

Relaunch: Rural Context

Dr. Dino Smiljic & Dr. David Piesas
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DR. DINO SMILJIC & DR. DAVID PIESAS



Disclosures

Dr. Dino Smiljic

- None

Dr. David Piesas

- None

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The rural context...

Relationship rich, resource-constrained

- Smaller pool of physicians working across multiple settings
- Less opportunity to cohort patients
- Team members wearing multiple hats
- Limited availability of local testing and other centralized services
- Transportation for patients

Considerations for relaunch in rural context

Keeping informed:

- Staying “up to date” has taken on new urgency, as recommendations change. Relaunch accelerates what one needs to know, so pay extra attention to your trusted sources of truth for updated information.

Leverage your patients’ trust; influence behaviour:

- Communicate public health advice in plain language.

Considerations for relaunch in rural context

Put relationships into practice:

- Adaptability is the key to remaining patient centered, considering patient preferences, and keeping our patients in their medical home/neighbourhood looks/feels different during pandemic.
- In-person assessment, which might be delayed appropriately elsewhere may be reasonably accommodated rurally.