Realising Realistic Medicine -

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obstetrician and gynaecologist
REALISTIC MEDICINE

CAN WE:

BUILD A PERSONALISED APPROACH TO CARE?

CHANGE OUR STYLE TO SHARED DECISION-MAKING?

REDUCE HARM AND WASTE?

MANAGE RISK BETTER?

REDUCE UNNECESSARY VARIATION IN PRACTICE AND OUTCOMES?

BECOME IMPROVERS AND INNOVATORS?
## realisticmedicine Influencers

### Feedback so far....

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Top 10 by Tweets</th>
<th>Top 10 by Impressions</th>
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<td>@janmwalsh 284,657</td>
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<td>@goldingacre</td>
<td>Thx @bengoldingacre @JulianTreadwel1 Obviously realistic kind of guys.</td>
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<tr>
<td>@bengoldingacre</td>
<td>Good grief, Scottish CMO report on Realistic Medicine almost unbelievably smart. Bravo @CathCalderwood1 twitter.com/JulianTreadwel...</td>
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### The Numbers

- Impressions: 6,129,311
- Tweets: 3,114
- Participants: 1,122
- Aug Tweets/Hour: 0
- Aug Tweets/Participant: 0
Realistic Medicine

- Added Value of Doctors in a complex system
- Realism in Healthcare
- Sharing Decision-making and Informing Consent: People and Professionals combining their expertise
- Doctors and the Management of Clinical Risk
- Changing Practice to Support Improvement
- Translation of Medical Research into Routine Clinical Practice
Realistic Medicine: Feedback

Feedback was received via letters, emails, an online survey and social media. Thematic analysis was undertaken identifying overall conclusions.

What is needed

- Patient and public engagement
- Education and skills training
- Integrated IT systems
- Shared learning and collaboration
- Agreement with the principles of Realistic Medicine

"Top Down" support and move away from "target driven medicine"

What is needed

- Involve the whole MDT

Barriers:
- Not enough time to stop and plan
- Data access and availability
- Workload

Priorities: "Shared decision making" and "Reducing harm and waste"

Barriers:
- Relationships with colleagues
- Concerns about litigation and complaints
Your feedback will help shape policy.....

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https://uk.linkedin.com/pub/catherine-calderwood/108/979/691

http://blogs.scotland.gov.uk/cmo/