Community Oriented Primary Care (COPC)

Social Medicine in Action

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August 2014
Purpose: to describe and analyze…

• The Practice of Social Medicine

• Development of COPC

• Current status of COPC

• Social Medicine
Social Medicine is... a field of medicine

1. Study the **impact** of the collective behavior of organized **society**... on individuals
   
   McGraw-Hill Dictionary of Modern Medicine

2. **Concentrating on the** **social, cultural, and economic impact** ...of medical phenomena
   
   Farlex Partner Medical Dictionary
Social Medicine is... a field of medicine

3. Prevention & treatment of disease based on the study of human heredity, environment, social structures, cultural values

4. Organized investigation of social, genetic and environmental factors influencing human disease and disability & promotion prevention...individuals & community
Social Medicine is…

“…a practice of medicine concerned with health and disease as a function of group living”

SL Kark, A Practice of Social Medicine, E&S Livingstone Ltd, 1962

“…the social in medicine”

SL Kark, Lectures International MPH Program Hebrew University, 1972-3
“…if the major determinants of health are social, so must be the remedies”

M. Marmot, Lancet 2005;365:1099-1104
Primary Care (PC) in U.S.*

“Health is better in US regions with more PC physicians”

“When there are more PC providers relative to specialist care, costs are lower”

* Acad Med, May 2008
  Med Educ Future Study, July 2008
Primary Care…*

In countries with a strong Primary Care infrastructure, there are lower rates of:

- premature deaths
- deaths from treatable conditions

More appropriate use of services
Lower costs
Increased patient satisfaction

* based on an international studies, B. Starfield et al (2005-8)
Levels of health care

Primary Care

Other levels of care

Financing of health care

Other levels of care

Primary Care
Medicine in the Community

Community Medicine
1000 Population

750 felt ill

250 consulted

9 hospitalized

1 Teaching Hospital

Innovations in Primary Care?

A study (literature review) about changes in PC innovations since 2000, on 330 cases:
changes were

additional resources

rather than changes in the organization of clinical practice*

*Friedman et al. Medical Care, 2014;52(2):101-11
COPC is…

Integration of
clinical individual care
and
public health actions
in a defined total COMMUNITY
COPC: Origin & Development

- **ORIGIN:** by S.L. Kark & E. Kark while providing primary health care in the rural areas of South Africa (1940’s)

- **DEVELOPMENT:** at the Hadassah Community Health Center of School of Public Health & Community Medicine – Jerusalem

- **CURRENT STATUS:** COPC is one of the approaches suggested worldwide for the provision of an integrated care model of MEDICINE and PUBLIC HEALTH
ORIGIN: by two family physicians SL Kark & E Kark while providing primary health care in the rural areas of South Africa (1940’s)...

Delivery of health care that they called...as “Social Medicine”

in a Community Health Center

Social Medicine by Kark in the 40’s and 50’s

Community as a whole

Behavioral, cultural and social characteristics were crucial components of assessment of health and of planning of care

Provision of health care by a team

Epidemiology as a tool for the assessment of health determinants and evaluation of care
Social Medicine by Kark in the 40’s and 50’s

Based on social medicine principles, and according to health needs of the community identified by epidemiologic methods, Kark created & defined a “COMMUNITY SYNDROME” of

- Malnutrition
- Communicable diseases
- Psycho-social problems
Pholela Community Health Center

- **Reduction of IMR** and of infectious diseases; improvement of health status of total community
- **Decision by Government** for another 200 Community Health Centers
- Forty four (44) were established
- **Apartheid** and closure of all Centers
- **Emigration** of the Team
The Social Medicine in Pholela has been…

…considered as “precursor” of the Primary Health Care (PHC) movement initiated with the WHO Alma Ata Conference in 1978, (that changed substantially the PC landscape worldwide)
COPC role in the origin of the Alma Ata Conference on PHC

• Connor EM, Inst of Medicine, 1983
• Susser M, Bull World Health Org, 1999
• Litsios S, Amer J Pub Health, 2004
• Gofin J & R, Amer J Pub Health, 2005
• Sanders D, Univ Western Cape, 2009
Hadassah Community Health Center
Kiryat HaYovel, Jerusalem:
COPC Service, Teaching & Research

Family Practice
Mother and Child
Elderly Home Care
Activities of the Community Health Center as part of the Department of Social Medicine:

Total community in a geographic defined area.

Assessment of health needs.

Community Health Programs (children, adults).

All programs were evaluated, taught, published.

COPC is…(S.L. Kark)

“… a way of practicing medicine and nursing or of providing primary care… care of the individual who is well or sick, or at risk for illness or disease, also promoting the health of the community as a whole…” (1983)
COPC is...

“… an integration of community medicine with the primary health care of individuals”

(Institute of Medicine-IOM, 1984)
COPC Principles

- **Responsibility** for the health of a defined population
- Care is based on the identified health needs at the population level
- **Prioritization**
- Program of intervention covering all the stages of the health-illness continuum of the selected condition (health promotion, prevention, treatment, rehabilitation – physical, social, mental)
- **Community involvement**
Canada Health Services Research Foundation

Study: “Collaboration between PHC and PH”*

Review of 114 articles (out of 6125)

“The majority of papers didn’t identify use of any theory, with the notable exceptions of papers using COPC model, teambuilding theory, and theoretical framework for collaboration between Medicine and PH by Lasker”

The COPC Process / Cycle

Community definition & characterization

Prioritization

Detailed problem assessment

Intervention planning & implementation

Evaluation

Reassessment
Community definition & characterization

Reassessment
- Responsibility
- Identify Health Needs
- Prioritization
- Care Nat. History Disease
- Community Participation

Prioritization

Detailed problem assessment

Evaluation

Intervention planning & implementation
Other characteristics of the approach

- Accessibility
- Pro-active
- Outreach
- Multidisciplinary team
- Inter-sectorial cooperation
COPC in the US

- 1957 J Geiger in Pholela:
  - “…walls of examining rooms were lined with charts and graphs of community demography, IMR, other morbidity and mortality rates and their changes over time. It was almost impossible not to be aware of denominators when seeing an individual patient” (IOM, 1981)

- Health Centers Boston, Mississippi

- Development of the Comm. H. Centers

- Today there are 1,200 CHCs/20 millions
COPC at Rochester, NY*

Patients and Community Together-PACT

- A private family practice - 3,000 population
- Definition: All active patients enrolled in last 2 yrs
- PACT & Team identified, prioritized health needs
- Intervention addressing those needs

Evaluation:

- Childhood immunizations, 78% - 97%;
- Papanicolau: 46% to 71%;
- Glycosylated Hb level <0.1: 56% to 77%

* Arch Fam Med 1999;8:546-9
Parkland’s COPC Program – Dallas “largest application of COPC in the US”

- 26 primary care settings, annual assessments

- Priorities: Infant Mortality, DM, CVD, accidents

- “Community conversations”

- Provision of primary health care

- EVALUATION: fewer hospitalizations in COPC clinics; decrease pre-term births, Hb.A1c dropped; lower medical costs

AJPH, Nov 2002
Hadassah Community Health Center - Jerusalem: COPC Service, Teaching & Research

COPC WORKSHOP – International MPH 100 hours

800 graduates from 90 countries

Family Medicine Workshop Jerusalem

Family Medicine Spain

G.P. Teams U.K.

G.W.U. U.S.

South Africa

Latin America

Turkey
COPC teaching and practice in Spain

- COPC Workshops 500 Fam Drs/Nurses (1987…)
- COPC Working Group Society Fam Physicians
- COPC in Residency Program Fam Med (2000)
- 8 COPC Pilot Centers for F&CM Residency
- 34 Primary Care Teams applying COPC
- 72 Health Centers in a Network of Community Oriented Health Centers (2013)
How did this happen in Spain?

- Reform of Health Services
- Family & Community Medicine
  Specialty search for own identity
- Motivated Family Physicians
- Attributes of the approach
- On-going collaboration with academic institution

R E L E V A N C E TO THE SPANISH HEALTH CARE SYSTEM

J.Gofin
COPC is…

“…the practice of Primary Care with population responsibility, oriented to the health improvement of a defined community served by the health service, with the progressive participation of the community and in coordination with all services involved with the health of the community or its determinants”

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>1994</td>
<td>Consultancy Community Medicine (PAHO)</td>
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<tr>
<td>1997</td>
<td>COPC Workshop 18 Health Directors</td>
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<tr>
<td>2006</td>
<td>COPC Capacity Building Program for 37 Regional Directors of PC</td>
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<tr>
<td>2007-14</td>
<td>Ten Health Care Clinics of second largest province are involved in the practice of COPC- MOH Support</td>
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COPC: from capacity building to practice

- **Spain**: 34 Primary Care Centers
- **UK**: applied in Family Practice
- **GWU**: COPC Team “beyond teaching” (Technical assistance to PAHO, HRSA, Hospitals, Community Coalitions)
- **Uruguay**: National Integrated Health Service (priority: primary care)
COPC – International Health Organizations

PAHO
WHO
WONCA

Network Towards Unity for Health
Family Physicians in Africa
Family Practice in Africa*

“Family Medicine practice should always be community-oriented and context-specific. The starting point is a defined community. Family physicians’ care …[with] their community orientation, with their community role arising out of their clinical role. Community-oriented primary care is one tool that family physicians can use to make the link between individual and community care.”

*2nd African Regional WONCA (World Organization of Family Doctors) Conference, Rustenberg, South Africa, 2010
Effectiveness: different programs and countries

- Decrease prevalence of infectious and chronic diseases
- Decrease hospitalizations
- Changes in behavioral factors
- Promotion of growth and development
- Improve health team work
- Organize medical care
- Costs?
Community Oriented Primary Care (COPC) is considered/referred in (12) publications in the last 3 years in:

- World Health Organization
- Institute of Medicine (IOM) & HRSA
- JAMA, Ann Int Medicine
- Ann Fam Medicine
- Amer J Prev Medicine
- Amer J Pub Health
- Academic Medicine
- Two books
COPC considered in the publications as…

- an Integration of PH and Medicine
- a cornerstone in Primary Care (PC)
- services working with the community
- based on the epidemiology of community’s health
- as health care outside the medical offices
CHALLENGES: Health professionals attitude towards...

- Reimbursement system
- Lack of incentives and rewards
- More time/efforts for additional new functions
- Requires to learn methodological skills on COPC
The Affordable Care Act (ACA)

- Increasing size/diversity of workforce in Primary Care & Public Health
- Supporting education of PC providers to improve community health
- Establishing Accountable Care Organizations, that incentivize population health rather than individual care, through new models of care
Opportunities to develop COPC

- Reform health services environment
- Information technology
- Community involvement in health
- Initiatives on integration of clinical medicine and public health
- Stronger primary care infrastructure
Primary Care

Population

Teaching Hospital

J. Gofin & R. Gofin.
Essentials of Global
Community Health. Jones
& Bartlett Learning, 2011
Community Oriented Primary Care - COPC

Teaching Hospital

Population

J. Gofin & R. Gofin.
The essence of the COPC process *

"Taking responsibility of the community’s identified needs and intervention in the Natural History of a prioritized problem in which community has an active, participative role, are the essence of the COPC process”

* Gofin J & Gofin R. “Essentials of Global Community Health”, Jones and Bartlett Learning, 2011
Elements of COPC, as an approach aiming to reach social justice and social accountability, e.g.: social medicine

a) Care for a total population considering the socio-economic-cultural determinants

b) Community involvement and inter-sectorial coordination

c) Without barriers to access

d) Working WITH the community and not only IN the community
Community Health*

Is the **collective expression** of the health of individuals and groups in a defined community. It is **determined by the interaction of personal and family characteristics, the social, cultural, and physical environments, as well as health services, and the influence of societal, political and globalization factors**