

Managing Patient Engagement in the Process Approach

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INTRODUCTION

Patient engagement is an important component of health services, covering a wide area of action at the systemic and organizational levels. A comprehensive and coherent approach to the processes related to patient involvement, especially in the area of care decision-making, is essential for the smooth functioning of the healthcare system. The article is of a conceptual research nature and was developed as a result of an in-depth analysis of literature, documents and interviews. During the analysis and evaluation of the examined process, mapping methods were used, enabling the development of a graphic form of the model. Including patient engagement management in a process context allows you to focus on creating and delivering value to patients and the healthcare system. The process approach to managing this issue allows for understanding the role of the patient in the healthcare system and ensuring the integrity of the applied principles and practices necessary to implement the concept of patient engagement at all levels of the healthcare system. Due to the specificity of health services, the involvement of patients should be directed at conscious and active multilevel cooperation for health.

The Essence and Role of Patient Engagement in the Health Care System

One of the fundamental functions of health systems is the provision of patient-centred care. The World Health Organization defines this concept as services that are organised around the person, not the disease or the financing, which are perceived by people (being partners in their own health care) as responsive and are accepted by them, and the target population takes part in service delivery design and assessment (WHO, 2010). Patient focus is not just a guideline for health care providers on pro-quality activities.

Key Aspects of Process Management of Patient Engagement

- Determination of the organisation's purpose.
- Identification of processes in the area of mega processes distinguished according to the client (recipient) criterion.
- Designing reference processes – creating process maps,
- Development of process measures and internal market relations principles.
- Development of an IT system to support the operation of the organization.

Conclusion

To achieve your patient engagement goals, you need a clear-cut strategy in place which should work around your organizational vision. The right technology and tools should be deployed to enhance and customize patient communication and get the desired benefits. Hence, you need to choose the right healthcare service provider who has expertise in building patient management solutions. Moreover, it is proven that patient engagement is an important factor for the long-term success of healthcare organizations.

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