

The role of health promotion to improve quality and sustainability of health care

Prof. Dr. Oliver Groene, PhD, CEO

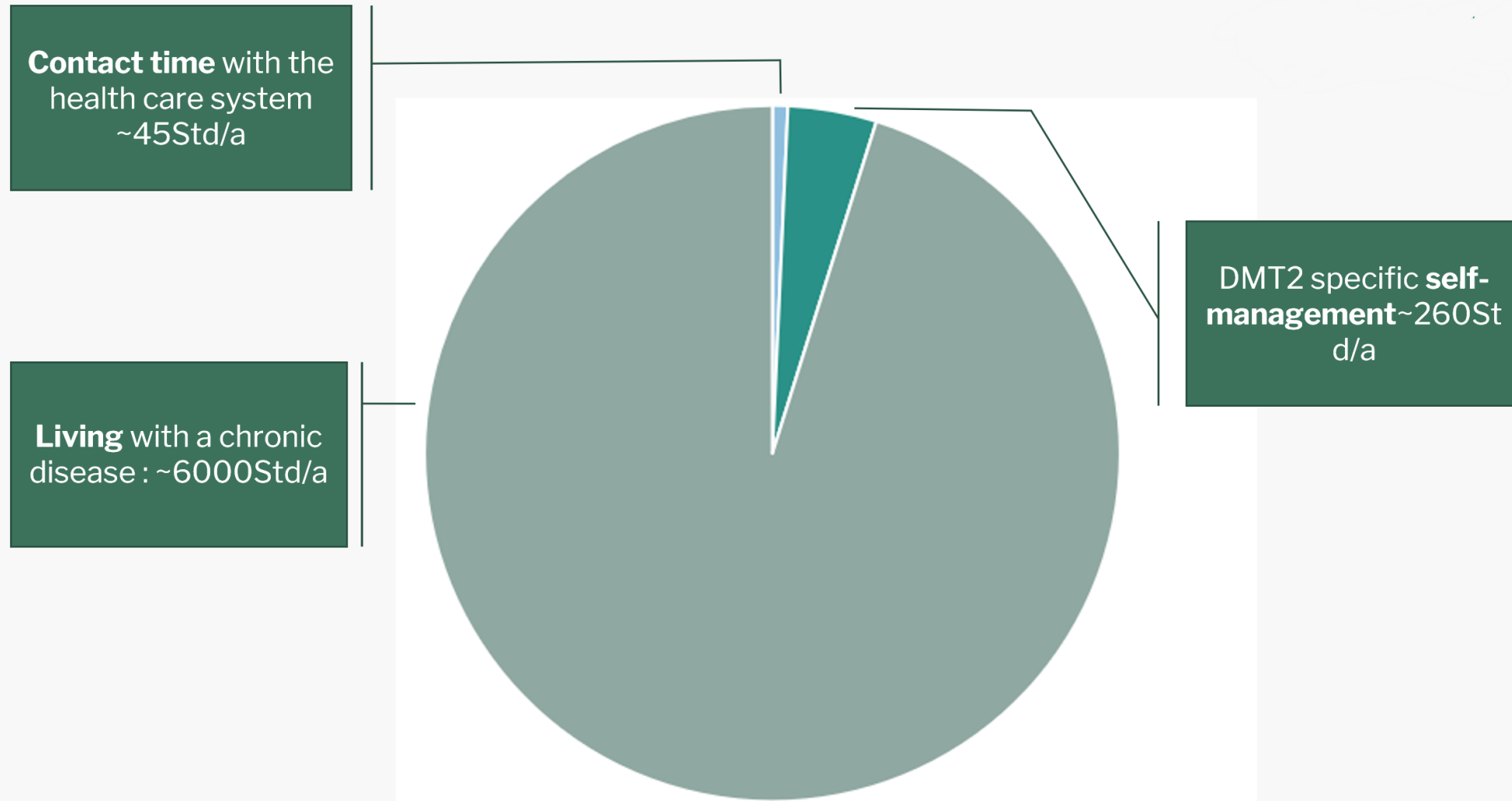
International Network of Health Promoting
Hospitals & Health Services (HPH)

International Symposium on Chronic Non-Communicable Diseases in
Kosovo, September 27-29, 2023

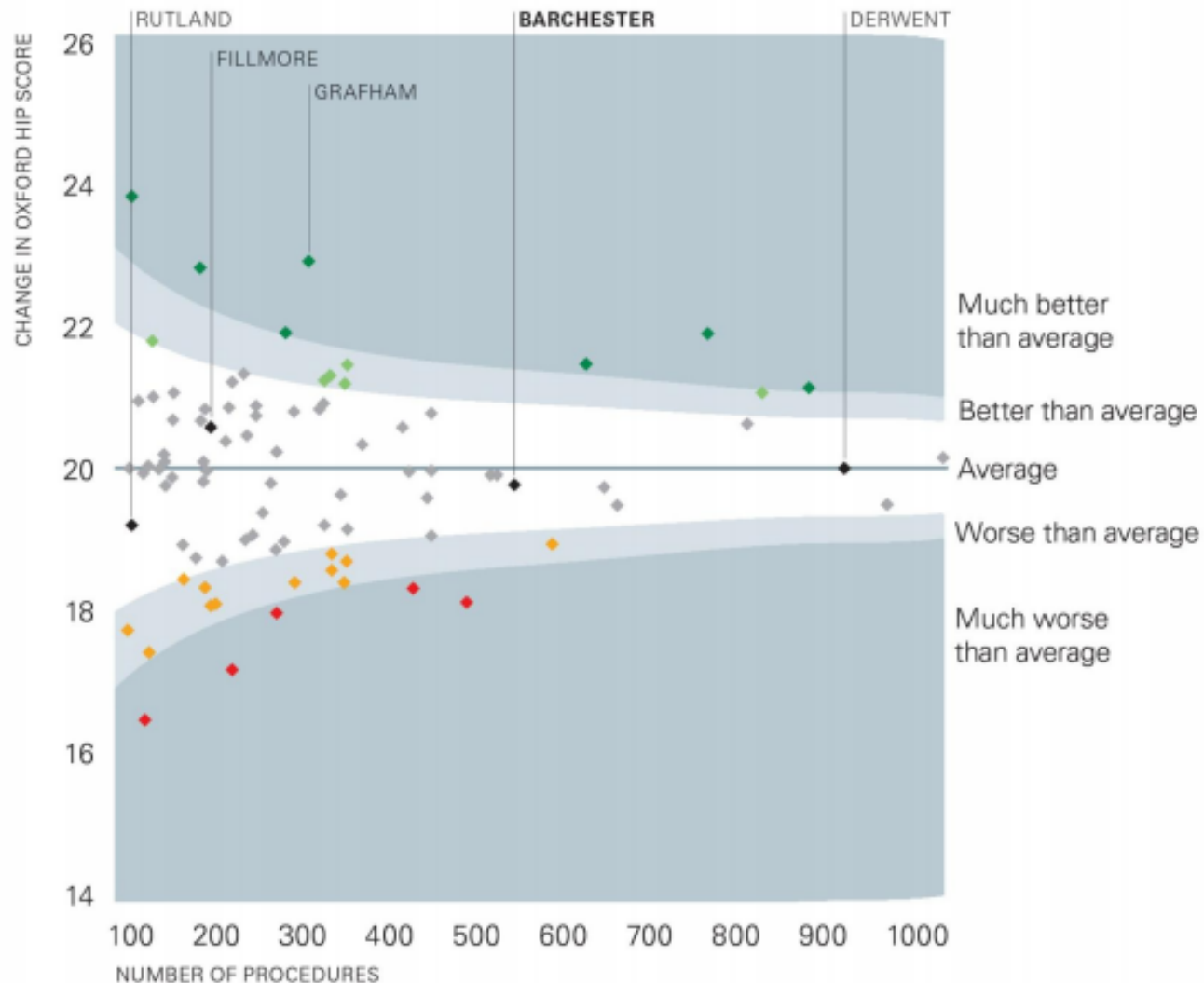
Challenges of health care systems

- Health care systems are **fragmented**: lack of referral procedures, information discontinuity, delivery systems are not well aligned
- Health care systems incentivize (clinical) **procedures/volume**: they do not incentivize outcomes
- Health care systems focus on **patients, not on the community/population**: learning from population health management (addressing health determinants)
- **Working conditions** in health care facilities: massive problems with recruitment and retention of a healthy workforce
- Health promotion needs to be well integrated along the care pathway, community, and environment

Patients' contact time with health care is very limited (hours/year)



Variation in outcomes – driven by more than acute clinical services

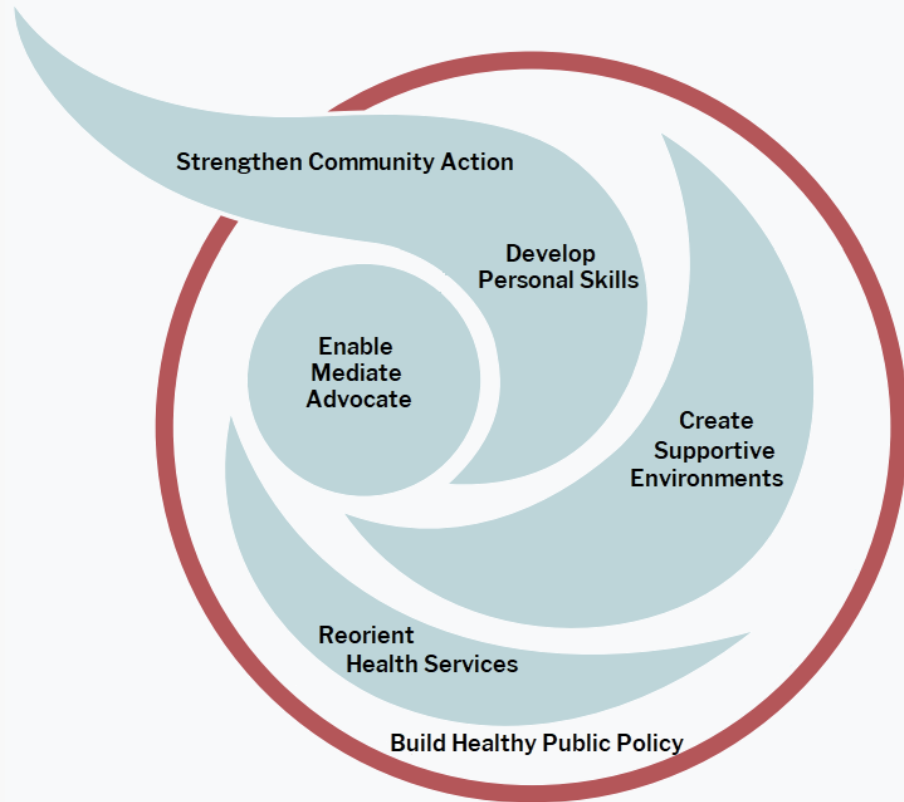


Black N. Patient reported outcomes after elective hip surgery, 2014

Walker K, Neuburger J, Groene O.. Reporting surgeon outcomes. False complacency. [LANCET](#) 2013;382:1674-7

Berstok et al. 30-day mortality=0.30%. [Bone Joint Research](#) 2014;3:175–82

The Ottawa Charter for Health Promotion



“The role of the health sector must move increasingly in a health promotion direction, beyond its responsibility for providing clinical and curative services. Health services need to embrace an expanded mandate which is sensitive and respects cultural needs. This mandate should support the needs of individuals and communities for a healthier life”

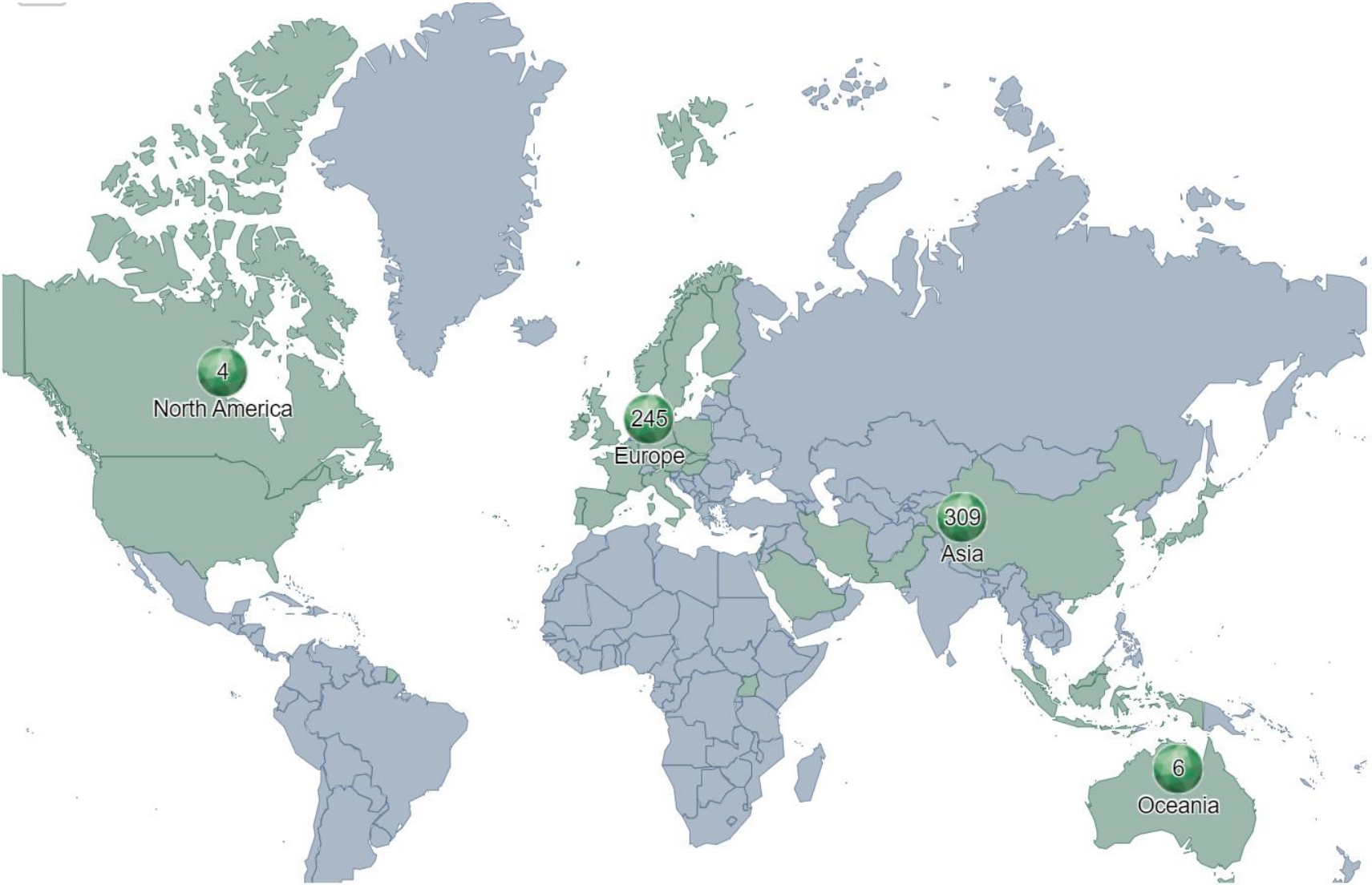
Definition of HPH

“Health promoting hospitals and health services (HPH) orient their governance models, structures, processes and culture to optimise health gains of patients, staff and populations served and to support sustainable societies.”

WHO Glossary 2021

(definition by Jürgen Pelikan, Margareta Kristensen, Sally Fawkes, and Oliver Groene)

The International HPH Network - 584 hospitals/health services, 33 countries, 19 National/Regional Networks



2020 Standards for Health Promoting Hospitals & Health Services

Available now in 16 languages!

Catalan, Chinese (Mandarin), English, Farsi, Finnish, French, German, Hebrew, Hungarian, Italian, Japanese, Polish, Spanish, Swedish ... ALBANIAN!



Standard 1 - Leadership

- Embedding HPH in all structures and processes through leadership and policy
- Continual improvement through monitoring, implementation and evaluation

1.1.4. Our organization has appointed a leader to implement the HPH vision and task leaders for the standards' subdomains, who produces an annual progress report for the board.

Measurable element(s): A leader and task leaders are appointed; their job descriptions include the production of an annual progress report and action-oriented HPH activities.

Not implemented							Fully implemented			Not applicable
1	2	3	4	5	6	7	8	9	10	
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„Quality on the agenda of 16% of board meetings!“

Botje Klazinga Sunol
Groene. IJQHC 2014

Standard 2 - Access

- Eligibility/physical access, including navigation and health literacy environment
- Socio-cultural acceptability including awareness of and respect for needs and preferences within the community

2.2.3. Our organization develops written material and navigational signs considering health literacy, language, and cognitive capabilities of patient groups.

Measurable element(s): Written materials and navigational assessments correspond to health literacy levels, languages, and cognitive capabilities of patient groups.

Not implemented										Fully implemented	Not applicable
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„Understanding patient education material requires university degree“

Stosse et al. J Gen Int Med 2012

Standard 3 – Patient empowerment

- Improving patient-centred care and implementing tools for shared-decision making
- Strategies for patient empowerment and self-management support to support behavioural change

3.4.5. Our organization implements **interventions to support self-management** that help patients manage their condition, in preparation of discharge or long-term follow up.

Measurable element(s): Patient and family feedback and survey data on their perceptions of the experience of care are used to improve the care environment (focus on domains: self-efficacy, self-management, care transitions).

Not implemented										Fully implemented	Not applicable	
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„Activated patients have 30% lower emergency re-admissions“
(Barker BMJ QS 2018)

www.self-management.eu

Standard 4 – Healthy workforce

- Improving working conditions for staff (health needs, involvement, health promotion)
- Creating a work environment that supports health (settings approach)

4.2.6. Our organization provides healthy nutrition and prohibits unhealthy options from the premises and its immediate surrounding.

Measurable element(s): Field observation shows diverse nutritional options available that are in accordance with national guidelines for healthy nutrition (including certification, where available). An organization-wide agreement prohibiting unhealthy options is signed; verified via field observation.

Not implemented

Fully implemented

Not applicable

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One in five nurses wants to leave the profession:

„More than 27,000 nurses and midwives quit the NHS last year, with many blaming job pressures”,
Guardian 2022

Standard 5 – Health in the wider community

- Addressing community health needs
- Environmental effect of hospitals & health services

5.2.2. Our organization works together with **community organizations** to support knowledge transfer on **determinants of health and service utilization**, takes initiative, and actively participates in collaborative interventions.

Measurable element(s): Evidence of a collaboration procedure and events can be found.

Not implemented										Fully implemented	Not applicable	
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„16% reduction in primary care sensitive hospital admissions.“

HCHE Evaluation Health Kiosk, 2022

Is health promotion in health
care the cherry on the cake?
No, it is the cake!



Check our resources:

www.hphnet.org