

Knowledge Management Strategy in a Global Health Organization

M^a Emilia Gil I Girbau
Deputy Manager MútuaTerrassa
Durban, November 2016

Addressing the
Challenge of
Patient-Centered
Care and Safety



2016 **IHF DURBAN**
40th World Hospital Congress

Index

1

Our Identity

2

Knowledge Map

3

Strategic
Management

4

Summary

Mission

Founded in 1900, **MútuaTerrassa** is a **social enterprise** whose **mission** is to **serve people**, anticipating and solving problems related to health, personal autonomy and well-being.

It works within the geographical area of Catalonia and in some activities within the Spanish territory.



Vision

Serve as a **role model** in all our activities, daring to be **different** in the provision of services to **each individual**, with a clear will of growth and **continuously evolving** and adapting to the socio-economical changes while maintaining our identity, **solvency** and **social commitment**.



Values

How do we operate?
Attentive,
anticipating needs

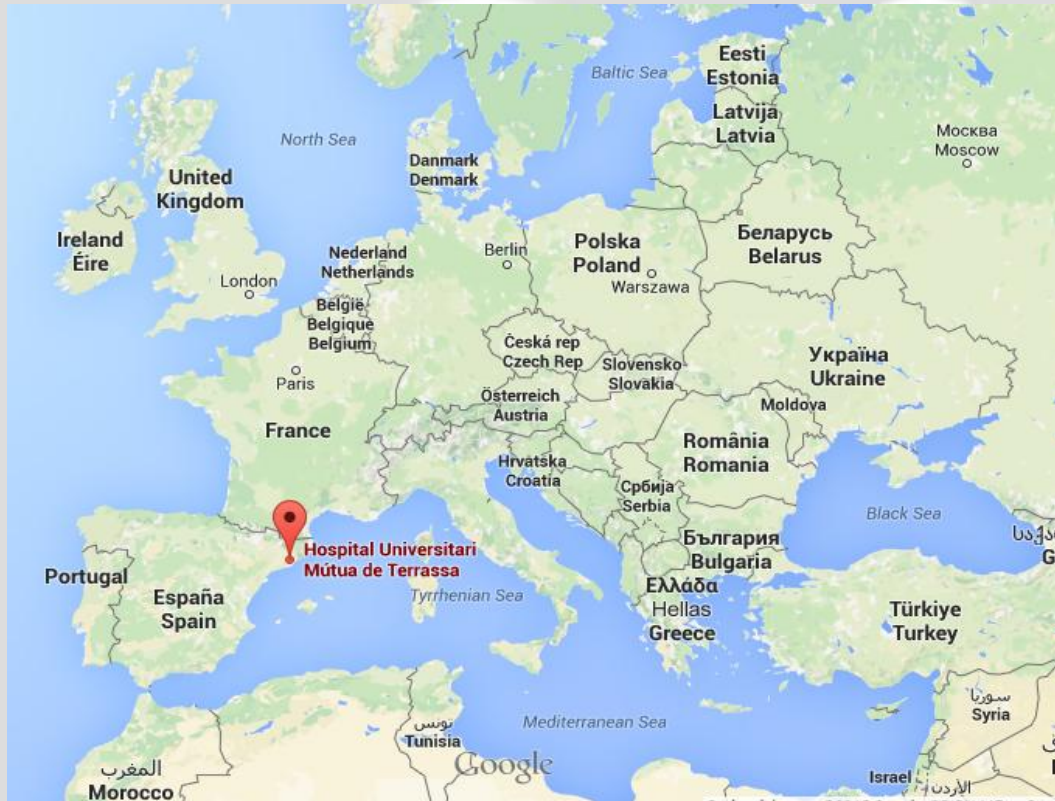
How do we work?
All-time efficiency

How do we proceed?
Integrity and ethical
conduct

Encouraging
professionalism

People first

MútuaTerrassa: Location



Index

1

Our Identity

2

Knowledge Map

3

Strategic
Management

4

Summary

Knowledge Map

Key Figures 2015

- **Strength of MT – People**
- **4,000** qualified people
- **1,460** trainees
- **263** postgraduate trainees
- **157** high specializations (doctors, psychologists, pharmacists, midwives, mental health nurses)
- **44,119** hours of continuous education



13.000

Daily cares
Care to people in
different Areas of
service

Index

1

Our Identity

2

Knowledge Map

3

Strategic
Management

4

Summary

5 Findings

1. In **MútuaTerrassa**, managing knowledge successfully is a **key factor** for the strategic positioning of the organization
2. In **MútuaTerrassa**, more than **50% of professionals** are licensed.
3. Health knowledge is constantly renewed, evolving every **ten years** (160 hours a week of scientific reading are used to update medical knowledge)
4. The appropriate approach of the **"Big data"** is the base for prevention.
5. Technological development plays a leading role in evidence-based medicine and facilitates simulation-based learning.

Challenges

1. Whirlwind changes in health and social care
2. Mútua Terrassa is a global organization – active structure in constant change and adaptation
3. Managing the complexity between:
 - Multiple interactions
 - Organization
 - Healthcare

Strategic Focus

Focus on the multi-disciplinary approach by making the best use of knowledge.

“Focusing all efforts on providing the best care at all times”

Strategic Management

1. Create an **effective atmosphere** for the use of knowledge: MT Health University Campus.
2. Share and put in practice the **experimental knowledge** within the organization and with our **stakeholders**.
3. Set up mechanisms to improve access to **health** and **social care information**.
4. Transfer **knowledge** to effective actions.



Index

1

Our Identity

2

Knowledge Map

3

Strategic
Management

4

Summary

Summary

The endpoint of MútuaTerrassa is **to manage people and its diversity.**

Find the best position for our workers to attain the utmost professionalism and satisfaction in terms of professional and organizational goals.

Contribution of MútuaTerrassa

a social **welfare organization**

...a comprehensive **set of services for people**

.. professionals **engagement**

.. with **independent governance**

.. geared to **constant evolution**

.. which **influences its atmosphere**

.. A trusted organization **that strives to be every day closer to people**