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New Routes for General Practice and Family Medicine



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Michael Kidd addresses the 19th
WONCA Europe Conference

**Family
medicine
has the
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transform
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What Family Doctors can do about climate change

A message to WONCA from “Al Gore’s Climate Reality Project”

Professor Grant Blashki, the chair of the Environmental Working Party of WONCA, is delighted to be presenting to his family doctor colleagues a climate change slideshow, which has been recently updated by Al Gore and his team. Last week in Melbourne (Australia), Grant was privileged to present with Al Gore to over 500 new trainees from around the world to prepare them for delivering the presentation to growing audiences from all sectors of society. Noticeably it is the health impact of climate change, which has become the greatest emphasis, with recognition of the enormous impact of extreme weather events, heat waves and fires and droughts on the health of communities. Fortunately, there is now much

discussion about the excellent solutions that are becoming available for climate change, and the tipping point, which we are reaching where societies are now transforming to more green sustainable communities. Grant is very honored to be giving this presentation especially in Portugal, which is so far ahead of his home country Australia, in terms of its wonderful reputation for green energy and sustainable living. Family doctors have a very important role too, as this societal transformation gains momentum. We will discuss how family doctors can best use their influential position. The presentation will be given at Friday, 4th July, room S1.03, from 18:15 - 19:15. Be there, for the first showing of this special updated presentation.

Junior Researcher Award 2104

Portuguese research team wins with innovative project

The research project “An open cluster-randomized, 18 month trial to compare the effectiveness of educational outreach visits with usual guideline dissemination to improve family physician prescribing”, developed by a Portuguese team led by Daniel Pinto, was been awarded the Junior Researcher Award 2014.

This is an award granted by the Vasco da Gama Movement (VdGM), the trainees and junior doctors’ network of WONCA Europe.

The awarded project began in 2010 and has a fundamental goal, compare two different approaches to promote clinical guideline adoption by family physicians: plain publishing of clinical guidelines by national health authorities, through an open access website, versus dissemination of the same guidelines carried out in the form of educational visits.



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When the president of WONCA World speaks about the current state of family medicine/general practice on a global scale, it is important to pay attention to his words. Not only because he leads the organization that represents family doctors/general practitioners in almost every corner of the planet, but because he is someone who, in later years, has been able to share ideas with colleagues from every continent and has been invited to visit multiple healthcare systems.

With all of this information stored, Michael Kidd is able to say that family medicine/general practice is in a privileged position to influence healthcare systems, health outcomes and the well being patterns of most world populations. The book “The Contribution of Family Medicine to Improving Health Systems”, edited by Michael Kidd and presented during this 19th WONCA Europe Conference, is based in this same approach and interpretation of the current state of affairs. In the same way, the growth of the specialty is only possible if family doctors/general practitioners see beyond the walls of their consultation room and collaborate with each other. On this matter, Michael Kidd quoted the first president of WONCA, Monty Kent Hughes: “the future of our professional discipline will depend on our ability to work together in the service of humanity”.

In accordance with modern times, it is fundamental that family doctors/general practitioners turn their attention to the new possibilities of global communication and Michael Kidd challenged the delegates to participate in WONCA’s efforts to explore cyberspace: “please join WONCA on social media channels, like Facebook, Twitter or LinkedIn”.

The current WONCA President also highlighted the nations where the discipline is rapidly growing and gaining prestige: “in China, there are new challenges and a primary care revolution is taking place. The country is trying to develop a solid primary care system”. In countries where the value of family medicine/general practice as already been proven, there are also positive developments. Michael Kidd pointed out the example of Ireland, “that now as a government with a minister for primary care”.

Michael Kidd addresses the 19th WONCA Europe Conference

Family medicine has the power to transform the world

Keynote lecture –
Margaret McCartney

Pressure on doctors to endorse screenings is colossal



The anticipation was enormous and Margaret McCartney delivered in spades. In her keynote lecture entitled “Making patients better”, the author of the acclaimed book “The Patient Paradox”, started by saying that the family doctor/general practitioner needs to listen to the patient carefully, before assuming that he or she is pressing for preventive medicine: “the patient does not necessarily want a test”. This means that the family doctor has a duty to discuss with the patients all the possible options for his problem, explain in detail what each exam is able to generate and hear the patient’s ideas and expectations.

Speaking about the misleading context

that involves general health checks, the Scottish GP heavily criticized what is being done in the UK: “the fact remains that the NHS health check program is being implemented with the absence of direct randomized controlled trial evidence to guide it”. Finally, Margaret McCartney admitted that the economical, political and social pressure on doctors to enroll their patients in screening programs is today overwhelming and that a large portion of GPs feel the need to break away from this crushing line of preventive activities: “when a patient comes to a consultation, instead of dedicating ourselves to the problems that drove him to the practice, we are flooded with computer alerts about screening”.

Vasco da Gama Movement

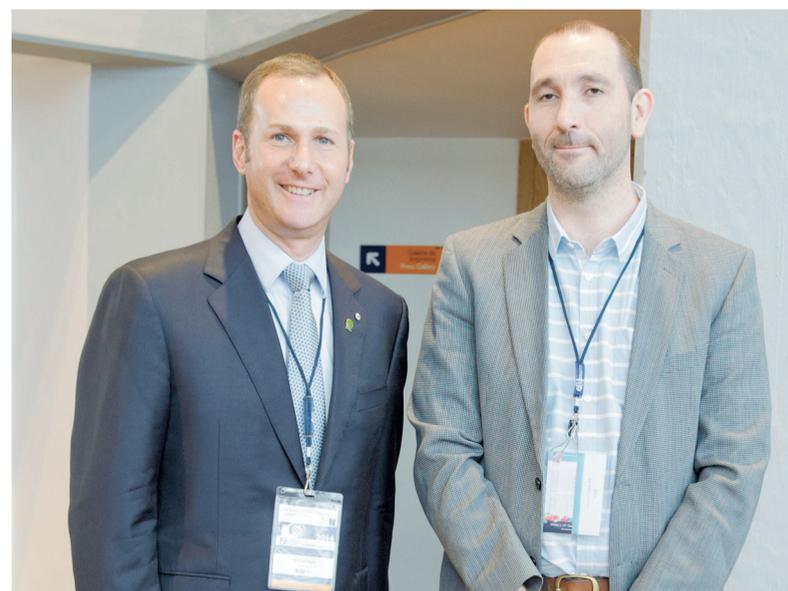
Peter Sloane is the new president

Peter Sloane, a young Irish General Practitioner, is the new president of the Vasco da Gama Movement (VdGM). The election took place within the Movement’s Europe Council, during the VdGM Pre-conference. “I feel extremely honored. It’s a privilege to have the confi-

dence of my peers who have chosen to elect me to this position”. Peter Sloane is aware of the responsibility that he faces leading the VdGM in the years to come. “The Vasco da Gama Movement is a family of young family doctors all over Europe”. In that sense, “I feel a great deal of responsibility to

present them and provide a path, a vision and a strategy for what we will seek to accomplish in the next 10 years”.

In addition, Peter Sloane plans to bring greater focus on developing good networks of General Practitioners in countries where they cannot yet be found.



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Richard Roberts, former president of WONCA World and teacher at the Family Medicine Department of the University of Wisconsin (USA), has travelled all over the world and witnessed, first hand, the small miracles that many family doctors are able to do, most of the times with very limited technical and technological resources, although always very much aware of their own therapeutic value.

Tomorrow, at 12h00 a.m., just before the closing ceremony, Richard Roberts is going to share with the participants of the 19th WONCA Europe Conference “the wonderful stories of family doctors from all over the world and the most important things that I have learned from them”. According to the past president of WONCA World, “these are accounts based on my personal experiences as WONCA President, but I have also spent 30 years as a researcher, a writer, a teacher, improving the quality of care and the quality of health services provided to the population. So that, of course, will also be reflected in the presentation that I’m preparing”. The motto for the presentation, “Teach and learn around the world”, is also closely related to the new generation of family doctors and their capabilities. To Richard Roberts, “there are some differences, in how people look at their work

planning and in the way they find a balance between personal/family life and professional responsibilities”.

There are also substantial differences in the “the way technology has transformed day-to-day life. Especially amongst family doctors, the notion of possible and impossible has changed”. Nowadays, “a medical student in Lisbon can communicate and feel closer to, for example, a young family doctor in South Island, New Zealand, because the internet brings them together. Older and more experienced family physicians may not have had that opportunity”. This new setting carries with it, however, good things and bad things, says Richard Roberts: “the good part is that young family doctors may develop a better sense of global community, with people sharing interests and concerns. But sometimes, it’s also a bad thing, because it may create what we, in the USA, call group-think. This means that if everybody focuses on the same information sources and if everybody shares the same realities, in some ways there is a risk of reducing the unique cultural and local perspectives on things. In short, I’m convinced that both generations (older doctors and young family doctors) have something valuable to teach each other”.

Keynote lecture:

Richard Roberts shares wonderful stories of family doctors from all over the world

Struggle against family and gender violence

WONCA wants to increase family doctors' skills

The significant increase of family and gender violence cases, all over the world, is a major concern for WONCA, which as recently launched an appeal to get all the stakeholders involved in the global struggle against this problem. WONCA Europe supports this effort and has organized several sessions and workshops on the subject for the 19th WONCA Europe Conference. Today, at 9h00 p.m., there will be a plenary session by the Special Interest

Group (SIG) in Family Violence, during which a number of strategies that should be adopted at the primary care level will be addressed.

During the afternoon, (3h00 p.m.) there will also be a workshop about the evaluation and management of family violence risk in primary care, developed by a large group of family doctors from Portugal, Spain, Belgium and Croatia.

Finally, tomorrow, there will be a second workshop on the theme, star-

ting at 11h00 a.m., with the intent of providing attendants with the crucial qualifications to deal with these delicate cases. During this session, the training and education needs identified by the Vasco da Gama Movement in this area will also be conveyed to the participants.

A special attention will be given to the detection of early alert signs of family violence, as well as to the risks and the adequate support to be provided to the patients.



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Recent studies show that primary care physicians report alarming levels of professional and personal distress. The majority report symptoms of burnout, defined as emotional exhaustion, depersonalization (treating patients as objects) and low sense of accomplishment. Physician burnout has been linked to lower levels of quality care, including patient dissatisfaction, higher levels of clinical errors and malpractice claims, and higher levels of physician dysfunctional behaviour, substance abuse and suicide. Studies also report some of the interventions that might be helpful in preventing burnout at the individual level and have been associated with short-term and sustained improvements in well-being and attitude associated with patient-centered care.

In this workshop, that will take place today at 4.45 pm - with Carla Costa, Filipa Manuel, Conceição Silva, Raquel Magalhães and Teves Carreiro -, the participants will become familiar with the basic ideas behind burnout, including its definition, the difference between stress and burnout, main symptoms and causes and how to recognize early symptoms in themselves and in peers. They will also be familiar with practical techniques of mindfulness and stress prevention in the workplace and how to arouse motivation to a state of inner availability enabling live experience of mindfulness.

The workshop will have two components, a theoretical and a practical one. After a presentation of the theoretical contents and through interactive and practical exercises, the participants will learn and practice several mindfulness and relaxations techniques to perform in the workplace, followed by an oriented session with the sharing of experiences and perspectives. Exercises focusing on breathing, creative visualization, perception of the body movements, among others, will be experienced.

Burnout

Prevention in the workplace

EURIPA-VdGM

How to develop leadership

Leadership training has a direct impact on the ability of physicians to make continual system improvements and family medicine organizations have the responsibility and commitment to promote and achieve the best possible outcomes. New programs are needed to develop this health workforce and EURIPA made it one of its top priorities by engaging and supporting junior doctors in leadership and management activities. Women are becoming the majority of the workforce in many fields around the world, health care is one of them, however women in top executive are still very few. In fact, women are rarely perceived as leaders, say the authors of the EURIPA-VdGM workshop that will take place to-

morrow at 10.30 am.

Primary Care physicians are often considered to be leaders in Primary Care even if they are inadequately and differently trained across Europe. How to develop leaders? “In this workshop we will embark in a journey starting from the basic and working through the fundamentals of such a science encouraging participants to develop and improve leadership skills”, says the authors. “By working in small groups, we will provide useful information and practical knowledge to develop an holistic approach on leadership, not only the well known six ways but also emotional intelligence, reflective coaching or inter-professional education, which are also effective to develop confidence and effective leadership”.



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Healthcare Organization in Europe

What facilitates and what hampers the delivery of effective primary care

Chaired by Mehmet Urgan, professor in the Family Medicine Department – Ankara University and vice-president of EGPRN (European General Practice Research Network), the session has contributions from representatives of six European countries – Amanda Howe (UK), Ayse Cailan (Turkey), Domingo Orozco-Beltrán (Spain), Janus Laust Thomsen (Denmark), Melida Hasanagić (Bosnia-Herzegovina) e Willemijn Schafer (Netherlands). All of them will do a 10 minutes presentation about the delivery of primary healthcare in their

respective countries, as well as a description of the healthcare system design, accessibility, strengths and shortcomings of the system, and the mostly prevalent diseases that are managed within the healthcare system. According to Mehmet Urgan, this project was planned to better understand the organization of healthcare systems around the world and foster a dialog between family doctors and universities, in order to promote the preservation of core values of General Practice/Family Medicine, despite the current constraints of international health systems.

The project is under implementation in the different WONCA Regions – Europe, Asia/Pacific, Africa, North America, Latin America (CIMF), South Asia and Western Mediterranean – taking advantage of the regional conferences and congresses that WONCA is planning. The data (concerning the positive and negative points of the primary care systems of different countries), gathered through plenary sessions like the one the Lisbon conference is hosting, will later be probably summarized and published in the WONCA World website and in academic journals.

Don't miss this train...

The social media revolution is here!

After an initial slow growing process, social media are now a hard act to ignore. “Despite the fact that it scares a large number of people, the reality is that social media are here to stay”, say the authors of a workshop about this subject that is scheduled for today, at 4h45 p.m., called “Don't miss the train: social media blowout in family medicine”. According to the authors, patients are increasingly using social media, not only to find information but also to interact with colleagues and their doctors. It is, thus, imperative that general practitioners/family doctors react favorably to this new context and learn to take advantage of social media potential, as to ensure a better

professional performance.

The workshop is going to be coordinated by Peter Sloane, Yoave Shomer, Charilaos Lygidakis, Raluca Zoitanu, Raquel Gómez Bravo, Ronen Brand and Ulrik Kirk and should explore and identify strategies and tools that might help general practitioners/family doctors achieve a more efficient use of social media, interacting with other healthcare professionals, in areas like medical training, diagnostics and also patient communication.

In terms of methodology, the workshop will favor experience sharing over existing platforms, like Facebook, LinkedIn, Evernote, Whatsapp, Flickr, Office Webapps, Google Docs and Groups, Google+ Pages/ Community and iWork.



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pose. Around Nation's Park is also possible to find a large area of bars, restaurants, outdoor cafes and designer shops.

One of the main attractions of this district is, of course, the Lisbon Oceanarium, one of the largest public aquariums in Europe. The Lisbon Oceanarium has a mission to promote knowledge of oceans, instigating in visitors the desire to conserve the natural world heritage, through changes in their behaviour. Every year, about 1 million people go through the exposition of the Oceanarium, making it the most visited cultural site in Portugal. Students, teachers, families and organized groups can also experience a wide range of activities from guided tours, workshops, lectures, concerts for babies, birthday parties and even a special night alongside sharks. Designed by architect Peter Chermayeff, the Lisbon Oceanarium consists of two buildings connected by a bridge. The main building, which houses the exhibition and is surrounded by water, is a metaphoric ship, ready to sail. The support building on its main facade has a panel with 55,000 tiles, that mimic marine animals in giant size.

Close by are located other important sites, namely the Lisbon Casino, the Pavilion of Knowledge (an interactive museum of science and technology) and MEO ARENA (one of the most modern and larger entertainment pavilions of Europe, with a total capacity of 20.000 people and able to receive all kinds of events).

Lisbon Stories

Eastern district – A modern and sophisticated take on the city

The renewed eastern part of Lisbon, also known as Nation's Park, is today a living, dynamic and multifunctional space. It is the mark of contemporary Lisbon, a place where weekenders have fun, enjoy performances, stroll, play sports, shop, work and live, with quality and in harmony. Nation's Park comprises the area where they held the World Expo of 1998. This is a great space for public enjoyment, that shortens the distance between the city and the river. Everyone that visits this area can observe a vast riverfront, with a magnificent view over the river and the Vasco da Gama Bridge, one of the longest bridges in Europe. Also opened in 1998, on the occasion of the world exhibition, it is the fifth longest bridge in the world, with 17 km long, of which 10 are on the waters of the Tagus River. EXPO'98 was the milestone that ten

years ago transformed this eastern district in a project with vision, ambition and sophistication, where people from all areas of activity and knowledge move around, reconverting an important part of the city, through the creation of a new and modern concept of urban space. The eastern district has a railway station, a mega shopping center, in addition to extensive cultural, leisure, residential and business buildings. The architects that have worked in this renewed part of the city have brought traces of modern architecture to Lisbon, in various expressions of urban fabric. After the EXPO '98, most of buildings constructed for the exposition were adapted to a new mission. The Pavilion of Portugal, the Atlantic Pavilion, the Oceanarium, the International Area, which led to the Lisbon International Fair (FIL), and the Eastern Railway Station got a new life and a new pur-

