POSTER ABSTRACT

How to successfully implement business transformation to a patient oriented organization with the use of IT based on Medical and Diagnostic Centre (CMD) history

19th International Conference on Integrated Care, San Sebastian, 01-03 April 2019

Marcin Węgrzyniak[1], Piotr Głuchowski[1], Marika Guzek[1], Sylwia Szafraniec-Burylo[2], Damian Chaciak[1], Paweł Żuk[1], Artur Prusaczyk[1]

1: Medical and Diagnostic Centre, Siedlce, Poland;
2: Department of Pharmacoeconomics, Institute of Mother and Child, Warsaw, Poland

This abstract presents a business transformation of Medical and Diagnostic Centre, Siedlce, Poland, that was supported by IT

Introduction: Medical and Diagnostic Centre (CMD) is a healthcare provider operating in eastern Poland providing primary and specialized ambulatory care for approximately 100k patients. Since 2003 it is transforming its business model through IT systems. In 2018 CMD is one of the leaders in Poland when it comes to coordinated care and patientcentric approach.

Description of policy context and objective: CMD wanted to change their approach to patients and become truly patientcentric organization as a way to provide better and more holistic healthcare services for their population. CMD since 2003 was the front runner for every proquality initiatives that were organized by Ministry of Health, public payer or self-government organisations.

Targeted population: 100k CMD patients.

Highlights: In 2003 a change management program was implemented. Within it a lot of complimentary initiatives were executed:

2003 – implementation of an IT system for CMD

2004 – implementation of ISO 9001 – process management in healthcare services

2006 – implementation of time/task tracking for employees including healthcare professionals combined with incentive program

2011 – implementation of standardized disease management programs

2015 – implementation of personalized care (stratification of patients, special healthcare needs groups and health assessments connected with KPIs for employees)

2018 + - patients` selfcare learning programs, special programs for seniors, very quick implementation of new nationwide e-health tools (e-prescriptions, e-sick leave certificates).

All of proquality initiatives were supported by IT tools and incentive program for employees. With the strong focus on e-prescription implementation in CMD also implementation of e-sick leave certificates gained a lot of pace as these two e-services were designed to be used simultanously and healthcare professionals approved one e-service and naturally started to use second one. Same observations comes from city Skierniewice where also pilot implementation of e-prescription took place.

Transferability: Management scheme (with the use of Management of Successful Programmes) is transferable as well as time/task tracking schemes combined with incentives.

Conclusions: IT systems cannot be implemented without a strong link to company strategy and a business process that should be supported by IT. It is useful to combine implementation of IT system with a proquality initiative and to present IT as a way to support company's quality objectives. All transformation inititives should be supported with incentive program for employees.