

I-PrACTISE

(Improving Primary Care Through Industrial and Systems Engineering)

How can physicians and engineers work together to improve primary care? How do we improve the physician-patient relationship in an era of electronic health records? How can technology support human interaction to provide better, safer health care?

I-PrACTISE, a collaboration between primary care physicians and industrial and systems engineers, was created to answer those questions.

Why Focus on Primary Care?

1. Primary care is essential to the health of our country's citizens.
2. Primary care clinicians have too much to do in too little time.
3. The cognitive complexity of primary care—the need for high levels of coordination, information seeking and management—is vastly underappreciated.
4. Perhaps because of these realities, fewer medical students are going into primary care—and over 40 percent of practicing primary care physicians are experiencing burnout.¹
5. There is already a desire to re-engineer primary care by implementing the “patient-centered medical home” model.



Evidence suggests that radical change in primary care is needed to address U.S. health care needs!²

What's more, the Institute of Medicine, the National Academy of Engineering, the National Research Council, the Agency for Healthcare Research and Quality and the National Science Foundation all recommend that physicians and industrial and systems engineers collaborate to improve health care quality and safety.³

¹ <http://www.medscape.com/viewarticle/838437>

² http://www.rand.org/content/dam/rand/pubs/research_reports/RR400/RR439/RAND_RR439.pdf

³ <http://healthit.ahrq.gov/sites/default/files/docs/citation/IndustrialAndSystemsEngineeringAndHealthCare.pdf>

What is I-PrACTISE?

I-PrACTISE is an international collaboration of experts in industrial and systems engineering, family medicine, internal medicine, pediatrics and related disciplines. Through research and education, we aim to bring science to health care policy and practice.

Sparked by a Visionary Researcher

Our collaboration began in 2000, thanks to Ben-Tzion (Bentzi) Karsh, PhD, a University of Wisconsin professor who was passionate about how human interaction with technology can improve health care safety and quality. His research is considered to be among the best in the world.

Tragically, Dr. Karsh's death cut short his participation in this seminal work. To assure that this transformative research continues, we formalized our collaboration in 2012 as I-PrACTISE.

I-PrACTISE Successes

- Our national conferences, held annually since 2013, have fostered strong partnerships between experts in both primary care and engineering.
- Our affiliated researchers have:
 - published more than 60 papers in the medical and engineering literature; and
 - received over \$4.5 million in grant funding to support our research.

How Can You Help?

Your donation to the Ben-Tzion Karsh Education and Research Fund will make it possible to continue our important work. This fund supports collaborative scholarships; sponsors meetings, speakers and publications; sponsors undergraduate and graduate students; and provides seed funding for research projects.

To contribute, please visit www.supportuw.org/giveto/karshfund



I-PrACTISE is a collaboration between the University of Wisconsin–Madison School of Medicine and Public Health (Departments of Family Medicine and Community Health, Medicine, and Pediatrics) and the University of Wisconsin–Madison College of Engineering (Department of Industrial and Systems Engineering).

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