

INSTITUTE FOR
HEALTHCARE
IMPROVEMENT

Designing on Purpose

Summit on Integrative Medicine
and the Health of the Public

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Designing on Purpose

Integrate what?

Integrate why?

1. Begin with an exploration of purpose.
2. Then seek designs capable of achieving that purpose.

The IOM Roundtable

- “Overuse, Underuse, and Misuse”
- Quality Is...

“The degree to which health services for individuals and populations increase the likelihood of desired health outcomes and are consistent with current professional knowledge.”

The Woods Hole Meeting - 2002

FIRST DRAFT	FINAL VERSION
<p>AIMS FOR IMPROVEMENT:</p> <ul style="list-style-type: none">SafetyEffectivenessPatient ControlPromptnessEfficiencyEquity	<p>AIMS FOR IMPROVEMENT:</p> <ul style="list-style-type: none">SafetyEffectivenessPatient CenterednessTimelinessEfficiencyEquity
<p>SIMPLE RULE #3: “Patients have all the control.”</p>	<p>SIMPLE RULE #3: “The patient is the source of control.”</p>

“New Rules” for Health Care

- Care based on continuous healing relationships
- Customization based on patient needs and values
- The patient as the source of control
- Shared knowledge and the free flow of information
- Evidence-based decision making

“New Rules” for Health Care

- Safety as a system property
- The need for transparency
- Anticipation of needs
- Continuous decrease in waste
- Cooperation

IHI Measure of Patient-Centeredness

“They give me exactly the help I need and want exactly when I need and want it.”

(John Wasson Modification...)

“They give me exactly the help I need and want exactly when **and how** I need and want it.”

Deepening the Definition

- “The needs of the patient come first.”
(Mayo Clinic)
- “Nothing about me without me.”
(Diane Plamping)
- “Every patient is the only patient.”
(Art Berarducci)

My Proposed Working Definition

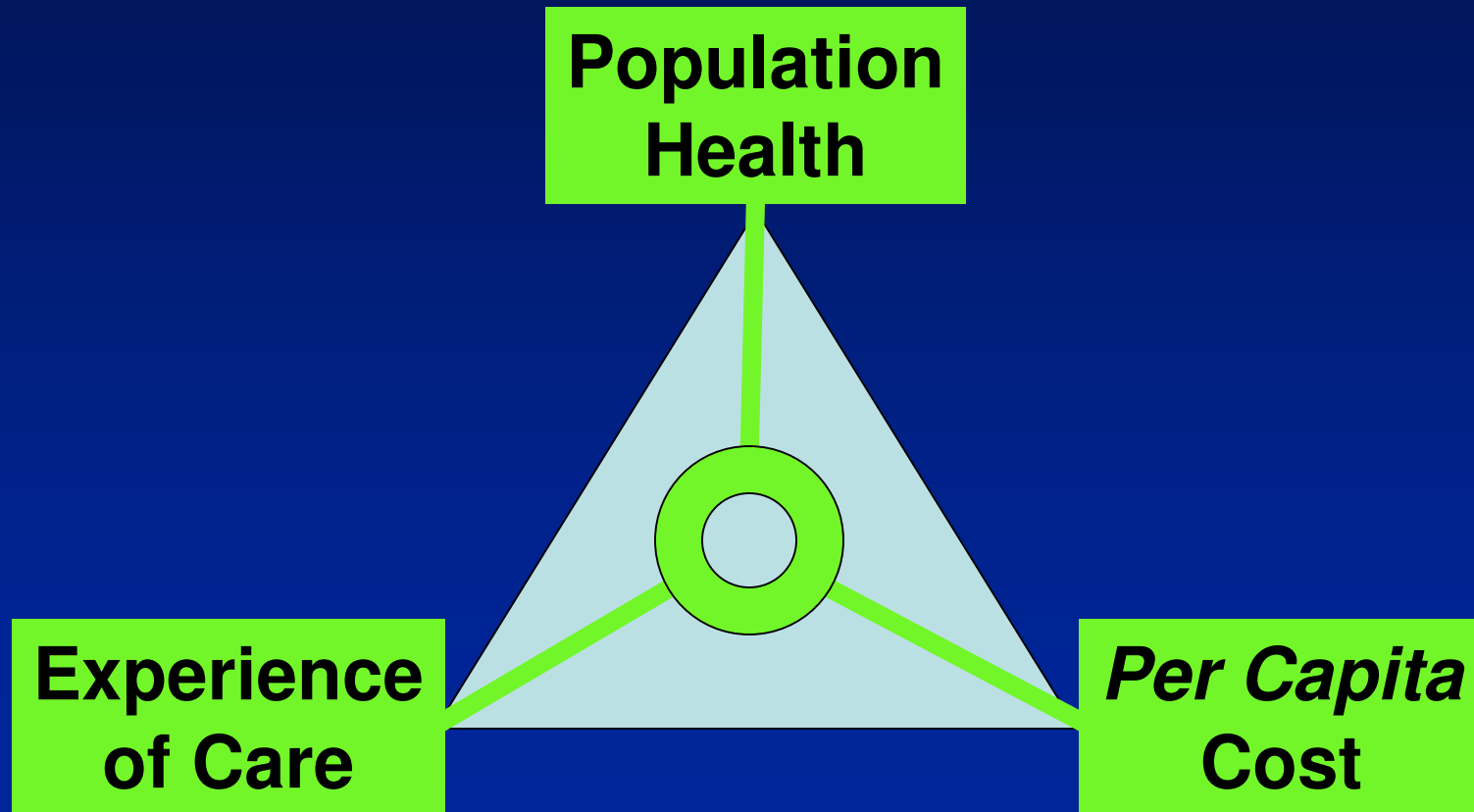
Patient-Centeredness:

“The experience (to the extent the informed, individual patient desires it) of transparency, individualization, recognition, respect, dignity, and choice in all matters, without exception, related to one’s person, circumstances, and relationships in health care.”

Eliot Freidson: *Profession of Medicine*

- A profession is a work group that reserves to itself the authority to judge the quality of its own work.
- Granted by society in return for an assumption of:
 - Altruism
 - Specialized Expertise
 - Self-Regulation

The “Triple Aim”



Defining “Health”

The Extent to Which the
Body Can Heal Itself

A Question

- What do you want?

A Question

- What do you *really* want?

A Question

- What do you *really, really* want?

Try This...

Integrative Medicine is health care that offers you the best shot at getting what you really, really want.

Design of Integrative Care

1. Place the Patient at the Center

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2. Individualize

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1. Place the Patient at the Center
2. Individualize
3. Welcome Family and Loved Ones

Design of Integrative Care

1. Place the Patient at the Center
2. Individualize
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4. **Maximize Healing Influences within Care**

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1. Place the Patient at the Center
2. Individualize
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4. Maximize Healing Influences within Care
5. Maximize Healing Influences outside Care

Design of Integrative Care

1. Place the Patient at the Center
2. Individualize
3. Welcome Family and Loved Ones
4. Maximize Healing Influences within Care
5. Maximize Healing Influences outside Care
6. **Rely on Sophisticated, Disciplined Evidence**

Design of Integrative Care

1. Place the Patient at the Center
2. Individualize
3. Welcome Family and Loved Ones
4. Maximize Healing Influences within Care
5. Maximize Healing Influences outside Care
6. Rely on Sophisticated, Disciplined Evidence
7. **Use All Relevant Capacities – Waste Nothing**

Design of Integrative Care

1. Place the Patient at the Center
2. Individualize
3. Welcome Family and Loved Ones
4. Maximize Healing Influences within Care
5. Maximize Healing Influences outside Care
6. Rely on Sophisticated, Disciplined Evidence
7. Use All Relevant Capacities – Waste Nothing
8. **Connect Helping Influences with Each Other**

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