

Innovations

A newsletter on Better Health Care Management



Making a Lasting Difference: The Four “P’s” in Public Health:

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“How can I help my organization make a lasting difference in public health?” To make a lasting difference, you need to keep two things in mind when you plan the work of your organization.

First, make it your job to make public health public. Make public health simple, so simple that everyone wants and can take care of their health and the health of their families and communities. Second, to make a difference in public health, you need to be different, you need to think and work differently. Here are the four “Ps” to be different and make a lasting difference:

1. **People.** Work to help people succeed and get what they want. Focus on the needs and wants of the people around you, your team, your co-workers, patients, and communities. Yes, your job is still to implement projects or programs funded by governments or foreign donors with objectives and deadlines. Make these programs and projects the means to help others succeed, not the end. Your government and donors will be amazed at how much more you achieve when you help others succeed.
2. **Products.** Create products that **people** can use without you being present. Create *training products* for people to empower themselves and others. Create *performance improving products* for people to perform better every day. Create *capacity building products* for people to make the best with what they already know and have, and *system improving products* to make public health systems simpler and work more easily and affordably anywhere every day.
3. **Partnerships.** Work with **people**. Share your **products**, lessons learned, successes and failures. In this way, you build trust and partnerships and achieve more and bigger goals. When you work in partnership, you are never in competition with others for grants or project funds. You are a leader, not a follower. Let and help others follow you and replicate and adapt your work. You have the innovative capacity to continue improving and attracting the funding you need to take public health work to the next level. You are not interested in doing more of the same! You are making a difference!
4. **Passion.** Every day turn on your passion for people, and the products and partnerships you create. If you don’t absolutely love your work, you won’t make a difference. If you are passionate and know how to enjoy your work, you will succeed and make a lasting difference because you’ll have the courage to overcome the challenges on the way to success.

Do you have the 4 “Ps”? Do you think and act differently? Good!

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Innovations shares the international experience of Dr. Elvira Beracochea and the MIDEGO team. If you have a question about how to improve healthcare or comments on this month’s newsletter, please write to Dr. Elvira Beracochea at elvira@midego.com.

About Dr. Elvira

Dr. Elvira Beracochea is an international public health consultant. Elvira coaches health workers to innovate and improve the quality of health services. She is the founder, President and CEO of MIDEGO, Inc.

About MIDEGO, Inc.

MIDEGO is committed to be a global partner in reaching the Millennium Development Goals (MDGs) and improving quality of life.

Our mission is to assist you and your organization to improve health care and reach the MDGs, one day - one percent at a time.

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