

How You Can Help

The need for outstanding primary care is great, and your charitable support of the Stoeckle Center's efforts to reinvigorate primary care is essential. An unrestricted gift to the Stoeckle Center allows us to continue to build and expand our promising programs.

For information on how you can make a donation to the Stoeckle Center, please contact the Massachusetts General Hospital Development Office at **617-724-6426**.



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The John D. Stoeckle Center for PRIMARY CARE INNOVATION

*reshaping primary care
for a healthier future*



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Primary Care at a Crossroads

The practice of primary care in this country is in crisis, struggling—often unsuccessfully—to meet the needs of patients and clinicians.

Twenty years ago, primary care physicians treated only sick patients. Today, however, doctors are involved in their patients' overall health. They still treat sore throats and injuries, but their role increasingly involves managing complex chronic conditions and preventing disease. This new generation of highly trained medical professionals is the primary source of their patients' care, as well as their mentor, coach, and trusted partner in matters of health.

Consider these realities of primary care today:

- Access is becoming increasingly difficult as new doctors choose specialties other than primary care and current providers leave the field. Within twenty years, a shortfall of more than 100,000 primary care physicians is predicted.
- As medicine becomes more sophisticated, patients have greater difficulty understanding their diagnoses and treatment choices. They feel excluded from participating in their own care and need a dependable medical advisor more than ever before.
- Both patients and physicians are frustrated by the constraints of the traditional office visit. The compressed timeframe limits the opportunity to address priorities and develop a healing doctor-patient relationship—the hallmark of traditional health care.

The John D. Stoeckle Center for Primary Care Innovation

The John D. Stoeckle Center for Primary Care Innovation is committed to revitalizing and redesigning primary care locally, regionally, and nationally. We draw on the expertise, experiences, and resources of patients and clinicians at the Massachusetts General Hospital to develop innovative solutions to the challenges facing primary care.

Our faculty and staff include nationally recognized leaders in primary care innovation, research, and education, and we partner with prominent public and private institutions that support, improve, and celebrate primary care.

John D. Stoeckle, MD, dedicated his professional life to improving the quality and delivery of medical care, and he has written extensively on patients' perceptions of disease and patient-doctor relationships. His example and body of work are the bedrock and inspiration for the Stoeckle Center's activities. Dr. Stoeckle led primary care at the Massachusetts General Hospital for nearly a half century before he retired from practice in June 2001.

Impact of the Stoeckle Center

The Stoeckle Center designs, implements, and evaluates new strategies of care delivery that contribute to an extraordinary experience for patients and their families, as well as an exciting and fulfilling professional life for current and future primary care clinicians.

Our guiding principles state that our initiatives must:

- Improve the patient's experience of care
- Improve patient outcomes
- Improve the primary care physician's quality of life
- Improve practice productivity

Fostering Innovation

To expand health care beyond the traditional office visit, we are piloting and evaluating innovative projects designed to:

- Change the model of providing care
- Strengthen the doctor-patient relationship
- Enhance the roles of other members of the health care team
- Incorporate cutting-edge educational and communications technologies

The Stoeckle Center is involved in some exciting projects, including:

Ambulatory Practice of the Future (APF)

We are designing a patient- and family-centered primary care model in partnership with the Massachusetts General Physicians Organization and the Center for the Integration of Medicine and Innovative Technology. The goal of this “innovation laboratory” is to radically improve the experience of outpatient care for patients and clinicians.

Pre-visit Preparation Packets

We are testing new methods of delivering individualized health care information to patients. Our pre-visit packets are designed to make face-to-face office visits more efficient and to improve satisfaction for patients and clinicians. These packets contain tools which help patients to manage their health and to prepare for their visits, by recording their medications and health priorities.

Improving the Quality of Decision-making

The process of shared decision-making enables patients to incorporate their personal values and preferences into their health care decisions. A series of videos, designed to help patients learn about and select their best treatment and screening options, is available for doctors to “prescribe” to patients. We collaborate on this project with the Foundation for Informed Medical Decision Making and other academic medical centers and group practices.

Physician Quality of Life Project

The needs of primary care physicians, at all stages of their careers, are being addressed by implementing systems and strategies aimed at improving their quality of life. Redesigning the process of care to save time, and operating a mentoring program are two approaches that are helping physicians achieve balance.

“I like the convenience of ‘prescribing’ videos for my patients. This important tool gives them access to the information they need to make health care decisions outside the framework of the office visit, and with the support of their families.”

—Susan Bennett, MD
Massachusetts General Hospital

Providing Education to a New Generation

The Stoeckle Center sponsors educational programs designed to help clinicians improve the experience of primary care through innovative thinking, sharing best practices, and training. Our faculty and education programs are offered at the Massachusetts General Hospital, Harvard Medical School, and other national organizations. Many of our workshops focus on improving communication between medical professionals and their patients.



Stoeckle Center Seminars and Ambulatory Practice of the Future (APF) Seminars

The Stoeckle Center hosts a monthly seminar series for the Massachusetts General Hospital primary care community. The APF also sponsors seminars, which feature nationally recognized speakers from medical and non-health care industries around the country.

"I want my relationship with my doctor to be about more than my blood pressure, and I am confident that our support of this seminar series will allow others to experience the clinical excellence and caring relationships we have been fortunate to know at Massachusetts General Hospital."

—Robert and Phyllis Green
Sponsors of the Stoeckle Center Seminars

Incorporating Research into Clinical Practice

The Stoeckle Center's research activities are aimed at strengthening the scientific base which supports the importance of primary care, and translating evidence-based models of care into clinical practice. We evaluate programs and interventions currently in practice, such as:

- Methods of shared decision-making
- Improving doctor-patient communication, including the use of information technology

- Managing patients with challenging conditions and diverse backgrounds
- Leading national research studies to develop surveys for patients and quality improvement strategies for group practices and individual clinicians
- Studying high-performing patient-centered primary care delivery sites around the country.

Improving Policy

Primary care is an issue of increasing national importance. The Stoeckle Center is helping to shape primary care policy by participating in national health care organizations, and bringing together leaders of primary care redesign with those focused on policy and reimbursement reform. We are utilizing our unique position in the field to enhance the practice of primary care and usher it into the future.

Join Us to Make a Difference

The Stoeckle Center invites you—patients, families, and friends—to partner with us as we seek solutions to primary care challenges. Join us to review patient education materials, participate in quality improvement efforts, and suggest ways to improve our primary care practices. Our seminar series' are open to the public and we encourage you to attend, as your participation enriches our discussions, and our understanding of your perspective is essential to our work. For more information contact us at stoecklecenter@partners.org; www.stoecklecenter.com; 617-724-8824.



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