



# Case study of personal engagement: Anthony Hobbs



*'Whether it's in cancer care, and indeed survivorship, or whether it's in any chronic condition model of care, ultimately it's the patient and/or their carers and families that have the ongoing responsibility for looking after themselves. A shared care approach with the patient and their carer at the centre of that—and as an absolutely fundamental part of the team—is the only way forward.*

*The rewards are very great, not only in the way I do my business [as a GP]—because I actually find it a value-add for me—and there are clearly cost savings here as well. If we actually invest up-front with empowerment of patients, they're much better equipped to look after themselves. I think that's the way forward. And it doesn't just have to fall on the shoulders of any one health professional; this is very much a joint approach and a joint commitment of the whole of the health team involved with the patient....*

*We can't expect significant improvement in cancer management—and chronic disease management more broadly—unless we really do engage in a meaningful way with consumers and empower them and educate them so they can better manage their own conditions, because there are a whole range of cost constraints that every health system is facing, and a lot of that really is around chronic conditions, including cancer. Unless we actually do this and do it well, there are implications for the health system and the way it's financed and its viability.*

*As a clinician, when you actually see someone become really engaged with their condition and more empowered to look after themselves, I think that's a really positive thing because patients actually become much more positive about their outlook and their outcome because they have some sense of control. Instead of feeling impotent and absolutely passive and with a poor outlook, if you turn that around and empower them, that generates a much more positive outcome. And it makes my interaction with patients a much more positive thing. I think there are some very significant things from a practitioner point of view here.'*

*—Anthony Hobbs, General Practitioner, Cootamundra Medical Centre*

