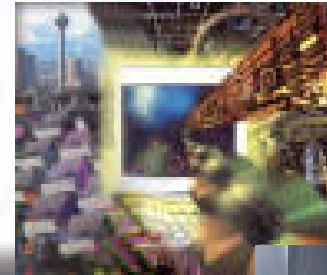
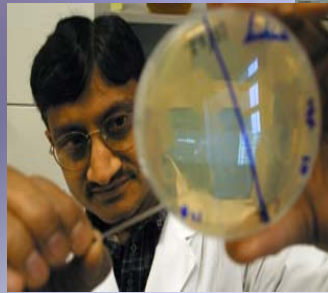
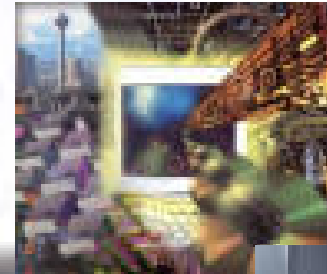
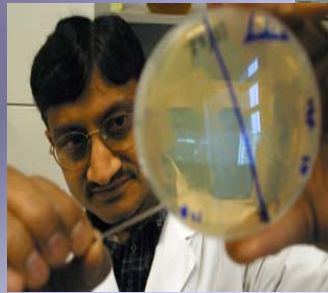


The Second Annual Dennis McDowell Public Health Distance Learning Lecture



12th Annual Public Health Distance Learning Summit
September 24, 2004

Integrating Technology And Learning: A Paradigm Shift For Health Care



presented by

Mabel P. Phifer, Ph.D.



DEFINITION

Dennis McDowell, noun; verb;
adjective; adverb; -1. A visionary;
2. The ability to think BIG and to
make great things happen; 3. To do
more with less; 4. A supporter and a
friend; 5. An energizer with heart and
a big smile!



THE HISTORY

- Centers For Disease Control (CDC)
 - The Need
 - The Vision
 - Supporting Infrastructure
 - Identifying Support/Funding
- Public Health Training Network (PHTN)
 - Information Dissemination
 - Education/ Training
- Schools of Public Health
- Innovative curricula
- New



THE NEED

- “The health care profession must use technologies not as an end but as a means to improve and innovate. To improve the quality of the health care system.
- Patients must take charge of their care and become active participants.
- Access to information is the key to success.”



THE NEED


Between 1987-2000, Health Care spending rose from \$429 billion to \$628 billion in inflation – adjusted dollars;

A small number of diseases accounted for more than half of the increase.



THE NEED

- 355 diseases accounted for 44% of this increase;
- 15 diseases accounted for 56% of the increase;
- Health disparities cited in *Healthy People 2010* Report



“Leaders from all walks of life, the world over, recognize that all citizens must have access to education and training if they are to be equipped to shape their own destiny and meet the social, economic and personal challenges of the global knowledge-based society. To achieve this objective, governments will need to look beyond the conventional model for providing education.

They will need to draw on the opportunities afforded by distance and open learning, which in turn must capitalize on the potential offered by information and communications technologies. These technologies provide flexible learning options capable of addressing formal educational needs and expanding the needs of non-formal education in areas such as literacy; career training; public health care; and lifelong learning.”

-Commonwealth of Learning Report, November, 1999



THE PLAN

“Careful planning based on sound knowledge of who is going to learn what, by what means, in what kind of circumstances, to what effect and and with what purpose in mind, needs to be combined with effective ways to ensure through formative evaluation based on feedback from learners that intended purposes are met.”



THE PLAN

“If you don’t know where you are going, you will probably end up somewhere else.”

- Where do you want to go?
 - Level of awareness
- How do you plan to get there?
 - Level of support
- How much will it cost?
 - Budget allocation
- Who will be responsible?
 - Identification of team/staff



THE PLAN

**“How Can You Do It Better,
Cheaper, Quicker - with the
best players?”**



THE PEOPLE

- Select the best team possible:
 - Team members must be professionals with a wide range of skills and expertise and a common vision for the organization.
 - Strong leadership and change agent skills are essential.
- Clear delineation of:
 - Roles
 - Scope
 - Functions



THE PROGRAMS

- Choosing programs and projects that encourage creativity and growth for the future
 - Non-traditional concepts
- Building capacity and capability
 - Outreach activities to address health disparities for at-risk populations
- Supporting technology applications
- Sharing and marketing programs
 - Community based organizations
 - Faith based organizations



THE PROCESS

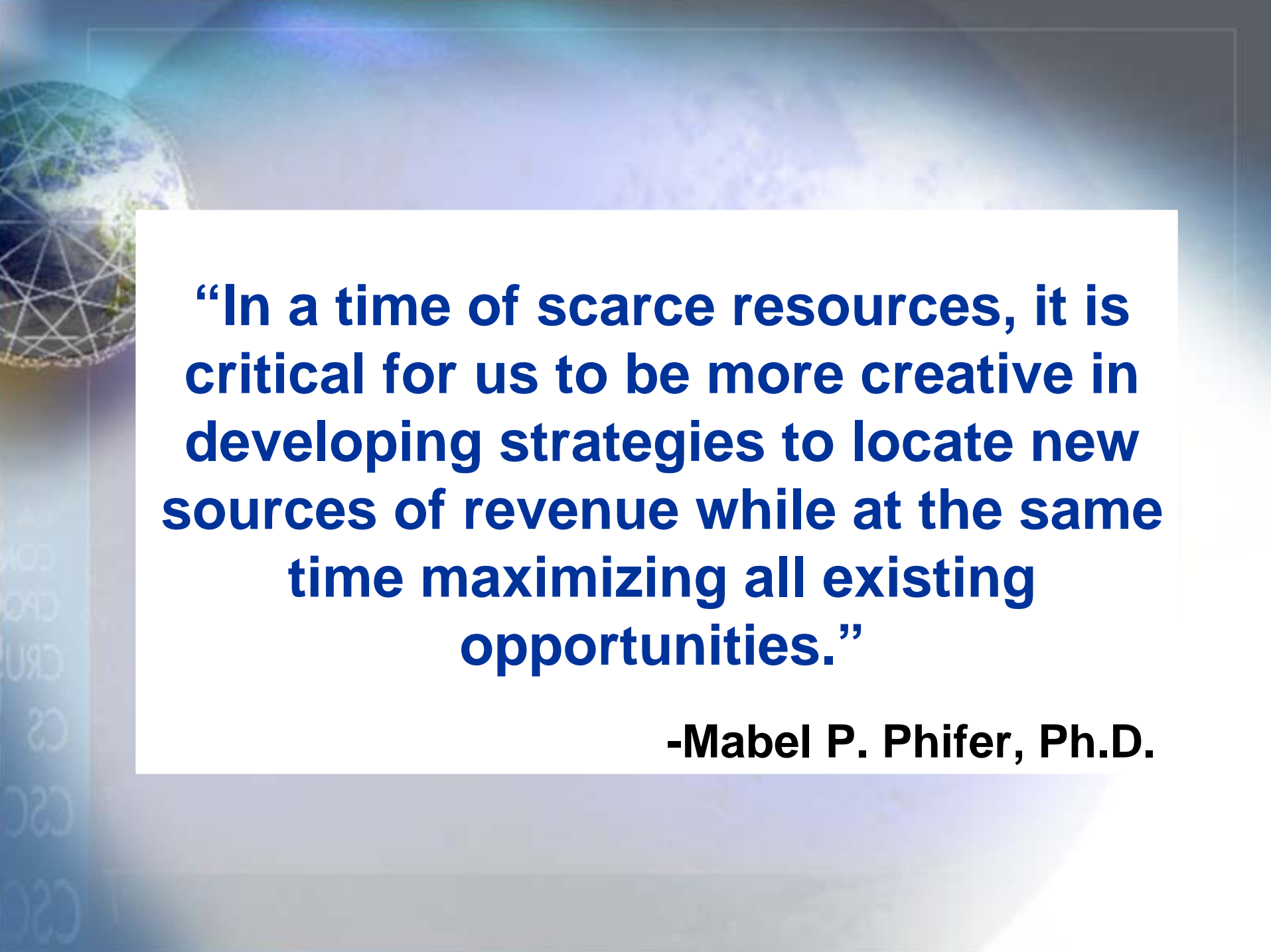
- Information Technology
- Instructional Technology
- Instructional Design
- Blended Learning

The Past → The Present → The Future



THE PROCESS

- Interactive Video Conference
- Internet/Internet2
 - Live video streaming
 - Video on demand
 - Web casts
- Wide Area Networks (WAN)
- Satellite Broadcasts
- PDA/Laptop Networks
- E-books
- Radio/Audio Conferencing



“In a time of scarce resources, it is critical for us to be more creative in developing strategies to locate new sources of revenue while at the same time maximizing all existing opportunities.”

-Mabel P. Phifer, Ph.D.



PHILANTHROPY

- It is imperative that the leadership recognize the importance of integrating technology applications in both the instructional and the administrative programs. The next step is to commit the resources needed to fund the infrastructure development and the required staff.



PHILANTHROPY

- Revenue & support
 - How do you pay for innovative programs, state-of-the-art technologies, and quality personnel
- Raising money is 90% cultivations and 10% solicitation
- People give to people for good causes
- High tech cannot makeup for a poor program
- Accountability, Accountability, Accountability!



THE POLITICS

- In order to succeed and achieve optimal results, it is important to:
 - Understand both the formal and informal organizational structure of all partners
 - Know how decisions are made within critical organizations
 - Understand the allocation of scarce resources (human, fiscal and physical)



PARTNERSHIPS

- Recognize opportunities for change
- Mobilize people and resources to create change
- Develop a vision of long-term change
- Seek involvement and support from diverse and non-traditional partners
- Build trust through collaborations



PARTNERSHIPS

- Ensure broad-based, inclusive partnerships
 - Make sure your partners reflect diverse perspectives, experiences, cultures, and levels of authority.
- Don't wait for all partners to get on board before moving forward
 - Most partnerships expand gradually over time.
- Secure commitments to collaboration
 - Ask partner organizations to designate representatives' names and responsibilities in writing; this makes it more likely the same people will be at the table every time the group meets.



PERFORMANCE

- Technology provides a platform for building and sharing evaluation and assessment models/tools

“Critical feedback promotes success and reduces the chances of failure!”



PROGNOSIS

“Our current health care sector suffers from profound technological inconsistencies. We lead the world in medical breakthroughs using some of the most advanced technologies developed. But at the same time, doctors and nurses struggle under mounds of paperwork, providers lose time trying to manage data and the latest research takes years to reach medical practices.”



How to Heal Health Care

by **Bill Frist and Hillary Clinton**

- 10 year plan to build a new Health Information Infrastructure
- No consensus on all the changes
- New system must use innovative information technology systems to:
 - Improve Care
 - Lower Costs
 - Improve Quality
 - Empower Consumers



How to Heal Health Care

by Bill Frist and Hillary Clinton

- Diseases ranked by money spent in 2000:
 - 1-Heart Disease
 - 2-Pulmonary Conditions
 - 3-Mental Disorders
 - 4-Cancer
 - 5-Hypertension
 - 6-Trauma
 - 7-Cerebrovascular Disease



How to Heal Health Care

by Bill Frist and Hillary Clinton

8-Arthritis

9-Diabetes

10-Back Problems

11-Skin Disorders

12-Pneumonia

13-Infectious Diseases

14-Endocrine Disorders

15-Kidney Disease

(Source: Health Affairs and Washington Post Article by Frist and H. Clinton, 8-25-04)



WHERE TO FROM HERE?

BEST PRACTICES

- STATE INITIATIVES
- NATIONAL PROGRAMS
- SCHOOLS OF PUBLIC HEALTH
- MEDICAL SCHOOLS
- SCHOOLS OF NURSING
- SCHOOLS OF ENGINEERING
- PUBLIC/PRIVATE PARTNERSHIPS
- TECHNOLOGY TRANSFER



WHERE TO FROM HERE?

“By using advances in technology we can put the right information in the hands of doctors and patients at the right time. We can empower patients, health care providers and health care purchasers to make better choices.”



SUMMARY OF THE PHIFER Ps

THE PLAN

THE PEOPLE

THE PROGRAMS

THE PROCESS

THE PARTNERSHIPS

THE POLITICS

PHILANTHROPY

THE PERFORMANCE

THE PROGNOSIS



In Conclusion

Those organizations that can step up to the process of change will thrive.

Those that bury their heads in the sand, that rigidly defend the status quo, some idyllic vision of the past that never existed, are at risk.