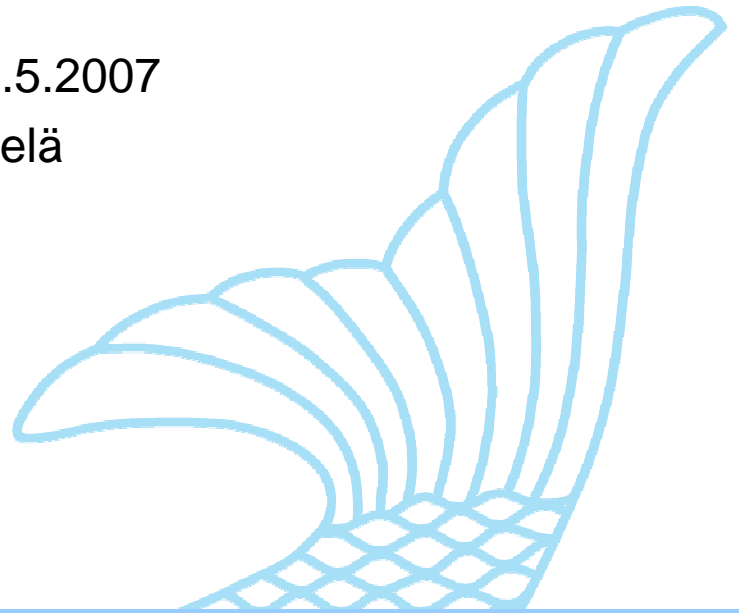




The client and her needs

EuroSenior 15.5.2007

Matti Mäkelä





”What can I do for you?”

You are the client.

You have a problem.

The problem can be relieved.

At a reasonable cost

I have a special capability

I understand your problem

My offering can help you do your
job

We have an agreement



The client

rehab center

grocer

home help

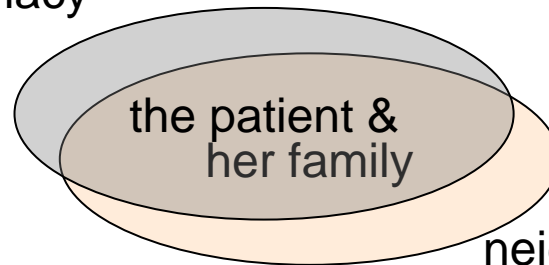
health center

hospital

general
services

pharmacy

meals on wheels



the patient &
her family

ambulance

associations,
church,

neighbor, friends

Social Security
Institution

social worker



What's so special about geriatric problems?

- Autonomy deficit
- Diagnostic uncertainty
- Complexity
- Insolubility
- Competing risks – evaluation uncertainty
- Focus on key problems



The problem of the patient

- connecting with someone (special) – lonely!
- mobility & activities – trapped!
- risk avoidance – afraid!
- memory, orientation, hearing, vision – lost!
- pain, fatigue, nausea, itching – feeling bad!
- dignity, recognition, meaning – disrespected!



The problem of the carer

- liberty, mobility
- awareness of what's happening
- sharing the burden
- understanding, explanation
- easing the burden
- reward, recognition, dignity



The problem of the professional

- Wrong patient
- No time
- I've done my part, what next?
- I have no solution
- Who's responsible?



Who ...?

- raises the question
- asks for help
- makes the decision
- pays
- evaluates the benefits (and costs)
- must change ... and lose something



Costs

- Money
- People & time
- Change
 - routines
 - capabilities
 - power & prestige
 - myth
- Side effects



What can you do?

- identify the client
- recognise her position in the network
- respect her problem
- package your offering
- ensure an agreement