
PERSONALIZED VS STANDARDIZED CARE

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OBJECTIVES

- Define personalized and standardized care
- Explain the relationship between standardized and personalized care
- Describe the gap analysis process
- Discuss change management as it relates to standardization techniques
- Identify techniques for standardization

TERMINOLOGY

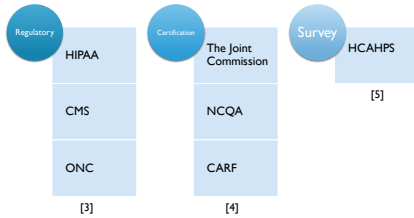
- Personalized Care
 - "design or produce (something) to meet someone's individual requirements."⁽¹⁾
 - "the tailoring of medical treatment to the specific characteristics of each patient. [It] does not literally mean the creation of drugs or medical devices that are unique to a patient. Rather, it involves the ability to classify individuals into subpopulations that are uniquely or disproportionately susceptible to a particular disease or responsive to a specific treatment."⁽²⁾
- Standardized Care
 - "One size fits all"
 - "a level of quality or attainment"⁽³⁾
 - "an idea or thing used as a measure, norm, or model in comparative evaluations."⁽⁴⁾

LOOK BACK....

- 1819 Dr. John Sappington
- 1854 Florence Nightingale^[2]
 - Observations and continuous recording
- 1861 Clara Barton^[3]
 - Sanitary Commission
- 1918 Dr. Rupert Blue^[4]
 - Quarantine
 - Mandatory medical exams
 - Communication
 - Results of research



FAST FORWARD



GOAL

- Quality care
 - "the degree to which health care services for individuals and populations increase the likelihood of desired health outcomes and are consistent with current professional knowledge."^[9]



THE NEED FOR INFORMATION



THE GREAT DEBATE

- Industrialized medicine¹⁷
 - Formalization
 - Standardization
 - Automation
- One size fits all stigma
- Clinician disconnect dilemma
- Patients and participation
- Insurance companies





ACTIVITY



TOOLKIT

AN INFORMATICS PROFESSIONALS GUIDETO STANDARDIZATION



GAP ANALYSIS

- Identify your goal
- Identify your problem
- Identify current state
- Identify future state
- Identify barriers to future state



- The WHY in the sacred cow
- Focus on goal
- Parking lot problems that don't pertain to your current issue

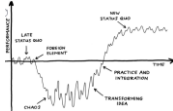
CHANGE MANAGEMENT (PEOPLE)

- Lewin's change management model
- The McKinsey 7-S model
- Influencer
- Kotter's theory
- Nudge theory
- ADKAR
- Bridges' transition model
- The Satire change management model

Bridges' Transition Model[®]
The Transition Curve



The Satire Change Model[®]



KURT LEWIN^[10]



MCKINSEY^[11]

- Role Modeling
 - "I see my leaders, colleagues, and staff behaving differently"
 - WHY: People mimic individuals and groups who surround them – consciously and unconsciously
- Fostering understanding and conviction
 - "I understand what is being asked of me and it makes sense"
 - WHY: People seek congruence between their beliefs and actions, believe in the WHY
- Developing talent and skills
 - "I have the skills and opportunities to behave in the new way"
 - WHY: You can teach an old dog new tricks, our brains remain plastic into adulthood
- Reinforcing with formal mechanisms
 - "I see that our structures, processes, and systems support the changes I am being asked to make"
 - WHY: Associations and consequences shape behavior

INFLUENCER^[12]

- Focus and measure
- Find the vital behaviors
- Encourage all six sources of influence

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment

TECHNIQUES IN STANDARDIZATION

- Evidence Based Practice
 - "Evidence-based medicine is the integration of best research evidence with clinical expertise and patient values." [13] (to improve outcomes)
- Care Pathways
 - "a methodology for the mutual decision making and organization of care for a well-defined group of patients for a well-defined period." [14]
- Other Standardized Process Sub-types [7]
 - Design
 - Terminology
 - Performance
 - Procedural

LEAN TECHNIQUES [15]

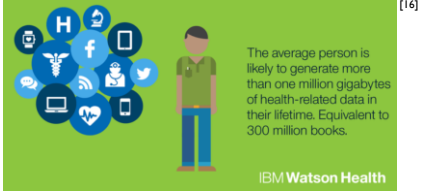
- Reduce waste
- Reduce variance
- Maintain



ENGAGEMENT AND PULLING IT ALL TOGETHER



MOVING FORWARD



QUESTIONS

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