

active

Volume 2 ■ Issue 2

New Hamilton chair
in rheumatology
education

*The Colour of
Communication,*
Part 2

Abbott Exchange
Network

Update on
Power of Movement

In this issue of **ACTIVE**, your rheumatology newsletter, you'll meet the new Hamilton chair in rheumatology education at McMaster University. You'll also learn about the latest phases of *The Colour of Communication*, Abbott's CHE program aimed at helping HCPs communicate with patients and colleagues more effectively, and discover the new Abbott Exchange Network – Web-based seminars that connect doctors with key opinion leaders.



The Colour of Communication





McMaster-ing arthritis care

New chair highlights the growing need for rheumatology education

At Abbott, we are continually seeking ways to promote greater awareness and understanding of inflammatory disease. That is why we are proud to announce the creation of the Hamilton chair in rheumatology education at McMaster University, a \$1 million investment toward building a new seat of leadership within the Canadian rheumatology community.



...over 4.2 million Canadians aged 15 years and older reported having arthritis...

The inaugural chair holder is Dr. Alfred Cividino, a rheumatology professor and practicing rheumatologist who recently received the Canadian Rheumatology Association Clinician Educator Award for his work in educating both students and doctors about the field of rheumatology.

“My goal is to find innovative ways of enlightening both students and doctors to either choose rheumatology as their core practice or have a knowledge base in rheumatology for their practice,” says Dr. Cividino, noting that family doctors may spend up to 30% of their time assessing musculo-skeletal disorders.

Indeed, arthritis is among the top three most common chronic diseases in Canada, and while it may be slowing down Canadians affected by the condition, their need for specialized care shows no sign of abating.



The Colour of Communication



Allied health care practitioner edition, phase 3: *Stepping-UPP*

An AHP's relationship with patients and HCP colleagues is built upon effective communication. But, in practice – especially in the ever-changing environment of rheumatology practice – getting a message across clearly can be a challenge.

Whether due to a lack of confidence or skills, AHPs may find it difficult managing patients' denial of their disease or acceptance of treatment, their goals and expectations, and other issues. When patients fail to understand the complexity of their disease and therapy, it may result in suboptimal adherence.

In response, Abbott developed *The Colour of Communication* for AHPs, a program to enhance HCPs' interpersonal skills. The program began in spring 2010 with *Different Styles*, introducing the concept of personality and communication styles as "energy colours." It continued in fall 2010 with *Adapting and Connecting*, to help develop strategies to adapt and connect to patients and colleagues

with different energies. Both were delivered in 12 cities across Canada. Presently, phase 3, *Stepping-UPP*, is launching across Canada.

This next phase is based on the concept of unlimited personal power (UPP), an Insights® coaching model that teaches participants to define their intentions with clarity – in this case, effective patient education to ensure effective care – and follow-up with what they determine as being the most appropriate action.

Have you ever been challenged by a patient with his treatment, and not known how to respond? Consider *Stepping-UPP* your skills with *The*

Upon completing the program, AHPs should be able to gauge and quickly adapt to the preferred communication and learning style of their patients, and recommend the actions most likely to engage the patient in their treatment plan.

Rheumatologist edition, phase 2: *Negotiating the Patient Contract – Seal the Deal*

Abbott launched its Canada-wide, CHE-accredited *The Colour of Communication* program in 2009. It was based on the results of an education needs assessment in inflammatory arthritis, which pointed to a communication gap between rheumatologists and their patients, a lack of skill and confidence in specific aspects of patient education, and a lack of knowledge and confidence in certain aspects of biologic therapy. Starting in September of this year, the program enters its second phase, applying the skills gained in phase 1, entitled *Different Patients, Different Interventions*.

The program uses the Insights Discovery™ concept, based on Jungian personality theories. Phase 1 included explanatory video presentations and discussions regarding the Insights Discovery™ concept along with case discussions and intervention techniques.

Phase 2, *Negotiating the Patient Contract – Seal the Deal* uses the concept of a contract – an agreement between two parties – as an analogy for the shared responsibility between rheumatologists and patients to jointly set

“The Colour of Communication is an essential program for rheumatologists and other professionals directly involved in patient care. The insights I gained have allowed me to establish a better therapeutic relationship with many of my patients.”

– Dr. Louis Bessette,
The Colour of Communication Co-chair

therapeutic goals, improving adherence and patient outcomes.

This latest phase seeks to bridge the communication gaps created by inconsistent or incomplete patient education delivery, and the struggle specialists face in providing optimal emotional and psychological support to patients. Using a case-based approach, rheumatologists will develop their patient relationship and educational intervention skills. Participants can expect to learn how to manage patients' denial and fear when discussing treatment progression and cessation.

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...nd?
...e *Colour of Communication!*

The Colour of Communication
Development Committee

Chairs

Louis Bessette, Université Laval, Quebec

Paul Davis, University of Alberta

Committee members

Jean-Pierre Raynaud,
Institut de rhumatologie de Montréal

Michael Starr, McGill University



The Colour of Communication: Different Patients – Different Interventions was accredited by The Division of Continued Professional Learning at the University of Alberta as an Accredited Group Learning Activity of the Royal College of Physicians and Surgeons of Canada.

In 2007, over 4.2 million Canadians aged 15 years and older reported having arthritis, according to the Public Health Agency of Canada. With the aging population, this number is expected to increase to approximately 7 million – 20% of all Canadians – by 2031. The number of diagnosed cases is steadily increasing, making arthritis the leading cause of illness and disability in Canada. The economic burden of arthritis in Canada is estimated at \$7.7 billion annually.

Yet, despite this, there are only about 350 rheumatologists currently in practice across all of Canada – one for every 14,000 patients with arthritis, on top of those with other rheumatic illnesses. It's a situation Dr. Cividino hopes to address during his tenure.

"As a third-year internal medical resident, I did a three-month rotation with Dr. Barry Koehler in Thunder Bay," says Dr. Cividino, adding that "His approach enlightened me

about what a wonderful field rheumatology could be and, as a result, I changed my career path."

Abbott is advancing its mindset and ability to understand, anticipate and proactively address the evolving needs of its health care industry stakeholders. "Clearly the numbers tell the story – a small number of specialists are serving a growing population and arthritis incurs high financial costs and decreased work productivity," says Felipe Pastrana, General Manager at Abbott Canada.

"We need to find a solution. Our goal as an organization is to serve our patients and we feel strongly about providing practical, concrete support that will make an impact to those living with rheumatic diseases," he says.



Power of Movement Abbott is proud to be the presenting sponsor of the world's largest yoga challenge, which since 2005 has raised over \$1 million in donations towards beating arthritis and autoimmune conditions.



POWER of MOVEMENT™



Abbott Exchange Network

Connecting rheumatologists worldwide

The wealth of medical education and expertise available globally has never been greater. To keep up with developments in rheumatology, today's busy health care professionals need to access these far-flung resources quickly and easily – exactly why the Abbott Exchange Network (AEN) was developed.



Abbott Exchange Network: Your worldwide link in rheumatology.

The AEN is an online platform linking Canadian specialists and their colleagues with Centres of Excellence in rheumatology all around the world. Now, instead of having to seek out the latest information from disparate sources, it will be delivered to you live via Web-based seminars, or “webinars,” presented by key opinion leaders.

This educational resource will also facilitate new opportunities for discussion within rheumatology by allowing viewers and webinar presenters to engage in real-time discussions. Using cutting-edge technology, the AEN can connect up to 50 sites at the same time, allowing participants to share up-to-date scientific data and publications with their peers.

Along with listening in, network members also have the opportunity to lead their own webinars, with the option of limiting who can join. With the help of third-party designers, the AEN helps presenters create high-quality, life-like graphics and organizes slides to produce captivating presentations. The AEN also handles any special needs and organizes event logistics, external and follow-up support.

By allowing participants to view or deliver webinars from the comfort of their office or hospital, integrating AEN's webinars into your regular routine is simple. To get connected, all you need is a computer, a telephone, a projector or LCD screen, an Internet connection and (optionally) a Web camera.

We hope you have enjoyed this edition of **ACTIVE**, Abbott's newsletter dedicated to the Canadian rheumatology community.

If you would like more information on any of the topics discussed, wish to contribute to a future issue, or simply want to give us your feedback, please contact muriel.haraoui@abbott.com.