Transformative Healthcare Practice through Patient Engagement

Part of the Advances in Medical Diagnosis, Treatment, and Care Book Series

Guendalina Graffigna (Catholic University of the Sacred Heart, Italy)

Description:

Recent literature suggests that patient participation and engagement may be the ideal solution to the efficacy of healthcare treatments, from a clinical and pragmatic view. Despite the growing discussions on the necessity of patient engagement, there is no set of universally endorsed, concrete guidelines or practices.

*Transformative Healthcare Practice through Patient Engagement* outlines the best practices and global strategies to improve patient engagement. This book features a convergence of healthcare professionals and scholars elucidating the theoretical insights borne from successful patient education, and the technological tools available to sustain their engagement.

Readers:

This book is a useful reference source for healthcare providers, students and professionals in the fields of nursing, therapy, and public health, managers, and policy makers.

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Topics Covered:

- Care Outcomes
- Chronic Care Management
- In-Home Physiotherapy
- Interactive Voice Technology
- Living Donor Transplant
- mHealth-Based Approach
- Multimedia Applications
- Patient Donor Engagement
- Virtual Worlds
- Web-Based Resources

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Guendalina Graffigna received a PhD in Social Psychology at Catholic University of the Sacred Hearth of Milan (Italy) where she actually is Associate Professor. At the same University, she teaches “Qualitative Methodology,” she is the Associate Director for the level II Master Degree in “Qualitative Methods applied to Social and Marketing Research” and she is member of the Scientific Committee for the PhD School in Psychology. Guendalina is also the editorial manager for the Journal “Micro & Macro Marketing”. Before her actual appointments, Guendalina has been a Post Doc fellow (A.A. 2007-2008) and a visiting professor in Qualitative Methods (A.A. 2008-2009) at the International Institute for Qualitative Methodology, University of Alberta, with which she still collaborates for several research and teaching initiatives. Beside her academic achievements, Guendalina acts as qualitative scientific advisor at GfK-Eurisko in Milan, where she is an online qualitative research specialist and is Director of the Study and Training Centre of ASSIRM (Italian Association of Marketing Research Institutes). In July 2012, Guendalina was awarded with the prize of Qualitative Health Research Leadership 2012 from the Global Congress for Qualitative Health Research Committee. Her research and scientific activities are mainly devoted to patient engagement in health and wellbeing, healthcare organization innovation and digital health. She has spent the last 10 years of activity in constructing bridges between scientific/academic knowledge and professional practice, particularly in the sectors of consumer and health research. At present, she is coordinating and intra- and inter-university reflection for contributing to priorities and policy discussions at the European Level on patient health engagement.