Innovations to Improve Access to Primary Health Care for Vulnerable Populations: Results from an Environmental Scan Using a Social Media Approach

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Innovations to improve access to primary health care for vulnerable populations: results from an environmental scan using a social media approach

Richard, L., Gunn, J., Furler, J., Crabtree, B.F., Haggerty, J., 3 Pluye, P., Miller, W., Levesque, J-F., and Russell, G. on behalf of the IMPACT research team

1 University of Melbourne, 2 Robert Wood Johnson Medical School, 3 McGill University, 4 University of South Florida, 5 Bureau of Health Information, 6 Monash University

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**Innovations**

<table>
<thead>
<tr>
<th>Innovations' target groups, settings and funding sources</th>
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<tbody>
<tr>
<td>What population group are they targeting?</td>
</tr>
<tr>
<td>Who are the initiatives being delivered?</td>
</tr>
<tr>
<td>Who's behind the initiatives?</td>
</tr>
<tr>
<td>Funding sources for the initiatives</td>
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</table>

**Methods**

- **Survey respondents:** 251 unique innovations from 20 countries were reported.
- **Who did we survey?**
  - Canada (47%)
  - Australia (25%)
  - Other (28%)
- **Who were the survey respondents?**
  - Canada (21%)
  - Australia (16%)
  - Other (63%)
- **Survey dissemination strategy:**
  - Email dissemination (84%)
  - Social media (14%)
- **What's next?**
  - IMPACT is a five year Australian-Canadian research collaboration that aims to identify, modify and implement best practice innovations to improve access to primary health care for vulnerable populations. Here, we report on the findings of the IMPACT environmental scan as part of Project 3 - Scoping and mapping innovations research stream.

**Theoretical model**

- **The access framework described by Levesque, Harris and Russell (2012) was used to analyze the descriptions of innovations reported in the survey.**
- **Questions arising from the findings will be explored with a focus on: 1. Are the initiatives effective? 2. What is the optimal combination of supply- and demand-side dimensions? 3. What might be the benefits or the risks of integrating supply- and demand-side dimensions?**

**Pluye, P., Miller, W., Levesque, J-F., Furler, J., Crabtree, B.F., Haggerty, J., and Russell, G. on behalf of the IMPACT research team**

**What this survey has told us**

- **The access framework describes four unique examples of innovations that are improving access to primary health care for vulnerable populations.**
- **Most innovations are government-funded, delivered in the community health center or the general practice setting and delivered to a wide variety of population groups.**
- **Most innovations are health sector focused and can be implemented at the local practice level.**
- **Most innovations address supply-side dimensions of accessibility of services.**
- **Less than 5% of the innovations incorporate supply- and demand-side dimensions.**
- **The most commonly addressed dimensions are Appropriateness and Acceptability (supply-side) and Ability to engage (demand-side).**

**What can be decided which dimensions are appropriate in what evidence?**

- **How can we make these choices based on particular settings?**

**Methodological challenges**

- **The email dissemination strategy was the most efficient, with more than 80% of respondents completing the survey via email. QSMR software helped in coordinating this strategy with pre-programmed emails and pre-screened mailing.**
- **The use of social media for survey promotion involved preparing a large number of tweets. Diversity was key, with adding diverse and research material with followers along the way to raise and maintain interest. However, engaging followers to participate in our social media campaign remained challenging.**

**What’s next?**

- **Our survey results will be combined with a systematic review of published literature to identify the key dimensions of innovations. Future innovations to be implemented in the Social Innovation Partnerships (SIPs) program will be informed by this collaboration in the 5 year research program.**

**References**