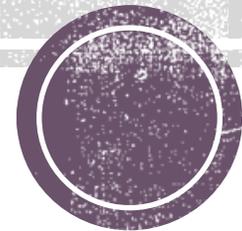


TOPIC: OPPORTUNITIES FOR INDUSTRY PARTNERSHIP AMONGST ALLIED HEALTH PRACTITIONERS COUNCIL MEMBERS

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Presentation Outline

- Introduction
- Purpose of paper
- Methodology
- Key findings
- Recommendations
- Conclusion



Introduction

- Partnerships are taking the world by storm, different types are creating the future, moving beyond a focus on individual behavior towards a wide range of social and environmental interventions.
- Interventions conducted in various ways, are key for creating a way forward.
- Opportunities to be recognized, an aspect of innovation is critical for them to be identified.
- An understanding of the best tools and ways of health promotion using the skills that each line of profession has.
- Best recognized by those with relevant market knowledge, gained either through experience or analysis and needs a trigger or motivating propensity.
- In conjunction with ensuring that the needs of the community are best met and transparent referral systems are put in place for ensuring that patients get the best health care.



Purpose of the paper

- Awareness of holistic approach to health promotion

- Referrals and partnerships between practitioners

Opportunities for successful industry partnerships



Purpose of the paper..

- Identification of APHZ members roles and ensuring they are aware of health promotion as being multi- disciplinary and not just for one specific practitioner.
- Role of referrals in establishing meaningful partnerships between members.
- Examination of the different perceptions of AHPZ members about opportunities that exist between members of the council.
- Opportunities are identified with regards to improving the current health care systems.



Key Terms

- Health- "State of complete physical, mental, and social well being, and not merely the absence of disease or infirmity."
- Health Promotion- Process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behavior towards a wide range of social and environmental interventions.
- Opportunities- a time or set of circumstances that makes it possible to do something.
- Framework- an essential supporting structure of a building, vehicle, or object.



Methodology

- Non-probability purposive sampling method used.
- Members of Allied Practitioners Health Council Zimbabwe (APHCZ) perceptions for obtaining results in relation to opportunities that are considered readily available.
- Subjects were selected on the basis of their accessibility or by the purposive personal judgment of the researcher. For the sake of this paper, it was based on members of APHCZ, although the downside of this sampling method is that an unknown proportion of the entire population was not sampled.
- Results were comprehensive enough to give a glimpse with relation to how APHCZ members perceive opportunities available for partnerships. Questionnaire was used for data collection, in conjunction to an in depth interview.

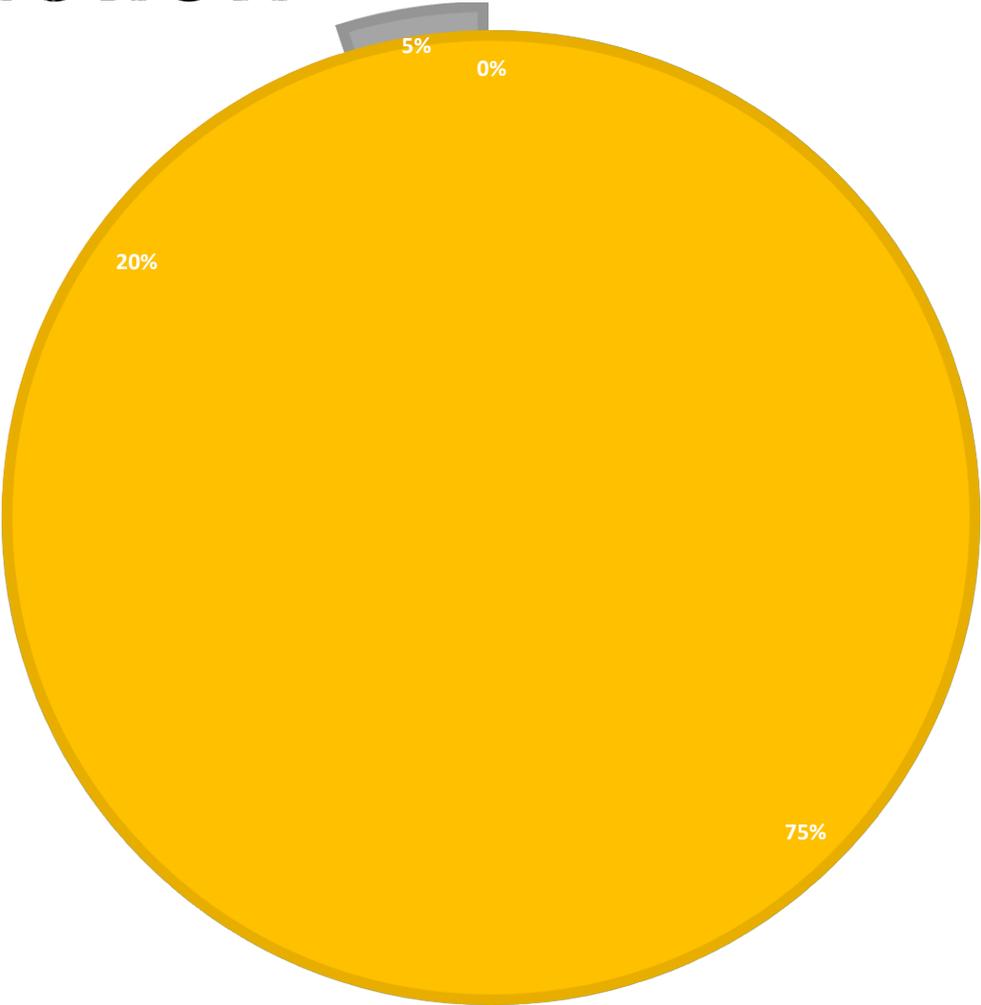


Key findings:

- 100% respondents showed that they had an understanding of the how health promotion is multi-disciplinary and combination of different aspects of health professionals coming together to achieve one common goal of “Health”. Fig 1 below further shows the various roles each member plays in Health Sector.



Fig 1. Role of A.H.C.Z members in health promotion



■ PHC ■ Education ■ Motivation

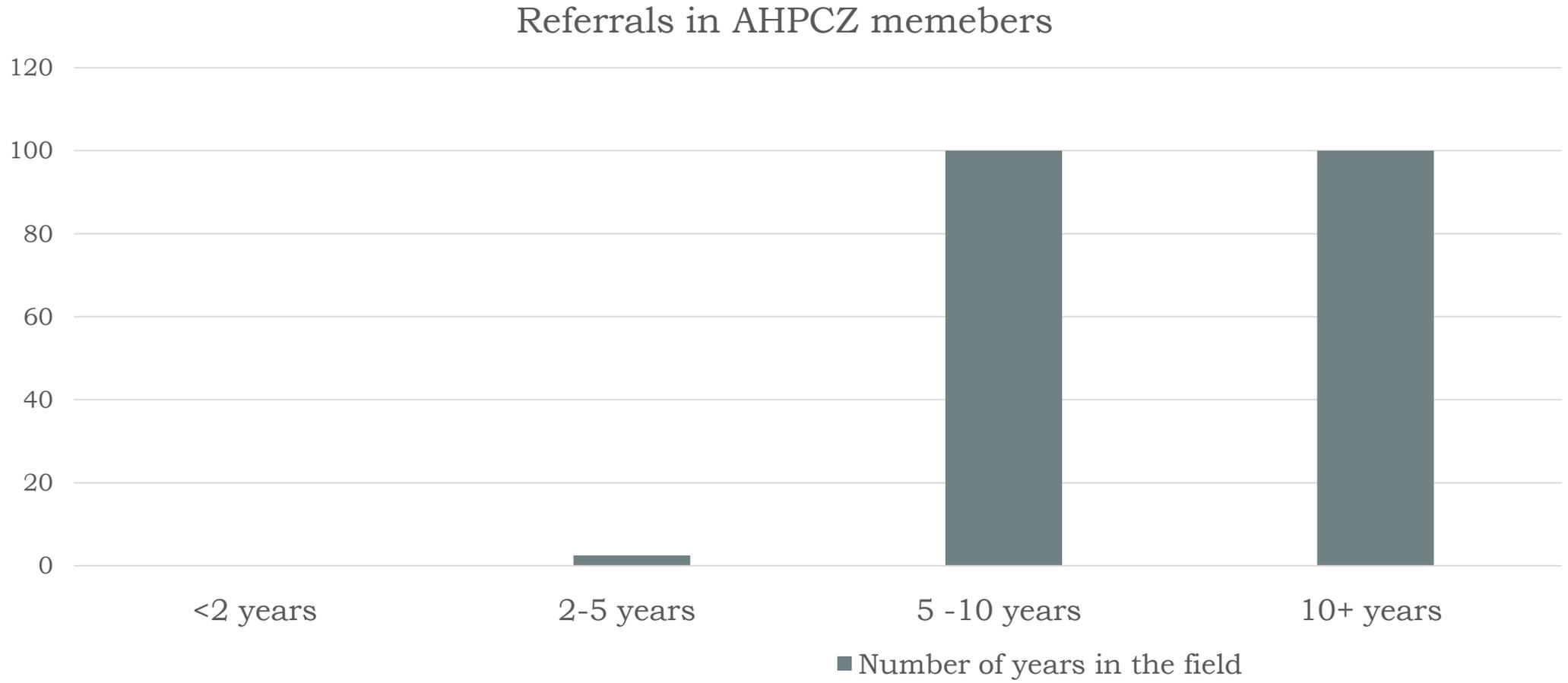


Key findings..

- 75% of AHPCZ members perceive their role in the health sector is for ensuring that Primary Health Care is attained, whilst providing quality services to the community.
- 20% perceived that educating the community on issues of health was their responsibility or role in the Health Care sector and not that of individual members, but something that they should be a part of too.
- Less than 5% perceived that their role was in motivating or helping establish healthier behaviors within communities. E.g. Physical activity, Eating a specific diet or taking certain natural foods for alleviating specific ailments. etc



Fig 2. Role of referrals in establishing meaningful partnerships between members.



Key findings..

- As shown above 100% respondents who had more than 5 years working experience in the field referred their patients to other practitioners.
- 5% of those with 2-5 years.
- 0% for those who had less than 2 years.
- This is partly attributed to the limited knowledge of practitioners with less working experience in regards the referral systems available. Although there are other factors that are beyond the scope of this paper.

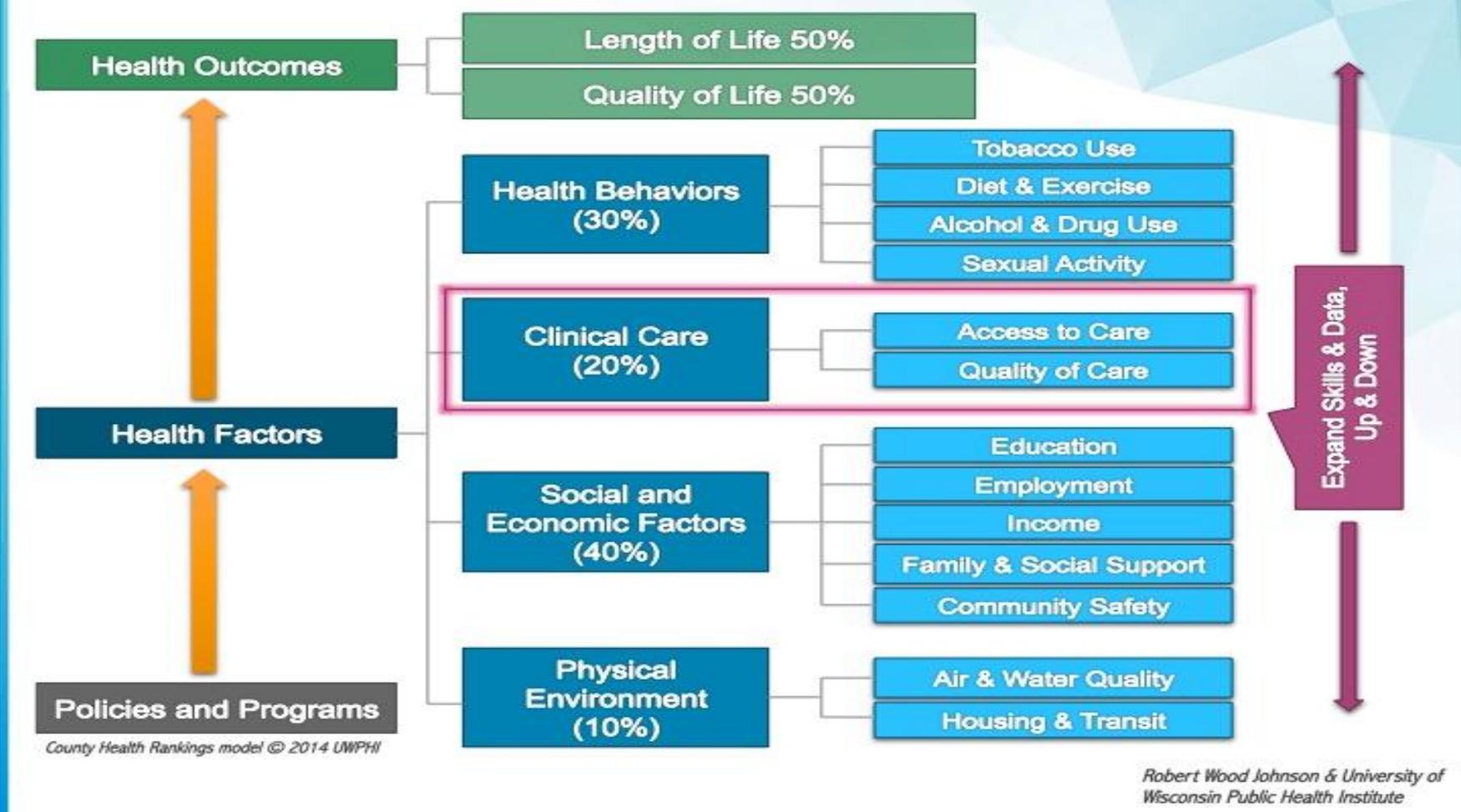


3 Opportunities available for APHCZ practitioners partnerships:

- Based on Respondents:
- Improved Technology, access to internet and other forms of communication channels.
- Vast amount of media platforms to share and educate other practitioners of the current trends in health care and promotion.
- Increased cases of Non Communicable diseases that require a holistic approach to health and different professionals Eg. Stroke patients.
- Small and Medium Enterprise Clinics with APHCZ practitioners under one roof for easier referrals and accessibility to provision of health care services for recovery.



Fig 4 Opportunities that may exist within AHPCZ practitioners as summarized below in the Population Health Management Solutions framework.



Recommendations

- Practitioners educated with regards to the different referral systems available.
- Making use of opportunities made available with technology.
- Media is used to educate the APCZ members with respect to the importance of referring patients.
- Ensuring that funds are also made available for educating practitioners in various means of the correct knowledge with regards to different perceptions of Non Communicable Disease management,
- Hosting more meetings for different professionals to present on their line of specialty in detail. So as to avoid or reduce the misconception that, “Patients are not meant to be shared.” As mentioned by a few respondents with more than 10 years working experience in their respective fields.



Conclusion

- The public health sectors alone cannot cope and hence a huge investment opportunity has been created for teams of private health care practitioners to fill in this gap.
- Partnerships are one of the most effective ways to ensure Zimbabweans receive affordable, yet effective services despite the economic situation and are able to provide up to date services for the nation, using the latest technologies and resources collectively.
- The world is fast changing, with different advances in technology being made and utilization of this is one possible solution that can be embraced easily.



The End
Thank you
Asante sana

