

Global perspectives on Healthcare Transformation: The Relevance of Primary Care



Why do we need strong primary care?

- Primary care is the basis of any good health system
- Primary care is the answer to the challenges facing each of our health care systems

Primary care is the answer

- Strong primary care is the only way we will be able to effectively contain rising health care costs, especially through support for preventive care, health promotion and improvements in chronic disease management and the management of co-morbidities.
- Strong primary care is the only way we will be able to effectively manage the health care needs of the increasing proportion of elderly people in our nations.

Primary care is the answer

- Strong primary care, especially through teamwork between primary health care professionals, will enable us to tackle the workforce shortages affecting health care provision in many of our nations.
- Strong primary care is the only way we will be able to effectively address the continuing rise in mental health problems affecting our populations.

Primary care is the answer

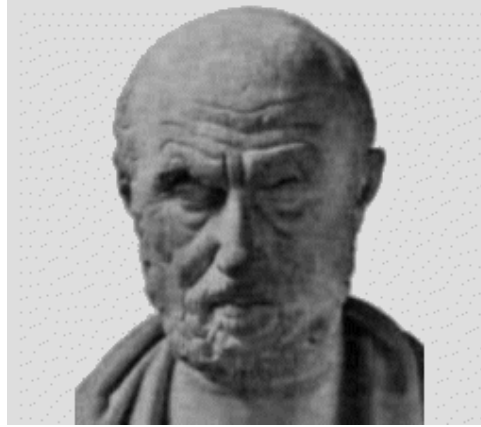
- Strong primary care is the only way we will be able to effectively tackle the epidemics of both communicable diseases, such as HIV, TB and malaria, and also new and emerging diseases, such as SARS and avian influenza.
- Strong primary care is the only way we will be able to effectively tackle the epidemics of chronic diseases affecting our populations, especially rising rates of cardiovascular disease and cancers.

Primary care is the answer

- Primary care is also about equity of access to care and equity of outcomes of care.
- Strong primary care should enable us to ensure that high quality health care is available to all people in our nations, including those who are disadvantaged.

Who invented primary care?

“Life is short, and Art is long”



Hippocrates
460-357 B.C.

“If during an illness there is weeping involuntarily, it is well. But if weeping occurs in spite of oneself, it is bad.”

“Sudden death is more common in those who are naturally fat, than in the lean.”

“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.”

“It is a sign of madness when blood
congeals about a woman’s nipples.”

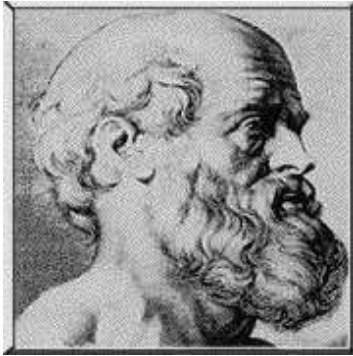
“Those whose noses tend to run and whose semen is watery, tend to be sickly.”

“A woman is never ambidextrous.”

A message from Hippocrates to the Beijing Olympics



“In the case of athletes, too good a condition of health is treacherous if it be an extreme state; for it cannot quietly stay as it is, and therefore, since it cannot change for the better, can only change for the worse. For this reason it is well to lose no time in putting an end to such a good condition of health, so that the body can start again to reconstitute itself.”



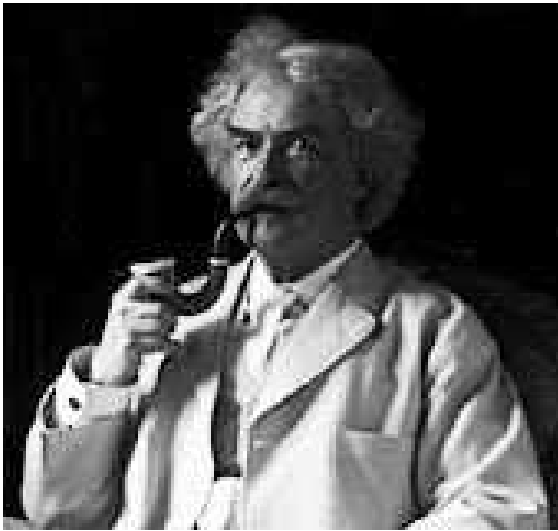
- “The dignity of a physician requires that he should look healthy, and as plump as nature intended him to be ...
- He must be clean in person, well-dressed, and anointed with sweet-smelling unguents that are not in any way suspicious ...
- In appearance, let him be of a serious but not harsh countenance ...
- The physician must have at his command a certain ready wit, as dourness is repulsive to both the healthy and to the sick ...”

Voltaire (1694 - 1778)



“The art of medicine consists of amusing the patient, while nature cures the disease.”

Mark Twain (1835 – 1910)



“Be careful about
reading health
books.

You may die of a
misprint.”

Media images



“I think all doctors should have piles - it gives them that concerned look when the patient enters the room.”

- Dr Phil Hammond
- UK GP
- Presenter of *Trust Me, I'm a Doctor* on BBC TV

Sir William Osler



“Have no higher ambition than to become an all-round family doctor, whose business in life is to know disease and to know how to treat it....”

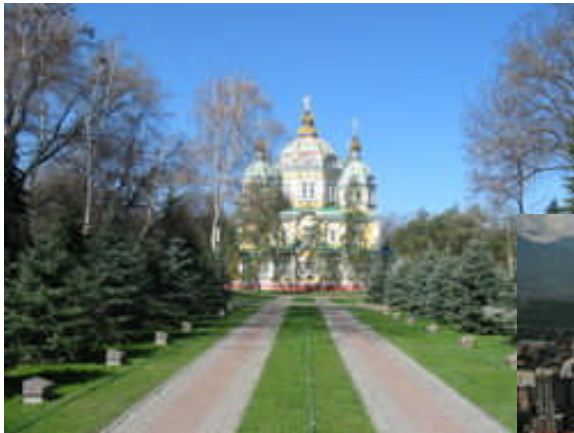


1958

The world's governments declared health to be a fundamental human right "without distinction of race, religion, political belief, economic or social condition."

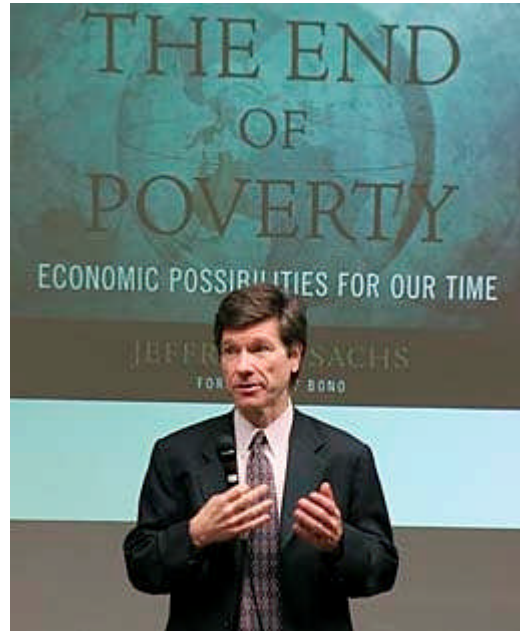
The Declaration of Alma Ata

- 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



Extracts from the declaration

- “A main social target of governments, international organizations and the whole world community in the coming decades should be the attainment by all peoples of the world by the year 2000 of a level of health that will permit them to lead a socially and economically productive life.”
- “Primary health care is the key to attaining this target as part of development in the spirit of social justice.”



- “We missed the target of health for all by the year 2000 by a long shot.”
 - Jeffrey Sachs, Scientific American Magazine, December 16, 2007



UN Millennium
Development Goals

Keep the promise
Millennium Development Goals



“We, heads of State and Government, have gathered at United Nations Headquarters in New York from 6 to 8 September 2000, at the dawn of a new millennium.”





- The World Health Report 2008 will be devoted to one of WHO's priority areas, the reinvigoration of primary health care.
- The report will be launched 30 years after the watershed international conference on primary health care at Alma Ata.
- Publication is scheduled for mid-October 2008.



What is Primary Care?

- Primary Care has been defined as “the provision of integrated, accessible health care services by clinicians who are accountable for addressing a large majority of personal health care needs, developing a sustained partnership with patients, and practising in the context of family and community.”
 - **Institute of Medicine 1978, WHO 1978**

Features of Primary Care

- Four main features of primary care:
 - First-contact access for each new need
 - Long-term person-focused (not disease-focused) care
 - Comprehensive care for most health needs
 - Coordinated care when care must be sought elsewhere
 - Ref: Starfield 1998
- In many nations general practice or family medicine forms the principle focus of the primary care system.

Benefits of Primary Care

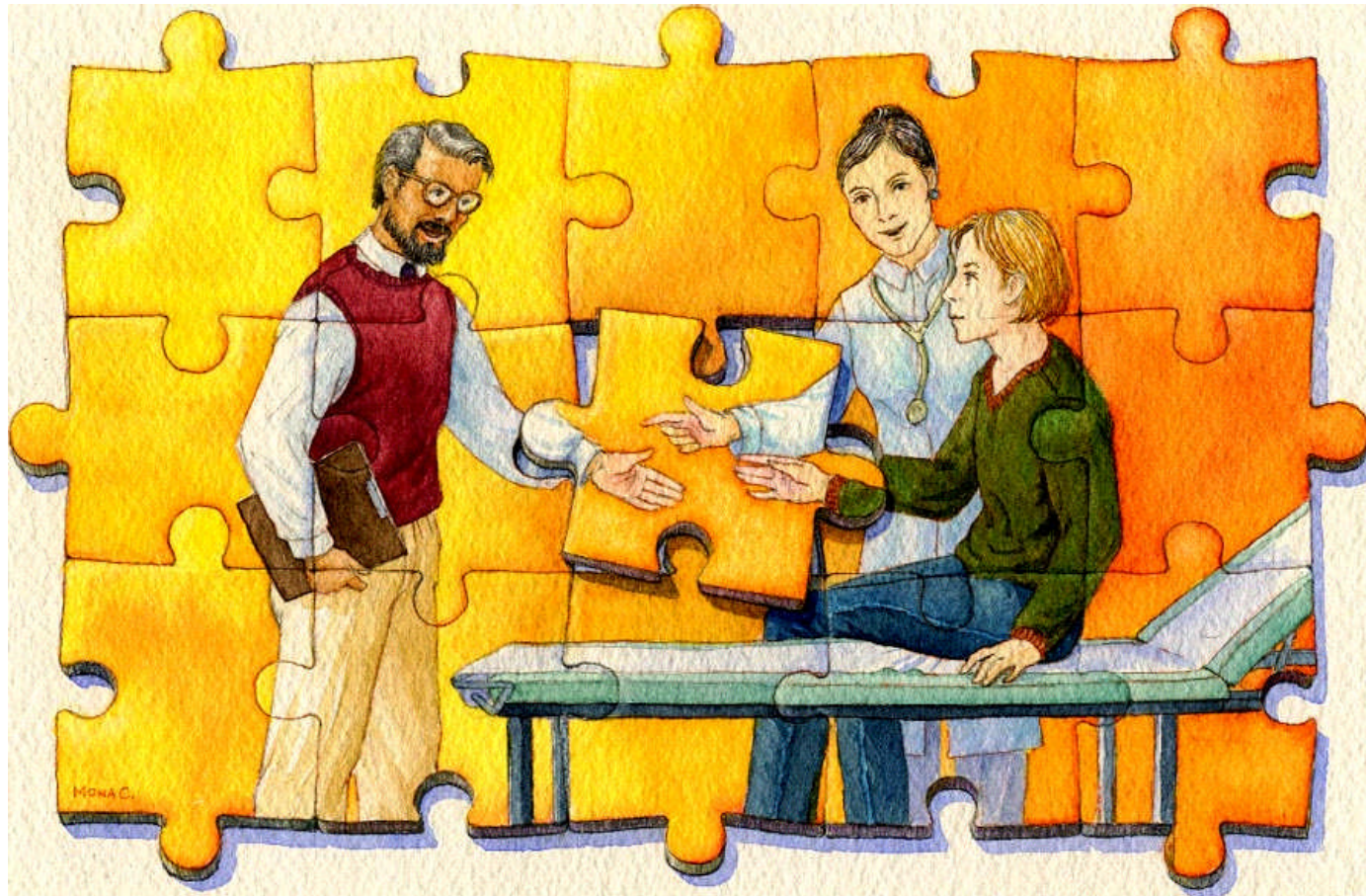
- A greater emphasis on primary care can be expected to:
 - Lower the cost of care
 - Improve health through access to more appropriate services
 - Reduce the inequities in a population's health
- **Ref: Starfield et al, Milbank Quarterly 2005; 83: 457-502**

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



1. Any reform must ensure equity
2. Community engagement is an essential component of primary care policy development
3. Health promotion and preventive health care are core components of the work carried out in primary care
4. Strengthen the role of primary care in chronic disease management
5. Exploit new technologies
6. Ensure quality and safety
7. Ensure the sustainability of your primary care services

Integrated primary care: the central piece in the healthcare puzzle



8. Support and grow the primary care workforce
9. Oral health
10. Mental health
11. Invest in primary care and look at the savings you will make
12. Respect the breadth of primary care
13. Integrate primary care throughout the health care system
14. Address the special needs of each group of people within your community

In order to achieve this transformation, each nation needs an agreed National Primary Care Policy and an accompanying strategy to allow strong planning for the future

There are many exciting advances in primary care just around the corner



- Information technology will have a major impact in supporting improvements in the safety and quality of the care we provide.
- The impact of genomics will surely have a major impact on primary care in ways none of us can predict. In the words of Professor Keith Williams from the Human Genome Project: “The (mapping of the) human genome was just the end of the beginning.”

The Five Star Doctor of the New Millennium

- Care-provider
 - Decision-maker
 - Communicator
 - Community leader
 - Health resource manager
-
- “Able to make optimal use of new technology”



Our roles in 21st century primary care will include ...

- Health promotion
- Preventive health care
- Chronic disease management
- Management of co-morbidities
- Mental health care
- Population health

- As well as acute care

Remember our social responsibilities

- Advocate for social justice
- Ensure equity of access to health care
- Ethics – speak out for what is right
- Team workers and team leaders
- Shared decision making with our patients

- The health of our planet as well as the health of our patients

- “This is all very interesting.
- “But if we don’t do something about climate change, this may all be irrelevant.”

Dr Sun Yat-Sen



“If you believe in yourself, you can move mountains and fill in the ocean: no matter how difficult the task, you will see the day when you succeed.”

Primary care professionals come in
all shapes and sizes



Primary care professionals come in
all shapes and sizes



Primary care professionals come in
all shapes and sizes



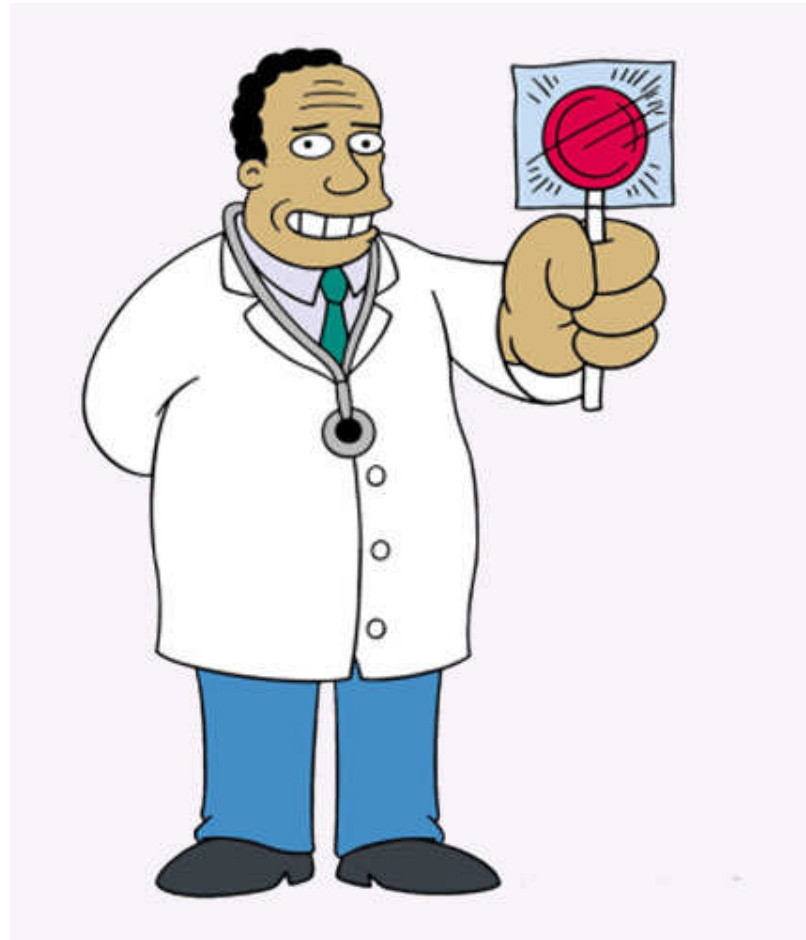
Primary care professionals come in all shapes and sizes



Primary care professionals come in
all shapes and sizes



Primary care professionals come in
all shapes and sizes



Primary care professionals come in
all shapes and sizes



Whoever you are and wherever you work ...

- Our important work as primary care providers will continue.
- Never forget that we are privileged to work in health and to work with our local communities.
- Each of us makes a positive difference to the lives of our patients every single day.

