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FPA Health's Story

Achievements of better
performance outcomes for
sexual health care through
Knowledge Management



AIM OF MY PRESENTATION

To look at the measures for reproductive health and health services, and the impact of FPA Health's knowledge management approach in achieving the measures



Presentation Outline

- FPA Health
- Health environment, performance indicators for reproductive health, and health services
- Knowledge Management Business Model
- Implementation
- Constraints
- KM Approach & Initiatives
- Benefits



Who we are and what we do

- (formerly Family Planning NSW)
- independent non profit organisation established in 1926
- the major non-government provider of reproductive and sexual health services at the primary level in NSW
- affiliated internationally through Sexual Health and Family Planning Australia to IPPF



FPA Health CONTEXT

Major services

- Professional education and training
 - Health promotion programs
 - Clinical services
 - Research
-
- Income 03 – 04 \$7.7m (\$6.5m from Govt)
 - Staff 120 staff (77 FTE)



Health Sector service Performance Indicators

- Accessibility & Responsiveness of health services
- Living longer (AIHW indicators)
- Living healthier (AIHW indicators)



Definition of Reproductive Health

“state of complete physical, mental and social well being and not merely the absence of disease or infirmity, in all matters relating to the reproductive system and to its functions and processes” (WHO 1999)



Reproductive Health Indicators

Reproductive Health Indicators Australia
2002, identifies 44 indicators, covering
six key areas

- Fertility
- Sub Fertility
- Family Planning
- Sexually transmitted infections
- Cancers of the reproductive tract
- Pregnancy & Childbirth



Reproductive Indicators relevant to FPA Health

- Fertility Teenage Pregnancies (the number of live births to mothers aged less than 20 years)
- Sexually transmitted infections (prevalence of stds', syphilis, chlamydia, HIV, gonorrhoea in the population)
- Family Planning (use of methods to regulate fertility through contraception and terminations)



Traditional Business Model

One to One Clinical Services



Drivers for change

- Costs up
- Funding down
- Better access for remote areas
- Health Consumer expectations

RETHINK THE SERVICE DELIVERY STRATEGY



Health Consumer Expectations

- Y Generation - expectations of what health services should offer
- Availability -web enabled technologies – channels
- Confidentiality
- Access to reliable information
- Realtime access to personal clinical records



Strategic Planning Oct 2000 to June 2001

Vision

FPA Health is a practice based leader in reproductive and sexual health

Mission

To improve reproductive and sexual health outcomes for the people of NSW

Purpose

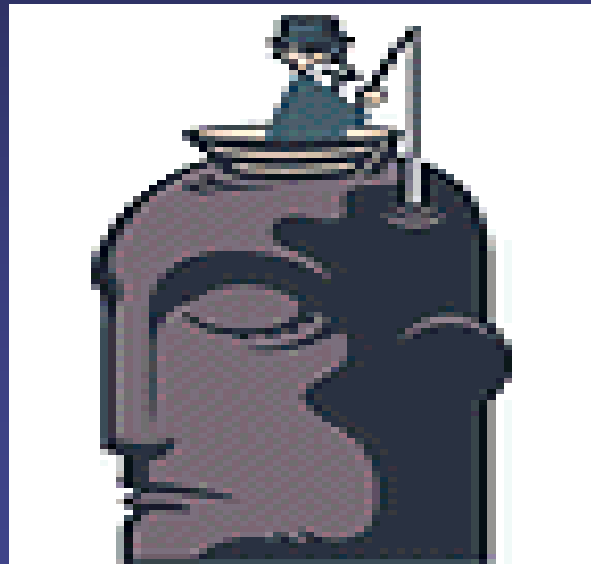
FPA Health will contribute to, collect and disseminate reproductive and sexual health knowledge, information and learning



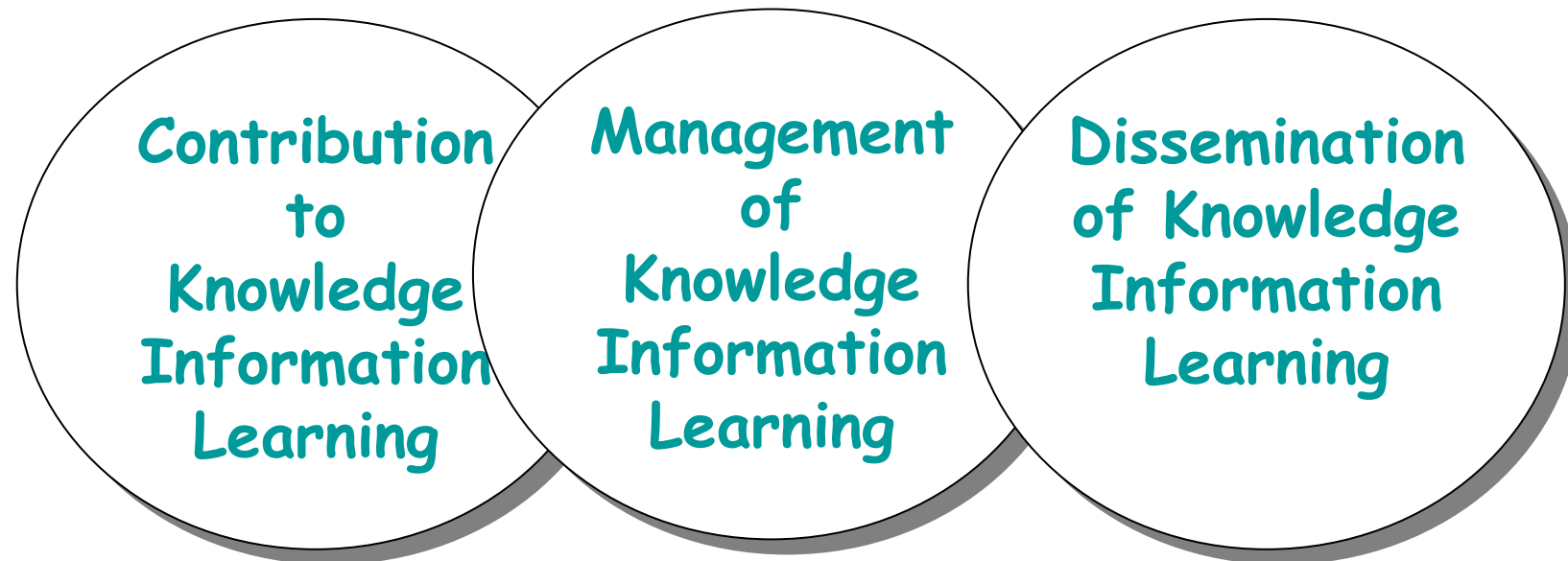
New Business Model

Knowledge Management

Focuses on the accessibility of expertise and knowledge about Reproductive and Sexual Health



New Business Model



Service Definition Project

Services required to support the
Business model



Service Profile

SERVICE PROFILE

www.fpahealth.org.au

FPA Healthline

Publications

Professional
Education

Library

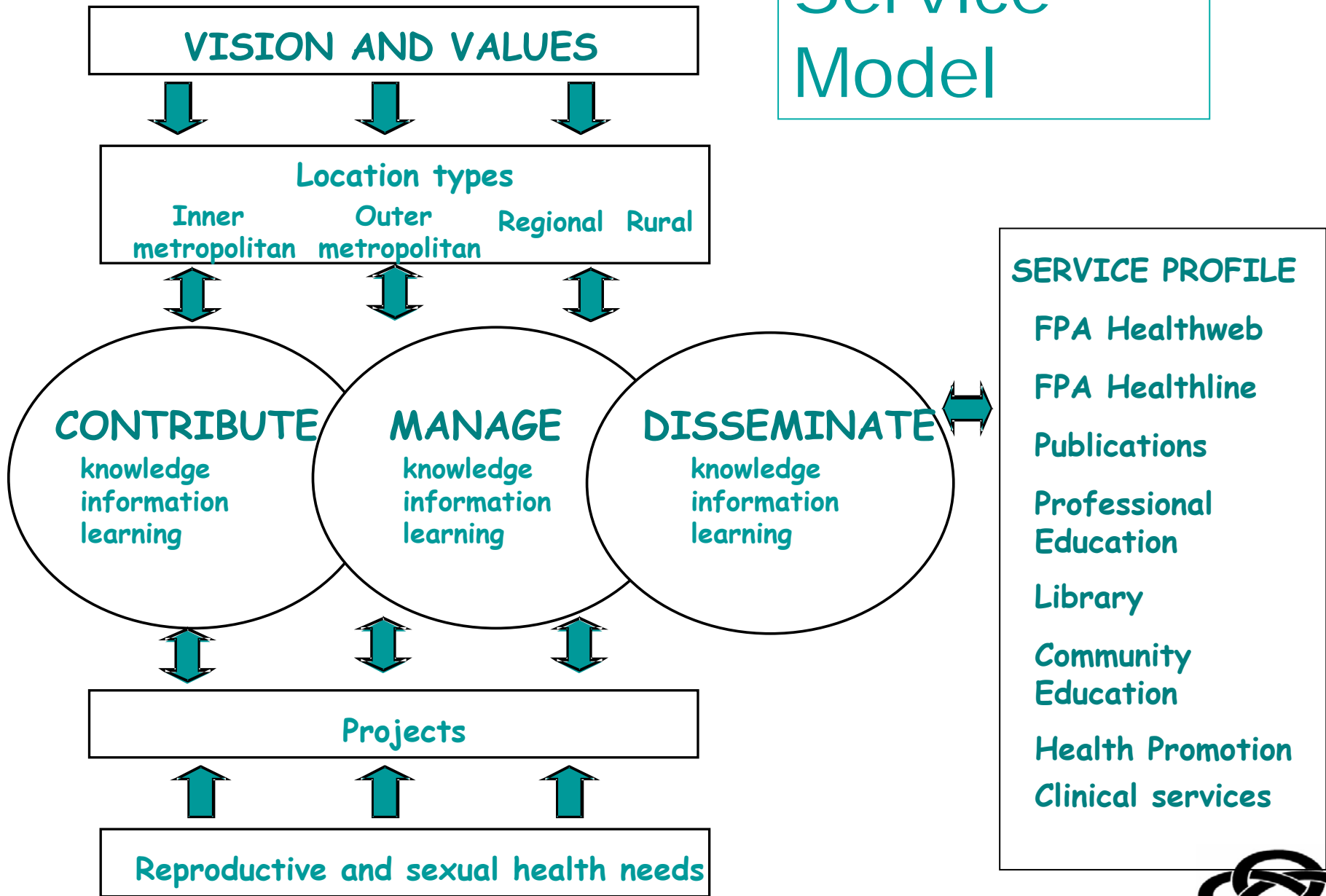
Community
Education

Health Promotion

Clinical services



Service Model



Implementation - Organisational

- Project – based approach
- Business Planning
- Telephone Help Line Service
- Website
 - “Go Ask Edith”, interactive Q & A service
- FADS, set up system for data collection
- Knowledge Management
 - Created Knowledge Manager role
 - in CEO’s job description
 - KM initiatives

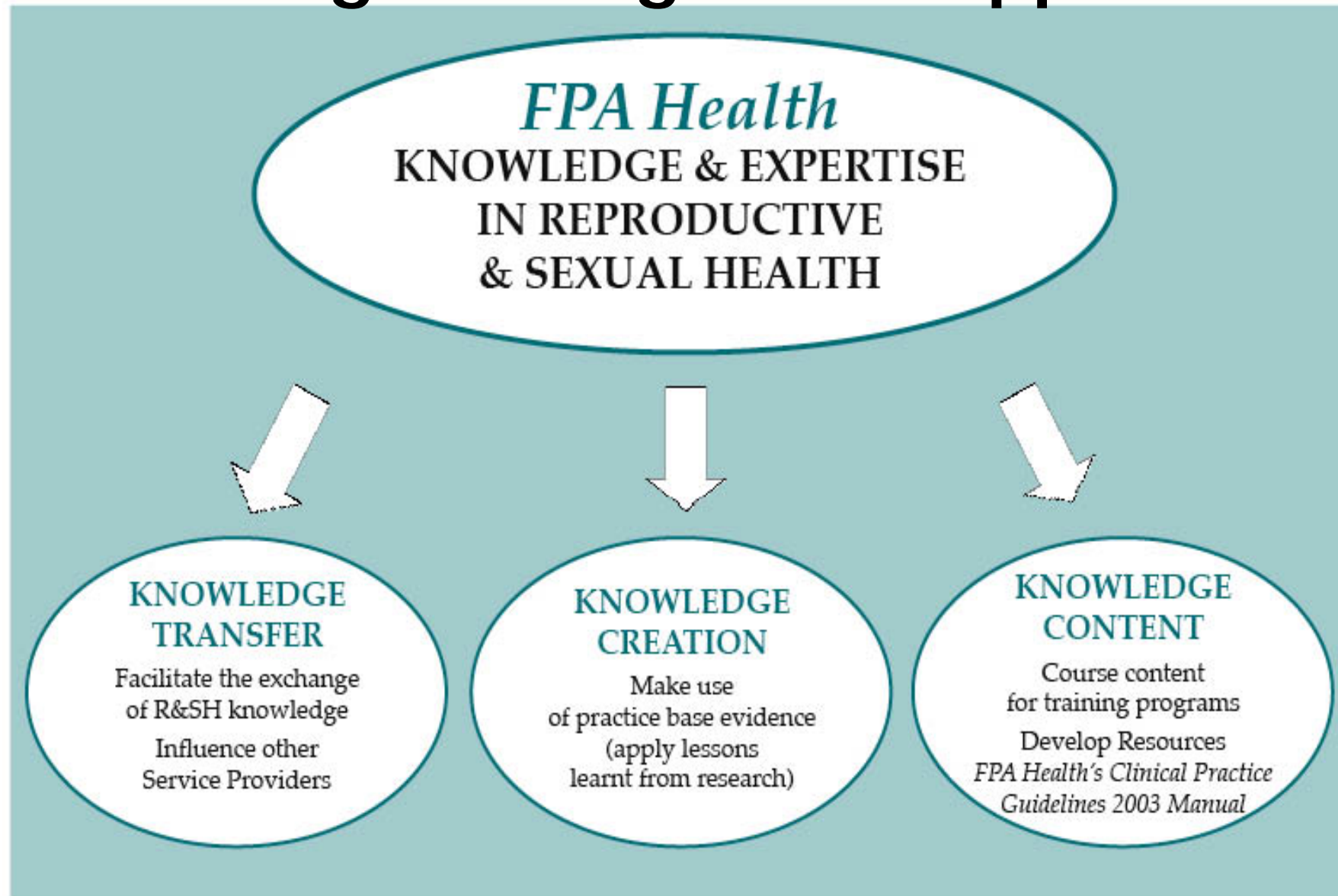


Implementation - KM

- “information that is contextualized and implemented in a practical way”
- “information that has been synthesized, that you can absorb use and act on”
- “extracting knowledge where it exists in the organisation, and then collecting, packaging and interpreting it”
- “a system that absorbs everything we do, what is new, what is relevant and makes the information accessible”
- “flogging knowledge”
- “storing and accessing information”



Knowledge Management Approach



Knowledge Management for FPA Health is two fold : -

1. Improve our organisational performance
2. Improve health outcomes of the community by disseminating our knowledge and influencing the way others practice



FPA's Knowledge Management Plan

Stage 1 Objectives

- Set up systems to manage knowledge information and learning
- Ensure staff can access the information they need to do their work



Constraints

- Culture
- IT Infrastructure
- Indemnity insurance crisis
- Defining the Target audience/clients
- Targeting the spectrum of services



KM Initiatives for the New Business Model

...for Management

- FIRST
- Referral Book
- Project Management System

...for contribution & dissemination

- Storytelling “the implanon story”



FIRST FPA Health Information Share and Track



www.fpahealth.org.au



FIRST – Project Register

- 66 Projects registered
- Part of the Project Management system
- Management tool
 - the number of projects in progress
 - the number of projects cancelled
 - the number of projects completed annually)
- Demonstrates organisational capability (from research to health promotion)



FIRST – FPA Health Reports

- Captures explicit information,
- Includes :
 - Final Project Reports
 - Feasibility Studies
 - Needs Analysis
 - Formal Reports
 - Consultant Reports



FIRST – Pamphlets etc

- 336 health ephemera items (resources such as pamphlets, booklets, fact sheets)
- Tracking tool for information dissemination
- Information for clinicians



FIRST - Library

Staff can search from the desktop :

- Library catalogue (5000 monographs)
- Electronic papers, sexual health trends
- Statistics
- Journals & Journal articles



Referral Book

- Contact details for 1400 sexual health providers
- Supports Telephone help line nurses
- Centralised information management

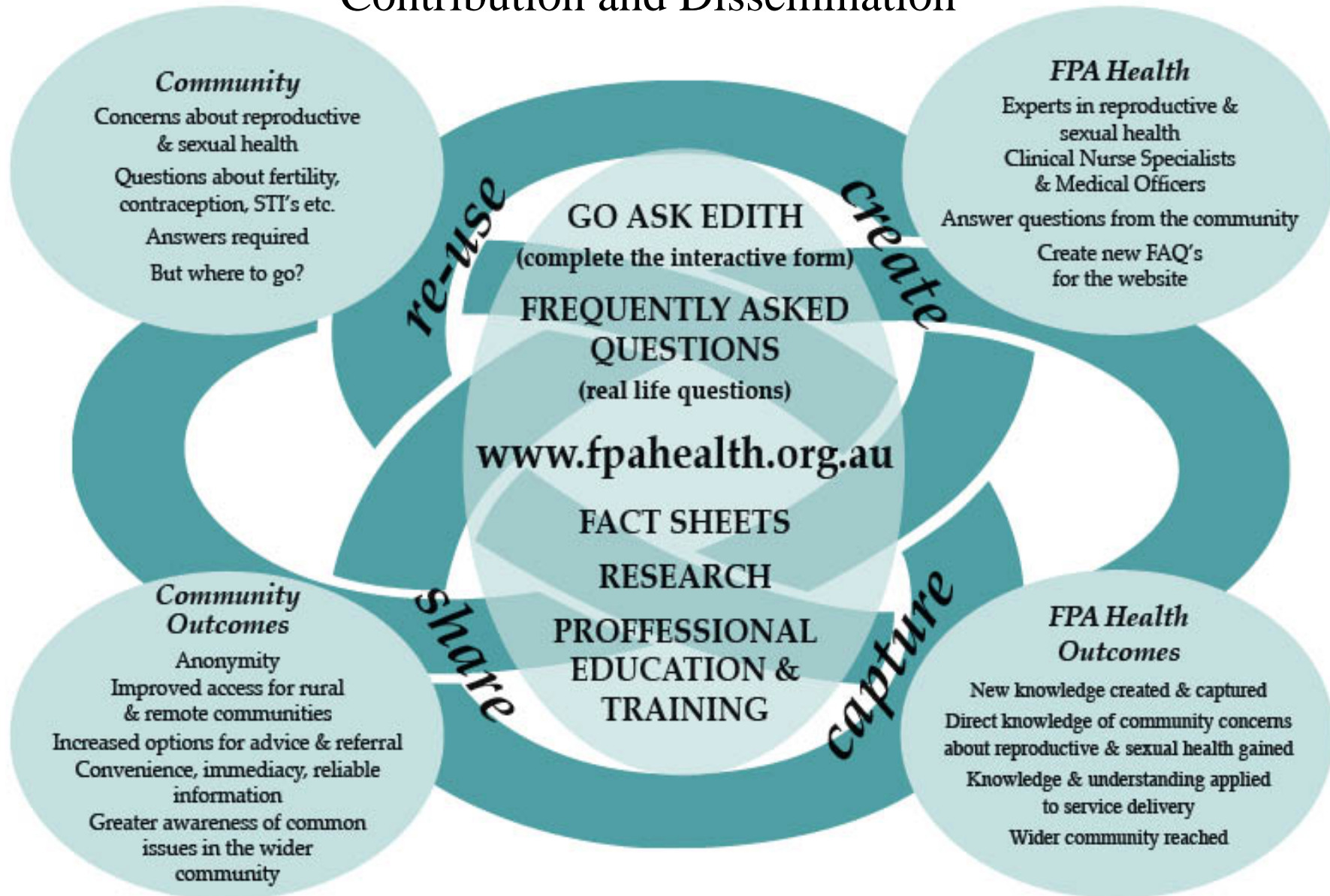


Project Management System

- Methodology developed
- Training
- Project Scope Template



Contribution and Dissemination



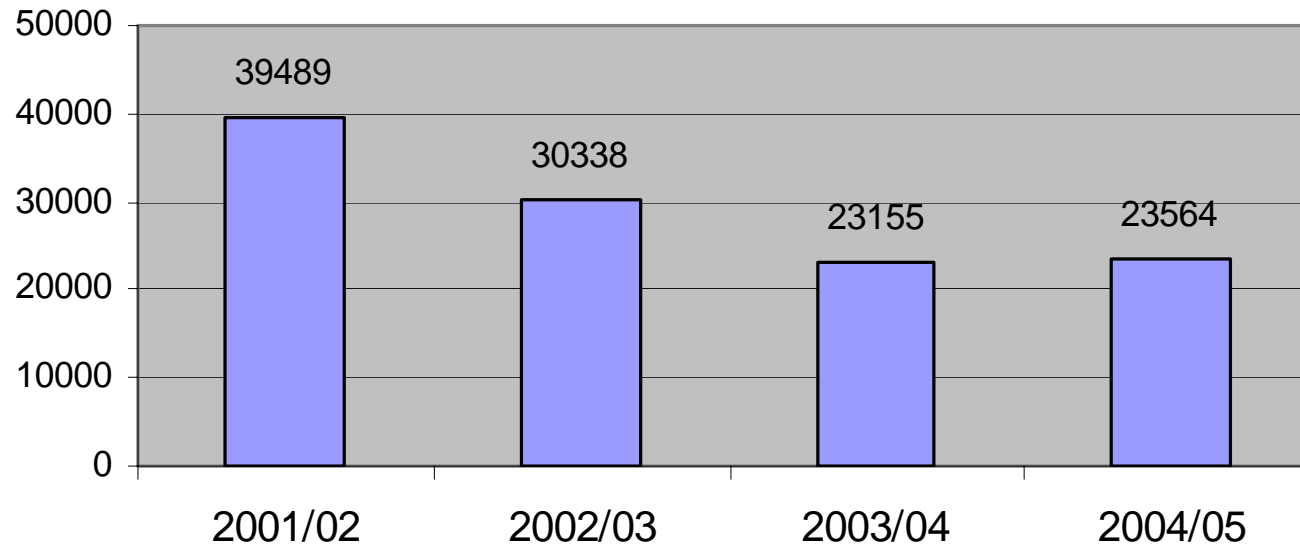
Benefits for Organisational Performance

- Organisational capability
 - Staff skills
 - Project Management – working in multi disciplinary teams
- Organisational capacity
 - Flexibility to adapt to meet present & future demands
 - IT Infrastructure
 - Data collection
 - Information Systems

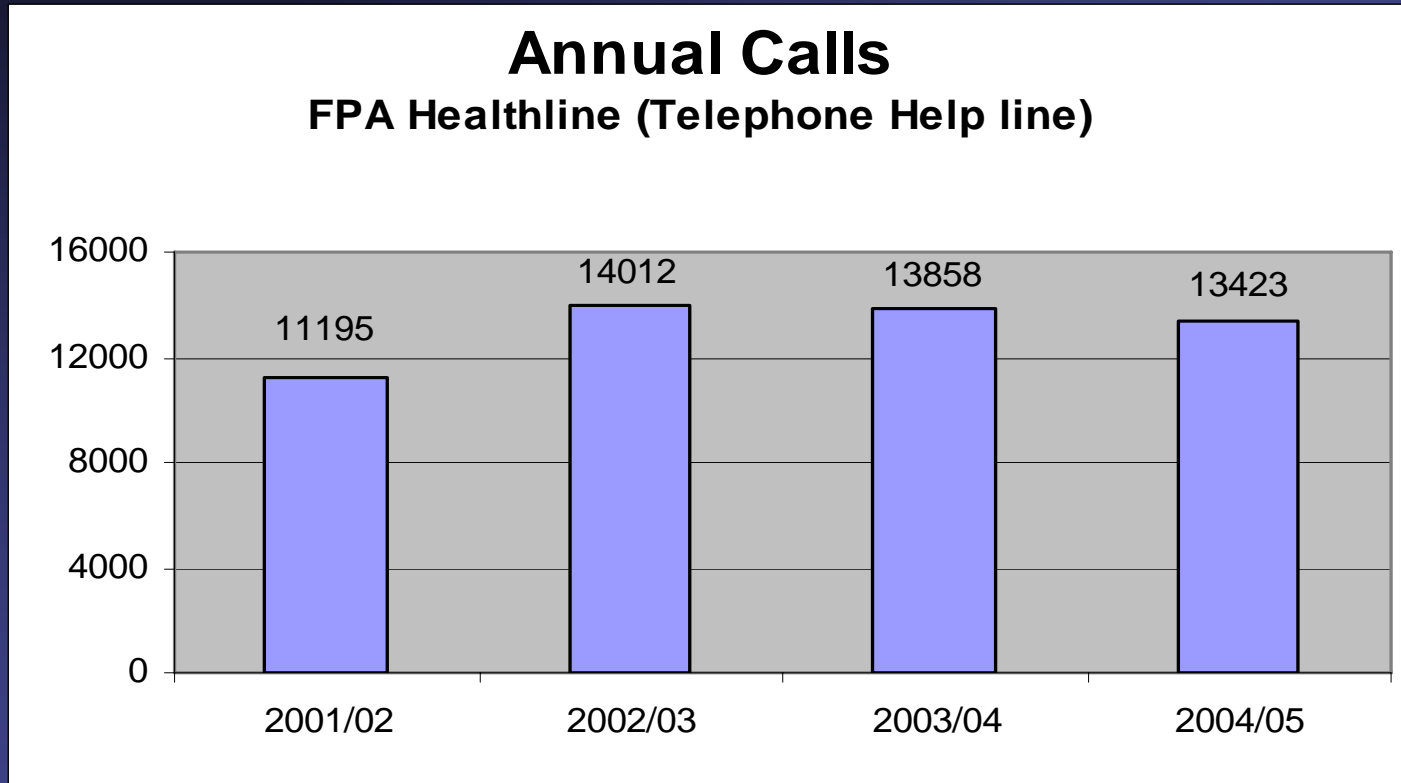


Client Visits

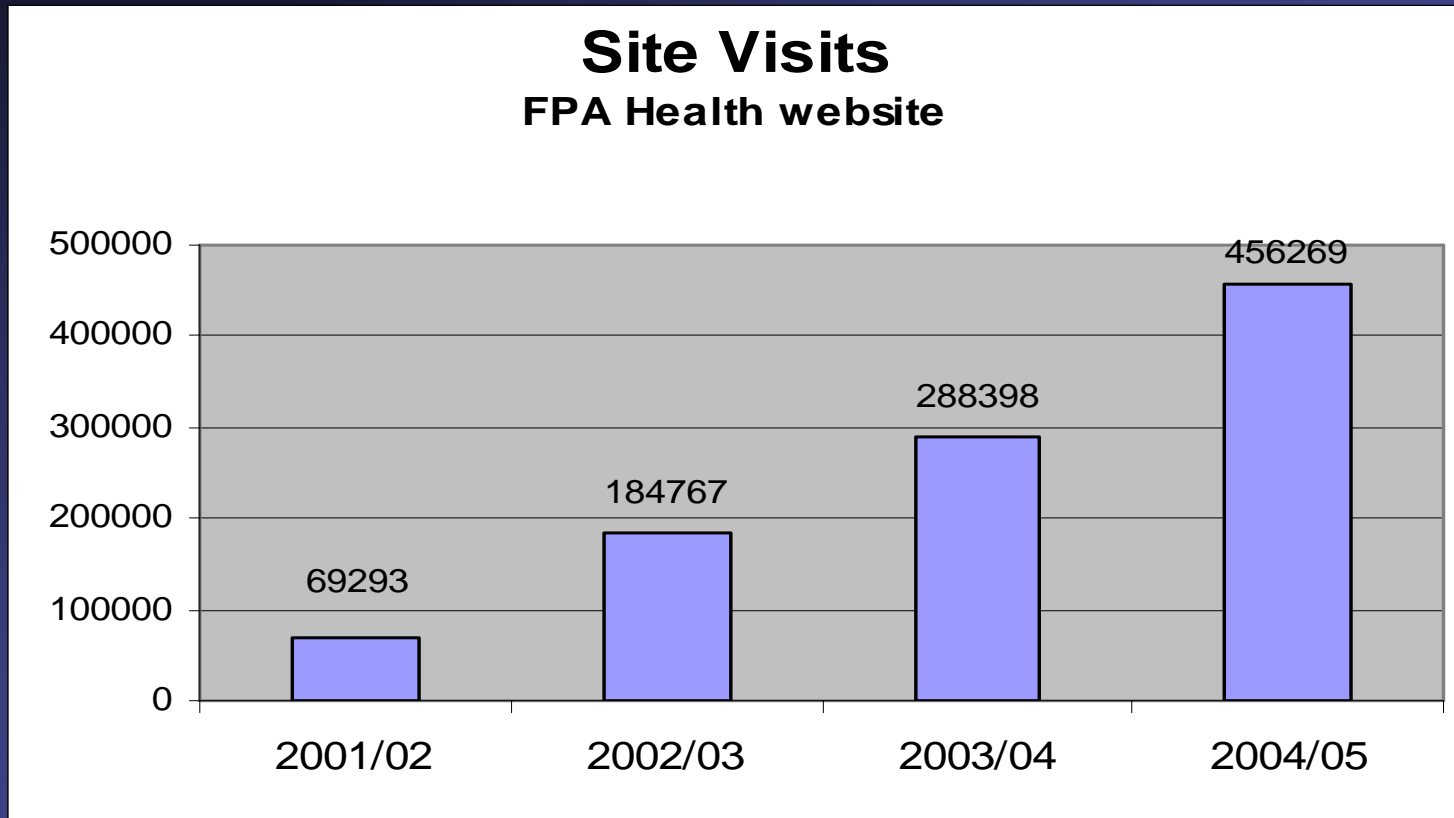
Clinic Visits FPA Health



Telephone Help Line



FPA Website Visits



Lessons learnt

- Organisational centric
- Health context – how to make KM relevant
- Challenge of health performance measurements



Is KM making a difference in reproductive Health or Health itself and can this be measured?

