



---

## NEW MANAGEMENT MODELS IN PUBLIC SERVICES

Concepts and tools for an innovative planification, follow-up and evaluation of impact generation

---

Laida San Sebastian



WORKING FOR YOUR WELLBEING  
THROUGH A BETTER MANAGED SOCIETY



eHealth Symposioun 2018

London, January 2018

WORKING FOR **YOUR WELLBEING**  
THROUGH A BETTER MANAGED SOCIETY



**Mission**



CARE?

HAPPYNESS?

DISCHARGE OF FAMILIES?

INCREASING AUTONOMY?

PROLONGING LIVES?

LIVING HEALTHIER LIVES?

LIVING MORE INDEPENDENT LIVES?

DECREASING ILLNESS?

REDUCING ECONOMICAL IMPACT OF “CARES”?

...

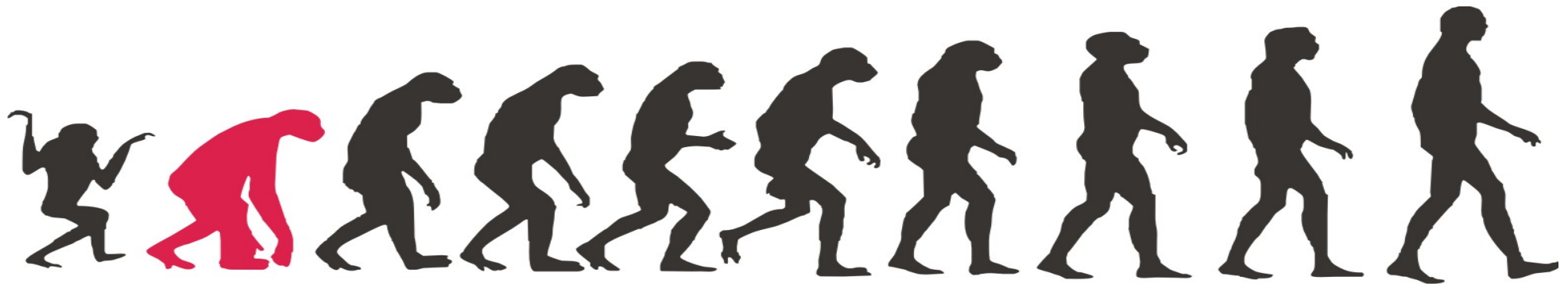
Exit 2014



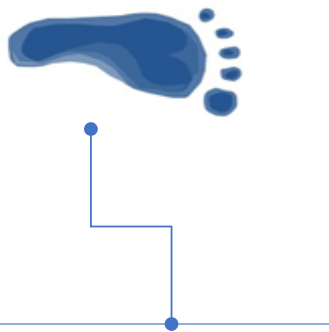
WELFARE STATE



# Evolution of management models



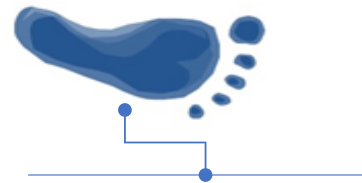
## INPUTS



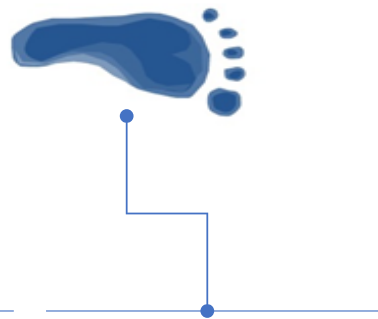
**Budget**  
**Human Resources**  
**Natural Resources**  
**Material Resources**  
**Volunteers**

## PRODUCTS / SERVICES

### ACTIVITIES



**Coordination activities**  
**Quality Procedures**  
**Focus Groups**



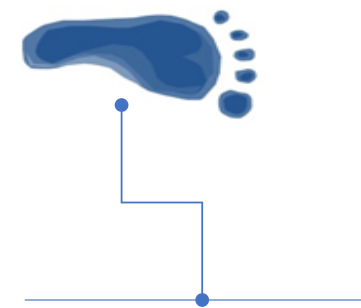
**Health Services**  
**Social Services**  
**Leisure activities**

### RESULTS



**# people attended**  
**# hours of service**  
**Satisfaction level of families**

## IMPACTS



**% of people with a specific level of improvement in their quality of life**  
**% of improvement in personal autonomy**

1

WHAT IS MY OBJECTIVE?  
THERE FORE...  
WHERE DO I WANT TO CREATE IMPACT

DON'T MIX IT WITH VALUES TO BE RESPECTED

DON'T MIX IT WITH CONDITIONS TO FULLFILL

DON'T MIX IT WITH RESOURCES TO USE

DON'T MIX IT WITH SERVICES TO PROVIDE

DON'T MIX IT WITH CHANGES TO PROVOQUE

**WE ARE TALKING OF LONGLASTING EFFECTS**





# 2

THE OBJECTIVE NEEDS TO BE...  
OBJECTIVE

IT NEEDS TO BE SMART

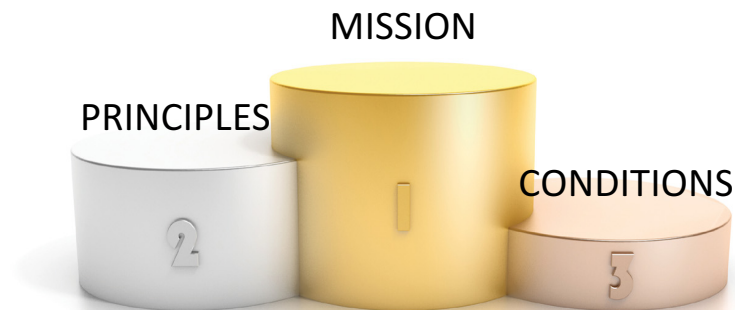
THERE ARE ISSUES I WILL WANT TO TAKE INTO ACCOUNT

THERE ARE ISSUES I WILL HAVE TO TAKE INTO ACCOUNT

MOST OF THE TIMES WE ARE MEASURING “INTANGIBLES”

DON'T CONFUSE OBJECTIVE AND ITS' OPPOSITE

THERE ARE 3 LEVES OF MEASURING



THE OBJECTIVE NEEDS TO BE...  
OBJECTIVE

## 1. MISSION

E.g: The wellness of elderly people

ACTIONS TO  
ACHIEVE WELLNESS  
ARE NOT THE  
OPPOSITE OF  
ACTIONS THAT  
CREATE LACK OF  
WELLNESS

## 3. CONDITIONS

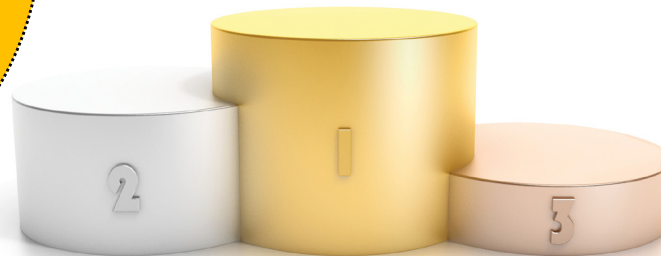
E.g: Economical sustainability

THERE ARE THINGS  
I WISH I WOULDN'T  
HAVE TO FULLFILL,  
BUT I HAVE TO  
FULLFILL

## 2. PRINCIPLES

E.g: Rights of elderly people

THERE ARE THINGS  
THAT ARE NOT MY  
GOAL, BUT WHICH I  
WILL NOT  
TOLERATE TO BE  
MISSING



3

MAKE IT BECOME  
THE REAL CONTROL PANEL

CONTROL PANEL	FREQUENCY	OBJETIVE	ACTUAL VALUE	ACTIONS
<b>MISSION KPI</b>				
WELLNESS OF THE ELDERLY PERSON				
<b>PRINCIPLES KPI</b>				
RIGHTS OF THE ELDERLY PERSON				
RIGHTS OF THE FAMILIES				
RIGHTS OF THE PROFESSIONALS				
PRINCIPLES OF THE INSTITUTION				
PRINCIPLES OF THE ADMINISTRATION				
<b>MANAGEMENT (CONDITIONS) KPI</b>				
ECONOMICAL IMPACT				
SOCIAL IMPACT				



CONTROL PANEL	FREQUENCY	OBJETIVE	ACTUAL VALUE
<b>MISSION KPIs</b>			
WELFARE OF THE ELDERLY PEOPLE			
Emotional welfare			
Interpersonal relations			
Material welfare			
Pesonal development			
Physical welfare			
Autodetermination			
Social Inclusion			
Rights			
<b>PRINCIPLES KPIs</b>			
RIGHTS OF THE ELDERLY PERSON			
Dignity			
Privacity			
Autodetermination			
Choice			
Personal satisfaction			
Knowledge, protection and defence of rights			

Thank you very, very much

eHealth Symposium  
London, January 2018



Laida San Sebastian  
sansebastian.laida@gmail.com