CARTREF (Welsh for ‘Home’)  
CARe delivered with Telemedicine to support Rural Elderly and Frail patients

- Getting Staff on board with Digital

Olwen Williams  
Consultant Physician Sexual Health/HIV
Why?
Elements of C@rtref

• Virtual outpatient clinics
• End of life /palliative care
• Enhanced Care @ Home
• Telemedicine networked MIU
• Telemedicine in Care Homes
Aim

- 20% Out-patients follow-up episodes via Telemedicine
- Reducing number of clinicians involved in patient follow-up
- Reducing patient & doctor travel –’Care closer to home’
- Improving ‘carbon-footprint’
Who & What

Clinicians
Nurses
Project manager
Patient representative
Information Technology
Academic support
Digital inclusion officer

- Silver IQT
- Set up clinics
- Developed consent forms
- Patient satisfaction forms
- Staff satisfaction
- Scoped patient group
- Installed IT
- Virtual clinics up & running
- Monitoring
- Economic evaluation
Technology

• Funding through Health Technology & Telehealth Fund (HTTF) 2014/15

• A combination of technologies for cost effective solutions; wi-fi enabled VC carts and laptops with VC clients provide flexible options for clinicians, and peripherals such as digital spirometry will extend capabilities

• Underlying IT infrastructure work is planned to support wi-fi requirements and increased demand on bandwidth

• Appointments via LYNCS
Patient satisfaction

BUT WHAT ABOUT THE STAFF

Patient Recommendations (N=57)
Change – Akin to Grieving - Fisher’s Model
Maslow's Hierarchy of Needs Applied to Employee Engagement

1. Highly Engaged
   - What can I do for others?
   - I inspire others to do their best
   - What do I love working here?
   - I'm a high flyer

2. Engaged
   - I'm a vital part of the business
   - I feel important at work
   - I'm really busy and very likely I'm highly stressed
   - I'm an achiever
   - I'll leave if something much better comes along

3. Almost Engaged
   - I know I'm part of something bigger
   - I'm almost engaged but there are times when I'm not
   - I'm proud to work here but I wouldn't necessarily shout it from the rooftops
   - I might leave if I'm tempted
   - There are no career development prospects here

4. Not Engaged
   - I'm interested in overtime
   - I have more sick days than I should
   - I have poor working conditions
   - I don't like my manager or working
   - In my team
   - I don't like my job much, but I get on with it
   - I read job ads

5. Disengaged
   - I'm here for the money
   - I'm leaving when I can
   - I'm not satisfied with the job I do
   - My work doesn't excite me
   - I'm here for the money
   - I'm leaving when I can
   - I'm not satisfied with the job I do
   - My work doesn't excite me

Motivators:
2 and 3 have a direct impact on engagement and can be moved up by the 4 enablers of engagement

De-motivators:
1. On average less than 15% reach this level

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Future Hospital
1 in 4

MORE RESILIENT

There is a strong link between stress and poor performance. One in four adults struggle with stress every day.

HEALTHIER EMPLOYEES

Healthier employees are, in general, more resilient and better able to cope with changing circumstances and ambiguity.

INVESTING IN HEALTH

The most common benefits of investing in the health and wellbeing of your staff are:

- Increased productivity
- Reduced sick leave
- Reduced staff turnover
- Increased retention of skills
- Improved staff morale
- Reduced recruitment and training costs
- Improved company reputation as a “good employer”
- Improved financial performance and competitiveness

STAFF WELLBEING

A strategic approach to supporting staff wellbeing is likely to have a positive impact upon patient care.

87% REDUCTION

Highly engaged organisations have the potential to reduce staff turnover by 87%.

WHY STAFF EXPERIENCE MATTERS...

The importance of staff health & wellbeing and engagement.

IDEAL ENVIRONMENT

Cultures of engagement, positivity, team, empowerment and respect for all provide the ideal environment to care for patients.

0.15 ABSENCE COSTS

£34,941,722

PATIENT SATISFACTION

Most organisations with higher levels of employee engagement have higher patient satisfaction.

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Accelerating Diffusion of Innovation: Maloney’s 16% Rule

Maloney’s 16% Rule:
Once you have reached 16% adoption of any innovation, you must change your messaging and media strategy from one based on scarcity, to one based on social proof, in order to accelerate through the chasm to the tipping point.

Robert Cialdini * Everett Rogers #Forrester * Geoffrey Moore + Malcolm Gladwell
‘Success’

• Champion
• Digital Inclusion Officer
• Supporting patients
• Education – debunking myths
• Coaching and Mentoring Staff
DEVELOPING RESILIENCE AND WELLBEING THROUGH A SENSE OF COHERENCE

WHAT ARE MY GRR’S?

- I will do more exercise and spend more time on self-care
- Define what I can contribute
- Speak and share feelings with colleagues
- Be flexible
- Ask for help

PACE YOURSELF
“IF YOU WERE GOING TO LIKEN US TO OTHER CREATURES WE WOULD BE DOLPHINS. WE ARE INNOVATORS, WE ARE AGENTS OF CHANGE, WE AGITATE, WE EDUCATE AND WE DELIVER DISRUPTIVE TECHNOLOGIES. WE ARE AUTHENTIC, AND WE HAVE AUTHORITY. WE MAINSTREAM NEW TECHNOLOGIES BY SHARING NEW PRACTICE, AND BY SPREADING THE WORD WE ARE BOTH SYSTEMS THINKERS AND ACTORS. WE ARE POSITIVE PEOPLE, WITH A ‘CAN DO’ ATTITUDE. WE PROVIDE PERSONALISED CARE USING NEW TECHNOLOGIES, AND BECAUSE OF THAT WE POSITIVELY CONTRIBUTE TOWARDS THE WIDER HEALTH AGENDA.”
‘Failure’

• Non engaged clinicians
• Patient booking service
• On-going funding Digital Inclusion Officer
• Not priority for Organisation
• Re-structuring of teams
Work Shop

Describe a project that you have been involved in where staff engagement paramount to success

Q1- What went well?
Q2- What went wrong?
Q3 - What would you do differently ?

How do we learn from our failures?
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