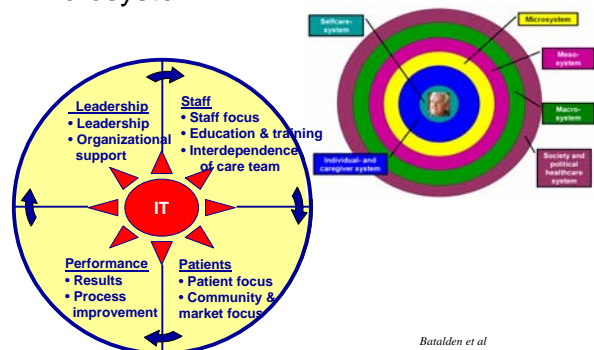


IT-Tools for spreading improvement knowledge

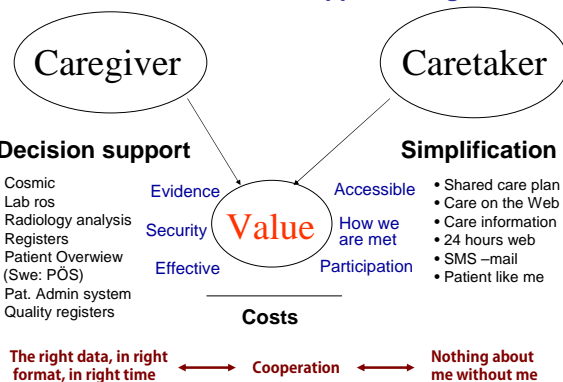
The Social Web

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Working from within your clinical microsystem...



What kind of value is IT supposed to give...?



Web sites

- News
- Reports
- Collaboratives and Programs
- Videos
- www.qulturum.se – healthcare improvement
- www.lj.se/sakervard - patient safety
- www.lj.se/praktikensarena - research & practitioners
- www.lj.se/bridgingthegaps - research program

Metodikum – training center

- A website about training the daily work
- SimMan
- Setting needles and KAD
- CEPS – re-establish newborn babies - simulated patient case with videorecordings
- Behavior when receiving patients
- www.lj.se/metodikum

Qulturum TV

- Instruction videos
- News
- www.youtube.se/qulturumtv

Small camera to tell patient's stories (e.g. Flip-camera):

- Follow the care chain – example: Dr Pär
- Let the patients tell their stories
- Show staff and discuss improvements

Facebook

- Thinking differently (Creative thinking) – as meeting place and project place for collaborative/study circle

- <http://www.facebook.com/home.php#!/group.php?gid=197191977007&ref=search&sid=100000533174369.237129278..1>

QReflex Extranet

- A customized place for improvement work (projects, Breakthrough series, networks etc)

<http://qreflex.lj.se> (Password needed)

The Improvement Guide elearning

-a course in five parts on the Internet

1. The Art to improve
2. To create a charter / improvement plan
3. The Model for improvements
4. Improvement tools /Graphs
5. 70 Change concepts

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Example from Course 1:

Kunskapssteori

När vi pratar om förbättringar så är en förändring en **förutsägelseprognos**. Med andra ord, om vi gör en förändring är vår förutsägelseprognos att det ska leda till en förbättring. Ju mer kunskap vi har om hur ett system fungerar, desto större möjligheter har vi att göra bra prognoser och desto större möjlighet är det att förändringen leder till förbättring. **Att jämföra det förväntade resultatet med det verkliga resultatet är nyckeln till lärande.** Att göra förändringar, mäta det vi gör och sedan följa upp resultaten är grunden till att bygga kunskap i läran om förbättringskunskap.

Människor kan öka sin kunskap genom att:

- Använda PGSA hjulet
- Göra prognoser
- Använda mät eller data
- Använda operativa definitioner
- Utveckla, testa och genomföra förändringar

Example from Course 3:

Modellen för förbättringar

Cykel 2 - Göra

Klicka på knappen för att se nästa kula.

Släpp kulan!

Example from Course 4:

Hjälpmiddel i förbättringsarbetet

Sammanfattning
Följande grundläggande hjälpmedel används för att förvandla data till mer användbar information och för att hjälpa till att göra prognoser och tolkningar av resultaten.

- Formulär för datainsamling
- Operativa definitioner
- Stapeldiagram eller frekvensdiagram
- Pareto diagram
- Kontrolldiagram och linjediagram
- Spjåningsdiagram
- Kartläggga processen
- Orsak/verkan diagram

My Personal Health register/ Shared Careplan / My Health account

A place on the web to have...

- all about your health and diseases
- access from all over the world
- ownership of your own patient record
- the right to decide which professionals and family members you want to give access to your record
- Health Vault
- http://congral.net/ionk_phms/

My Healthcare Contacts / 1177.se

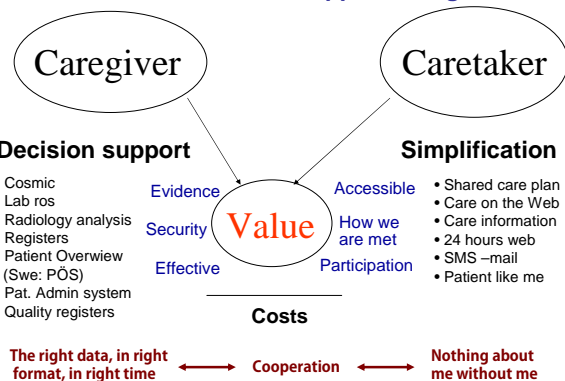
A Swedish personal site for inhabitants contacts with their caregivers

- Safe communication
- Renew prescriptions.
- Rebook visits or delete.
- Book visit by sending a question and suggest date and time and why he/she wants to come.
- Ask a nurse. Standardized answer first.
- Ask for advices.
- Contact me, please... I want to have an answer from a test or a dr to phone.
- Order a copy of my patient record.
- Ask for certificate.
- Book time for injection before going abroad.
- Send in a message.
- <http://www.minavardkontakter.se/C125755F00329208/p/OSAL-7PBJ24?opendocument>

Communications tools: Adobe Connect Pro, Tandberg Movi, Marratech, Bridgit, WebEx

- Meeting, seminars, lectures
- Coach Coachers:
 - coaching, tutoring team members (useful conversations, taking notes, scale up)
- Teams develop by having a close contact
- We communicate better, in another dimension, get a "we-feeling",
- Save the environment not talking the car
- <https://lj.emea.acrobat.com/system/login?next=%2Fadmin&set-lang=en>

What kind of value is IT supposed to give...?



Question

- How can IT support the microsystems and the development of microsystems?
- What are your experiences?
- Tips for success/ characteristics for high performance:

The Social web

Most visited sites in Sweden 2009

- Social networks
- News sites
- Buy and sell sites

Source: Alexa.com

Twitter.com

- Microblog (max 140 letters)
- Private use: What are you doing?
- Professional use: **What are you thinking?**
- Everyone can search what people discuss within a particular subject;
- We can check **what is written about us** and comment on that
- E.g. www.krisinformation.se – a Swedish site for information about acute crises (Earthquakes on Haiti – what is happening? The New influenza)
- News from a few Counties in Sweden

Twitter

- www.twitter.com/landstingetjkpg



Useful: When letting someone follow your project or improvement work; when you have a crises; recruiting staff, become a profile in your speciality

Characteristics for Social media

1. **Personality** – the I-form, personal but not private, behind the official, get to know the person
2. **Building knowledge** – The Wisdom of the Masses (Wikipedia, Google, documentation, software development, organizational development, new ideas etc)
3. **Openness** – want dialog, engagement, interest, let people come into the process, consideration, understandable

A consequence: Power! (displacing/changing power)
The question of power is raised: Google books

Source: Fredrik Wackerholm

Wikipedia



More consequences

CREATIVITY

MULTITUDE:

- Idea storm, rating and voting, discussions, follow media,
- The filters disappear; See the whole document (www.data.gov , Swedish version: www.opengov.se)

Bad or good?

How do we find what we are looking for?

- Subscribe with RSS
- www.knuff.se - a Swedish blog portal

Check who is writing about us

The social intranet

- Blog
- Twitter
- Information leaflet – find a colleague of a certain profession and/or competence (Find (my) content via me...; my powerpoints, what I have written, etc)

Usage

- **Go beyond your own web site:** Facebook, Twitter, Youtube, Wikipedia, Flickr
- **Blogs to reach young people:** "Healthcare of tomorrow"- <http://angeredsnarsjukhus.blogspot.com>. The Operation nurse in Falun - <http://opsyrran.wordpress.com/>
- **Communities:** social objects, exchange experiences
Find others in healthcare: **Chain** - <http://chain.ulcc.ac.uk/chain/index.html> ,
Other examples: Travel Book - <http://www.resdagboken.se/> ,
Visit Sweden - <http://www.visitsweden.com/sweden/>
- **Live broadcasting** with www.bambuser.com from your phone – used by newspapers and others

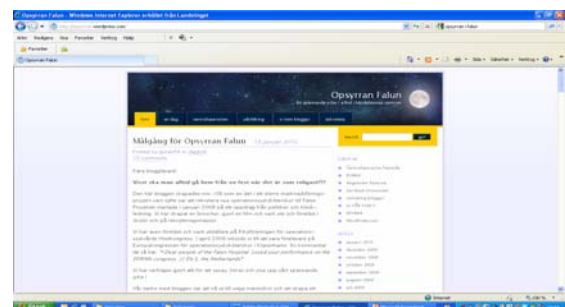
Source: Fredrik Wackerholm

From Phone to the Net



<http://bambuser.com/>

<http://opsyrran.wordpress.com/> The Operating nurse



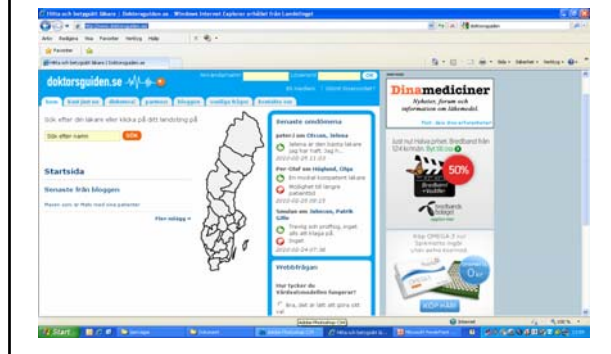
Healthcare of tomorrow:

<http://angeredsnarsjukhus.blogspot.com/>



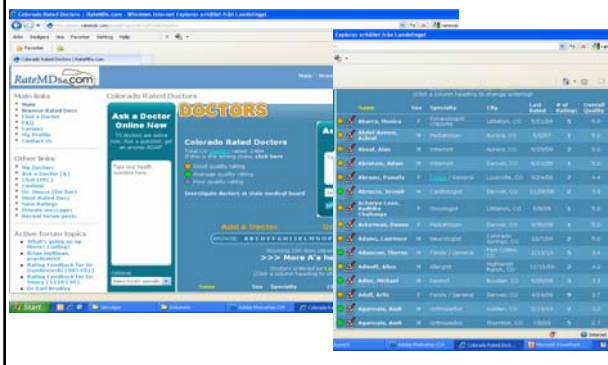
The Doctors Guide rating physicians

<http://www.doktorsguiden.se/>



Rating physicians on a US site:

<http://www.ratemds.com/social/?q=node/8521>



Guideline using Social Media

1. The purpose (for whom and why)
2. You are responsible for what you write
3. Be authentic (let your personality come through)
4. Think about who is the reader
5. Good judgment (your boss, colleagues and patients may read it)
6. Understand conversation (understand what blogging is, link to others, give credit)
7. Jurisdiction (*Swe: upphovsrätt, citat*)
8. Secret and delicate content (patient's privacy rules, don't mention customers and patients by name without an OK, be clear)
9. Add value (important!)
10. It must be productive! (important; Am I allowed to blog or twitter on working hours?; make a deal)

Do you want to be a Grass root, Tower or a Hub?

Source: Fredrik Wackerholm

For your Organization?

Discuss:

Is this Good or Bad? Superficial – thorough ?

Can we use social media?

- Twitter - follow our processes or a project – What happens? How does it go? Contribute with your ideas!
- Start a group on Facebook or a community
- Let employees write blogs
- Follow subjects close to our business and make (personal) comments from us, but with a personal voice (propaganda for companies will be punished!)
- *Make a link to all writing about us!*
- *Use the readers engagement!*
- The editor as a guide

Senior Alert

- A national register for Preventive care (fall, nutrition, pressure ulcers)
- The process is built in into the registration procedure

IHI School

- A school, community, an interactive place on the net to learn about improvement methods etc

Magnus Rahm, MD