

Kia whaiwhakaaro anō  
Kia whakahangaia anō  
Kia whakamanahia



Rethink  
Reshape  
Repower

## MATARIKI@PHARMAC FRIDAY 15 JULY 2016

### RE/THINK

Why did you have to 're/think' the approach to the issue?

What factors made it clear that a 're/think' was needed?



The way we live our lives is rapidly changing. New technology, new ways of thinking, new ways of looking. Google is the world's best health business and it doesn't know it. Whānau Tahi leads the world in IT powered, wrap around care. "Hinepreneurs" are building new businesses and changing the lives of whānau. It's time to re/think health and how to use the best of Te Ao Māori with best of breed tools to re/think ways of making whānau stronger.

#### QUESTIONS CONSIDERED:

- What made you realise you needed to re/think your approach?
- Why did you need to re/think your approach?
- What was your re/think 'aha' moment when you realised there needed to be another way of looking at the issue?

This hui was about re/thinking how we look at Māori health and how to build it.

#### 1. SERVICE FACTORS

- A lack of understanding of the causes/ drivers that were creating the issue or, the current approach not addressing the causes
- The current approach was 'generalist' so not effective for Māori
- Analysis used to see the 'brutal truth' (eg differences in breast screening in BOP v Midlands seen through Trendly reporting)

#### 2. PEOPLE FACTORS

- Whānau wanting to use the service were shy or whakamā. This was caused by previous experiences and/or 'hard to use' services
- Māori patients were often left feeling that they were being delivered 'to' and the treatment being done 'to' them, not with them
- This feeling is compounded by the instructions not being clear, either around medicine use, their treatment plan or the service resulting in Māori patients being even more reluctant to use health services

#### 3. MODEL FACTORS

- Current model(s) not scalable

### SUMMARY

In summary, a 're/think' occurred due to a realisation that the current model was not 'fit for purpose'. This resulted in reduced effectiveness for Māori patients and reduced efficiency of service delivery.

# RE/SHAPE

What did you do to re/shape the approach?

What were the common drivers to achieve a re/shape?



Daily, we are being given new ways to build and deliver health; apps, wearables, artificial intelligence, urban design, immigration, social businesses, social media, a new urban marae in Sydney. New ways of working, different viewpoints and new technology. There has never been a better time to re/shape ways to help make whānau stronger and achieve tino rangatiratanga, for Māori to 'leap frog' ahead and in doing so, lift all.

## QUESTIONS CONSIDERED:

- How did you re/shape your solution?
- What different ways of working, different approaches, different tools or different use of tools did you use to achieve it?

### 1. WHĀNAU-CENTRIC

- Re/shaping the model and approach to be a whānau-centric kaupapa
- Service provision directed by whānau to build whānau ownership

### 2. USING THE STRENGTH OF CONNECTIONS

- Re/shaping the approach using the way Māori connect
- Working with established networks making it easier to get people together and work together
- This approach made it easier to reach and engage with whānau, resulting in better efficiency of service delivery and increased health outcomes

### 3. TRUST AND MANA

- The core of the re/shape was built on trust and mana
- Working with people trusted by the audience (whānau, health care professionals, DHB etc.) and who have mana helped the re/shape to have impact, be heard and be validated
- This included the use of topic experts and high calibre, high profile people trusted by the audience
- A key driver was getting GPs on board the kaupapa early

### 4. PROOF

- Evidence and analysis was used to uncover the true issues and to identify gaps and identify accountability
- Data and evidence was used to provide a clear picture and to target work where the biggest ROI and impact could be made
- Use of robust evidence in a language and format that is understood by the audience helped create the mandate to re/shape

### 5. SMART EXECUTION

- Identify the key opportunity and use a 'smart' execution
  - Smart execution means a focus on what is doable, a focus on the driver(s) and then an action learning approach to target, do, learn, measure and transfer knowledge
  - Key to achieving increased effectiveness was using flexible funding and outcome(s) contracting
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## SUMMARY

The theme of re/shape was to challenge ourselves first. Challenge the current model, the thinking which is driving the model and service implementation. Using the 'proof' to show the need to re/shape, to achieve 'fit for purpose' for effective health outcomes for whānau.

When whānau are actively involved in their own medical treatment, they take control (eg.kaumātua with high medicine knowledge becoming 'patient experts' and self-advocating/managing, showing others).

## RE/POWER

Learning from what has been achieved, how can we re/power whānau ora?



Thinking about Māori health; smoking rates are still too high for Māori, cancer rates are too high for Māori, removal of teeth is the number one reason for tamariki hospital admissions. Evolutionary developments will not fix this or the causes behind this. Whānau Tahī, Kiwa Digital and Te Pūea Marae for example have re/powered whānau.

How can we revolutionise Māori health together and in our own corner of the world?

### QUESTIONS CONSIDERED:

- What changes happened?
- Who and what was re/powered?
- What difference is there now?

Learning from what has been achieved, how can we re/power whānau ora?

### 1.EFFECTIVENESS THROUGH EQUITY

- Using an equity lens to improve effectiveness and re/power whānau health
- Equity =
  - Fit for purpose
  - Whānau-centric
  - Best Practice
  - Flexible (funding and process)

### 2.PAE ORA

- Using Pae Ora as an integrated, whānau development model

### 3. FOCUS

- Focus on common objectives
- Coordinate multiple activities which work towards a key outcome to. This generates greater collective impact
- Focus effectiveness on Māori health performance data

### 4. SCALE

- Move from good to great through continuous improvement and doing, learning and sharing across the Whānau Ora Collective (WOC)
  - Amplify the knowledge through (WOC) networks
  - Use digital means to scale delivery, increase integration and for rapid transfer of knowledge
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## 5. INNOVATE AND INCUBATE

- Use of social business models eg. it means moving people from long term disability due to gout/CVD/diabetes back to work or into new work
- Incubator and Generator : Whānau Ora first, then transfer to 'general' ie. by using 'incubator' approaches to generate community employment and self-employment so people can move from 'treating' their gout, to 'managing' their gout, to being able to be employed/self-employed around their gout\*
- Incubate whānau first action, then generate to expand across WOC
- Disrupt to cause change
- Innovate and incubate the change
- Model the change
- Scale to expand

\*This fits with the government policy of returning people to work and getting people off benefits as well as building the mana and self-efficacy/self-determination of chronic condition patients

## 6. USE PROOF

- Data is power
- Patients are experts
- Whānau are experts
- Show the proof in the language and format right for the audience. This will improve the impact

## 7. INSIDE OUT CHANGE

- Move from health literacy of patients to making the health system literate through the best use of words, language and behaviour
- Take a Māori strength building approach. What makes whānau strong
- Build clinical and cultural intelligence
- Incubate and transfer clinical and cultural best practice

## SUMMARY

Re/power is about achieving self-determination and building the resources of whānau.

1. Enhance policy and funding environment
2. Māori data sovereignty
3. Empowered to speak for self
4. Māori health approaches that are fit for purpose, effective and efficient for whānau. (The more effective they are for whānau, the more efficient use and better ROI of Vote Health.)