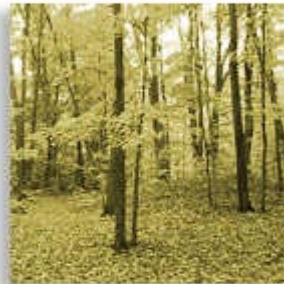
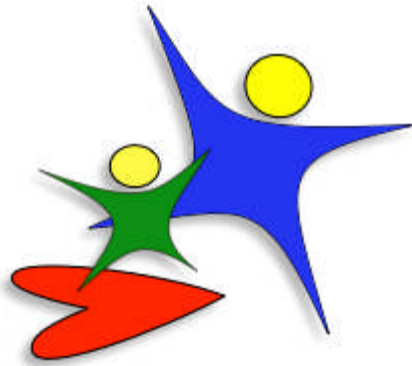


Patient empowerment and quality primary health care



What is patient empowerment?



What is patient empowerment?



What is patient empowerment?



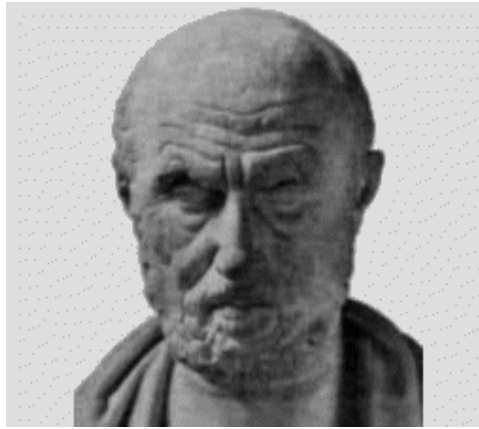
WIKIPEDIA
The Free Encyclopedia

- The **patient empowerment** concept asserts that to be truly healthy, people must bring about changes in their social situations and in the environment that influences their lives, not only in their personal behavior.



WIKIPEDIA
The Free Encyclopedia

- The following are key tenets of patient empowerment:
- Patients cannot be forced to follow a lifestyle dictated by others.
- Preventive medicine requires patient empowerment for it to be effective.
- Patients as consumers have the right to make their own choices and the ability to act on them.



“It is not enough for the physician to do what is necessary. The patient and their attendants must do their part as well, and circumstances must be favourable.”



"I do not want two diseases, one Nature made and one Doctor made."
– **Napoleon Bonaparte**

**“With great power comes great
responsibility”**

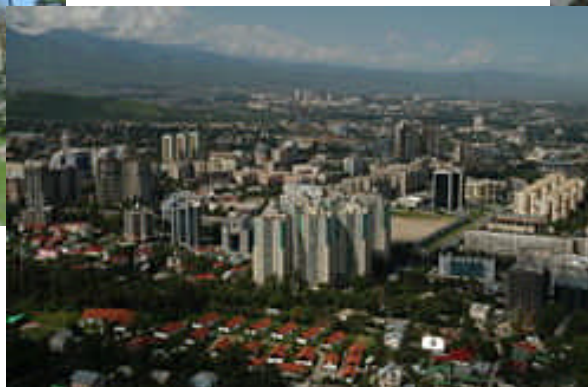
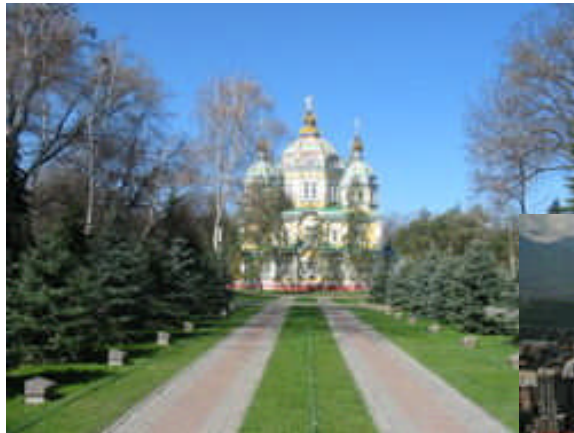
“With great power comes great responsibility”

Spiderman



The Declaration of Alma Ata

- The Declaration of **Alma-Ata** was adopted at the International Conference on Primary Health Care in Almaty, presently in Kazakhstan, on 6-12 September 1978



Extract from the Declaration of Alma Ata

“People have the right and duty to participate individually and collectively in the planning and implementation of their health care.”

Ways to strengthen primary care
and transform the healthcare
provided to the people of our
nations

Community engagement is an essential
component of primary care policy
development

Need to address the special needs of each
group of people within our community

Lessons in patient
empowerment from 20 years
in general practice working
with People with HIV / AIDS

Lesson One

People with HIV have led the health consumer movement in promoting therapeutic partnerships with their doctors

Lesson Two

We must involve patients in the planning and delivering of health services as a means of improving the quality of services

Lesson Three

Do not let professional boundaries get in the way of delivering the best care for your community

Lesson Four

Informed consent is important
for all investigations

Lesson Five

If you want to find out what's
going on in at risk
communities, ask a GP

Lesson Six

Continuity of care may be the single most important factor influencing adherence to therapies for people with chronic conditions

Lesson Seven

Learn from your patients, and
become a better doctor

The world is about to experience a
new revolution in individual
empowerment in healthcare



Keep an eye on the changes in consumer use and acceptance of technology



- Desire for cyberconsultations
- Use of portable technology
- Use of web for storing personal information
- Facebook, My(Health)Space
- Concerns about privacy and confidentiality
- Who owns information about me?
- Backlash against shared electronic health records promoted by governments
- Do nothing to put trust at risk

VeriChip™

“there when you need it”



- October 2004 - the world's first subdermal personal verification technology
- A microchip containing medical information that can be implanted into the arm has been approved for use in humans in USA
- Able to be scanned by health care workers to gain key health information
- Invited to sign up now and be one of the first 100,000 to Get Chipped™
 - *<http://www.adsx.com/prodservpart/verichippreregistration.html>*



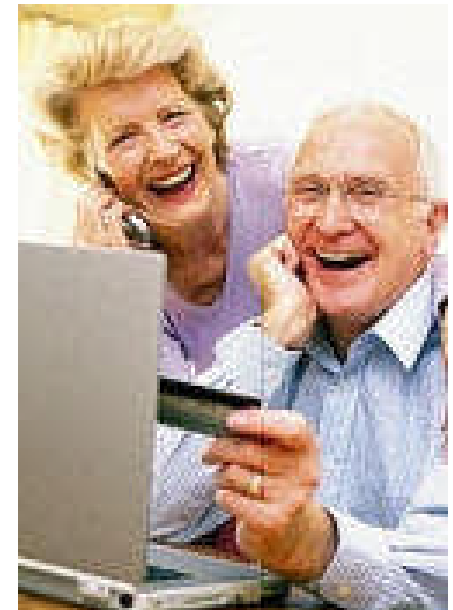


- “Star of Life” Electronic Medical Record Storage Device (sic), including Living Will & Power of Attorney forms



Personally controlled health record

- Your own health record on the internet
- Information gathered from all your health providers
- Hosted by a third party, such as Microsoft or Google
- You control the content



Personally controlled health record

- For the first time, you will control an integrated copy, possibly the only such copy, of all your health information, gathered across sites and across time, with whatever supplementary information you choose to add in.

Personally controlled health record

- You will have the right to contribute or sell your own health information
- You will be able to choose whether you wish to receive direct to consumer promotion of new medications and tests
- You will have the opportunity to enroll in clinical trials and other research, and perhaps be paid for doing so

Personally controlled health record CHR

- Pilots underway in the USA where patients are able to transfer their electronic health information into a PCHR hosted by a 3rd party
- New York Presbyterian Hospital with the Microsoft HealthVault for Personal Health Records
- Cleveland Clinic & Google Health





Welcome to Google Health

With Google Health, you can:

- Build **online health profiles** that belong to you
- Download **medical records** from doctors and pharmacies
- Get **personalized health guidance** and relevant news
- Find **qualified doctors** and connect to time-saving services
- **Share** selected information with family or caregivers

[Take a quick tour](#)

Sign in to Google Health with your
Google Account

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Don't have a Google Account?
[Create a new account now](#)

Can our patients do without us?

Can our patients do without us?

What can our patients do today at home,
without us?





- Home gene testing
- 87,900,000 results
- Let's look at the top four
- Top 1 is a highlighted "sponsored links"

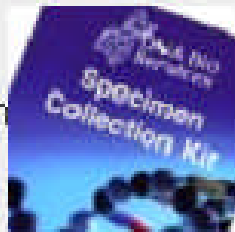
www.dnabioservices.com.au

DNA Testing of all types, our simple DNA test offers you Peace of Mind concerning all **DNA Paternity Testing** issues, DNA tests can be carried in the privacy of your own home with our DNA test kit.



1. Order Test Online

You will receive your kit overnight in the mail



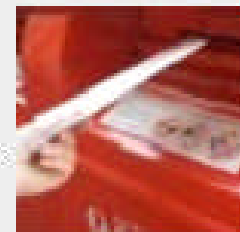
2. Swab Cheek

Swab the cheek of all the individuals to be tested



3. Return Kit

fill out the forms on the envelopes & return all together by mail to our office



Results in 5 - 10 days

The Results will be with you in 5-10 business days by mail, email or phone

Testimonials

“A girl whom I'd dated off and on came to me with the news that she was pregnant.

Before any decision could be made I had to **KNOW** for sure if the child was actually mine.

I called DNA Bioservices.

I told them that I wanted to know if this child was mine without the mother knowing about it.

The report came back telling me that the child was in fact 99.998% mine.

I can finally look into her eyes and feel at ease.”

“No more living in doubt”



“I'm married with two children, but am separated from my spouse. I've been paying child support for five years. Thanks to DNA Bioservices I was able to do a private DNA test on both of my children.

I was so devastated when I got the Paternity Analysis Report that I thought I was going to die.

The Paternity Analysis Report read that the probability of paternity was 0% for both of my children.

I took this case to court and the Paternity Analysis Report served as evidence. The court dismissed the child support and freed me of all responsibilities.

Thanks again DNA Bioservices.”

Cost

- Kit is free
- US \$430 for paternity testing of father and one child

- Testing for drug reactions
 - When it comes to medications, one size doesn't fit all. Your genes may affect how you respond to certain drugs.
- Testing for fertility and pregnancy
 - Looking for carrier screening? Having difficulty getting pregnant?
- Testing for lifestyle issues
 - If you carry certain genes, you can take steps to live longer and healthier.
- Testing for signs and symptoms
 - Do you have a chronic, undiagnosed condition? It could be genetic.
- Testing for ethnic risks
 - Are you more or less likely to carry certain disease-related genes?

Get The Right Help From DNA Direct

- **DNA Direct** wants to make sure that you are doing the right thing for your health. We give you the impartial, professional medical advice you need.
- **There is never an obligation to buy a test.** You can use our consulting services without obligation and we will not try to sell you a test. Testing may not be right for you.
- **We offer advice before you take a test.** Getting the right test, for the right reasons, is very important. You can get qualified medical advice for just \$75 to \$150 depending on the condition. And most questions can be answered in a 30-minute session.

Lifestyle risks - recommendations

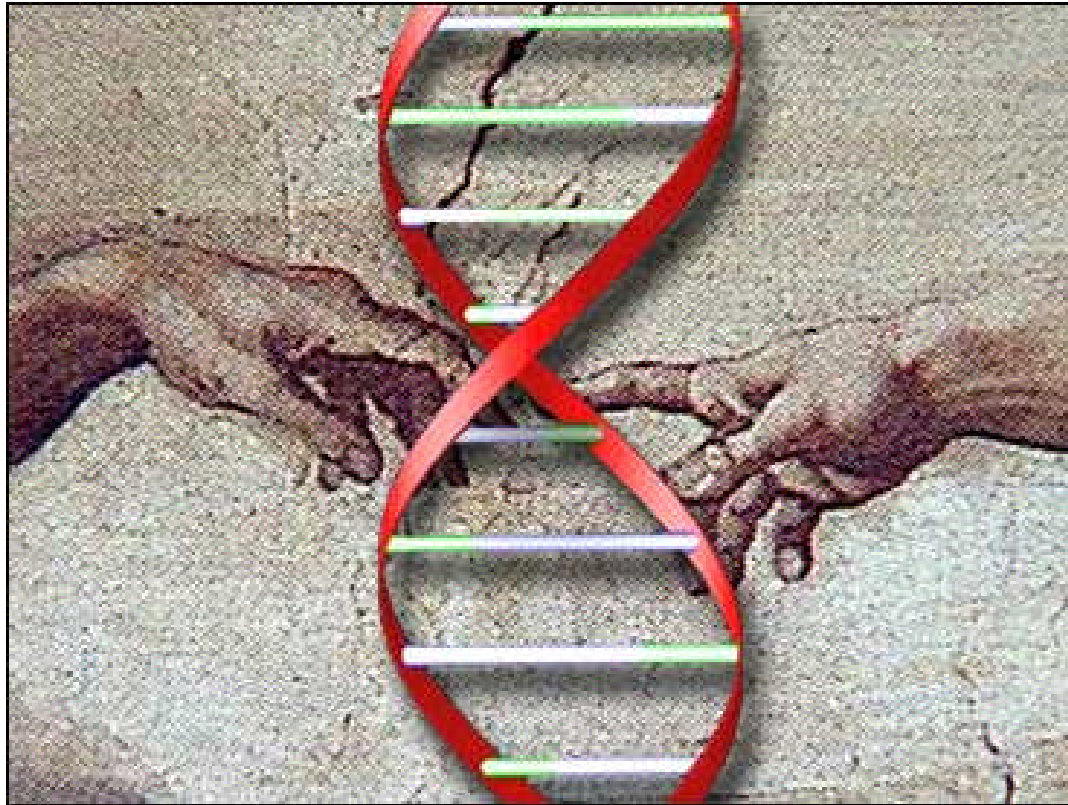
- Are you age 50 or older?
 - PreGen-Plus™ Colon Cancer Screening
- Are you physically inactive or unable to regularly exercise?
 - Diabetes Risk (deCODE T2™)
- Are you planning travel or a surgery?
 - Blood Clotting Disorders

Cost

- US \$250 for 2D6 Drug Metabolism test
- US \$260 for cystic fibrosis test
- US \$995 for male infertility test
- US \$575 for colon cancer test
- US \$500 for type 2 diabetes test
- US \$380 for blood clotting (V Leiden) test
- US \$330 for Alpha-1 Antitrypsin deficiency test
- US \$199 for haemochromatosis
- US \$1266 for Tay Sachs Disease

- **TOTAL US \$4755**

CBS news report



- **Home Genetic Tests For Disease**
- **Send In Cheek Swab, Learn Your Disposition For Disease Online**



www.genetests.org

- a publicly funded medical genetics information resource developed for physicians, other healthcare providers, and researchers, available at no cost to all interested persons
- Funded by the U.S. National Institutes of Health



At This Site

[GeneReviews](#)

Online publication of expert-authored disease reviews

[Laboratory Directory](#)

International directory of genetic testing laboratories

[Clinic Directory](#)

International directory of genetics and prenatal diagnosis clinics

[Educational Materials](#)

Including a link to the Genetic Tools website which provides materials for teaching genetics in primary care settings

What else?

- Next five sites are all for companies offering paternity testing
- Sponsored links down the right side of the page include:
 - 6 ads for paternity testing
 - 1 for DNA bird sexing
 - 1 for testing for Alzheimer's Disease

DNA bird sexing

- **Pull 2 feathers** from the bird with one swift motion and place them in the bag or envelope labeled for that bird.
- **You cannot use feathers that have been picked up off the floor.**
- Send in:
 - Feathers
 - Payment US\$25 per bird
 - Sample Form
- Each bird sexed receives its own DNA sexing certificate.





Graceful Earth

Health Alternatives : Customized Dietary, Nutritional and Herbal Information

1-877-697-7300

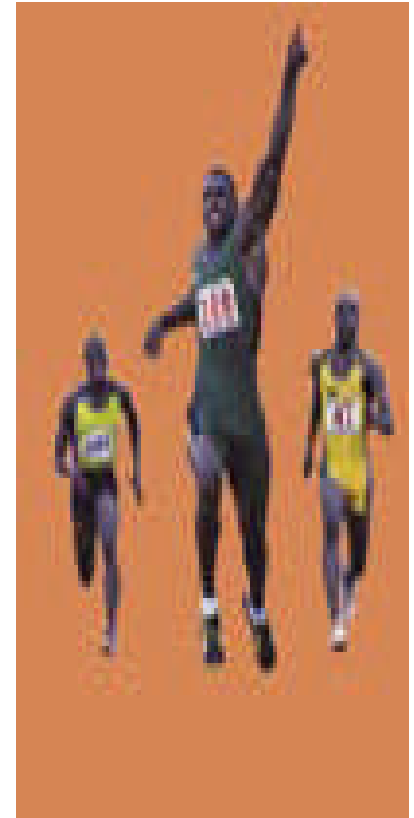
- **Alzheimer's Genome Test NOW AVAILABLE!**
- Check your future susceptibility **BEFORE** symptoms occur.
- Pre-emptive insight into one's genetic predisposition can empower and allow for proactive prevention.
- No blood sample required.
- Results available in 3-4 weeks by mail or fax.
- This test for Apolipoprotein (E) Genome needs to be done **ONLY ONCE IN A LIFETIME.**

Cost

- US \$280 for the Alzheimer's Disease test

Human Sports Performance Gene ACTN3

- A fast, simple and painless genetic test can identify whether you may be naturally geared toward sprint/power events, or towards endurance sporting ability.
- Regardless of whether you are an accomplished athlete, or a beginner, your **ACTN3 Sports Gene Test®** result could assist you in optimising your training to make the most of your natural ability within a wide range of sports.
- If you are an Australian resident, you can also pick up a test kit from a participating healthclub.
- Cost \$110.00



How much have I spent?

- \$430 paternity test
- \$4755 medical tests
- \$280 Alzheimer's test
- \$110 Sports performance

- **TOTAL US \$5575.00**

- Nothing I've done has relieved the growing pain in my epigastrium

So what do I do now?

- I now need to see my family doctor
- We need to sit down together so I can receive help on how to interpret my test results
- Are these tests scientifically sound?
- Do I have to change my lifestyle?
- Do I need more tests?
- Will my family doctor have the answers?

Patient empowerment and the enlightened healthcare provider

“Do we attempt to retain control and keep ahead of our patients?

Or do we assist our patients interpret what they find and are told

... as we always have.”

