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The CCHS Diabetes Service:

Catching people falling through the cracks

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Caulfield HOSPITAL

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Context
risk
opportunity
data
process
complex
customer
plan
planning
analysis
retention
impact
assessment
identification
probability
research
sales
management
implementation
project
strategy
performance
cost
evaluation
treatment
plan
strategy
data
research
resources
important
risk
performance
assessment
context
evaluation
scope
organization

Aim of project:

- Increase access to inter-disciplinary primary care services for clients with type 2 diabetes

- Optimise client's skills and confidence to self - manage

Method:

1

Establishment of CCHS Type 2 Diabetes inter-disciplinary team (Aug 2017)

- Credentialed Diabetes Nurse Educator (CDNE)
- Dietitian
- Exercise Physiologist (EP)

CDNE DIET EP CLIENT

2

Initial Assessment: Baseline

- Comprehensive joint assessment & care planning
- Prior attendance to community diabetes services ?
- Problem Areas In Diabetes (PAID)
- Self-Efficacy for Diabetes (SED)

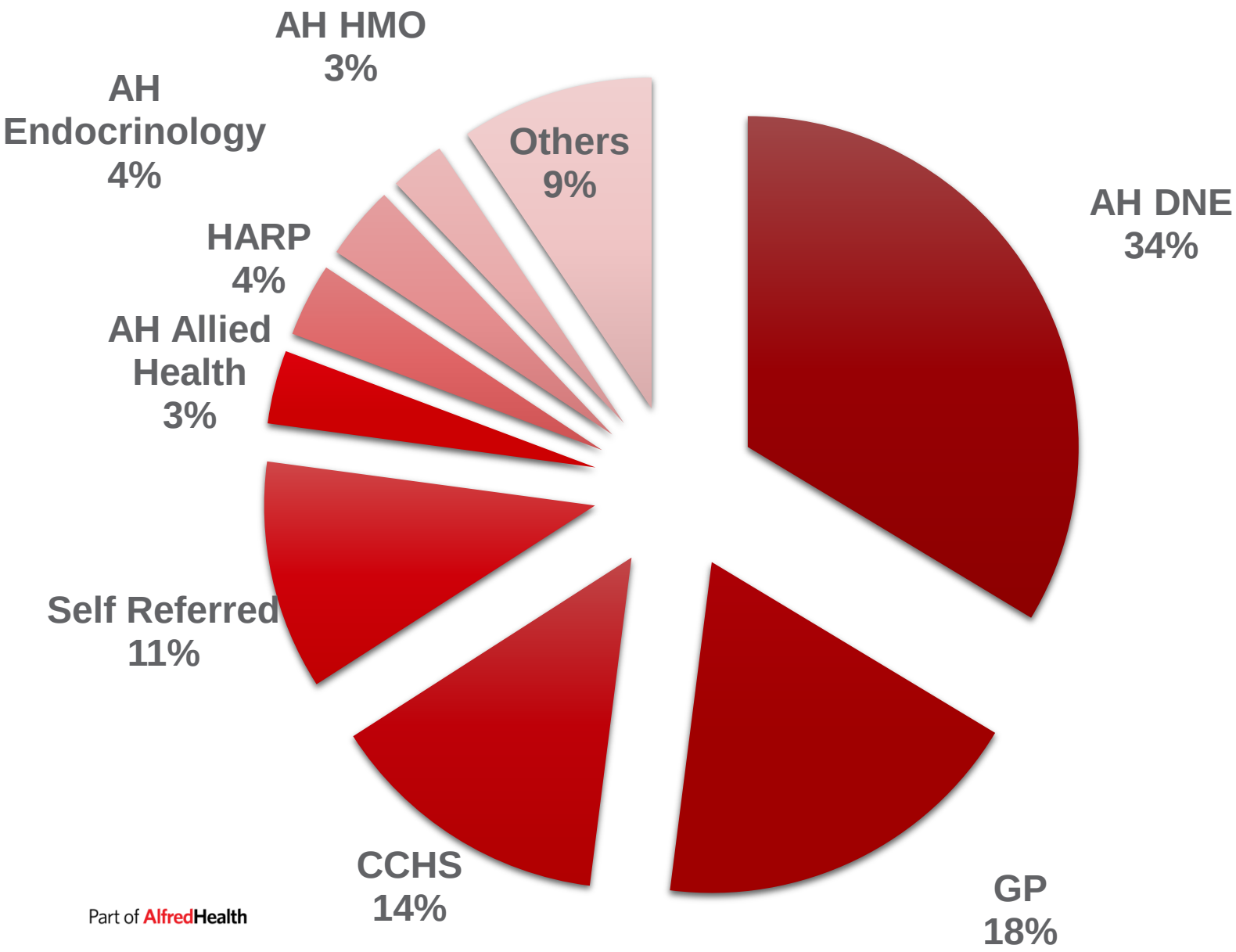
Individualised program

3

Client: 3 month team review


Internet
marketing
web
customer
data
user
management
advertising
Times
e-mail
sites
refers
media
websites
www
also
online
engine
search
responses
collected
interactions
hits
scope
York
different
creative
per
relationship
Internet-based
including
medium
ads
systems
optimization
interactive
sales
nature
internet
upward
sometimes
New
terms
served
products
development
collecting
company
SEM
quantify
networks
potential
ties
providing
SEO
companies
banner
i-marketing
eMarketing
specific
authors
technical
estimate
wireless
audience
working
unique
engagement
published
types
together
referred
advertisements
includes
considered
design
brought
aspects
broader
digital
response
large
eliciting
global
average
comScore
addition
ECRM
along
instant
cycle
month
found
stages
four
electronic
Counting
strategies
initial
placement
services
quality

Client referral sources



Results: (Aug – May)

- Majority of clients had no prior community access to diabetes services (n=137)

X A lack of clear goals for diabetes care (PAID)

X Worrying about the future & possibility of serious diabetes complications (PAID)

X Least confident in ability to exercise regularly (SED)

Results continued:

3 month review (n=56)

✓ Clear goals for diabetes care (PAID)

✓Feeling more encouraged with management plan (PAID)

✓Confidence improved in all areas (SED)

- Confidence in managing blood glucose levels

- Ability to exercise regularly
  - Managing blood glucose levels when exercising

- Knowing when to see the doctor for diabetes related issues

Client Satisfaction = Net promoter score of 85
Referrer Satisfaction = Net promoter score of 68

A score of 50+ excellent; 70+ world class

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"..**most positive diabetes related experience** since being diagnosed with diabetes 30 years ago"

"The team were a massive help and I walked away **feeling a million dollars better!**"

"I have **started exercising!**"

"I feel **empowered**"

"**My fridge has changed!** Vegetables are now the central things in my fridge."

"Feel more positive and **feel like I can manage my diabetes** which I didn't feel before"

"I learned a lot about diet, exercise and monitoring blood sugar levels"

"I'm now in a **better place to make decisions about my health** as I am better informed"

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Challenges & Barriers:

- Marketing service to GP's
- Uptake of group education & group exercise classes
- Lower uptake of EP in the first 2 months of the program
- Completion of questionnaires (72%)

Learnings:

- Interdisciplinary assessment process
- Integration of an EP screening assessment at initial appointment

- GPs – cost, team approach, referral, CCHS allied health

Conclusion:

- Clearly bridging the gap in the local community:
  by increasing access to primary care diabetes services

- Clients have improved confidence to self-manage their diabetes following attendance at the program

Acknowledgements:

South East Melbourne Primary Health Network

CCHS Team

Steering committee

Consumer Engagement and participation team

Referrers

Clients