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Novel approaches to
promote engagement.

Defining patient engagement....

World Health Organisation (WHO)

- A process that builds the capacity of patients, families, and healthcare providers to actively involve patients in their own care. This involves encouraging patients to be involved in decision-making, treatment plans, and overall health management to improve safety, quality, and the person-centeredness of healthcare.
- <https://www.who.int/initiatives/patients-for-patient-safety>

What if we have a rethink?



PEOPLE BUY FROM PEOPLE



WIIFM

Do not copy

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WIIFM

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Motivational Interviewing Patient

- Autonomy vs Pressure.
- Motivation to make change.
- Recognise own strength and passed success building confidence to make change.
- Reduce ambivalence.
- Collaborative relationship
- Patient centred approach

Motivational Interviewing Clinician

- **Increased patient engagement**
- **Improved health outcomes**
- Enhanced communication skills
- Increased satisfaction
- Reduced patient resistance

Brilliant!





Summing-up

1. Are the hard to reach at your fingertips?.
2. Posture ourselves.
3. People buy from people.
4. WIIFM.
5. Thanks goes a long way.