

Real time access to the Right care by the Right Person

Imagine getting to see your family doctor when you really need to instead of waiting for an appointment until you are already better. One of the biggest challenges in our system is accessing your doctor when you need it most. Canadians regularly rate their satisfaction with their physician dependent on ease of access for their health needs.

Our solution makes use of an existing technology that is easy to use and familiar to many of us. Twitter...

We propose creating a twitter account "YOURDOCTORSOFFICE" and making the username and password accessible to all our patients in the practice.

Staff within the office would have the twitter account open on their desktops in the office. Should a patient need to make an appointment with one of the health providers in the team, then he/she would tweet to that account or send a message.

The staff would immediately have notice of the patient's request for a consultation and would contact that patient via email, twitter or phone (as per patient preference)

This innovation would allow our patients to bypass calling in to the office for an appointment. Frequently, patients encounter busy lines, long wait times on hold and the phone system is a bottleneck in the scheduling process.

Once this system is successfully implemented, the next step would be to add a geographical location to each patient request for a consultation. This could be done using free open source software such as www.Crowdmap.com

Having a geographical location may allow the health care team to better respond to the request for a consultation - such as suggesting a closer clinic, enabling a house visit, having an electronic consultation.

This simple solutions to the issue are very feasible as they are very low cost and the technology has already been developed. The barriers to implementation will be the shift in mindset required by family physicians to prioritize access issues for their patients.

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