

About the project

As our population ages, society faces new challenges. Demand for primary health care services is rising: with the retirement of older professionals and unwillingness amongst younger professionals to re-locate to remote areas, there is a shortage of physicians, especially in rural areas.

It was to meet these challenges that the project "PrimCareIT – Counteracting brain drain and professional isolation of health professionals in remote primary health care through tele-consultation and tele-mentoring to strengthen social conditions in remote BSR", was started in February 2012.

PrimCareIT is a health technology flagship project of the EU Strategy for the Baltic Sea Region.

Project messages

- Working in the health care sector in rural areas does not mean automatically being professionally isolated.
- The use of communication technologies could improve the professional situation of doctors and health care workers in remote areas.
- PrimCareIT counteracts professional isolation of health care professionals in rural areas by implementing tele-mentoring as a tool supporting continuing medical education.
- PrimCareIT shows that tele-consultation provides a valuable technical and methodological support for communication between all health professionals.
- Tele-consultation and tele-mentoring support professional networking, continuing medical education and career opportunities for health-care professionals.

Contact

Lead Partner of PrimCareIT

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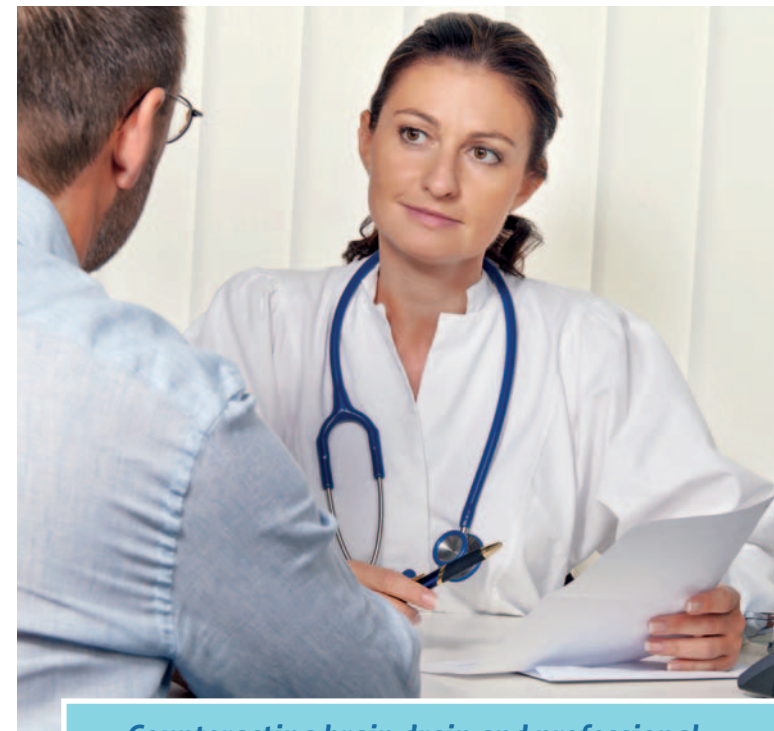
Gesine Stück, dsn – project management, Germany

August 2012

For more information please go to www.primcareit.net

Project in a nutshell

Partnership	Health care professionals, medical doctors associations, hospitals, planning and financing authorities, regional development administrations and eHealth research organisations
Number of partners	16
Partner countries	Belarus, Estonia, Finland, Germany, Latvia, Lithuania and Sweden
Lead Partner	South Ostrobothnia Health Care District, Finland
Total budget	2,5 million €
Duration	33 months (Sep 2011 – Jun 2014)



Counteracting brain drain and professional isolation of health professionals in remote primary health care through tele-consultation and tele-mentoring to strengthen social conditions in remote Baltic Sea Regions

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Aims of the project

The overall aim of PrimCareIT is to raise the attractiveness of remote primary health care for medical professionals by the means of tele-consultation and tele-mentoring. Thereby, the project counteracts brain drain and professional isolation in sparsely populated areas for more equal access to primary health care in the Baltic Sea Region.



Our objectives are

- To assess the regional needs and strategic opportunities of tele-consultation and tele-mentoring to avoid professional isolation of health professionals in remote primary care.
- To assess current barriers for large scale deployment of tele-consultations and tele-mentoring in the BSR such as technology acceptance, investment decisions, work flows, legal uncertainties.
- To implement and validate transnationally developed tele-consultation solutions in remote primary care in pilot sites.
- To implement tele-mentoring as innovative solution for career development of younger health professionals in remote primary care.
- To prepare the durability and large scale implementation of the piloted solutions in the partner regions.
- To raise the political awareness on how to attract health professionals to remote primary care through joint political discussions.

Work packages

The project activities are structured into six work packages:

- 1. Project Management and Administration**
Sami Perälä
South Ostrobothnia Health Care District
- 2. Communication and Information**
Domantas Stundys
Vilnius University Hospital Santariškių Klinikos
- 3. Needs and strategies to counteract brain drain and professional isolation in remote primary health care through tele-consultation and tele-mentoring**
Prof Bosco Lehr
Flensburg University of Applied Sciences
- 4. Implementation of tele-consultation for improved professional cooperation and quality in remote primary health care**
Prof Tobias Larsson
Blekinge Institute of Technology
- 5. Implementation of tele-mentoring for career development of health professionals in remote primary health care**
Kristjan Krass
The Estonian Society of Family Doctors
- 6. Political awareness of strategies to ensure high quality and accessible services in remote primary health care by the means of eHealth**
Prof Johan Berglund
Blekinge Institute of Technology



Project partners



PrimCareIT is an international project with 16 partners from seven countries funded by the European Union.

- South Ostrobothnia Health Care District, Finland
- Seinäjoki University of Applied Sciences, Finland
- Regional Council of South Ostrobothnia, Finland
- Kauhava Primary Health Care District, Finland
- eHealth Institute, Linnaeus University, Sweden
- Blekinge Institute of Technology, Sweden
- County Council of Västerbotten, Sweden
- Flensburg University of Applied Sciences, Germany
- The Estonian Society of Family Doctors, Estonia
- Institute of Clinical Medicine of the Technomedicum of Tallinn University of Technology, Estonia
- Vilnius University Hospital Santariškių Klinikos, Lithuania
- Kaunas University of Technology, Lithuania
- Lithuanian University of Health Sciences, Lithuania
- State Educational Institution Belarusian Medical Academy of Post-Graduate Education, Belarus
- Ostrovec Central Regional Hospital, Belarus
- National Health Service, Latvia