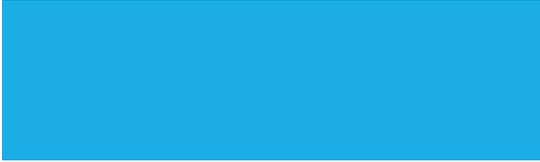


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## PERSONALIZED VS STANDARDIZED CARE

JAMIE WOLF MSHI, BSN, RN-BC



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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

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## TERMINOLOGY

- Personalized Care
  - "design or produce (something) to meet someone's individual requirements."<sup>(1)</sup>
  - "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."<sup>(2)</sup>
- Standardized Care
  - "One size fits all"
  - "a level of quality or attainment."<sup>(3)</sup>
  - "an idea or thing used as a measure, norm, or model in comparative evaluations."<sup>(4)</sup>

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### LOOK BACK....

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



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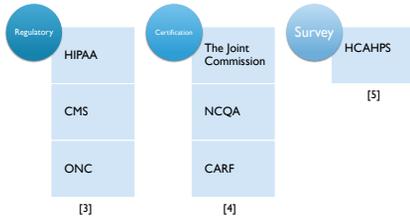
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### FAST FORWARD



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### 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."<sup>[9]</sup>



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## THE NEED FOR INFORMATION



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## THE GREAT DEBATE

- Industrialized medicine<sup>17</sup>
  - Formalization
  - Standardization
  - Automation
- One size fits all stigma
- Clinician disconnect dilemma
- Patients and participation
- Insurance companies



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## ACTIVITY



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## TOOLKIT

AN INFORMATICS PROFESSIONALS GUIDETO STANDARDIZATION




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## 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

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## 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<sup>®</sup>**  
The Transition Curve



**The Satire Change Model<sup>®</sup>**




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## KURT LEWIN<sup>[10]</sup>




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## MCKINSEY<sup>[11]</sup>

- 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

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## INFLUENCER<sup>[12]</sup>

- 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

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## 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

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## LEAN TECHNIQUES [15]

- Reduce waste
- Reduce variance
- Maintain




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## ENGAGEMENT AND PULLING IT ALL TOGETHER




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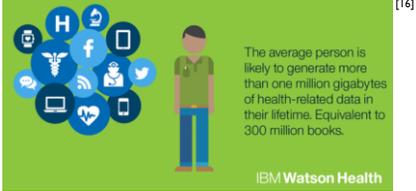
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MOVING FORWARD



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QUESTIONS

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