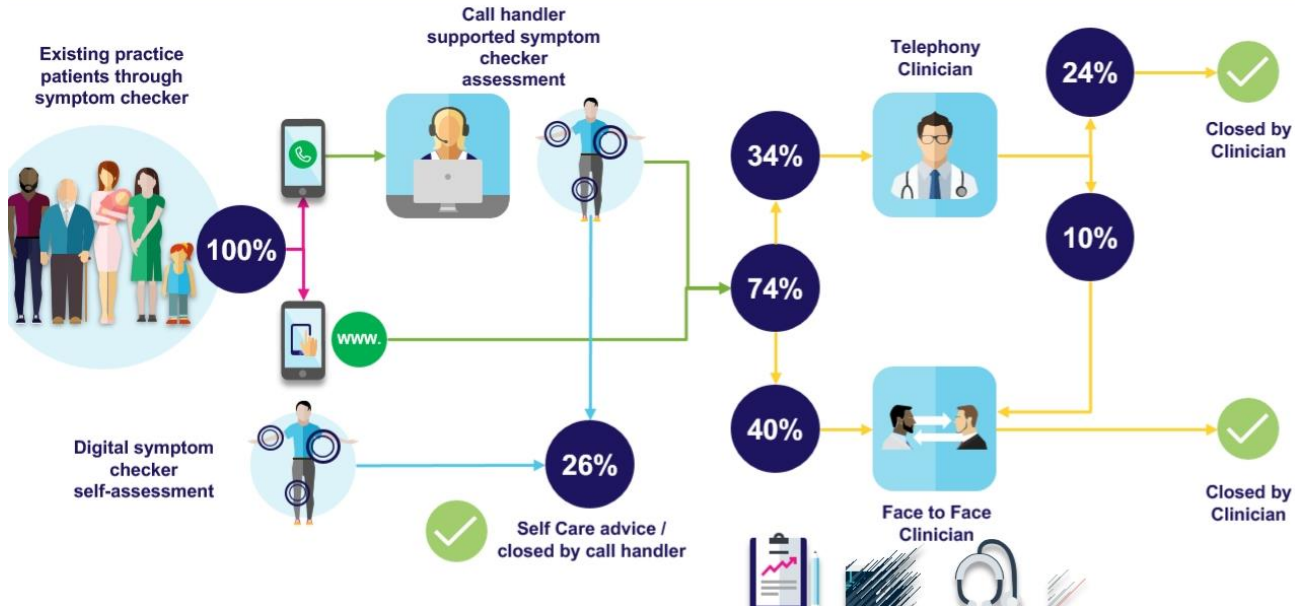
Redesigning primary Care: Practice Plus

Patient Health Hub : 24/7 access to the GP practice online



Redesigning primary Care: Practice Plus

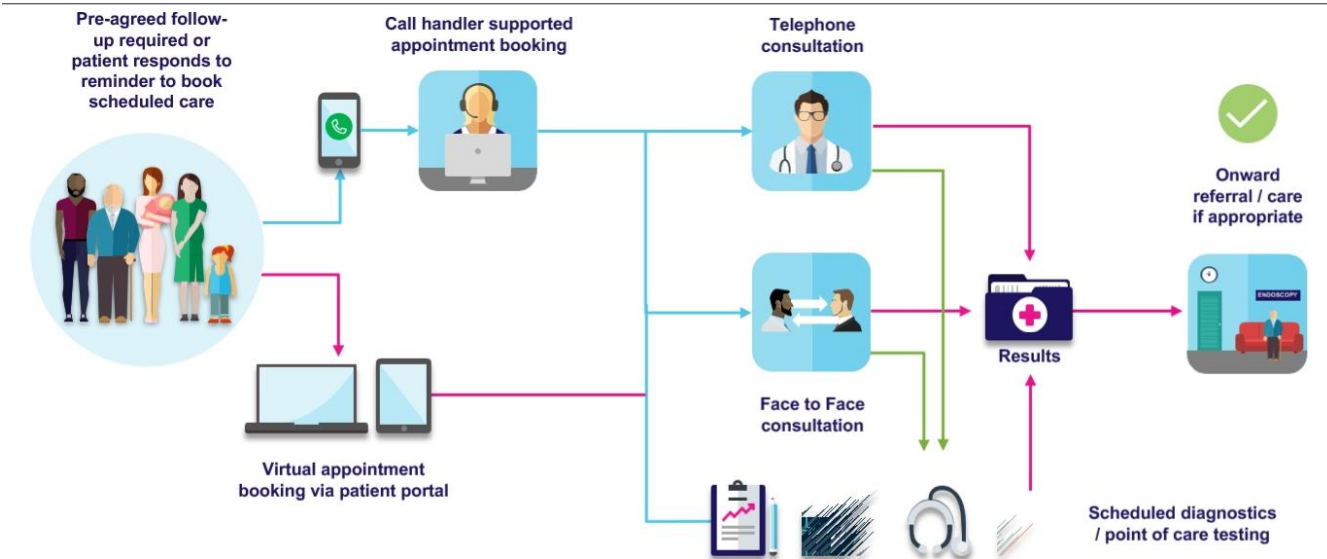
The Patient Journey: New presentations



Redesigning primary Care: Practice Plus



The Patient Journey: Scheduled and follow up care



Reaction? Of course there are losses. But remember....

The “museum” method



The “raising kids” method



And a key point

We didn't invent any of this. Not one thing. We evaluated a series of ideas and technologies from others and assembled them and optimised them through redesign to meet our needs.

Which goes to the problem of spread in health care.



Good luck – your country, province and community needs you to be successful!

