



Effective Strategies of Health Promotion, Preventive Health Care and Disease Management in the Health Care System

Proposal of Martina Fojtikova

Background

The effective use of preventive care and health promotion has a positive impact on the whole society because it reduces health care cost and improves health of the population. For instance, vaccination, screening in oncology and their support proved to be significantly efficient in that way. Nevertheless, health is not determined merely by human biology or healthcare services but also by lifestyle. It is believed that our lifestyle can influence our health 2-3 times more than health care. The appropriate strategies of health promotion, motivation for healthy lifestyle together with permanent support of preventive care can have a large impact on health and quality of life. Health insurance companies have possibilities to do a lot in that area.

I am responsible for the leadership, conception and administration of health care programs in the health insurance company, in which I am employed. This is the reason why any opportunity to gain new experience and knowledge in that field is of significant importance to me. Therefore the character of the program and its prospects seem to be very challenging.

American Partners

Executive Training

- Harvard University, Boston, Harvard School of Public Health

The University is highly credited and provides summer courses in the fields of my interest. It is a member of Association of Schools of Public Health.

The Summer Session is primary intended for health professionals in training. Such a community is quite challenging and it offers opportunities to share experience and extend knowledge. The attendance of Summer Session could be a good opportunity to gain ideas for future projects.

Internship

- Kaiser Permanente (KP), Oakland and Santa Rosa, California

With regard to my interest and specialization in the area of health promotion and preventive health care, I would like to enlarge my knowledge concerning the strategies and methods of health promotion implemented in company of similar focus in the USA. I intend to visit several facilities of KP and discuss with its managers the health care delivery, health promotion and health education.

The concrete dates for study visits have not been arranged so far. Kaiser Permanente is the leading health maintenance organization (HMO) in California. According to the Department of

Managed Health Care (California) it is highly ranked in the list of insurers. It provides preventive health care and health promotion programs at a high level too.

Objectives

My main objective is to improve my knowledge and to enlarge my experience in the field of public health, health promotion and preventive health care. My intention is to find effective measures in health promotion and preventive health care as well as strategies and methods of their effective implementation in the Czech health insurance system. I would like to identify appropriate effect-based approaches and measures of preventive health care, disease management and health promotion aimed at policy holders which would be applicable to the Czech health care system.

Detailed Description

At the beginning of my stay I intend to participate in an intensive study program. I would like to enroll in the Summer Session of Harvard University – Boston, Harvard School of Public Health. The courses are supposed to begin on 1 July and finish on 13 August. I have chosen two courses which could improve my skills at assessing and evaluating health programs. After that I intend to visit managers and other employees of KP to find out how the delivery of health care, health promotion and disease prevention is supported and I would like to discuss with them advantages and disadvantages of used strategies.

My intention is to come back to the Czech Republic after that and prepare the concept for comparison of health promotion tools in the USA and the Czech Republic which I would use in my next stay in California in October.

During my second stay in the USA I would like to get more experience also through the program "Integration, Innovation, and Information Systems in Health Care". As the whole intended program consists of two visits of the USA I have divided it to two parts (basic and complete program). The basic program covers necessary minimum to fulfill my objectives. The complete program would make outcomes of my stay in the USA more coherent, could multiply its effect and could help to strengthen cooperation with my American partners.

BASIC PROGRAM

Executive Training

Summer Session of School of Public Health is the opportunity to participate in intensive executive training and it is also opportunity to share experience with health professionals or other people interested in public health. The courses of my choice concern, firstly, Measuring and Analyzing the Outcomes of Health Care, secondly, Research on Social and Behavioral Health: A Practical Guide.

It is important for proper decision making to be able to make right estimates of project or program costs, their outcomes and their efficiency. The implementation of pilot programs, surveys and trial analysis also needs appropriate analytical methods. Therefore I wish to increase my knowledge and my skills in this area.

Internship

I would like to get acquainted with strategies used at the departments of health education and health promotion in Kaiser Permanente. The stay will undoubtedly help me to find answers to a number of practical questions concerning the possibilities of the implementation of some principles of health promotion to the Czech health insurance system. In future I want to pay a special attention to its implementation in the north-east region of the Czech Republic.

I intend to discuss the subject of my interest with employees (mainly managers) of the health maintenance organization - Kaiser Permanente in at least two destinations (Oakland, Santa Rosa).

ADVANCED PROGRAM

Executive Training

I would like to take part in educational program "*Integration, Innovation, and Information Systems in Health Care*" which is organized by Kaiser Permanente in October 2010. The program is aimed at health care leaders from outside of the USA and it should create the opportunity to review and discuss effective ways to deliver care for improved health and cost outcomes.

Even though the program is not focused merely on a preventive health care and health outcomes (it is more extensive), it is a great opportunity to meet health professionals from all over the world, excellent opportunity to share experience with them. I intend to acquire more information concerning health promotion tools during my second stay in California.

Future follow-up with my American partners

I believe my study visit and my educational program could open a dialog between Revírní Bratrská Pokladna, Health Insurance Company and my American partners. If compatibility with the Czech health insurance system could be identified, there is even a good probability of contractual cooperation and implementation of such a system in Revírní Bratrská Pokladna, Health Insurance Company system.

Organization and Time Schedule

The arrangements for the whole period of my study, according to the above mentioned description, include visa arrangements, financial means arrangements, study, study visits and educational program arrangements, medical insurance arrangements, accommodation arrangement and booking flight tickets.

Dates	Planned Events	
June 29, 2010	Travel	Arrival in the USA, Boston, Massachusetts
July 1 - August 13, 2010	Study	Summer Session of Harvard School of Public Health (Harvard University)
August 15, 2010	Travel	Arrival in California, San Francisco
August 16 - August 26, 2010	Study visits	Kaiser Permanente
August 26 - August 27, 2010	Travel	Return to the Czech Republic
October 23, 2010	Travel	Arrival in the USA, San Francisco, California
October 24 - October 27, 2010	Educational program	Kaiser Permanente
October 28 - November 3, 2010	Collecting information, study visits	Kaiser Permanente
November 4, 2010	Travel	Return to the Czech Republic

Program Cost

The costs of my program are as follows:

Item	Cost in US\$
Executive training seminars, courses	4,500
Study visits, Kaiser Permanente educational program	3,000
Administrative fees (visa, registration fees, etc.)	1,000
International travel	3,800
Local transportation	700
Medical insurance	1,000
Maintenance per stay	8,000
Contingency	1,000
TOTAL	23,000

To demonstrate my strong interest, I have agreed to contribute \$4,000 to my program cost.

Program Benefits

New insight, new experience and new knowledge boost competence in every profession. My participation in the program will enhance my credibility in suggesting new ideas to my employer for prospective project concepts.

Changes in the health insurance policies for which I am responsible - preventive health care, health promotion and managed care could be measured to evaluate program benefits (i.e. increasing numbers of current programs, their extension or their improvement).

Risks

A reluctance to embrace policy changes is the main risk connected with the implementation of new approaches, programs and services in Revírní Bratrská Pokladna, Health Insurance Company. Nevertheless, these concerns can be overcome by demonstrating the effectiveness of these approaches in other countries. In this respect, regular contacts and communication with my American partners could be helpful.