



INNOVATIVE MODEL FOR INTEGRATED COMMUNITY PAEDIATRICS: THE GOSHEN MODEL

Presented by

Manuel Katz MD, MPH

President Goshen Foundation

ISSOP EC member

Past President Israel Paediatric Society and Israel Ambulatory Pediatric Society

Past Secretary General, European Paediatric Society and Standing Committee member, International Paediatric Association,

CIP President

European Academy of Paediatrics Primary Care Group representing ECPCP

GOSHEN

MAIN QUESTIONS ON GOSHE



Conceptualization
GOSHEN MEANS



Development
MAIN AREAS



Marketing
LOBBYING-MARKETING-
FUNDRAISING



VISIBILITY-PUBLICATION





Main questions

- What does GOSHEN do?
- How does GOSHEN do it?
- What is Goshen's differentiating factor(s) What make GOSHEN special?
- How does GOSHEN fits into the current system/ paediatric reality? What is the need?
- What are GOSHEN current needs and what can we do to meet them?

- **What does Goshen do?**

Goshen improves the ability of pediatricians and other doctors to care for the wide-ranging health needs of children, and ultimately improves the health of children and adolescents and their families. Goshen also crosses borders between health and education and social welfare, and also helps pediatricians advocate for important health issues. Goshen is an exciting new experience for Child Health care providers

- **How does Goshen do it?**

By training pediatricians in training, pediatricians in the community and child health care givers to deal with common and complex issues relating to community pediatrics, including many everyday behavioral-developmental issues. Goshen works to involve pediatricians in education and social issues, and help them act as advocates for child health in their communities.

- **What makes Goshen special?**

Goshen is a "new national initiative" regarding child health, an independent NGO working with everyone involved with an area affecting child health, with a primary focus on community and social pediatrics, orphans areas in the past.

- **How does Goshen fit into the current pediatric reality?**

Goshen aims at a target population of doctors and health workers in the community. It drives the emphasis for pediatric care from the hospital to the community, to the school and the home.

- **What are Goshen's current needs and how can they be met?**

Goshen to establish itself as a key player in child health.

Goshen convinced hospital pediatricians, the academic community and non-medical workers that Goshen enhances the role of all pediatricians and people working and caring with children.

To achieve this, Goshen recruit existing resources, and involve them in Goshen's work as partners, rather than present them as people needing Goshen's help.



GOSHEN MEANS...

Generating an exciting experience in Community and Social Pediatrics

Orienting teaching toward a new generation of pediatricians, general doctors and family physicians for the care of children and adolescents

Strategy to establish communication channels and alliances between government, the Medical Association, non-profit organizations, universities and health sectors

Harmonizing between different health, education and welfare providers in the community

Enhancing ethical values and the advocacy role of pediatric practice

New models of clinical settings and types of practices within the community



Developing GOSHEN- 5 main areas

- Clinical teaching within practice
- Stakeholders approach and alliances
- Lobbying, marketing and fund-raising
- Implementation within health providers
- Goshen Visibility

Clinical teaching within practice

- Master Course for Pediatricians, family doctors and general practitioners
- Tailor made “Goshen” workshops on specific subjects regarding community paediatrics within the different HMO’s CME programs
- Goshen course included at Primary care-community pediatrics curriculum within residency rotation in community settings
- To include “,Pediatric child health centers ” , “preventive stations” , “Solo practice”, “child protection centers” as settings for teaching and practice

Clinical teaching within practice

- To built 4 Pediatric Health care Community centers of excellence (North, South,Jerusalem,Tel Aviv) as referral centers for diagnosis, treatment and research
- To develop two years fellowship in Community-Social Pediatrics in Israel
- To develop a volunteer program in Community with scholarships
- To continue the Goshen & Rashi annual prize for the winning community project for Health and Well-being in the community –
To encourage Goshen doctors to develop community programs.

Stakeholders approach and alliances

Stakeholders have a role to play in scenario development and participatory modeling

- Ministry of health
- Ministry of education
- Ministry of Welfare
- Kupot Holim: Clalit-Mehuhedet- Leumi- Macabi
- NGOs : Rashi - Ashalim- Haruv- Moatza Sholm Hailed-
- Universities programs (medicine - nursing – social work...)



Lobbying, Marketing and Fund-raising

- **Lobbying** : Building relationships with stakeholders and sharing information and ideas and mutual activities and projects *; providing technical assistance or advice to legislative body or committee in response to a written request; to make available analysis, study or research, promoting legislation in the Knesset for specific issues regarding children.
- **Marketing**: The statement Mission based on Goshen's Vision & Values and then setting Objectives and Goals for the Target Audiences based on Market Requirements and Unique Differentiations will enable building Programs using suitable marketing Tactics
- **Fund-raising**: Locating Foundations , Grant and individual donors all over the world for Goshen's initiatives in the community, and planning and introducing specific projects that suit the donor's agenda.

Implementation within health providers

- HMO's: Primary care clinics, Hospital clinics
- Ministry of health: Departments of Community pediatrics, 'Tipot halav'
- Professional Unions- Israel Pediatric Association, Israel ambulatory Pediatric Association
 - a. Residency rotation in Community –Primary care
 - b. Protected time in practice to community health related pathologies and problems
 - c. Teaching within the practice
 - d. Fellowship in Community- social pediatrics- Melbourne- UK... Israel
- New models within practice (for pediatricians, family doctors)



Goshen visibility

- Goshen in peer review articles
<http://adc.bmj.com/content/early/2017/03/27/archdischild-2016-312468->
- Goshen in HMOs publications and news
- Goshen in stakeholders' websites and mutual webinars
- Goshen in seminars, workshops, conferences and meetings in Israel and abroad
- Goshen in public media: newspapers, radio, television, internet news sites
- 'Goshen for parents' in Internet
- Goshen 'hot line' for parents
- Motivational Interviewing sessions- Parenthood workshops

GOSHEN IN INTERNET

- **New website that is mobile-optimized targeting parents and doctors in Hebrew-Arabic and English**
- **An e-newsletter**
- **Creating a Goshen Facebook Page**
- **Developing Goshen's ongoing social network activities**

IMPLICATIONS

- The establishment of an NGO by paediatricians, with a goal of improving child health represents a major shift in child Health policy in Israel
- The process has involved changes at the undergraduate and post graduate paediatric education, in the delivery of services, and the need for political activity at all levels
- The Goshen experience in Israel should provide a model for other countries wishing to strengthen community paediatrics

Summary- Executive functions

- **CHAIR OF BOARD (EK)**
 - The Chairman of the board heads the board of directors, which regulates the foundation but is not involved in the actual management
- **PRESIDENT (MK)**
 - The president brings the Foundations vision and goals into action, and report all significant activities and undertakings to the board of directors.
 - The president also is involve on the annual Foundation budget, on stakeholders communication and alliances and serves as the foundation spokesman. The president approves all management activities
- **MANAGING / OPERATIONAL DIRECTOR (YL)**
 - The M-OD complies with the appropriate rules and regulations set out in foundation law. These include following the proper audit procedure. The Managing director manage the staff, the budget, the company's assets and all other company resources to make the best use of them. The managing director reports to the President and acts as his deputy

Manuel Katz MD, MPH
Katzmanuel@gmail.com



and.... thank you for your **attention**