



Promoting a global response to multiple chronic diseases in the age of social media: the OPIMEC experience

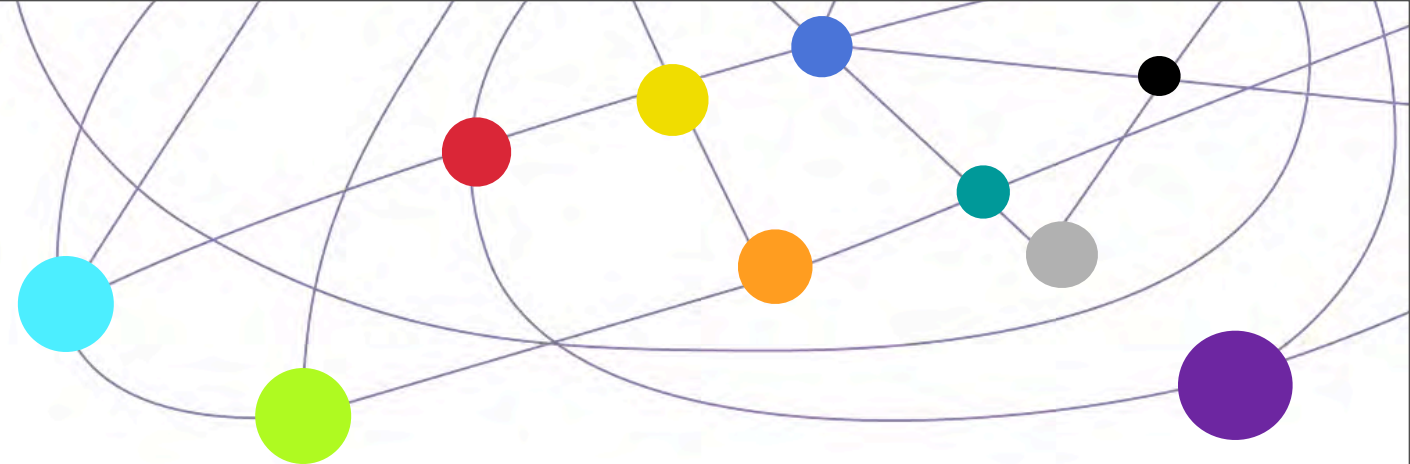
March 29th, 2011

Andrés Cabrera León
Andalusian School of Public Health
Granada, Spain

This presentation summarizes progress since 2008 when the project was initiated with support from the Andalusian Health Ministry (Spain), and a team led by Alejandro Jadad (University of Toronto) and Andres Cabrera (Andalusian School of Public Health).

OPIMEC

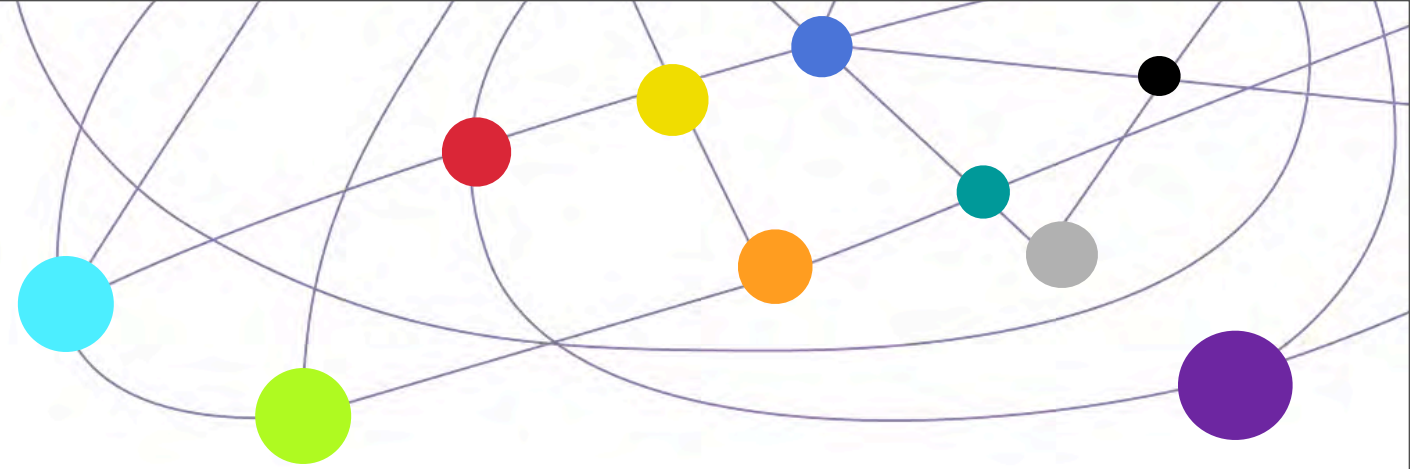
Observatory of Innovative Practices for
Complex Chronic Disease Management



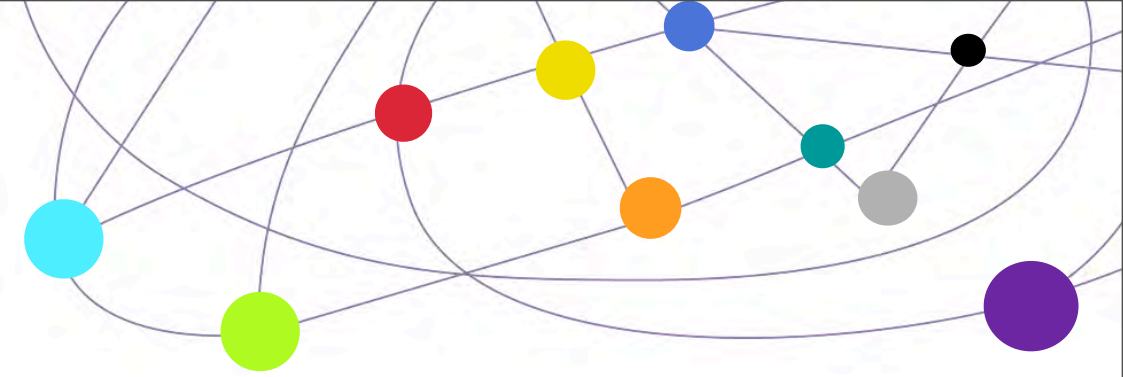
**OPIMEC is the Spanish acronym for the
Observatory of Innovative Practices for Complex Chronic Disease Management.**



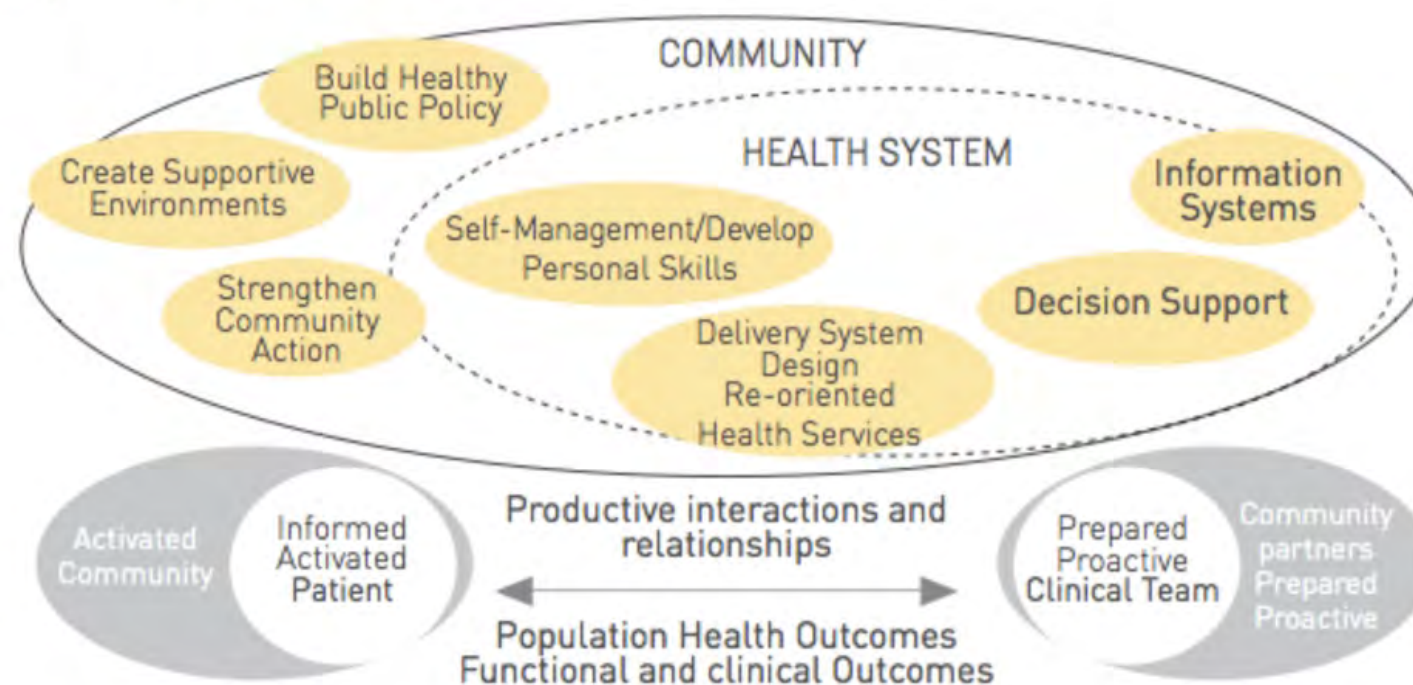
Observatory of Innovative Practices for
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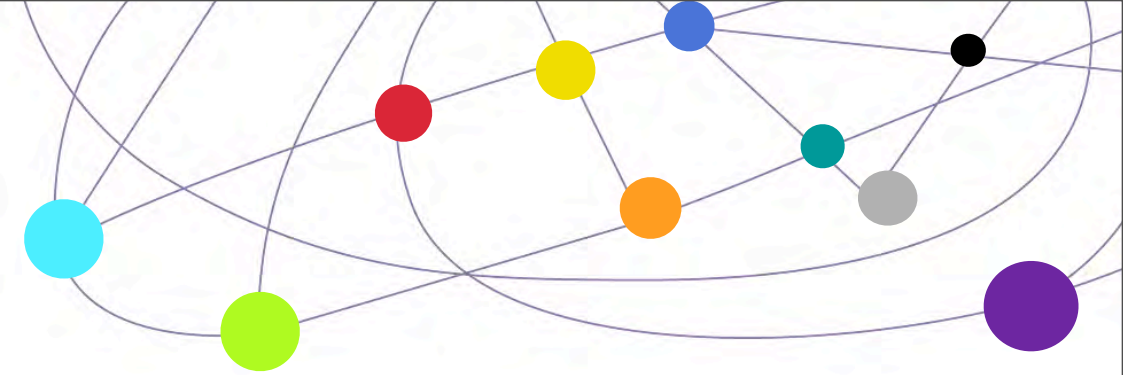
OPIMEC is a nonprofit initiative that promotes the development and exchange of knowledge and experiences on the management of polypathology across geographical, organizational and cultural boundaries by harnessing the power of online social media.



The Expanded Chronic Care Model



Guided by a well-established framework for chronic disease management, we have gone from science fiction to real life, developing a global collaborative effort that led to the release of the first co-created book focused on the challenges of people living with multiple chronic disease management



One of the results of this collective effort is a book on polypathology that gathers the best available knowledge and the most relevant research gaps about this major challenge to our health systems

OPIMEC

Observatory of Innovative Practices for
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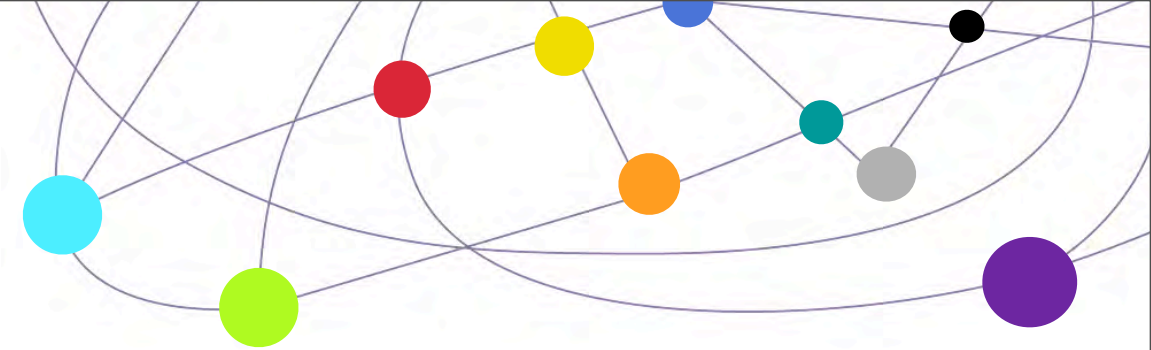
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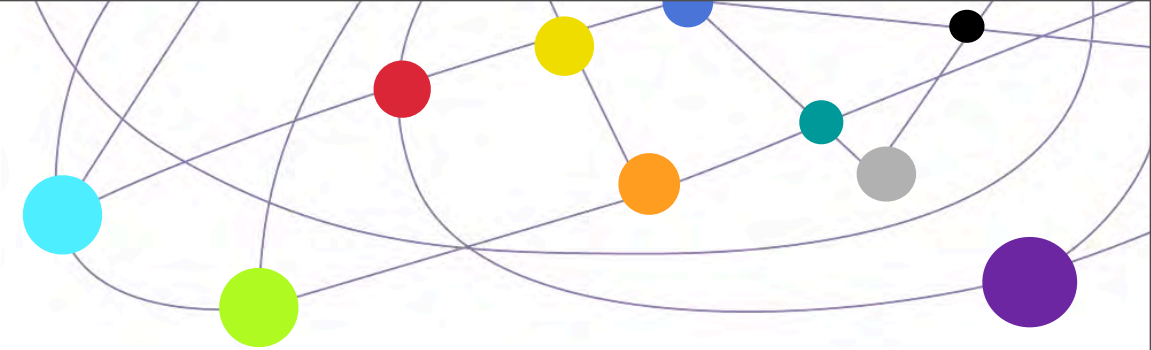
OPIMEC is an online ecosystem with ten components powered by social media. The first five are fully developed, while the rest are shaping up nicely with input from its rapidly growing community.



01 Common aim

To reduce the impact of
multiple complex chronic diseases on the
population and on health systems

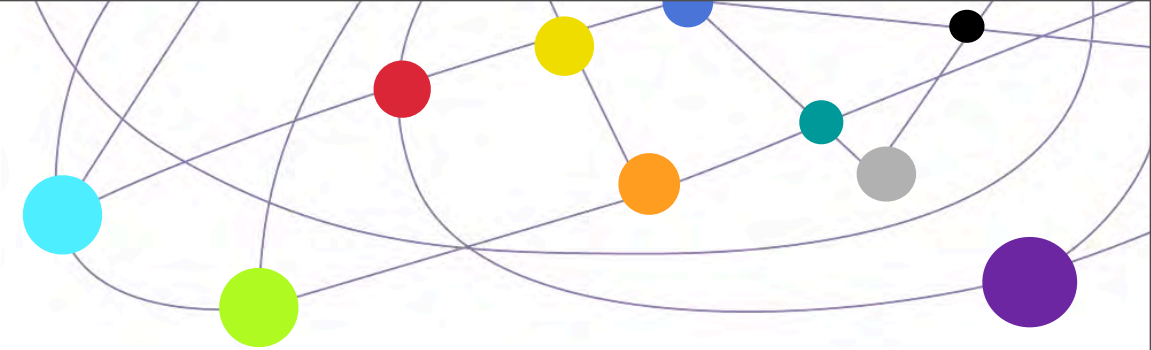
The main objective of OPIMEC is to contribute to worldwide efforts to reduce the impact of multiple chronic diseases on the population and on health systems.



02 Critical Mass



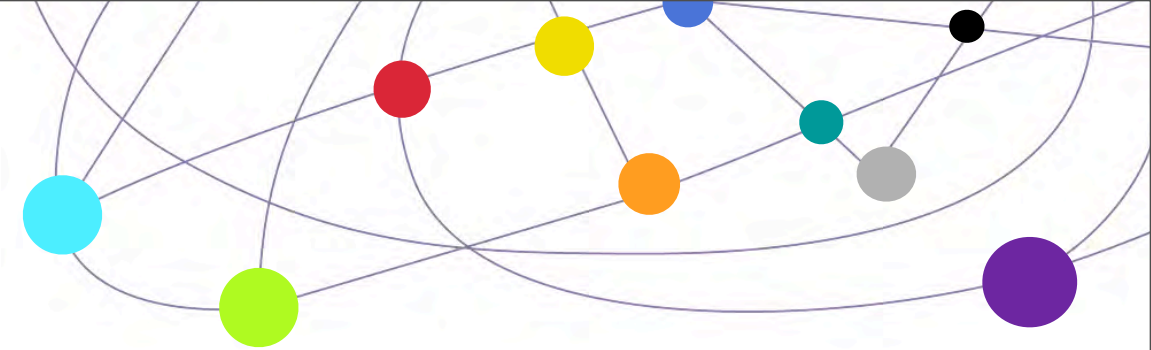
To achieve this, it serves as the meeting point for an exciting group of people and leading edge collaborative resources.



02 Critical Mass

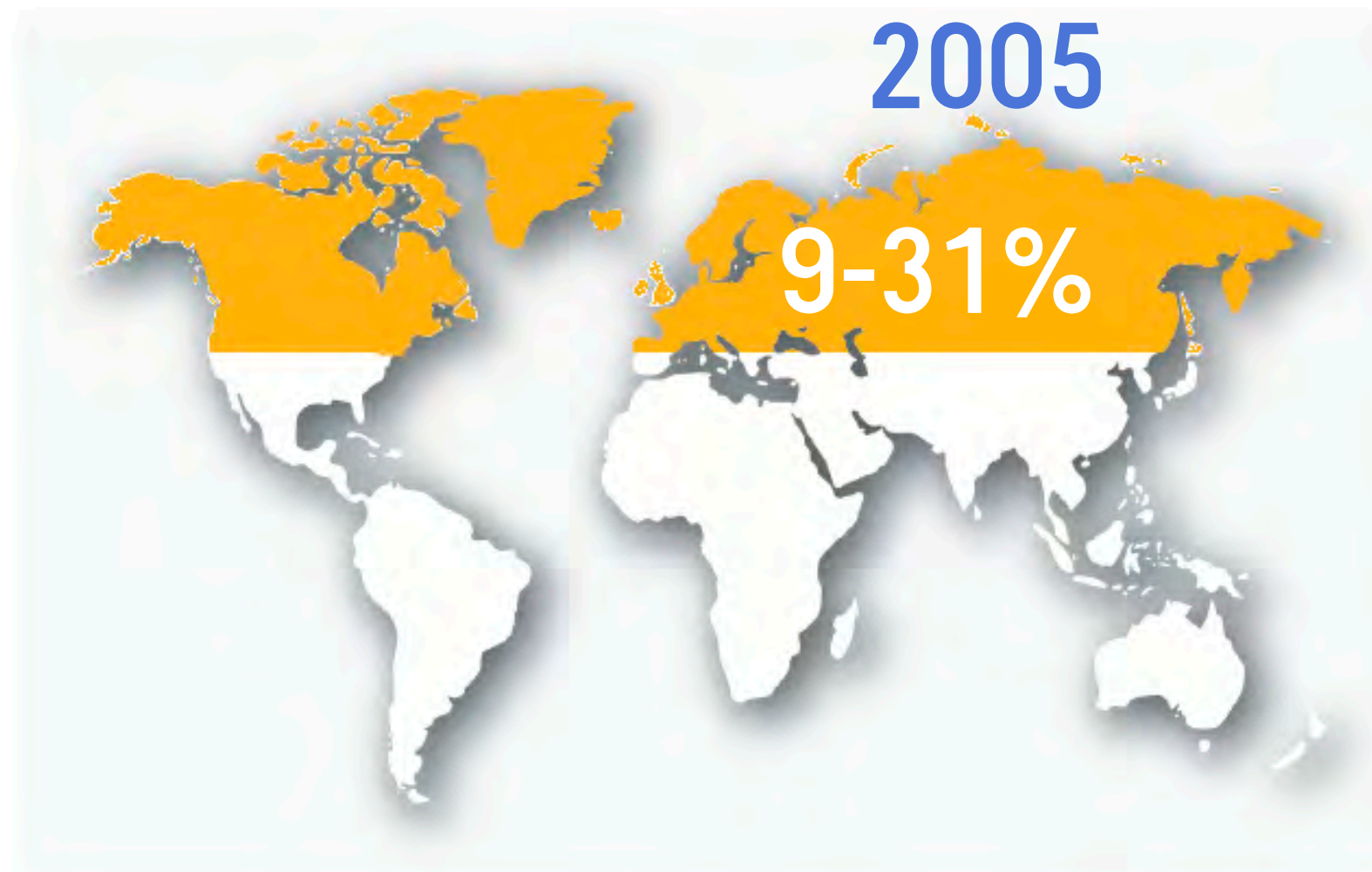


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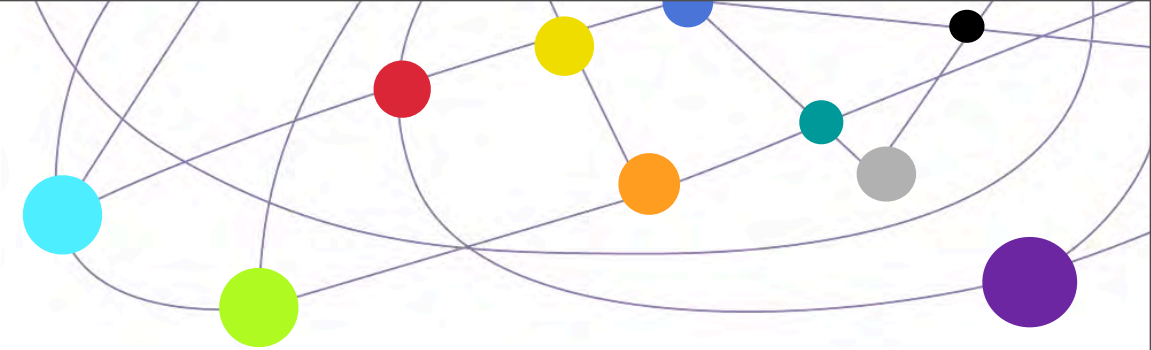


02 Critical Mass

People with two or more chronic diseases

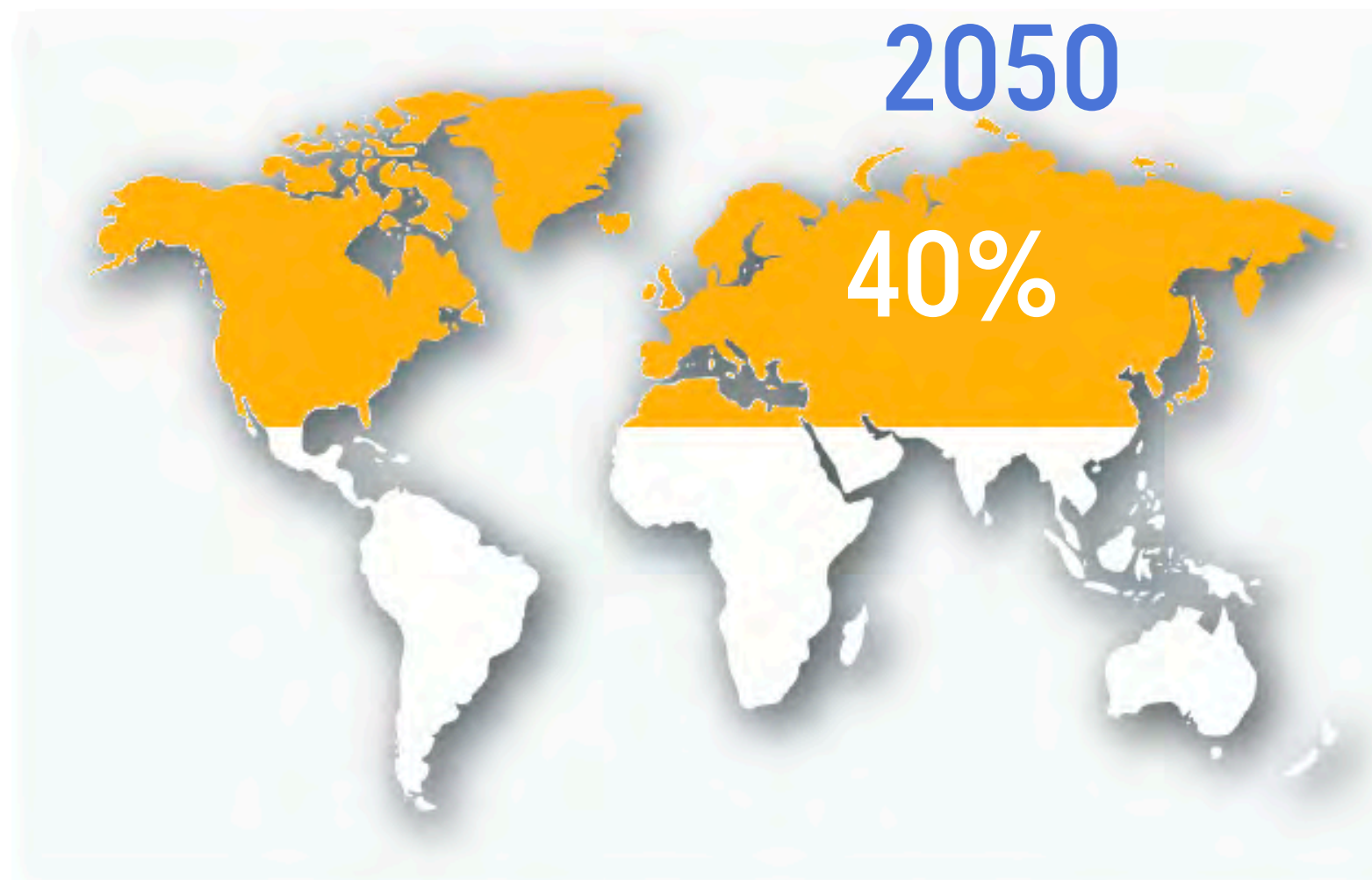


One of our top challenges is that we don't have precise data on the prevalence of polypathology. Based on the current best estimates, there are from 700 million to 2 billion people living with two or more chronic diseases in the world. That's between 9 and 31% of the world's population.

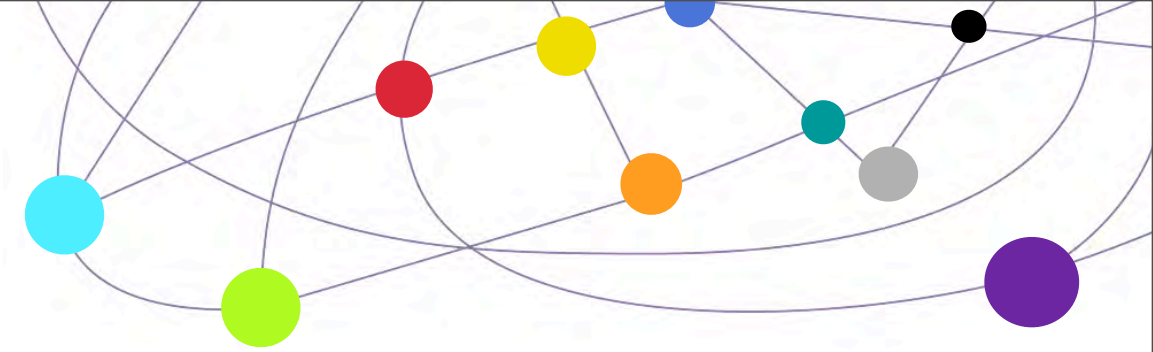


02 Critical Mass

People with two or more chronic diseases



It is estimated that these figures will double by 2050.
One of our research priorities is to promote collaborative research on classification
and detection of co-existing complex chronic diseases.



02 Critical Mass



**A huge global
problem
that involves
many people**

A big global problem requires a massive global response. Successful prevention, diagnosis, treatment, monitoring and care of people living with multiple chronic diseases should involve a concerted effort involving every sector of society.

02 Critical Mass

The OPIMEC community

A growing number of professionals, who are working to improve the care of people with chronic diseases, have joined OPIMEC or other social media connected to OPIMEC, like special groups on Facebook, Twitter and LinkedIn.

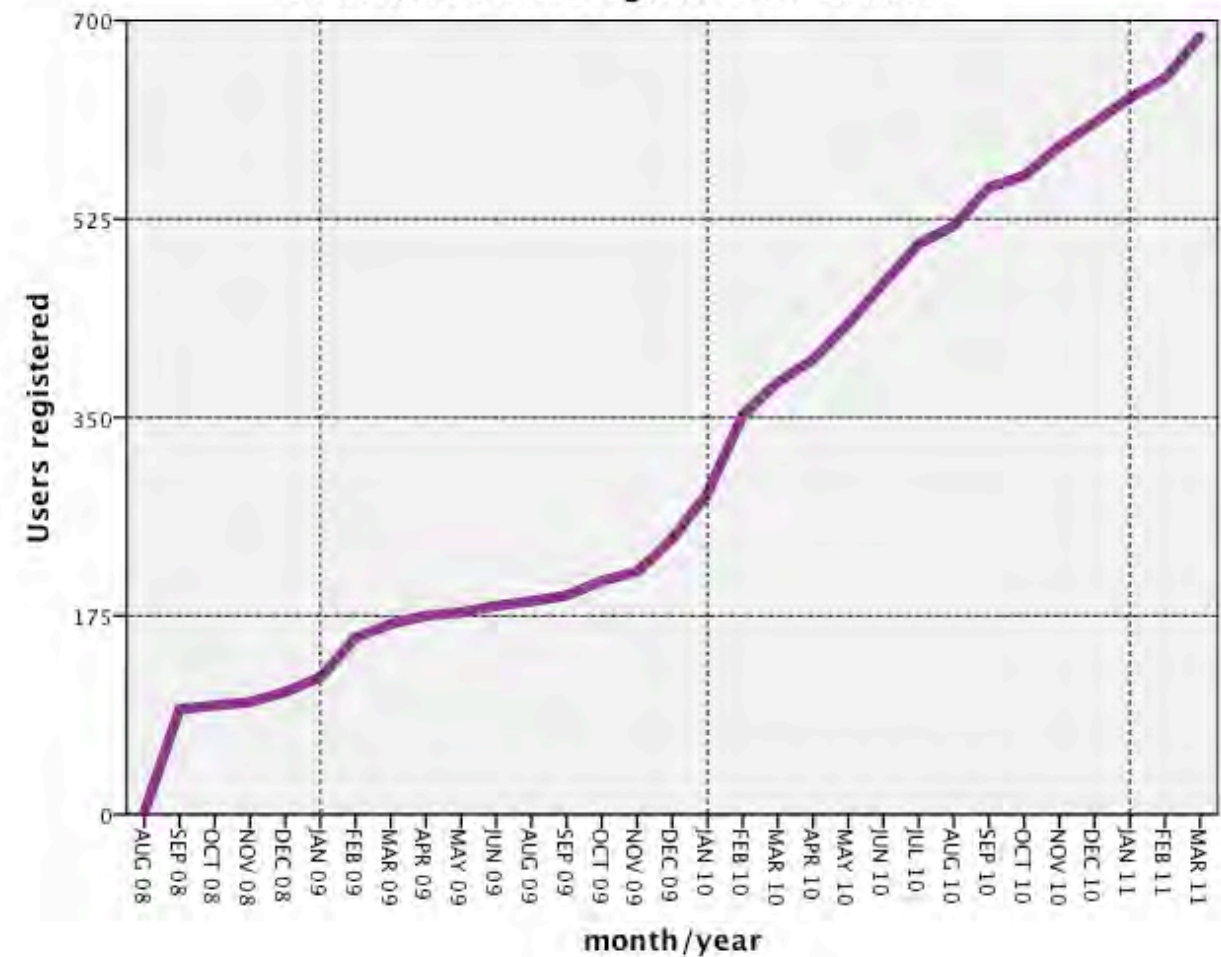


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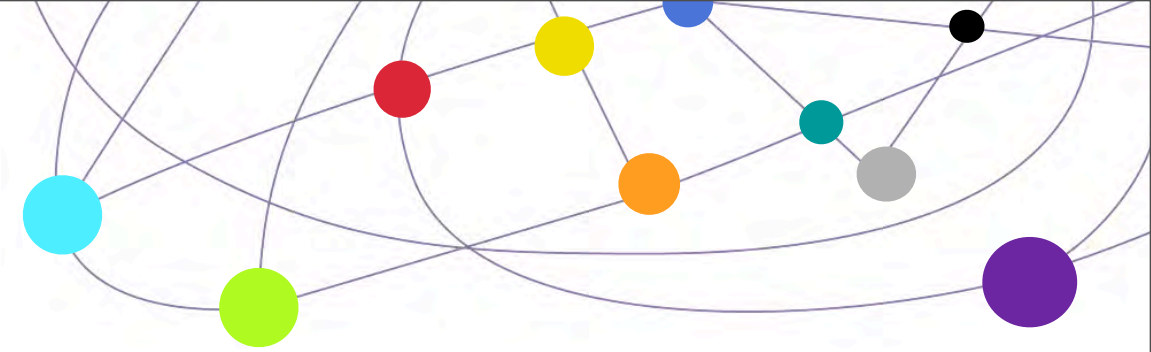
The OPIMEC community



Evolution of users registered on OPIMEC



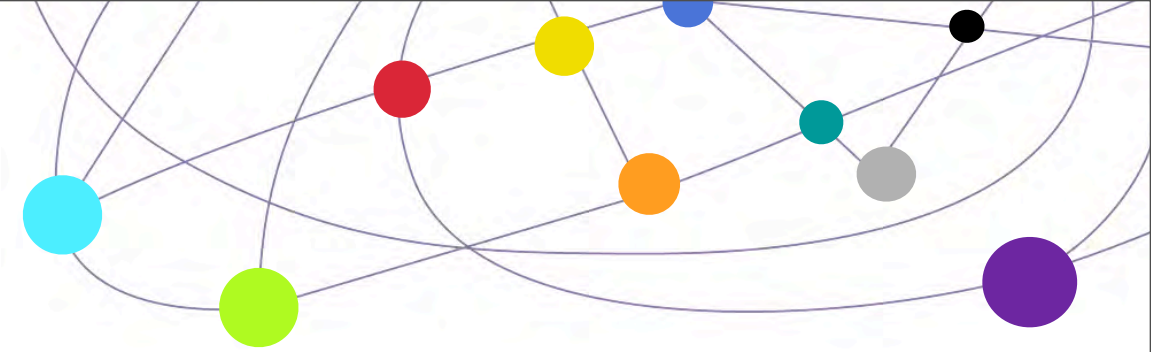
As of April 2011, the OPIMEC community included over 700 professionals from more than thirty countries, a number that continues to grow.



03 Leadership



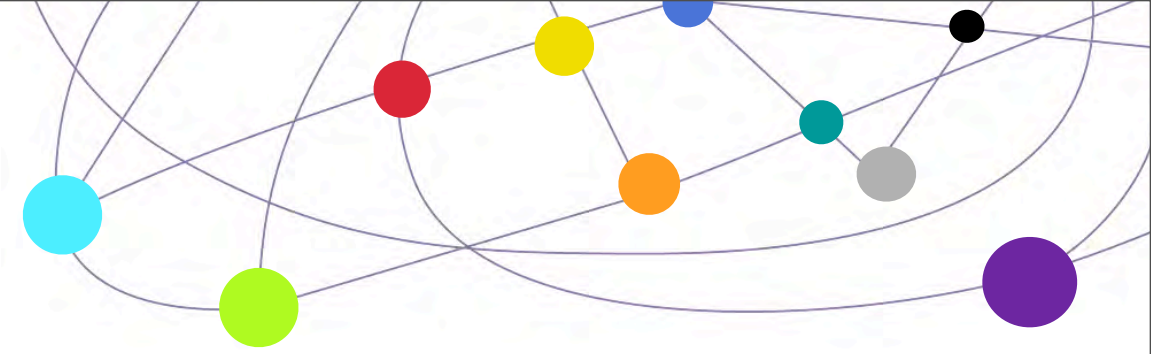
OPIMEC is a valuable resource to leaders committed to joining efforts to meet the challenges of polypathology.



03 Leadership



Together, they are able to encourage other people to bring the best available knowledge, practices and resources to key local environments,



03 Leadership



heading projects that inspire others to collaborate online,
and to project, globally, the output of their efforts.

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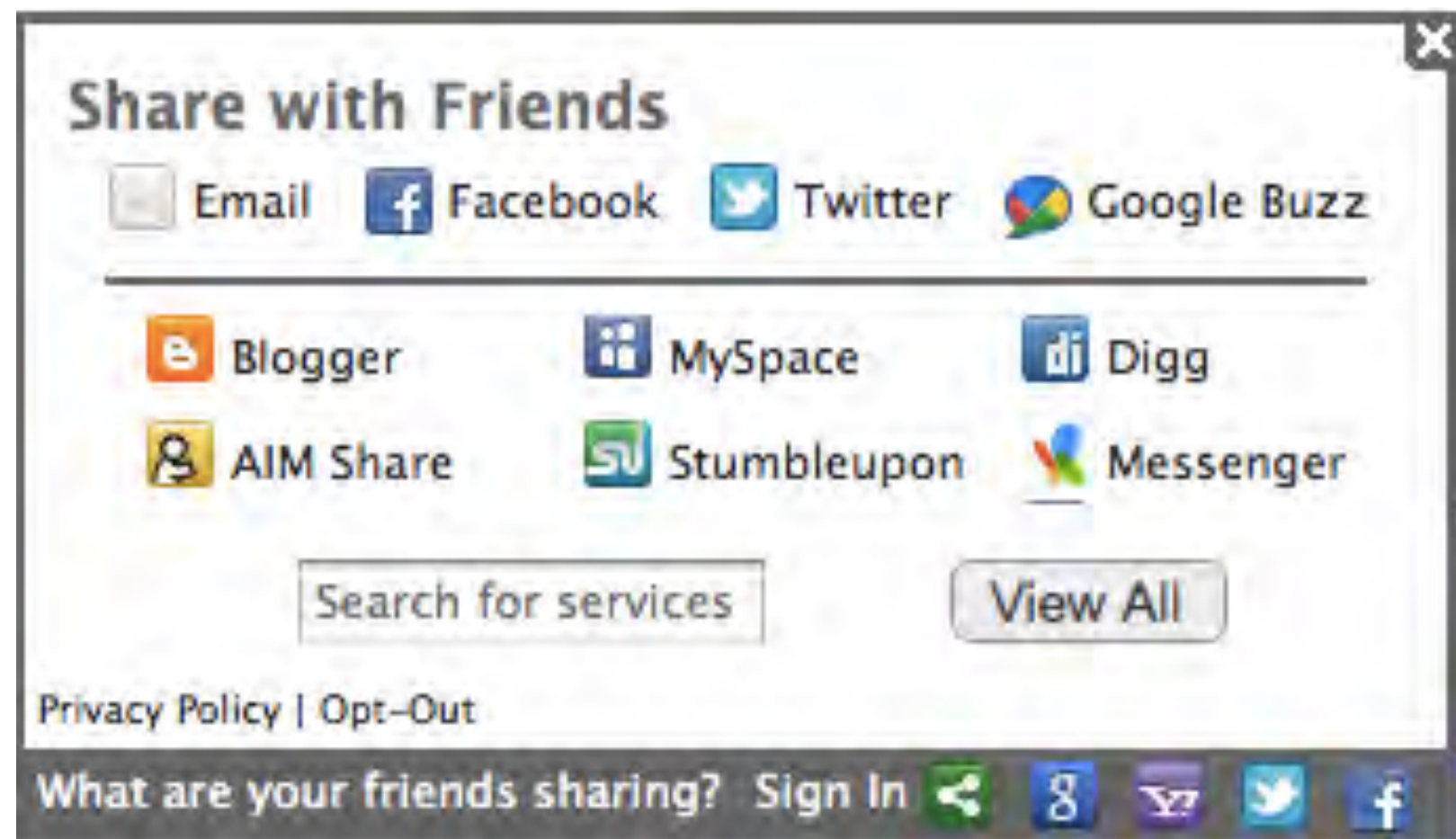
04 Contents

OPIMEC has now identified more than 170 practices around the world and 1300 other knowledge resources related to chronic disease management, represented by documents in multiple formats and media, which are available to health professionals, researchers, policy makers, patients and their caregivers



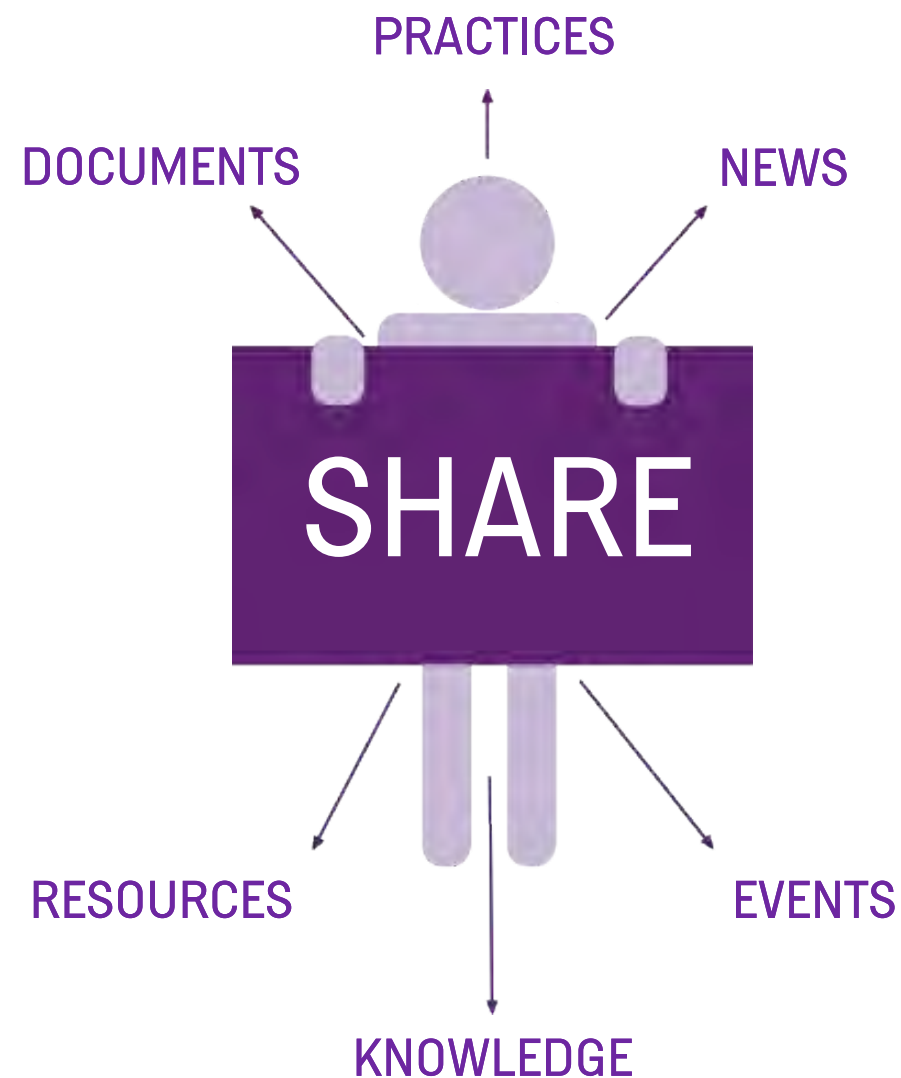
04 Contents

The files available on the OPIMEC platform can be linked to each other and to other online social media, enabling users to share knowledge and experiences easily



04 Contents

Anyone with interesting
material to share, can do it
on OPIMEC, simply,
with a click!

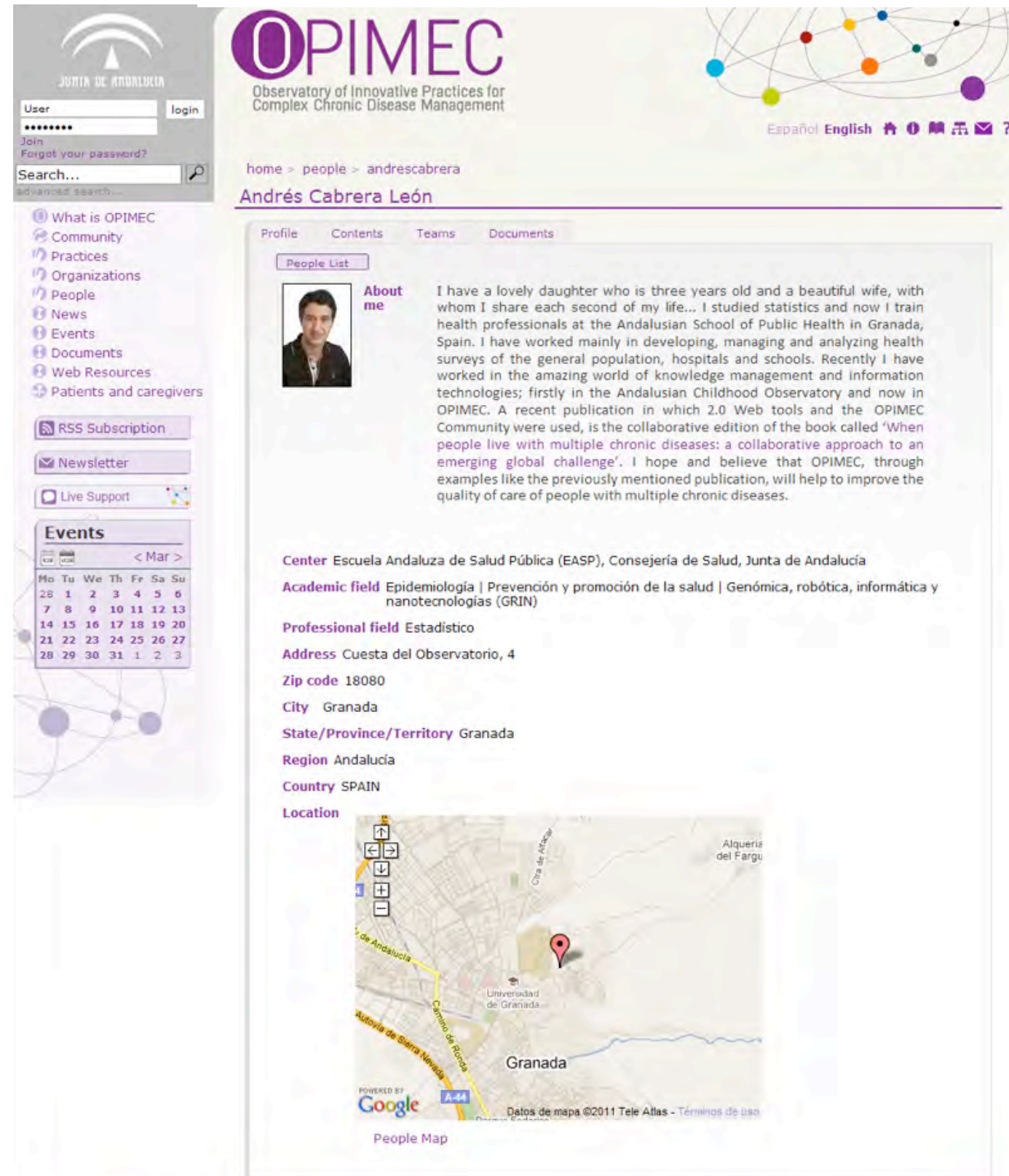


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Personal workspace

Users can manage content of interest in a personal workspace which is created for them at the time of registration on OPIMEC.

Through this workspace, user can edit their profile, access to his or her contents easily, send and receive messages and invite other people to join their own personal network so as to follow their activities on OPIMEC.



The screenshot displays the OPIMEC website interface. On the left is a navigation menu with links: What is OPIMEC, Community, Practices, Organizations, People, News, Events, Documents, Web Resources, and Patients and caregivers. Below this are links for RSS Subscription, Newsletter, and Live Support, followed by an Events calendar for March. The main content area shows the profile of Andrés Cabrera León, including an 'About me' section with a bio, a list of fields (Center, Academic field, Professional field, Address, Zip code, City, State/Province/Territory, Region, Country, Location), and a map of Granada.

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home > people > andrescabrera
Andrés Cabrera León

Profile Contents Teams Documents

People List

About me

I have a lovely daughter who is three years old and a beautiful wife, with whom I share each second of my life... I studied statistics and now I train health professionals at the Andalusian School of Public Health in Granada, Spain. I have worked mainly in developing, managing and analyzing health surveys of the general population, hospitals and schools. Recently I have worked in the amazing world of knowledge management and information technologies; firstly in the Andalusian Childhood Observatory and now in OPIMEC. A recent publication in which 2.0 Web tools and the OPIMEC Community were used, is the collaborative edition of the book called 'When people live with multiple chronic diseases: a collaborative approach to an emerging global challenge'. I hope and believe that OPIMEC, through examples like the previously mentioned publication, will help to improve the quality of care of people with multiple chronic diseases.

Center Escuela Andaluza de Salud Pública (EASP), Consejería de Salud, Junta de Andalucía

Academic field Epidemiología | Prevención y promoción de la salud | Genómica, robótica, informática y nanotecnologías (GRIN)

Professional field Estadístico

Address Cuesta del Observatorio, 4

Zip code 18080

City Granada

State/Province/Territory Granada

Region Andalucía

Country SPAIN

Location

Map showing the location of the Observatorio de Salud Pública (EASP) in Granada, Spain. The map includes labels for 'Cuesta del Observatorio', 'Universidad de Granada', 'Granada', and 'Alquerías del Fargu'. A red pin marks the location of the observatory.

POWERED BY Google

Datos de mapa ©2011 Tele Atlas - Términos de uso

People Map

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Team workspace

Members can also create or participate in groups focused on a specific area and that need to exchange material privately, or to develop knowledge collaboratively. This includes research proposals, articles, reports, declarations, guides, books or strategic plans, among others.

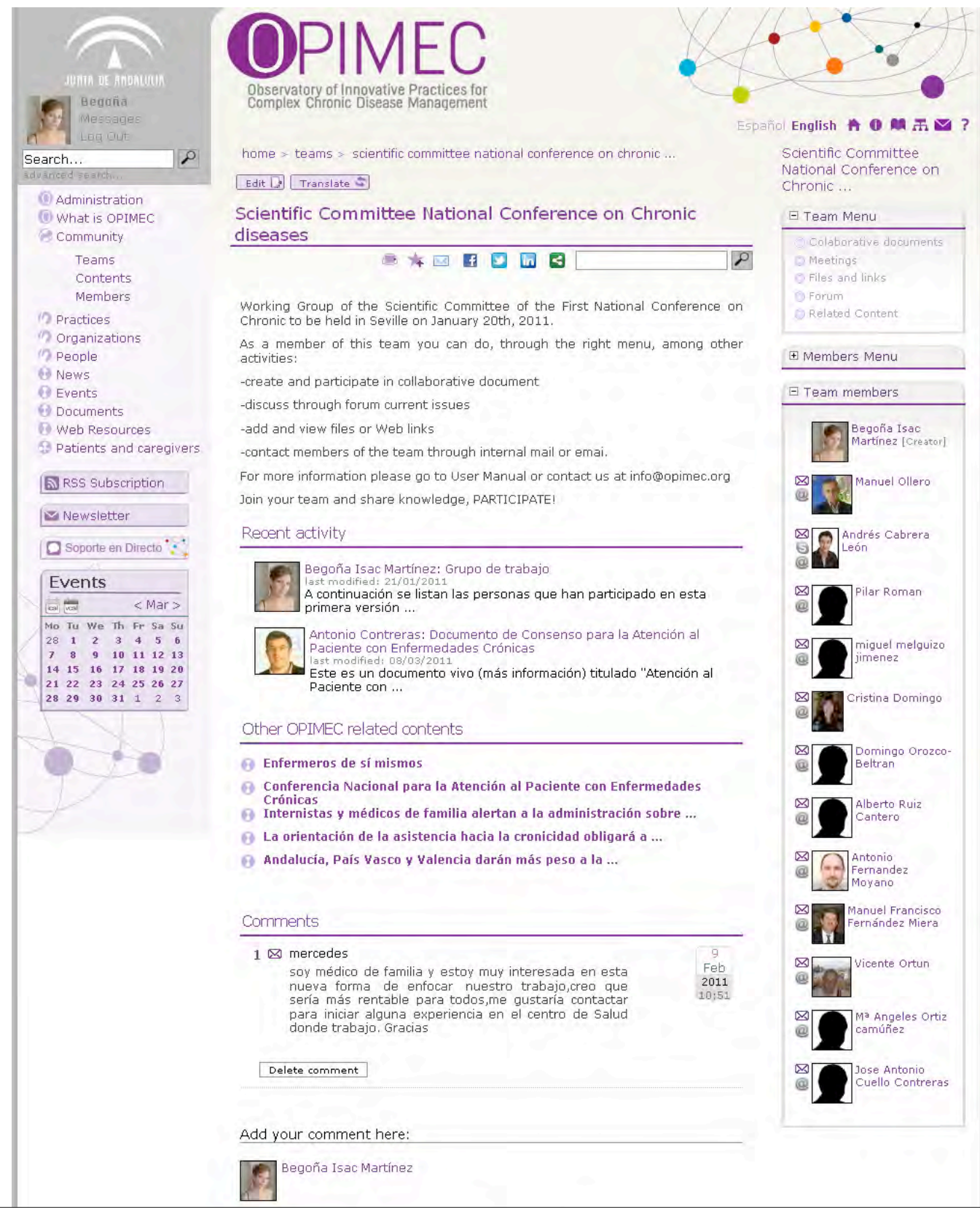
The screenshot displays the OPIMEC website interface. At the top, the OPIMEC logo and name are visible. Below the header, there's a navigation bar with links like 'home', 'teams', and 'epidemiology'. The main content area is titled 'Epidemiology' and contains a description of the collaborative book project, a 'Recent activity' section with user posts, and a 'Comments' section with a user comment. The right sidebar features a 'Team Menu' with links to 'Collaborative documents', 'Meetings', 'Forum', and 'Related Content', as well as a 'Members Menu' listing team members like Alejandro (Alex) Jaded, Andrés Cabrera León, Richard Smith, Francisco Martos Pérez, Begoña Isac Martínez, Equipo editorial, and Renée Lyons. The bottom of the page includes a footer with copyright information and a Creative Commons license.

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Workteams

OPIMEC supports several important teams, including:

The Scientific Committee of the Spanish Conference on Chronic Diseases: This is a team led by two Spanish Scientific Societies that are working on a Declaration to improve the quality of care for people with chronic diseases living in Spain



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home > teams > scientific committee national conference on chronic ...

[Edit](#) [Translate](#)

Scientific Committee National Conference on Chronic diseases

Working Group of the Scientific Committee of the First National Conference on Chronic to be held in Seville on January 20th, 2011.

As a member of this team you can do, through the right menu, among other activities:

- create and participate in collaborative document
- discuss through forum current issues
- add and view files or Web links
- contact members of the team through internal mail or email

For more information please go to User Manual or contact us at info@opimec.org

Join your team and share knowledge, PARTICIPATE!

Recent activity

- Begoña Isac Martínez: Grupo de trabajo
last modified: 21/01/2011
A continuación se listan las personas que han participado en esta primera versión ...
- Antonio Contreras: Documento de Consenso para la Atención al Paciente con Enfermedades Crónicas
last modified: 08/03/2011
Este es un documento vivo (más información) titulado "Atención al Paciente con ...

Other OPIMEC related contents

- Enfermeros de sí mismos
- Conferencia Nacional para la Atención al Paciente con Enfermedades Crónicas
- Internistas y médicos de familia alertan a la administración sobre ...
- La orientación de la asistencia hacia la cronicidad obligará a ...
- Andalucía, País Vasco y Valencia darán más peso a la ...

Comments

1 mercedes

soy médico de familia y estoy muy interesada en esta nueva forma de enfocar nuestro trabajo,creo que sería más rentable para todos,me gustaría contactar para iniciar alguna experiencia en el centro de Salud donde trabajo. Gracias

9 Feb 2011 10:51

[Delete comment](#)

Add your comment here:

Begoña Isac Martínez

Team Menu

- Collaborative documents
- Meetings
- Files and links
- Forum
- Related Content

Members Menu

Team members

- Begoña Isac Martínez [Creator]
- Manuel Ollero
- Andrés Cabrera León
- Pilar Roman
- miguel melguizo jimenez
- Cristina Domingo
- Domingo Orozco-Beltran
- Alberto Ruiz Cantero
- Antonio Fernandez Moyano
- Manuel Francisco Fernández Miera
- Vicente Ortun
- Mª Angeles Ortiz camuñez
- Jose Antonio Cuella Contreras

Events

Mo Tu We Th Fr Sa Su

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Workteams

A team developing the
Strategic Plan for the
management of chronic
diseases in Andalusia, Spain



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Español English     ?

home > teams > strategic plan for caring people with ...

Edit  Translate 

Strategic Plan for Caring People with Chronic Diseases in Andalusia (PIAPEC)

This team comes to develop the **Strategic Plan for caring people with chronic diseases in Andalusia**.

As a member of this team you can do, through the right menu, among other activities:

- create and participate in **collaborative document**
- discuss through **forum** current issues
- add and view **files or Web links**
- contact members of the team through **internal mail** or email

For more information please go to **User Manual** or contact us at info@opimec.org

Join your team and share knowledge, **PARTICIPATE!**

Recent activity

No items published in this workteam.

Other OPIMEC related contents

-  **Declaración de Sevilla. Atención al Paciente con Enfermedades Crónicas**
-  **Plan de Calidad del Sistema Sanitario Público de Andalucía 2010-2014**
-  **Estrategia para afrontar el reto de la cronicidad en Euskadi**
-  **Predictive risk and health care: an overview**
-  **When people live with multiple chronic diseases: a collaborative approach ...**

Team Menu

-  Collaborative documents
-  Meetings
-  Files and links
-  Forum
-  Related Content

Members Menu

Team members

-   **Andrés Cabrera León** (Creator)
-   **Begoña Isac Martínez**
-   **Diana Gosálvez Prados**
-   **Manuel Ollero**
-   **Margarita Álvarez Tello**
-   **Bosco Baron**
-   **miguel melguizo jimenez**
-   **Julio Rojas**

04 Contents

Workteams

URSA-MAYOR: an international team developing a joint pan-European report and consultation on migration and healthy ageing



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Español English      ?

home > teams > ursa-major

Edit  Translate

URSA-MAJOR

Workspace team developing the international research project in Andalusia on active aging in a foreign country: Andalusian migrants, returnees and foreigners age in Andalusia.



Dr. Alexandre Kalache full screen video
Director, Ageing and Life Course Programme (ALC), WHO.

Recent activity

No items published in this workteam.

Other OPIMEC related contents

 [El centro de salud La Marina celebra las I Jornadas ...](#)

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- Forum
- Related Content

Members Menu


Team members

-  **Diana Gosalvez Prados** [Creator]
-  **juan manuel espinosa almendro**
-  **Alexandre (Alex) Kalache**
-  **Rafael Muriel Fernandez**
-  **Sandra Pinzón Pulido**
-  **Bibiana Navarro**
-  **Jose A. López Castellanos**
-  **salomé valencia**

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Workteams

A network of ten teams who are co-creating knowledge on polypathology. This community was responsible for the first book on polypathology launched in 2010, which continues to evolve online



home > teams > when people live with multiple chronic ...

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When people live with multiple chronic diseases: a collaborative approach to an emerging global challenge

[📄](#) [★](#) [✉](#) [f](#) [t](#) [in](#) [g+](#)

This is a live interactive document that seeks to facilitate a global collaborative effort to distill the best available knowledge on how to meet the challenges faced by people living with multiple chronic diseases.

Please make as many contributions as you consider appropriate by clicking on the comments bubble that appears at the top right corner of each section.

Responsibility for the content rests with the contributors and does not necessarily represent the views of Junta de Andalucía or any other organization participating in this effort. Those individuals who make substantive additions will be invited to join the book as named contributors.

Foreword
Editors and Technical support team
Contributors
Acknowledgments

1. Why Multiple Chronic Diseases? Why now? What is going on around the world?
2. The language of polypathology
3. Prevention and health promotion
4. Management models
5. Patient education and self-management
6. Primary care, institutional services and integrated management processes
7. Supportive care and palliative care
8. Integrative medicine
9. Socioeconomic implications
10. The promise of Genomics, Robotics, Informatics/eHealth and Nanotechnologies
11. Dealing with challenges of polypathology, together: What's next

To access the full version of the book, please [click here](#).

Reference: Jadad AR, Cabrera A, Martos F, Smith R, Lyons RF. When people live with multiple chronic diseases: a collaborative approach to an emerging global challenge. Granada: Andalusian School of Public Health; 2010. Available at: <http://www.opimec.org/equipos/when-people-live-with-multiple-chronic-diseases>











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Team Menu

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Members Menu


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(Creator)
- [✉](#) [📄](#) [@](#)  **Alejandro**
(Alex) Jadad
- [✉](#) [📄](#) [@](#)  **Andrés Cabrera**
León
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- [✉](#) [📄](#) [@](#)  **Francisco**
Martos Pérez
- [✉](#) [📄](#) [@](#)  **Rafael Bengoa**

04 Contents

Workteams

OPIMEC is an open network,
where anyone can create and
publish
interesting material, making it
accessible to others, including
those who are not formally
registered



home > teams > when people live with multiple chronic ...

[Edit](#) [Translate](#)

When people live with multiple chronic diseases: a collaborative approach to an emerging global challenge

[📄](#) [★](#) [✉](#) [f](#) [t](#) [in](#) [g+](#)

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








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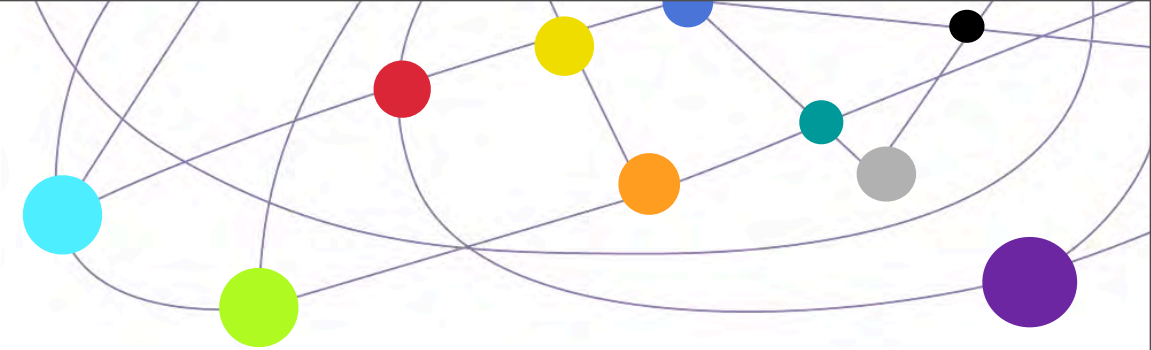
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(Creator)
- ✉  **Alejandro**
(Alex) Jadad
- ✉  **Andrés Cabrera**
León
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- ✉  **Máximo**
Bernabeu Wittel
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Martos Pérez
- ✉  **Rafael Bengoa**

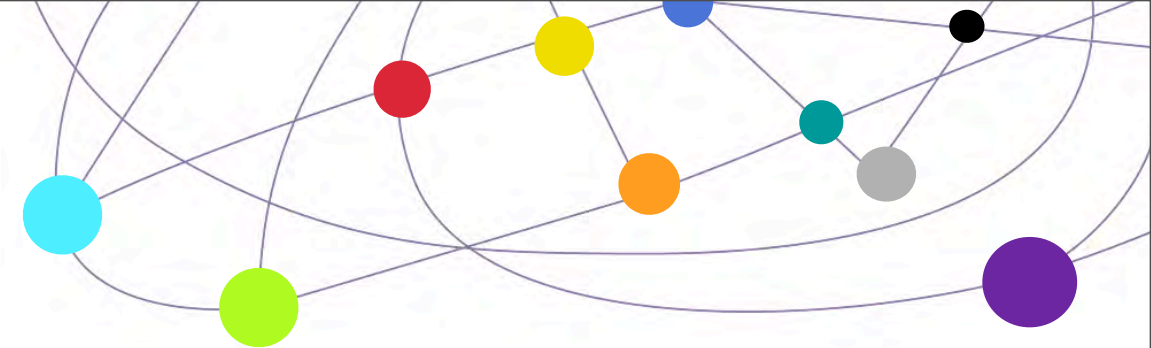


05 No SPAM

OPIMEC:

- Doesn't have commercial interests.
- Is protected by powerful anti-spam software.
- Has an editorial team which identifies, selects, reviews and verifies material of interest.
- Has external certification for the quality of its processes.





06 User-friendliness

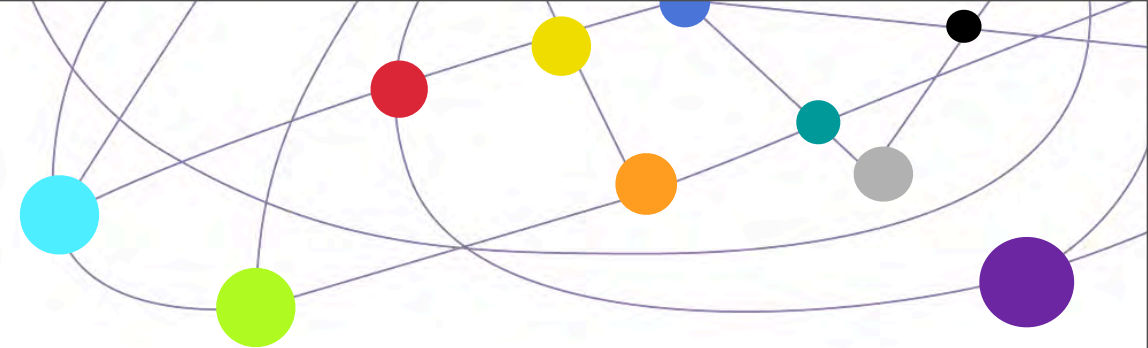
OPIMEC is becoming easier to use, thanks to intuitive, accessible tools that are constantly evaluated by its members.

The platform usability is constantly improving to match the evolution of social media resources.



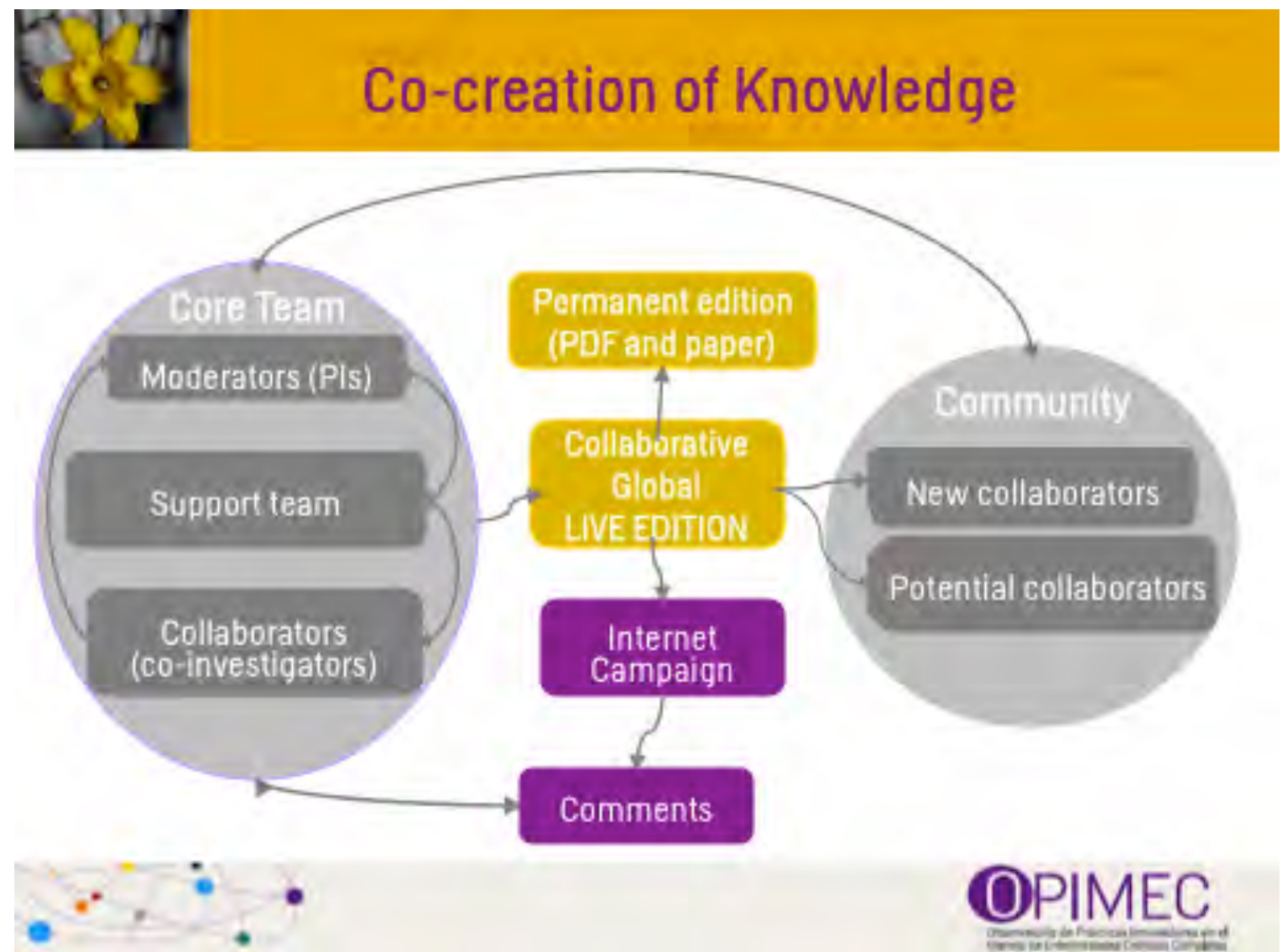
07 Innovation

OPIMEC is powered by LiveDok (Live Document for Knowledge co-creation), an open source technology that enables users to develop a document in two languages, and to improve it in response to comments from peers.



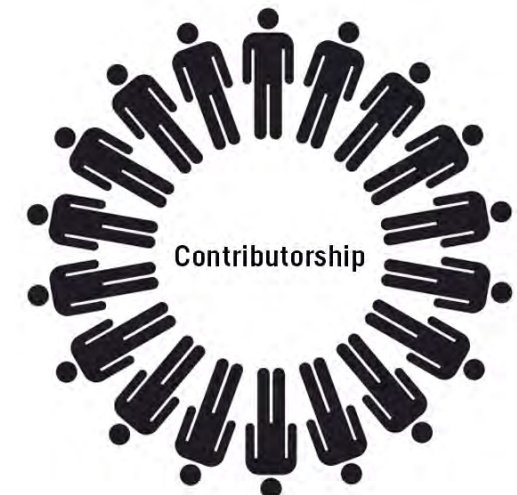
07 Innovation

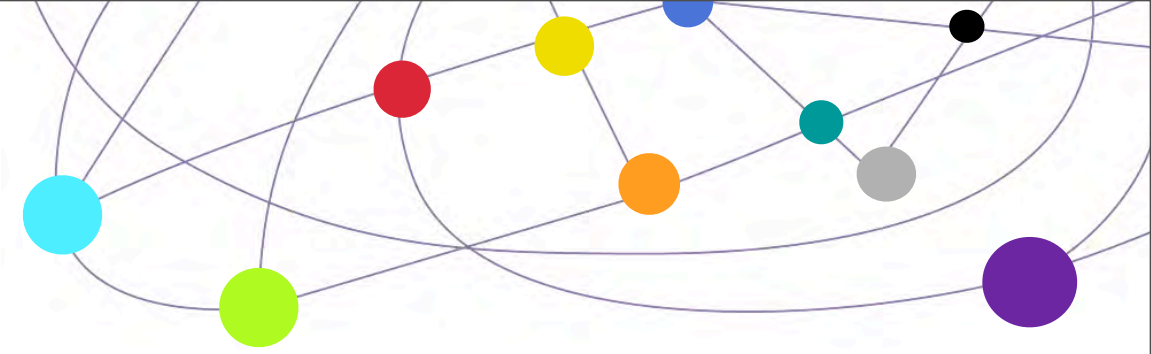
OPIMEC is powered by LiveDok (Live Document for Knowledge co-creation), an open source technology that enables users to develop a document in two languages, and to improve it in response to comments from peers.



07 Innovation

The platform also follows Copyleft and Contributorship approaches to content management. Copyleft promotes the exchange of work without restriction and Contributorship acknowledges the work of all members of collaborative groups.

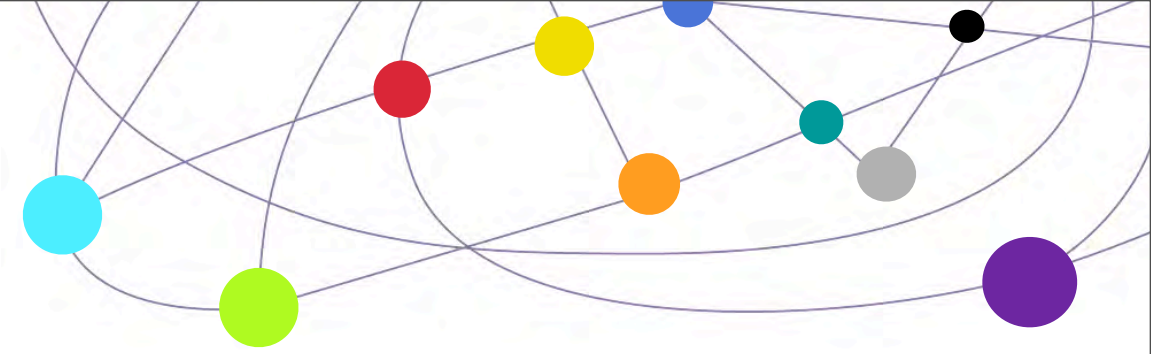




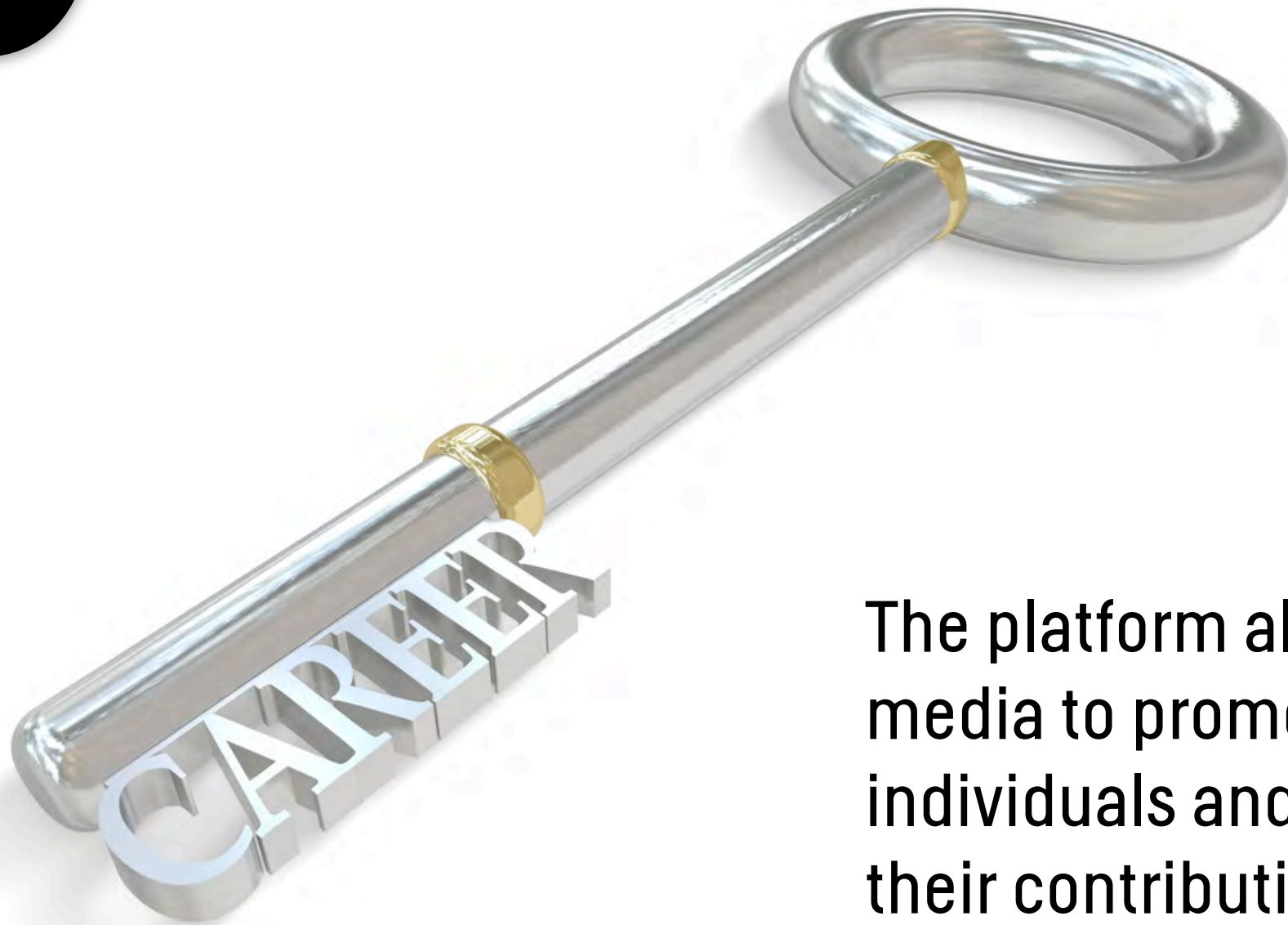
08 Connection



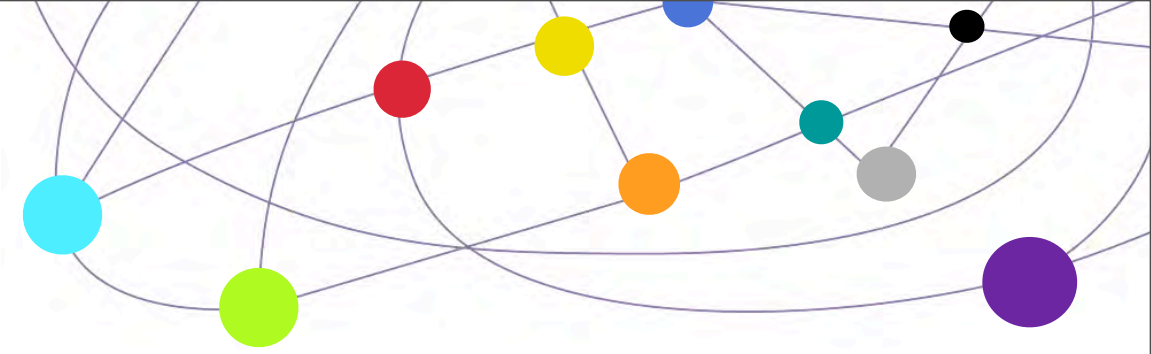
Taking full advantage of all of the technology, methodology and concepts available on the platform, members only need a good Internet connection, open web access, and basic knowledge of online social media.



09 Acknowledgement

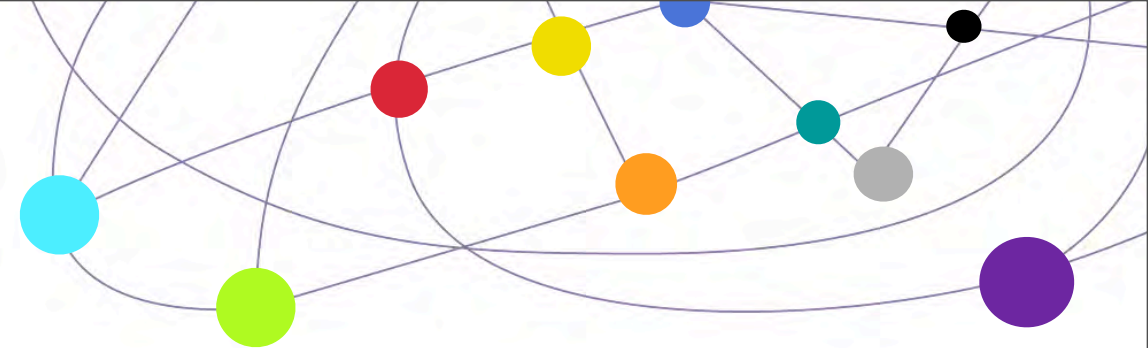


The platform also uses social media to promote recognition of individuals and organizations for their contributions.



10 Participation

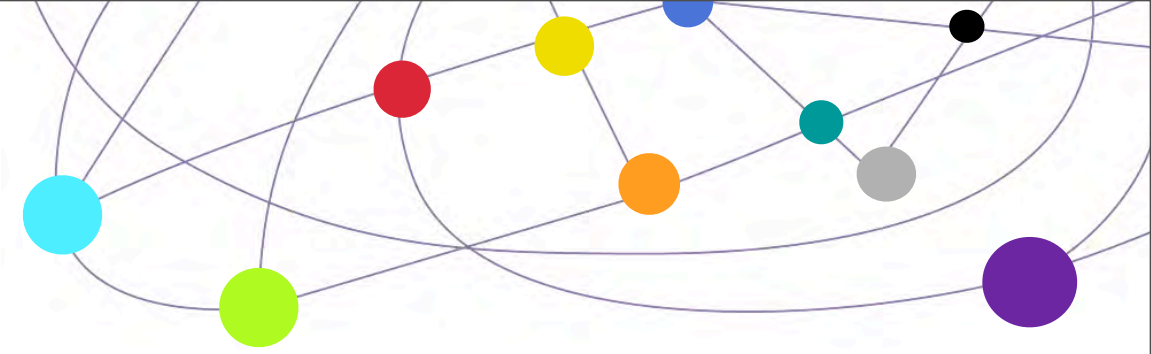
Gaining full benefit from OPIMEC only requires three simple steps:



10 Participation



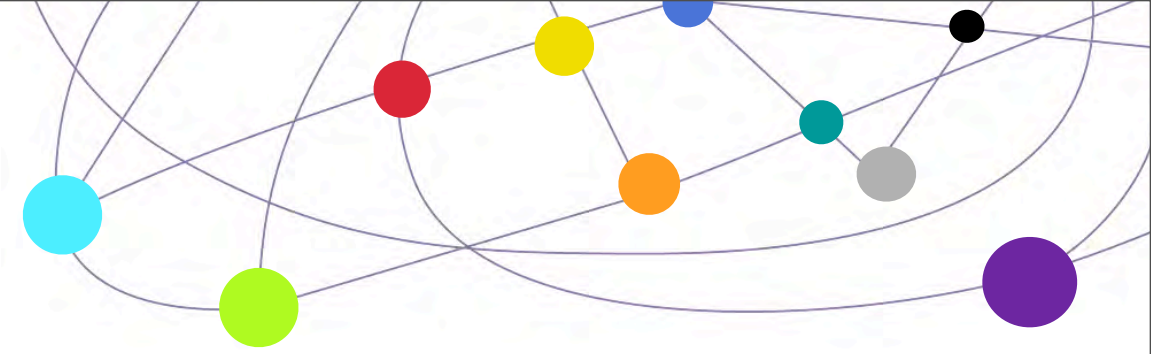
First, to register as a formal member



10 Participation

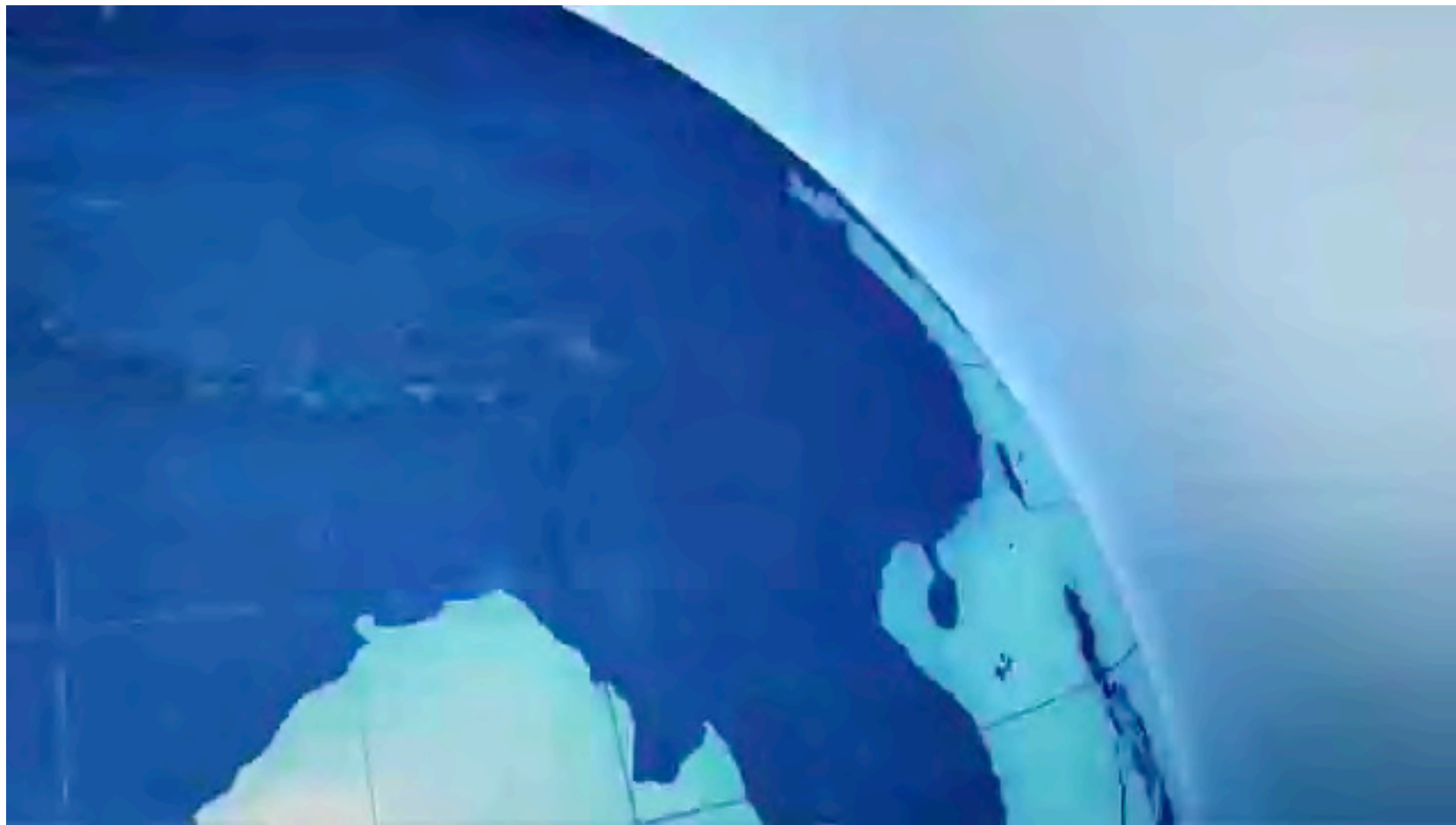


Second, to be willing to share experiences, materials and knowledge

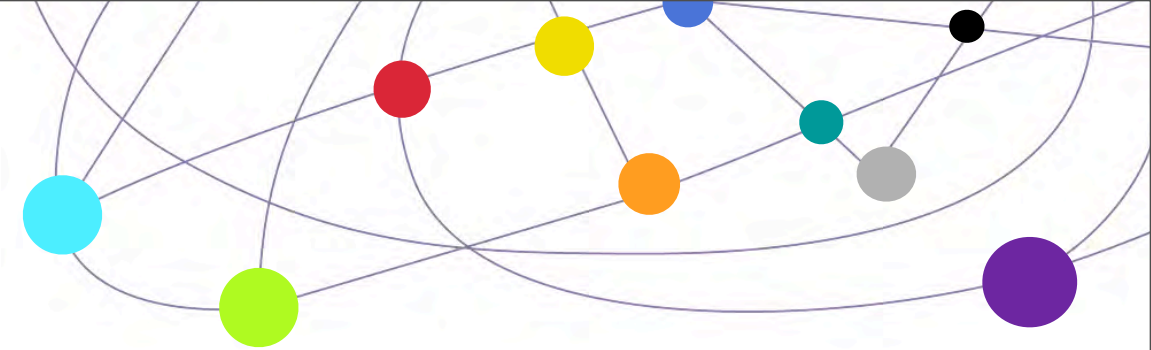


10 Participation

Co-create



Third, to start co-creating knowledge with colleagues from the rest of the world!



10 Participation

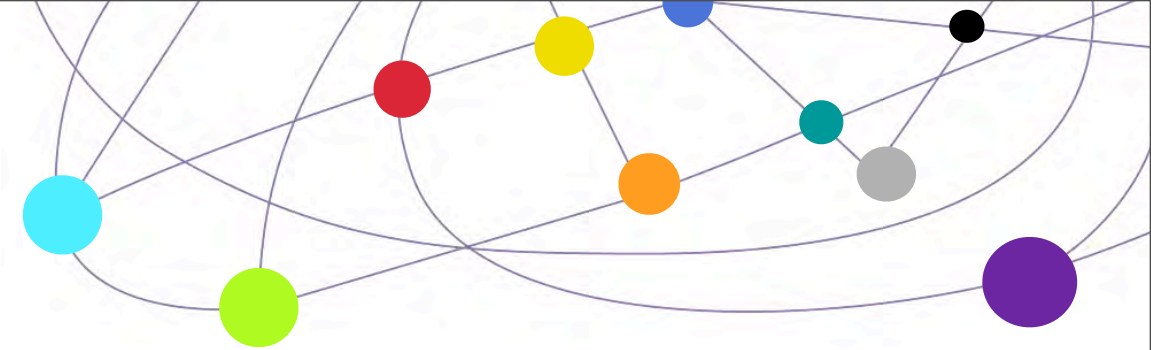
Co-create

This is how the OPIMEC community succeeded in creating an entire book in less than a year, from scratch and with no in-person meetings.

Volunteers contributed from all over the world, simultaneously, in English and Spanish, by using OPIMEC with no financial incentives.

To the best of our knowledge, this was the first attempt to co-create knowledge, globally around a health issue, using Web 2.0 and social networking tools and following the principles of contributorship and copyleft.
It was an exciting adventure!





EDITED BY
Alejandro R. Jadad
Andrés Cabrera
Renée F. Lyons
Francisco Martos
Richard Smith

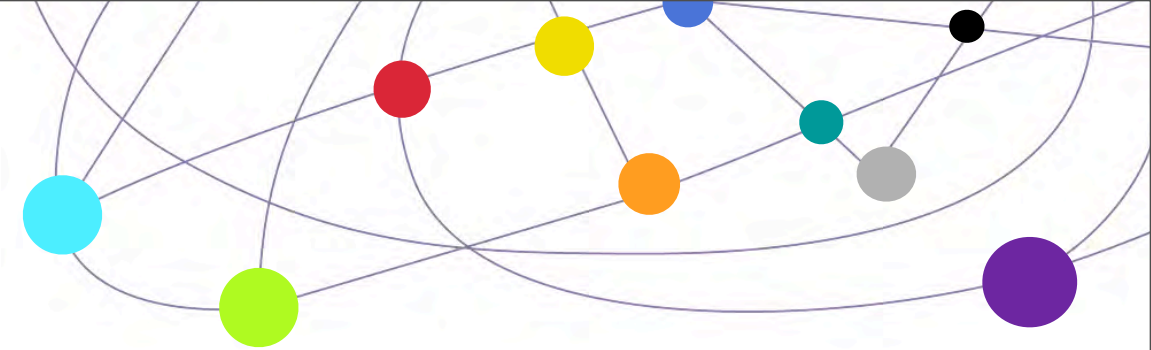


**When people live with
multiple chronic diseases:**
a collaborative approach to an
emerging global challenge



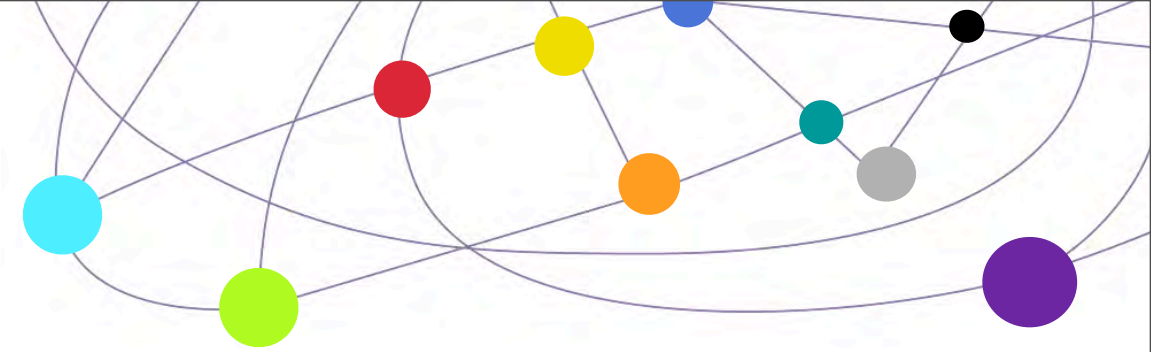
Agencia Andaluza de Salud Pública
CONSEJERÍA DE SALUD

The lead contributors collected state-of-the-art information on the following ten different aspects of polypathology, synthesizing the best available knowledge, identifying gaps and eliciting ideas on innovative strategies to address them

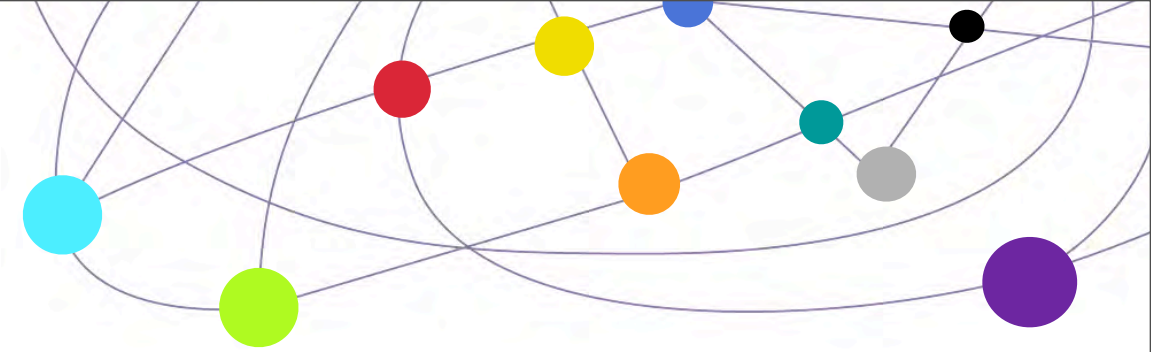


Knowledge areas-Workteams

1. **Why** Multiple Chronic Diseases? Why now? What is going on around the world? [AR. Jadad](#)
2. The **language** of polypathology. [M. Ollero, M. Bernabéu and M. Rincón](#)
3. **Prevention** and health promotion. [R. Smith, C. Rabadán-Diehl, A. Cravioto and A. Wall-Medrano](#)
4. **Management** models. [R. Bengoa, F. Martos and R. Nuño](#)
5. Patient **education** and self-management support. [P. McGowan P, K. Lorig, AR. Jadad](#)
6. Primary **Care**. [M. Ollero, JM de la Higuera, M. Bernabeu and MA Ortiz](#)
7. Supportive care and **palliative** care. [A. Lee and O. Yew Jin](#)
8. **Integrative** medicine. [C Tamayo, A Arreaza and C Almonte](#)
9. **Socioeconomic** implications. [F. Martos and E. Herrera](#)
10. Genomics, Robotics, Informatics/eHealth and Nanotechnologies (**GRIN**). [J.Lorca](#)
11. Dealing with the challenges of polypathology, together: **What's next?** [A. Cabrera, AR. Jadad](#)



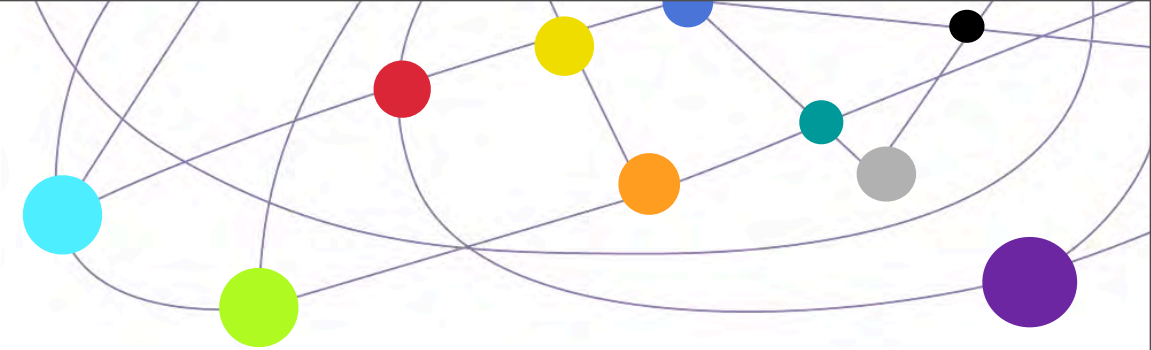
**This effort set an example of
global knowledge co-creation, in record time,
around major health challenges, transcending
traditional boundaries**



What did we learn during the process?

- It is essential to have a clear common goal, a diverse editorial group, and institutional support
- Matching versions of the same document in multiple languages is difficult
- Firm deadlines for contributions must be set and enforced
- Technological glitches are unavoidable
- Copyleft and contributorship are viable options

These are some key lessons we learned during
the process of knowledge co-creation



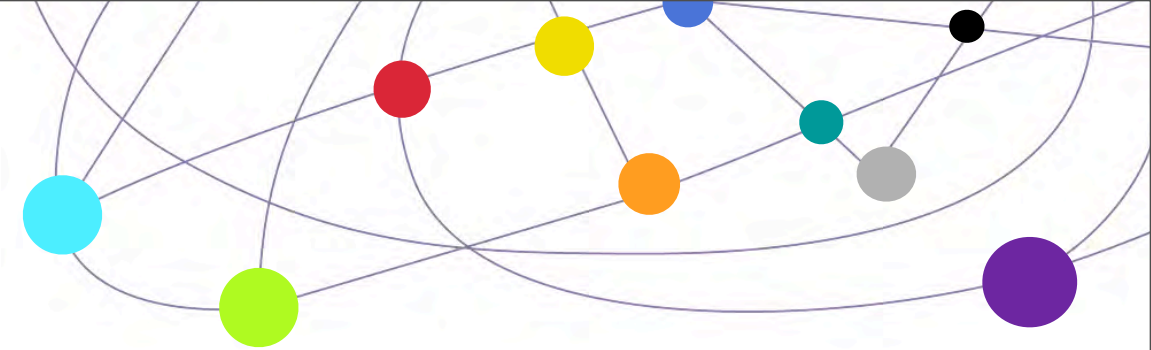
More ongoing co-creation projects emerged

REPORT



European Commission

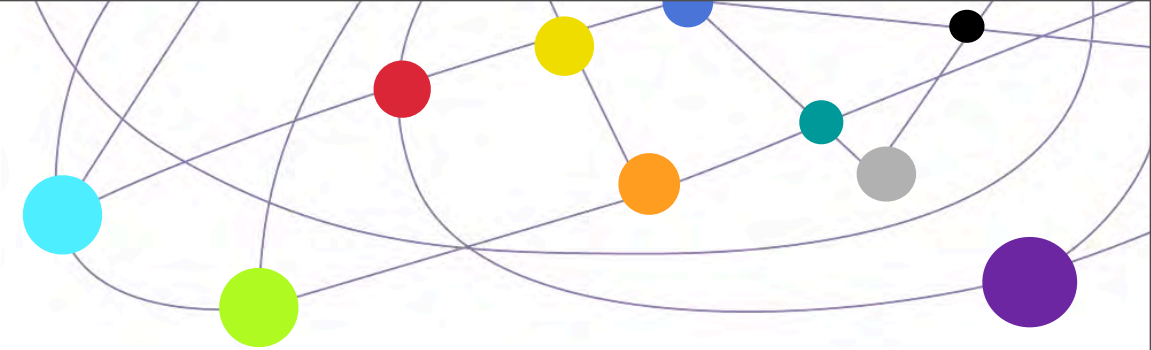
The report of a consultation by the European Commission on
Active and Healthy Ageing



More ongoing co-creation projects emerged



A declaration for improving the care quality of people with chronic diseases
which is driven by Spanish scientific societies.
Its first version was presented in January in Seville.

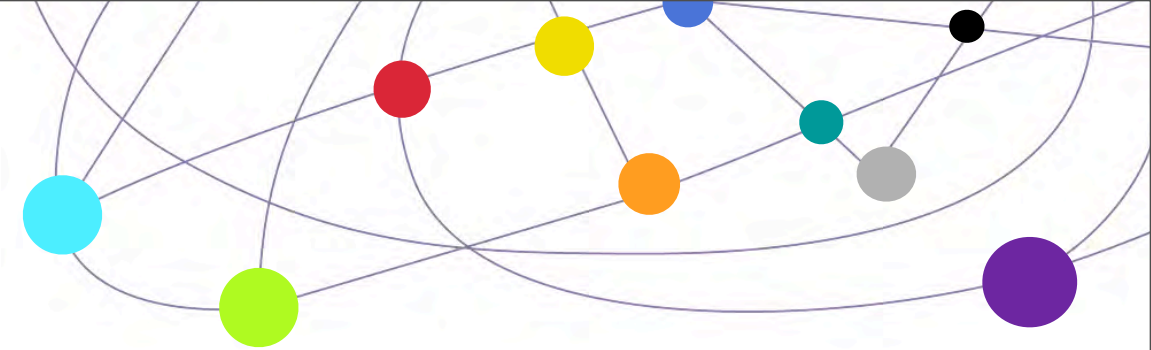


More ongoing co-creation projects emerged

Strategic Plan



The Strategic Andalusian Plan on caring for people with chronic diseases. It will be launched at the Care Quality Forum that will be celebrated in October of 2011 in Granada, Andalusia, Spain



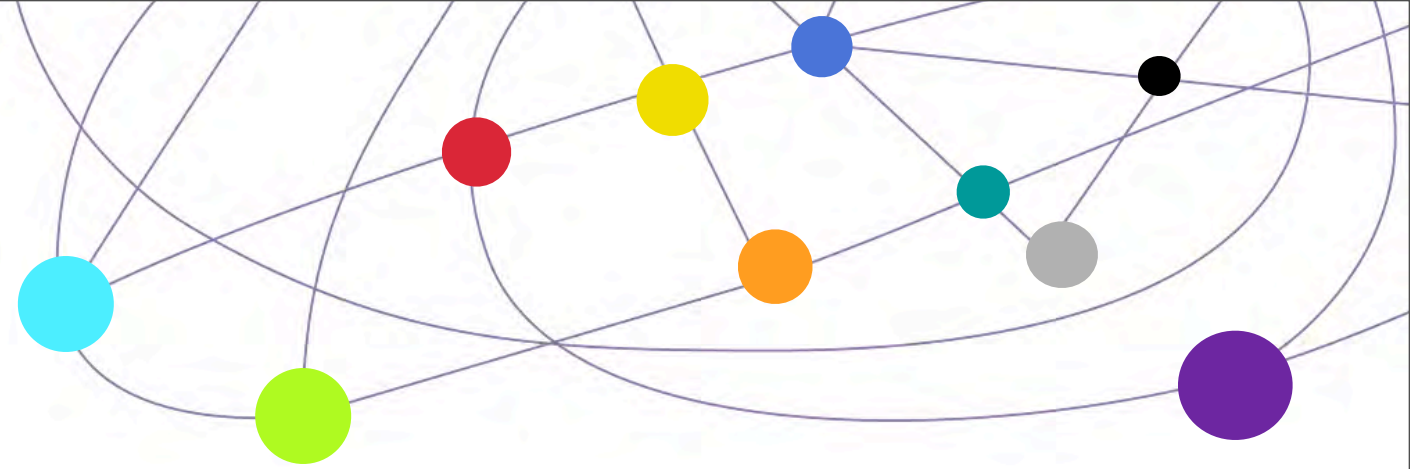
More ongoing co-creation projects emerged

RESEARCH AGENDA



**Generating Innovative Strategies for Care of the Elderly with Complex Needs:
A Dialogue with Thought Leaders from Ontario and Europe**

The European Grant Planning Committee meeting to define a research agenda around the integrated systems of health and social services that are required to meet the needs of elderly individuals with complex chronic conditions.



**You are welcome to participate in these projects.
OPIMEC will also support any other initiative of interest to you.**



The Andalusian team: **Andrés Cabrera**, **Diana Gosálvez**, **Alejandro López**, **Begoña Isac**, **Antonio Contreras**

Please, contact us at info@opimec.org