

CONFERENCE ABSTRACT

Co-creating education and training programs to build workforce capacity to support the implementation of integrated health care initiatives

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Tina Janamian¹

1: Australian General Practice Accreditation Limited (agpal), Australia

Introduction

The application of value co-creation and user-centred design approaches in health care education training allows for effective engagement of relevant key stakeholders and end-users including care providers across the healthcare neighbourhood, policy makers, patients, their families and carers, health care organisations and other stakeholders to jointly explore and create better value in health policy, training, system design and integrated care service delivery.

Context and objective

In the past five years, we have used these methodologies to co-create educational resources and training to build capacity workforce capacity to support the implementation of numerous national and state-based person-centred integrated care programs across Australia. Two case studies are used to illustrate the application of the six key steps to co-creating education and training for two integrated care programs:

1. Strategically identify and engage stakeholders in creating value together - harnessing the power of multi-sectoral and interdisciplinary teams contributing alongside patients, families, and carers.
2. Identify and support co-creation champions - building a guiding coalition to support implementation of education and training for integrated care programs.
3. Purposefully design co-creative interactions for stakeholder engagement - developing the collaborative capacity for collective action.
4. Expand the circle of stakeholders and join value creation opportunities.
5. Engage stakeholders in private, public, and social sectors to expand benefit for all. 6. Deepen the impact and enable the viral spread of “win more - win more” value creation.

The objectives are to:

- Co-create education and training that will support the implementation of person-centred integrated care models for patients with chronic and complex conditions and palliative care patients.
- Provide the key achievements of using this approach is co-creating education and training, and the challenges or lessons learnt.

Targeted population

The targeted population include the identified stakeholders, end-users and champions:

(1) Care providers involved in integrated care (doctors, nurses, specialists, allied health professionals, Aboriginal health workers, social workers); (2) Patients, their families and carers; (3) Relevant stakeholders in private, public and social sectors; (4) Subject Matter Experts and Instructional Designers collaborate and engage with the other stakeholders (5) Establishment of an Advisory Committee and various Working Groups to purposefully engage.

Highlights

Value co-creation provides a step-wise innovative approach to bring together key stakeholders and end-users through regular interactions and value-creating processes to co-create and implement education and training that is fit for purpose. It supports mapping of knowledge gaps, contextualising and co-creating tailored education and training that is more relevant increasing adoption, long-term usability, and co-created outcomes of value for effective implementation of integrated care programs.

Transferability

Both value co-creation and user-centred design approaches provide a flexible yet systematic and iterative approach to co-creating any sort of education and training to support the implementation of integrated models of care.

Conclusions

Although there many benefits to using these approaches, it requires: commitment from all stakeholders to value co-creation principles; creative project management processes and solutions; flexibility; openness to learning and working across sectors; and an investment of time and resources to allow for genuine collaboration and value co-creation.