

# Getting from Here to There: Good Idea to Effective Program

## How Communities Can Help

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[www.selfmanagementresource.com](http://www.selfmanagementresource.com)



# Where to Start



- ▶ Someone has a good idea
- ▶ There is a problem
- ▶ You are ordered to do something
- ▶ What does your institution want?

# Someone Has a Bright Idea

- ▶ Does it fit the mission?
- ▶ Is it a priority?
- ▶ What resources are needed?
- ▶ Does anyone else want this?
- ▶ Is anyone else doing this?



Breast Reconstruction Story

# There is a Problem

- ▶ Define the problem
- ▶ Whose problem is it?
- ▶ Make a list of possible solutions
  - Get lots of input
- ▶ Choose one to try



# You Are Told to Do Something



- ▶ Do you want to do it?
- ▶ What is the price of not doing it?
- ▶ What is the price of doing it
- ▶ Give options
- ▶ Can someone else do it?
- ▶ Having patient advisors can help

# What does your institution want?

- ▶ You will never know until you ask
- ▶ It is better to ask than sell
- ▶ You might be surprised!

Stanford Rheumatology Story



# You Think You Know What You Want

- ▶ Who is the program for?
- ▶ What outcomes do you want? **Involve patients**
- ▶ Is there an evidence-based program that meets the need?  
**Involve patients**
- ▶ Read the literature
- ▶ Determine content—Do not make assumptions. **Involve patients**
- ▶ Determine process. **Involve patients**
- ▶ Determine mode of delivery. **Involve patients**

# What is your target audience?



- ▶ Medicare recipients — AADE recognition
- ▶ Specific ethnic group
- ▶ Specific diagnosis
- ▶ Specific geographic area



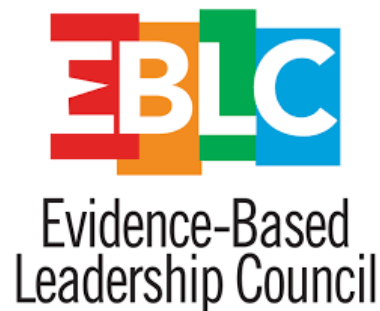
# What outcomes do you want? Who cares?

- ▶ An Interactive Exercise

# Is there an evidence-based program that meets the need?

## Involve patients

- ❖ Based on Evidence: Based on Scientific Knowledge
- ❖ Based on Evidence: Meets ADA Standards
- ▶ Evidence-Based
- ▶ Published Trial
- ▶ Training and Fidelity Standards
- ▶ Replicated



<http://www.eblc.ORG>

# Read the Literature

- ▶ Google Scholar
- ▶ Evidence Based Leadership Council



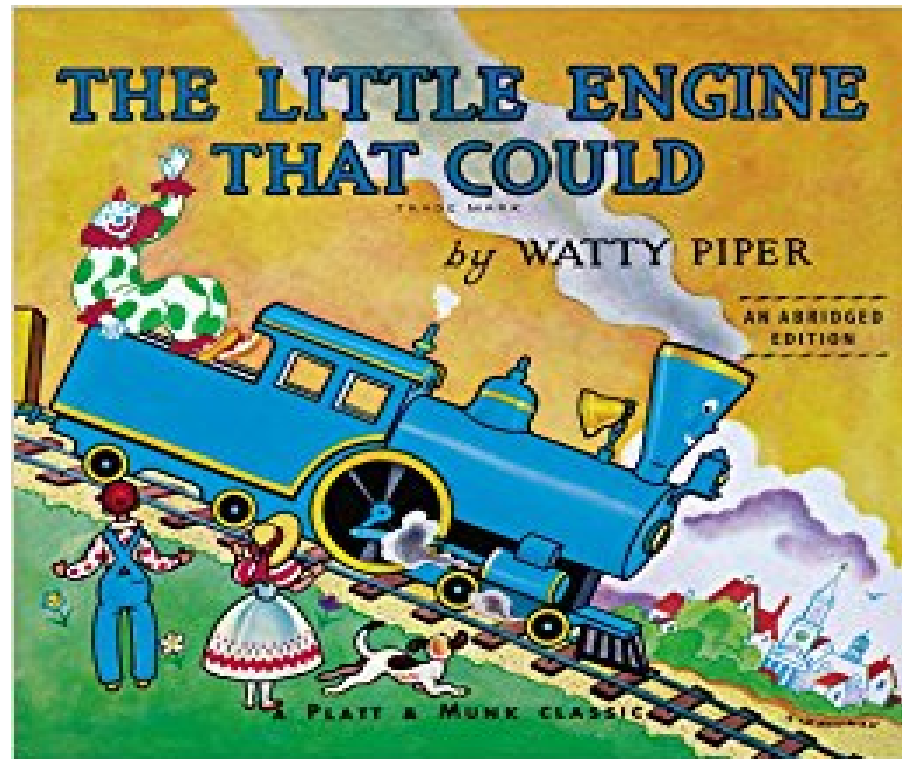
# Determine the Content

- ▶ Base on patient-perceived problems
- ▶ Will content lead to outcomes?
- ▶ Need to know vs. nice to know
- ▶ Skills vs. content
- ▶ If you want empowerment, you must be empowering

# A Word About Self-Efficacy

## *Patient Empowerment*

SE is the belief that one can accomplish a specific behavior. It is a good predictor of actual accomplishment.



# How to Enhance Self-Efficacy

- ▶ Modeling
- ▶ Skills Mastery
- ▶ Reinterpretation
- ▶ Social Persuasion



# How will you deliver the program?



- ▶ One-on-one
- ▶ Group
- ▶ Mail
- ▶ Internet/Smart Phone/App
- ▶ Electronic Patient Portal
- ▶ On a Ferry

# Now You Put Together an Intervention

## THINGS TO CONSIDER

- ▶ What is the mode of delivery?
- ▶ What content?
- ▶ What process?
- ▶ Will content and process meet the desired outcomes?
- ▶ How will theory be applied?
- ▶ Does it meet patient needs?
- ▶ Do patients really have to know that?

**For all of the above, what do patients think?**



# Overcoming Barriers

- ▶ Not invented here
- ▶ Our (My) people are different
- ▶ We have always done it this way
- ▶ Competition



# Try It!



# Problems



- ▶ People did not come
  - Wrong name
  - Wrong place
  - Wrong time
  - Wrong recruitment
  - Wrong cost
- ▶ People did not come back
  - Program problem
  - Facilitator problem
- ▶ People did not change:
  - Wrong process

# Evaluate

- ▶ Were the outcomes you wanted achieved?
- ▶ Did people like the program?
- ▶ What do people say who did not like the program?
- ▶ Will you continue doing the program? If not, why?



“For details, come to the workshop tomorrow morning”

**Let's Talk**