

THINKING OUTSIDE THE MAILBOX!

A NEW KIND OF HEALTH CARE DELIVERY

TEXT: EMMA STANTON

ART & LETTERING: GLEN MULLALY

WHEN IT COMES TO SOLVING HEALTH CARE PROBLEMS, WHY WOULD ANYONE LOOK TO THE POSTAL SERVICE FOR ANSWERS?



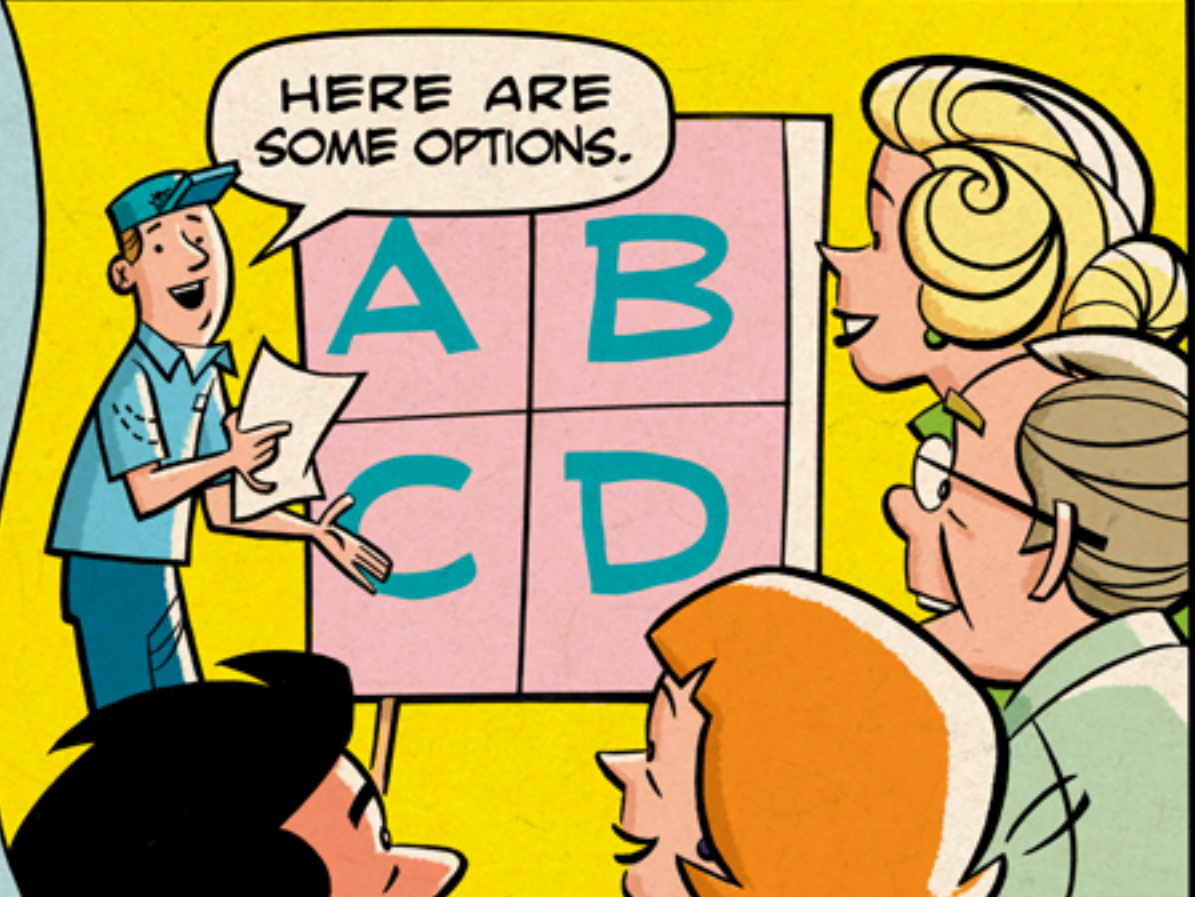
AND YET, ON THE ISLAND OF JERSEY, BETWEEN FRANCE AND ENGLAND, THE POST OFFICE HAS FOUND A CREATIVE WAY TO PROVIDE CARE TO A DIFFICULT GROUP OF PEOPLE TO REACH... THE FRAIL ELDERLY.



FROM 2010 TO 2040, THE NUMBER OF JERSEY RESIDENTS OVER 65 IS PREDICTED TO **DOUBLE**, INCREASING PRESSURE ON THE LOCAL HEALTH SYSTEM.



MEANWHILE, THE POSTAL SYSTEM IN JERSEY, MUCH LIKE IN THE U.S., HAS BEEN EXPLORING WAYS TO **DIVERSIFY** ITS BUSINESS.



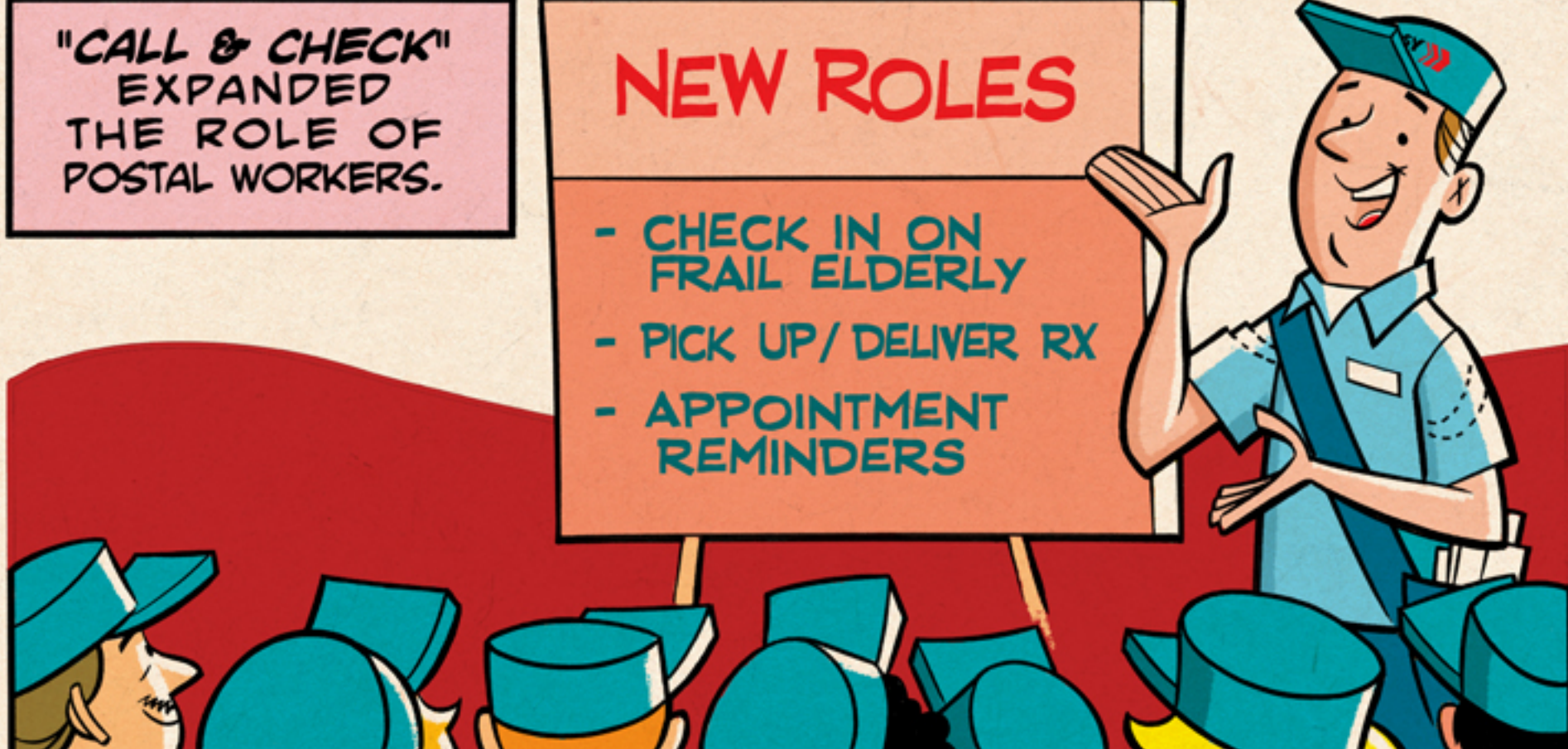
THE JERSEY POST RAN A COMPETITION ASKING EMPLOYEES WHAT OTHER SERVICES THEY COULD PROVIDE...



"CALL & CHECK" EXPANDED THE ROLE OF POSTAL WORKERS.

NEW ROLES

- CHECK IN ON FRAIL ELDERLY
- PICK UP/ DELIVER RX
- APPOINTMENT REMINDERS



POSTAL WORKERS MAKE ABOUT TWO VISITS PER WEEK, OF LESS THAN FIVE MINUTES EACH, AT A COST OF **\$6.00-\$8.00**

VISITS...
2x/WEEK
TIME SPENT...
5 MINS

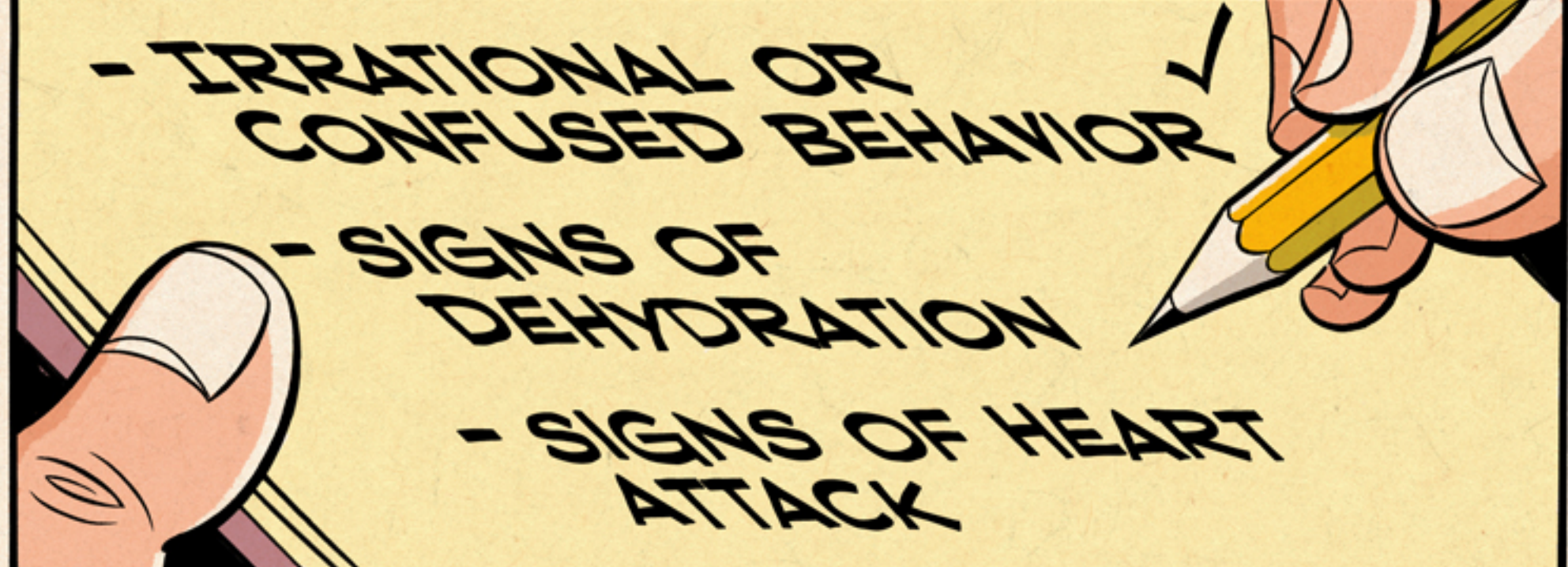
COST PER POSTAL WORKER...
\$6.00 - \$8.00

*COSTS ARE COVERED BY THE GOVERNMENT, INSURERS, OR FAMILIES, DEPENDING ON THE INDIVIDUAL.

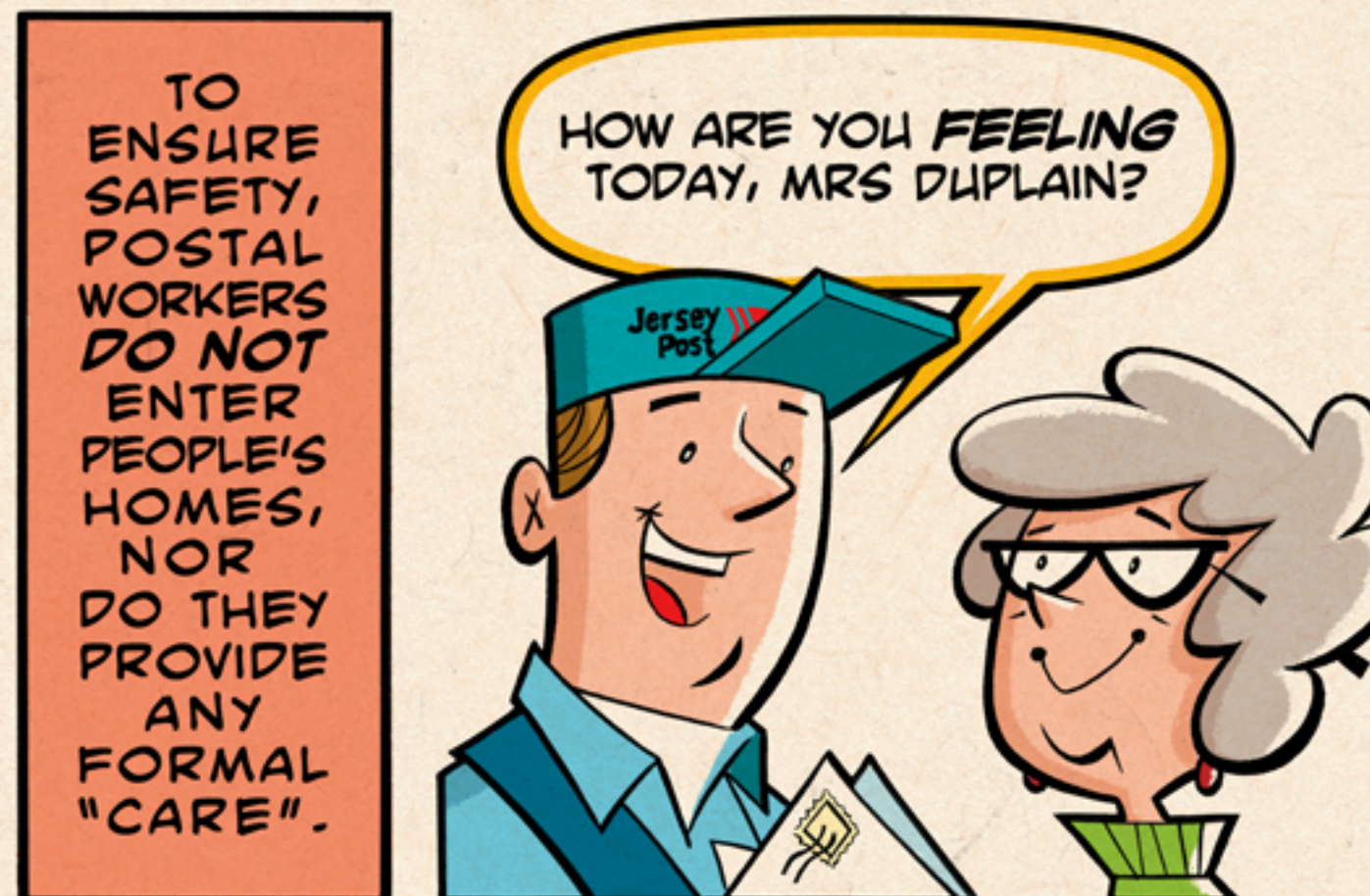


POSTAL WORKER TRAINING INCLUDES AN OVERVIEW OF HOW THE SERVICE OPERATES AND A BASIC LIST OF "THINGS TO LOOK OUT FOR."

- IRRATIONAL OR CONFUSED BEHAVIOR
- SIGNS OF DEHYDRATION
- SIGNS OF HEART ATTACK



TO ENSURE SAFETY, POSTAL WORKERS **DO NOT** ENTER PEOPLE'S HOMES, NOR DO THEY PROVIDE ANY FORMAL "CARE".



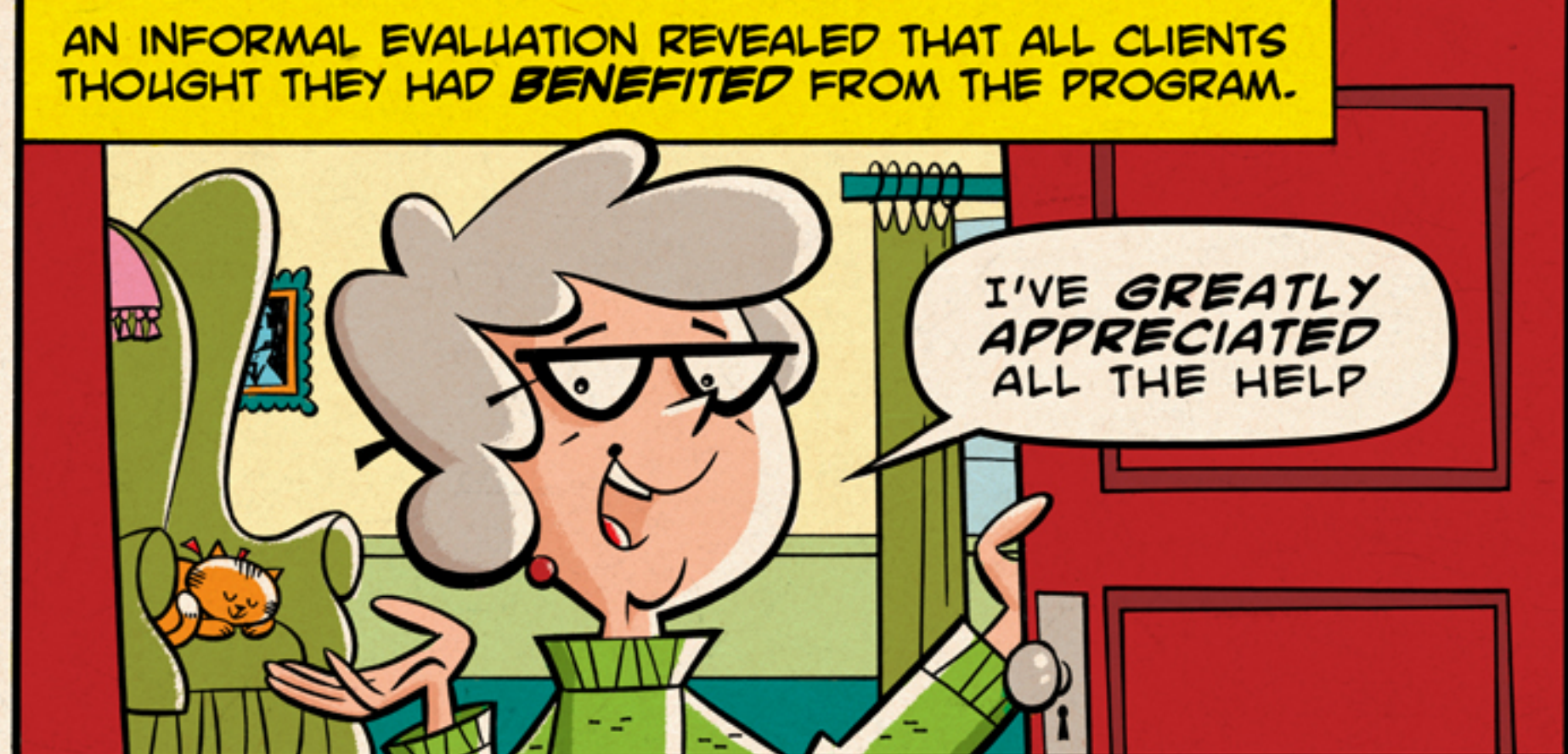
HERE ARE YOUR MEDICATIONS.



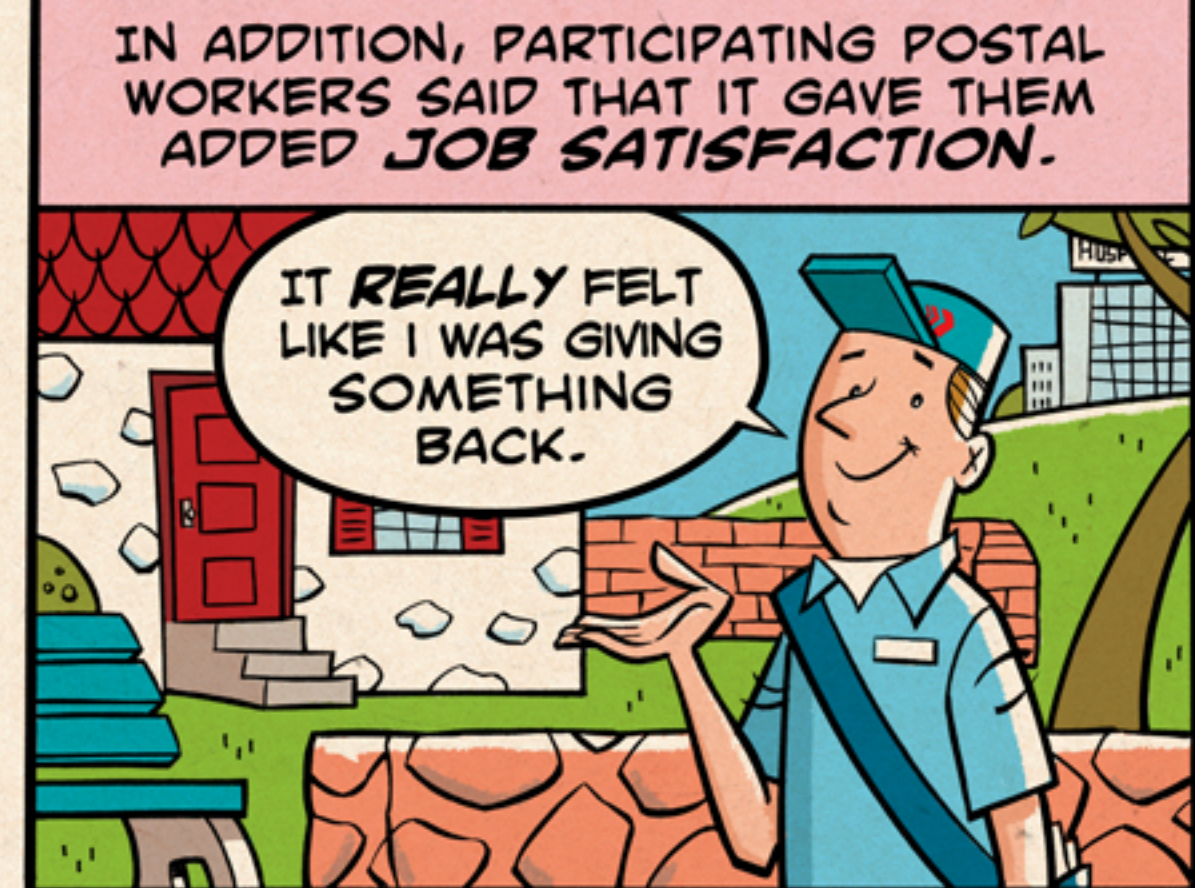
DON'T FORGET ABOUT YOUR APPOINTMENT AT 2:30.



AN INFORMAL EVALUATION REVEALED THAT ALL CLIENTS THOUGHT THEY HAD **BENEFITED** FROM THE PROGRAM.



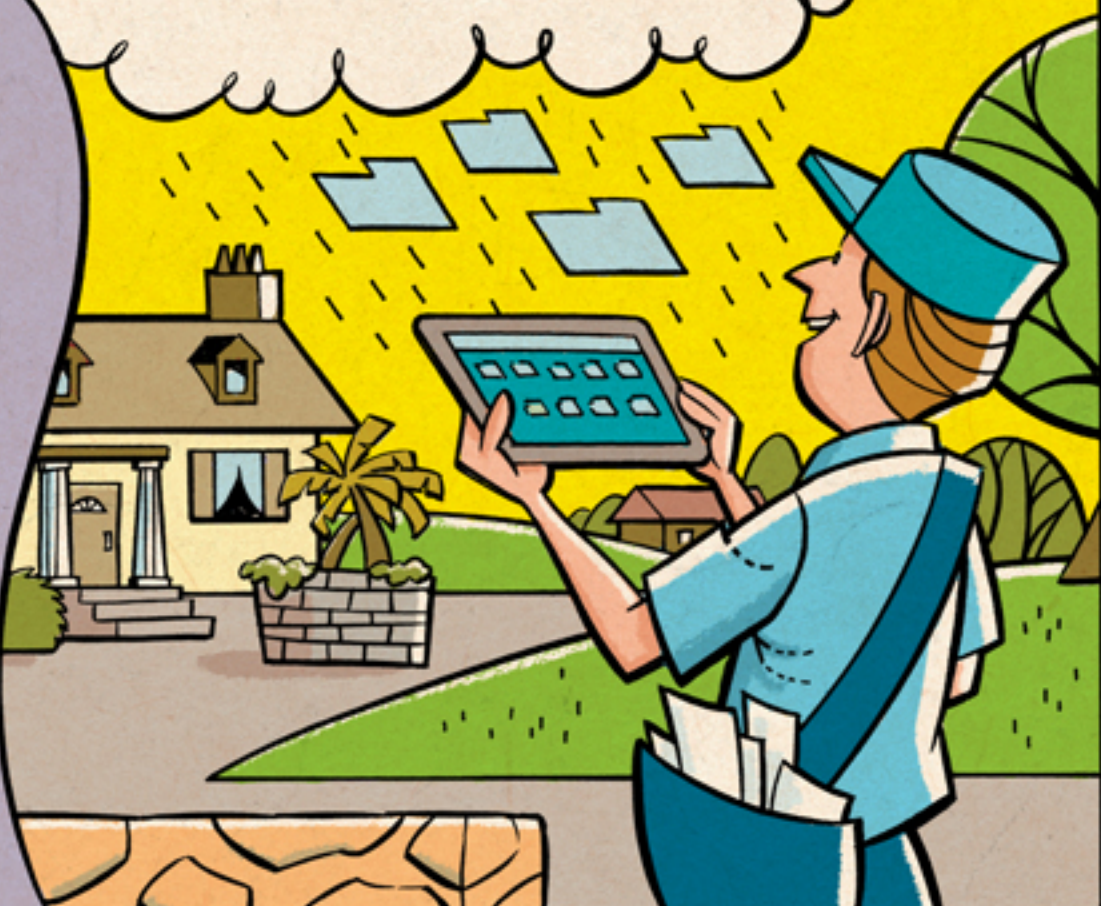
IN ADDITION, PARTICIPATING POSTAL WORKERS SAID THAT IT GAVE THEM ADDED **JOB SATISFACTION**.



CALL & CHECK DID FACE SOME CHALLENGES, SUCH AS LIMITED ENTHUSIASM AND PARTICIPATION AMONG LOCAL HEALTH PROFESSIONALS.



...BUT THERE ARE PLANS TO IMPROVE THE PROGRAM. FOR INSTANCE, A CLOUD-BASED PLATFORM WILL ENABLE ACCESS TO PORTIONS OF CLIENTS' MEDICAL RECORDS, ALLOWING POSTAL WORKERS TO CHECK UPCOMING HEALTH CARE APPOINTMENTS.



A SIMILAR POSTAL CHECK-IN PROGRAM MIGHT OR MIGHT NOT WORK IN THE U.S. STILL, THE JERSEY POST EXPERIENCE REMINDS US THAT WHEN IT COMES TO IMPROVING THE DELIVERY OF HEALTH CARE, IT'S SOMETIMES IMPORTANT TO THINK OUTSIDE THE MAILBOX!

