

Consumer perspectives of a community paramedicine program in rural Ontario

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Background

Predominantly Australian research team investigating community paramedicine programs in North America between 2012-2015.

Focussed on North America due to:

- ▶ **Diversity**
- ▶ **Quality**
- ▶ **Number of CP programs emerging**

Background

To gain a clearer understanding of the development, implementation, distinguishing features and key outcomes

Team have investigated and are reporting on:

- ✓ **Education and training**
- ✓ **Integration with allied health services**
- ✓ **Paramedic perspectives**
- ✓ **Consumer perspectives**

What is already known on this subject:

- ▶ Roles are expanding outside traditional emergency response as a direct result of health workforce shortages and ageing populations.
- ▶ Programs are reducing paramedic service utilisation, hospital attendance and improving health outcomes.
- ▶ Programs result in significant healthcare cost savings.

Consumer perspectives study

Objective:

- To evaluate a community paramedicine program in rural Ontario, Canada through the perceptions and experiences of consumers.

Design:

- Observational ethnographic approach to acquire qualitative data through informal discussions, semi-structured interviews and direct observation.

Consumer perspectives study

Setting:

- Rural Ontario where a program has been established consisting of four components: Ad hoc Home Visiting; Ageing at Home; Paramedic Wellness Clinics & Community Paramedic Response Unit.

Participants:

- 14 adult consumers participated representing all program components.

Consumer perspectives study

Data collection:

Semi-structured interviews –

- Encourages detailed, emotive responses.
- Enables flexibility and shift of questioning.
- Open ended questions allows reflection.

Direct observation -

- Encompasses richness and diversity of engagement.
- Allows investigator reflection.

Consumer perspectives study

Analysis:

- Interviews were transcribed, de-identified, coded & analysed using classic thematic analysis techniques.
- Enabling identification of common themes within the data.
- Second researcher analysis to check reliability of coding.

Consumer perspectives study

Results:

1. Improved health monitoring and primary health care access close to home.
2. Improved sense of security and support for vulnerable residents in the community.
3. Improved consumer education and empowerment for enhanced health management.

Consumer perspectives study



The following video footage has been accessed from various Youtube clips.



In Summary: What this study adds

- ▶ First observational ethnographic study focussed on consumer experiences/perspectives.
- ▶ Our findings demonstrated consumer acceptance of community paramedics as frontline primary healthcare providers.
- ▶ Consumer acceptance is vital to the future development of this innovative model of care.

Thankyou

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Facebook group Administrator: Community Paramedics Australia

