

Strategies for communicating change

Chronic disease workshop 1

Notes from discussion

Group highlighted GP information needs (particularly re the new initiatives)

- ♦ What's in it for them/patient and why this is the way to do it
- ♦ Time – information needs to be delivered in a timely fashion
- ♦ Needs to be relevant clinically and in a business sense
- ♦ Need to know how much investment is required from them
- ♦ Need to know the legal issues
- ♦ Need evidence
- ♦ Need peer approval
- ♦ Needs to be tailored to the individual
- ♦ Needs to be delivered using familiar techniques eg. case studies
- ♦ Needs to address staffing issues

Group highlighted Practice staff information needs

- ♦ Need to have GP support
- ♦ Need to have sense of worth/self-esteem
- ♦ Need skills
- ♦ Need structures/tools
- ♦ Need task/role specific training
- ♦ Need more detail (operational)
- ♦ Need formalised roles
- ♦ Need to understand benefit of task to practice and patient
- ♦ Needs to be delivered at appropriate time eg. not when BAS is due

Looked at what are some of the barriers to communicating any initiative

- ♦ Lack of time
- ♦ Increased workload
- ♦ Recall
- ♦ Inconsistent staff – job sharing
- ♦ Rebellion/reluctance/scepticism
- ♦ NESB/Cultural issues

Looked at some strategies for dealing with these barriers

- ♦ Use credible source
- ♦ Peer champions
- ♦ Resources for Drs, staff and patients
- ♦ Access to evidence/research
- ♦ Develop relationship with practice – know your audience

Looked at what information might be appropriate at a 1st visit/interaction

- ♦ What's in it for patient and you
- ♦ Basic information
- ♦ Start to engage in the process – something simple, in area of interest
- ♦ Provide resources and options - starting points

- ◆ Do not create extra tasks
- ◆ Create sense of not alone
- ◆ Ask how division can help

What resources might be needed to communicate change

- ◆ Tight clear guidelines
 - ◆ charts
 - ◆ boxes
 - ◆ “how-to”s
- ◆ Business cases
- ◆ Evidence
- ◆ Access to “Primary Care Knowledge Base” by DHS – Sonya Tremellen to investigate
- ◆ Some GP champions to be identified and available statewide for presentations particularly around asthma
- ◆ PowerPoint presentations, short videos, case studies (rural and urban specific), CD-ROMs.