



citizens

## Citizens “the person”

Andalusian society is a modern, developed society where the levels of welfare and access to education and information have increased significantly. It is a continually changing society which presents new challenges as well as new opportunities, a society in which the citizens have an increasingly greater sense of involvement and commitment, where participation can be more accurately described as an obligation towards a more clearly-defined relation with the public institutions. In this scenario, healthcare policies attempt to provide a response that goes beyond a centralised, exclusionary vision of the elements which traditionally constitute the provision of healthcare services. It should strive to become a scenario which considers the health service as a guarantor of citizens' rights and is flexible enough to adapt to the needs of the society which it serves. Seen from this perspective, the characteristics of the population determine and condition to a great extent the orientation and priorities of healthcare policies. Some of the factors which determine the orientation of these policies are demographic change, the ageing of the population, immigration, the variation and appearance of new pathologies, dependency, the appearance of new groups at risk of social exclusion, or the evolution of the needs and expectations of the citizen. These, however, are not the only factors. It is also necessary to consider the role of the citizens of the 21st century, the emergence of men and women who wish to actively participate in the decision-making processes which affect their health and who are outlining an entirely different framework for patient-professional relations based on a more deliberative model.

All this leads us to reflect profoundly on ways to improve health outcomes; how to respond better to the needs and expectations of the patients and their families; how

to facilitate the interaction, interrelations and participation between the healthcare organisation and its professionals; how to present a profile of solidarity, fairness and compassion in a health system which attempts to be creative and innovative in its proposals.

The way forward is to assure that there are mechanisms for active listening and participation available to all those concerned while ensuring, as a public health system, that the basic principals of healthcare are fulfilled while striving for the satisfaction of the citizens as an element of social reinforcement and legitimisation.

Progress and development in the provision of healthcare services lead to further advances towards equity, towards a viewpoint which considers the concept of the person and which considers respect for diversity and multiculturalism as an inherent value in an organisation which is guided by a framework of co-existence.

The role of the citizens in the exercising of their autonomy and their participation in the decision-making process concerning their health should not only be considered an obligation, it is also an opportunity. To build a more efficient, safer health system, it is necessary to generate and share with the patient an environment built on trust. An environment where, given all the available information, they can make their own individual decisions based on **shared responsibility** for the use of services. This environment of "collaboration" allows us to look towards the future, safe in the knowledge that we will be better equipped to deal with the challenges we will undoubtedly meet along the way.

## OBJECTIVE 1

The person, their health and their diversity, will orient the provision of healthcare by promoting healthier lifestyles and facilitating the development of life plans.

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## LINES OF ACTION:

**1.1 THE CHARACTERISTICS OF PEOPLE FROM DIFFERENT SPHERES**, their functional capabilities, their socio-cultural, multi-cultural and geographical differences, the needs, rights, values and beliefs they hold and express are all diverse elements which require a personalised response within the health system.

**1.2 ACTIONS ARE DETERMINED BY THE NEEDS OF THE PEOPLE.** These needs are what fuel progress in innovation and in the development of new technologies. They are what proactively diversify the access options to the health system.

**1.3 THE ADVANCES IN THE EFFECTIVE DEVELOPMENT OF CITIZENS' RIGHTS** will be reflected in a framework of integrated plans and specific strategies relating to new healthcare problems and family support.

**1.4 THE ACTIVE ROLE PLAYED BY THE CITIZENS IN THE EXERCISING OF THEIR RIGHTS** will give rise to a new framework of shared responsibility with the professionals based on information, knowledge and efficient management.

**OBJETIVE 2**

A single response for INTEGRATED, COMPREHENSIVE and SAFE health-care for the citizen.

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## LINES OF ACTION:

**2.1 THE INTEGRATED CARE PATHWAY** will be redesigned to create mechanisms which will facilitate development in the exercising of the citizens' autonomy and will allow them to safeguard the compliance of the quality criteria in the health system within a framework of shared responsibility.

**2.2 ALL ACTIONS, ESPECIALLY THE DEVELOPMENT OF NEW PLANS** will be systematically integrated into health prevention and promotion actions and the furtherance of individual and collective health so that they contribute to the improvement of the health outcomes of the citizen.

**2.3 THE REDUCTION AND INNOVATION OF BUREAUCRATIC AND ADMINISTRATIVE TASKS** will lead to the simplification and optimisation of non-clinical actions and activities which will be integrated into the development of integrated care pathways and incorporated into the concept of a single action.

**2.4 THE IMPLEMENTATION OF A SAFE HEALTHCARE MODEL FOR THE PATIENT** in all spheres of action will be boosted by reinforcing the active role of the person in their own safety.

**2.5 HEALTH GAINS** will be increased by coordinating mutual aid actions with healthcare service actions.

### OBJETIVE 3

Communication and citizen participation will increase the autonomy and shared responsibility of the citizens for their own healthcare and the use of services.

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## LINES OF ACTION:

**3.1 ESTABLISH A SINGLE LINE OF COMMUNICATION WITH THE PERSON** in order to provide a single response to their health problem, thereby strengthening communication with, and among, the professionals.

**3.2 IMPLEMENT PARTICIPATION AND SHARED RESPONSIBILITY WITH THE CITIZENS**, reinforcing the training and information for all those involved and incorporating information on healthcare costs.

**3.3 PROMOTE TRANSPARENCY AS AN INSTRUMENT AT THE SERVICE OF THE CITIZEN** by supplying them with all information regarding outcomes within the different quality parameters and interventions in Public Health thereby contributing to an improvement in the making of informed decisions.

**3.4 EFFECTVELY IMPLEMENT THE DEVELOPMENT OF CITIZEN PARTICIPATION** adapted to the different decision levels and scenarios by creating individual and collective participation procedures.

**3.5 DIVERSIFY AND ADAPT PARTICIPATION CHANNELS** to the different needs and characteristics of the citizen by consolidating and extending innovation and the use of ICTs.

**OBJETIVE 4**

Incorporate the values and preferences of the person into the decision-making process by facilitating knowledge exchange between citizens and professionals.

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## LINES OF ACTION:

**4.1 ADAPT AND MAKE ACCESSIBLE TO THE CITIZENS THE KNOWLEDGE** available in the Andalusian Public Health System via innovation in the development of knowledge management tools designed for this purpose.

**4.2 DEVELOP SPECIFIC TOOLS** to facilitate the continual incorporation of the expectations, perceptions, values and preferences of the citizen.

**4.3 ESTABLISH SYSTEMS TO PROMOTE THE EXCHANGE OF KNOWLEDGE BETWEEN CITIZENS AND PROFESSIONALS**, paying special attention to the role played by mutual aid associations in the daily handling of certain health problems.