



LEG leaders/administrations meeting - Engaging Physicians with Quality Improvement

Community Medical Education Lecture Series

“TEN TUESDAYS”

Dr. Ken Hotson MD, FCFP, CCFP, BSc.(Med), BA,
BSc.

Denise Lorbetskie RN(EC), BScN.

Faculty/Presenter Disclosure

- **Faculty: Dr. Ken Hotson (Bracebridge)**
- **Relationships with commercial interests:**
 - **None**
 - **No consulting fees, honoraria, or any other grants received**

Disclosure of Commercial Support

Slide 2

- **This program has received financial support from NOAMA grant from the *innovations fund*, administered through the South Muskoka Local Education Group**
- **Potential for conflict(s) of interest:**
 - None to declare
 - No other funding or honoraria received
 - No specific companies benefit from the lecture series content, apart from encouraging patient compliance with their prescribed medications





Learning Objectives

1. To review the process of developing an innovative model for health care service delivery (consistent with Institute for Healthcare Improvements)
2. Review the concept and content of the “Community Medical Education Lecture Series”
3. Review the quantitative results of presenting medical information to the public in this way
4. Review the themes generated by the target audience through this model of service delivery
5. Consider applicability of this model of delivery in other communities, and how it may be enhanced
6. Consider barriers to change



Community Medical Education

Observations and Assumptions

-  1. pts understand very little about the pathophysiology of their disease
-  2. pts tend to have little or no understanding how their medications work, why they might be helpful, or when to know if their medications are not the right choice for them
-  3. pts frequently are unaware of non-pharmacologic options that may positively impact their disease process
-  4. Demands on HCP's time make it impossible to sufficiently explain disease process and management in a comprehensive way



Bracebridge Community Medical Education Lecture Series

Prepared for: Bracebridge Local Education Group

Prepared by: Dr. Ken Hotson

“TEN TUESDAYS”

January 19, 2016 - A Patients' Guide to Being Active in Your Own Healthcare; Access to Services in Muskoka, Advanced Care Planning

February 2, 2016 - Immunizations and Infectious Diseases

February 16, 2016 - Hypertension

March 1, 2016 - Cholesterol

March 15, 2016 - Arthritis

March 29, 2016 - Diabetes

April 12, 2016 - Womens' Health

April 26, 2016 - Childrens' Health - A Guide for Parents and Grandparents

May 10, 2016 - Over-the-Counter Medications and Supplements - Caveat Emptor

May 24, 2016 - Weight Loss



All talks will start at 7 PM - at the Rene M. Caisse Memorial Theatre.

Free Admission.

Who we are..



🔔 Dr. Hotson completed his medical training in Winnipeg, Manitoba - obtaining degrees in biology and psychology from the University of Winnipeg in 1996 and 1997 respectively. He completed his MD and Bachelor of Science in Medicine from the University of Manitoba in 2001; and a certificant of the College of Family Physicians in 2003, and Fellowship in 2014

🔔 He currently works as a family physician in Bracebridge

Who we are..



🔔 Denise Lorbetskie, a native of Muskoka, obtained her Bachelor of Science in Nursing from Laurentian University in 1999. Her background includes cardiovascular thoracic trauma and emergency medicine. In 2008 she received the designation of Registered Nurse in the Extended Class from Laurentian University.

🔔 She currently works as a nurse practitioner with a focus in primary care.

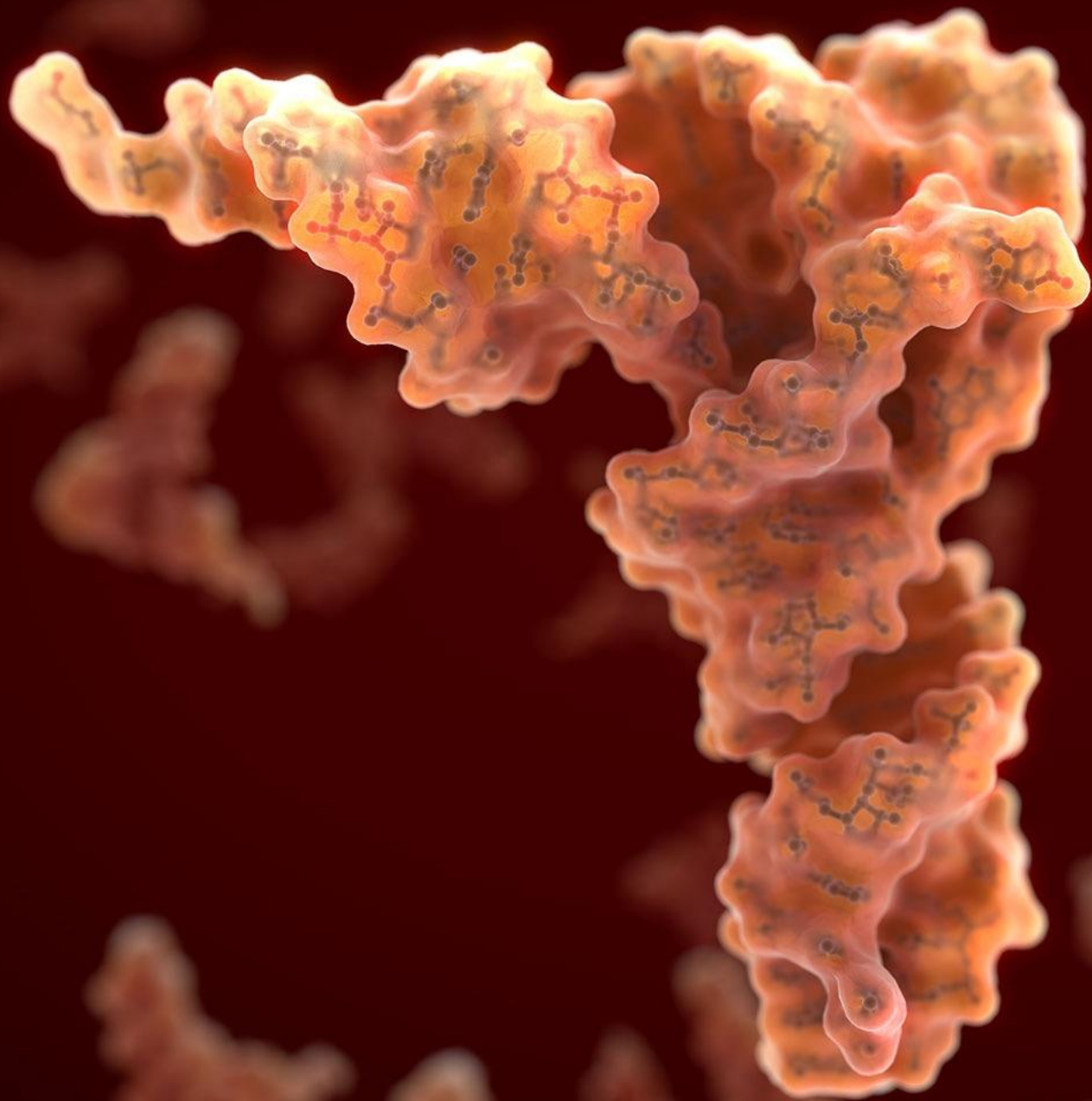


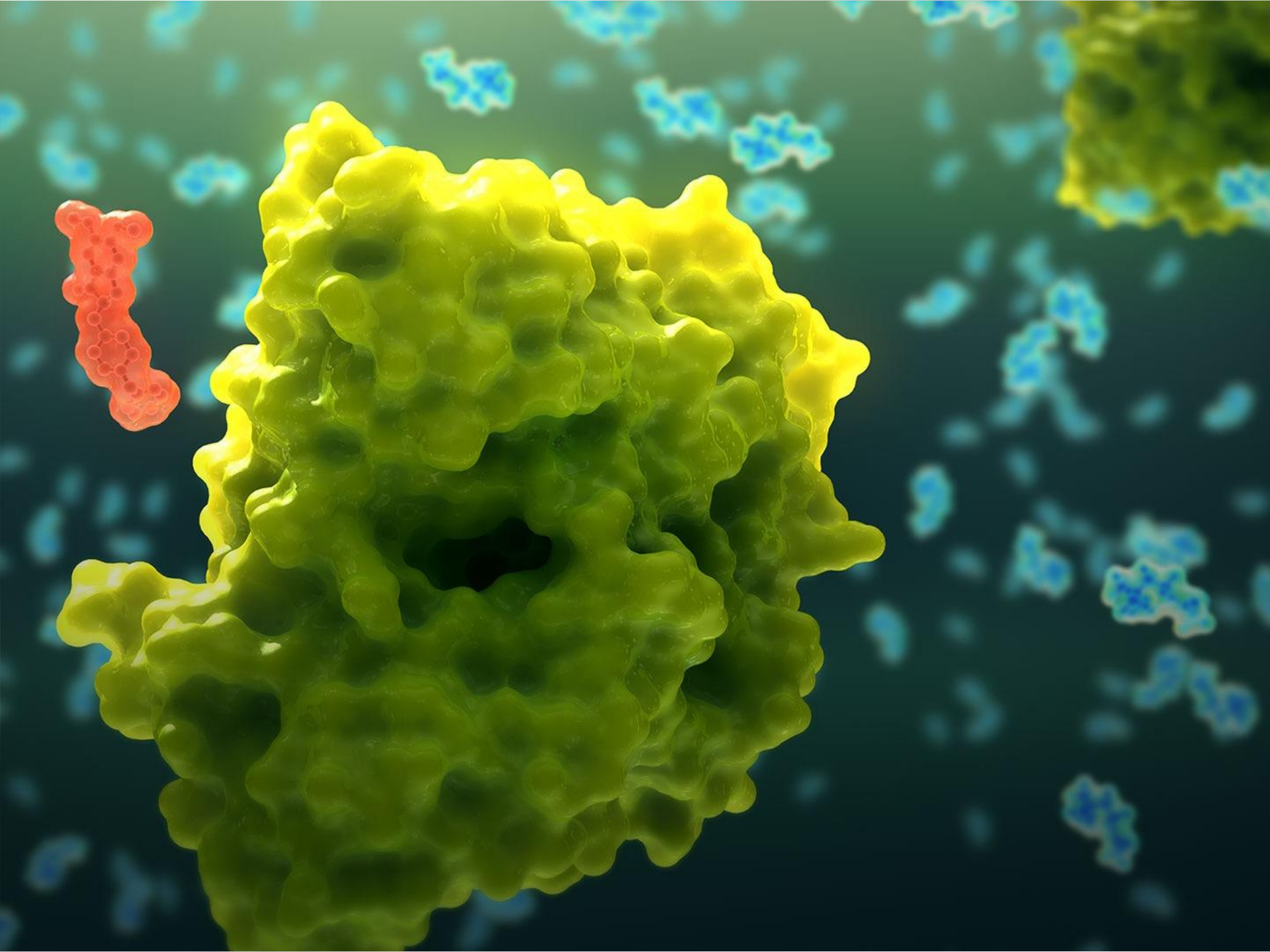
Disclaimer

- 🔔 Every person's medical history is unique, and therapy needs to be considered on a case-by-case basis - particularly when choosing medications
- 🔔 The information presented in these talks is not meant to be a substitution for seeking assistance from a primary care provider











Antibiotics

Diagnostic accuracy and diversity of modern treatment methods
to choose the most effective set of treatment for each patient
formed treatment is not toxic, has no contraindications to re
the drug was high compared with standard

Tamiflu®

Oseltamivir

75 mg

10 capsules







Baby in Laurentians dies from whooping cough

Public health officials say there have been 150 cases of whooping cough in the region this year

CBC News Posted: Nov 27, 2015 5:54 PM ET | Last Updated: Dec 01, 2015 6:53 AM ET



Public health officials are encouraging Canadians of all ages to make sure their vaccinations are up to date in the wake of a whooping cough outbreak. (CBC)

29849 shares



A six-week-old baby boy has died in the Laurentians of whooping cough, a highly contagious bacterial respiratory infection also known as pertussis.

Another child, who was about 18-months-old, also died recently in a nearby region.

5 things to know about whooping cough in wake of Quebec

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Measles in Canada: Why this infectious disease is spreading

ALLAN MAKI

Globe and Mail Update (correction included)

Published Monday, Apr. 07, 2014 8:46PM EDT

Last updated Tuesday, Apr. 08, 2014 11:49AM EDT

160 Comments



2K



2K



11



11



11



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For Canadian health-care officials, it was never a matter of "Will we get a measles outbreak?" It was about knowing that one of the world's most infectious diseases would find a way to spread into parts of Canada, especially in areas where immunization rates are dangerously low.

And that's how it happened.



MULTIMEDIA

Are you at risk?

Worldwide map traces origins of measles outbreak in Canada

What started in the measles-plagued Netherlands wound up in Southern Alberta and B.C.'s Fraser Valley. What is still racing through the Philippines, infecting thousands and killing 23, has been found in Southern Ontario.

The other side of the planet got it first; we got it later. Health experts could see it coming.

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How Do We Measure Success??

- 🔔 Quantitative data

 - 🔔 “The Quiz”

 - 🔔 10 questions pre and post talk

- 🔔 Quantitative themes

 - 🔔 Anonymous feedback from attendees



The Quiz



Question 1

🔔 Vaccines help protect you from:

🔔 a. Viruses and bacteria

🔔 b. Cancer

🔔 c. Allergies

🔔 d. Bee stings

Results

	# Completed	Pre-Talk Score	Post-Talk Score
A Patients Guide	19	59.47% (113/190)	95.58% (173/181)
Immunization	14	70.00% (98/140)	95.54% (107/112)
Hypertension	22	63.33% (133/210)	95.83% (161/168)
Cholesterol	13	71.53% (93/130)	94.50% (86/91)
Arthritis	23	64.63% (148/229)	98.70% (152/154)
Diabetes	23	66.38% (152/229)	98.83% (169/171)
Womens Health	32	56.25% (180/320)	95.67% (265/277)
Childs Health	3	63.33% (19/30)	100.00% (30/30)
OTC	27	67.94% (178/262)	97.62% (246/252)
Obesity	32	59.06% (189/320)	100.00% (264/264)
TOTAL	208	63.25% (1303/2060)	97.24% (1653/1700)

Themes

🔔 Theme 1 - **informative** (20)

🔔 “Very informative. Good information that many people should know, but do not.”

🔔 Theme 2 - **appreciation for talks** (43)

🔔 “Excellent program. Informative. Thank you”

🔔 Theme 3 - **Encouraged personal reflection and application to personal health practices** (8)

🔔 “Gives me something to think about and work on”

🔔 Theme 4 - **presentation logistics** (4)

🔔 “This pen is terrible”

🔔 Theme 5 - **miscellaneous** (5)

🔔 “I think my wife was cheating. She got more right than me!”



Innovative Models of Service Delivery


Barriers to change

Organizational

 Lecture series took 100 + hours of logistics, preparation and delivery


 Not remunerated

Attitude

 public speaking - not for everyone

 lack of tangible outcomes can be discouraging

Knowledge

 Need to be up to date on all guidelines and recommendations.

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Ken's CMELS talk goes long.