

SCALING UP

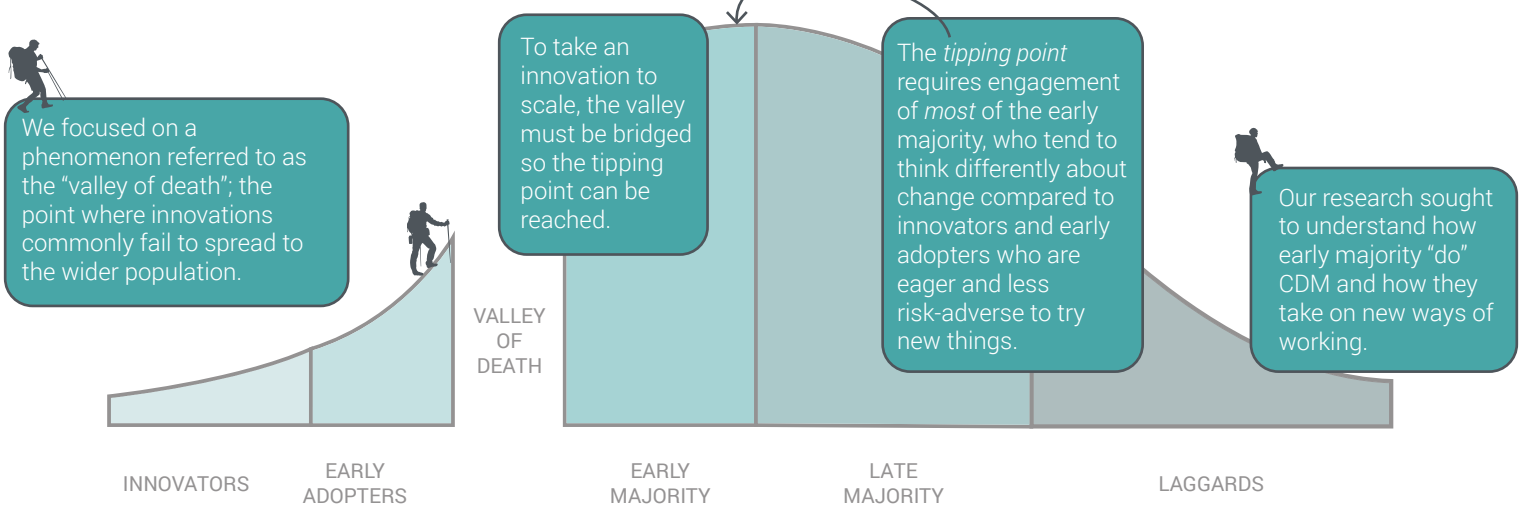
PRIMARY CARE TRANSFORMATION

PRINCIPLES SUMMARY

OBJECTIVE

The Patient's Medical Home (PMH) is integral to Alberta's primary health care transformation strategy. Despite progress, Alberta remains challenged with widespread adoption. This research sought to understand how we can continue to move past successful demonstrations to widespread adoption of the PMH, focusing on an existing bright spot in Alberta: chronic disease management (CDM).

OUR RESEARCH APPLIED ROGERS' DIFFUSION OF INNOVATIONS



SO WHAT?

Transformation to the PMH in Alberta will require a shift in thinking at all levels, not just amongst physicians and team members delivering care on the ground. Policymakers, decision-makers and front-line change agents in our health system must be driven by how early majority conceptualize change, which is different compared to innovators and early adopters.

A "mass customization" approach is needed and will require a greater investment into a workforce equipped to facilitate early majority efforts in their local contexts.

Applying the lens of how the early majority conceptualize change to our already existing successes with CDM make it the best place to focus our efforts to drive transformation of our health system forward.

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PRINCIPLES TO SCALE UP PRIMARY CARE TRANSFORMATION IN ALBERTA

The following principles summarize the findings of this research and provide practical considerations to support widespread adoption of innovations that will transform primary health care in Alberta.

1. Address the early majority in terms that make sense to them
2. Help teams learn to distribute knowledge work activities and shift their mental models
3. Practice facilitation is essential
4. Focus incentive changes on removing barriers and obstructive incentives
5. Focus on team-based, systems-based CDM as the initial target

To learn more or to get a full copy of the report, email:
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