

Health Promotion Program

The World Health Organization (WHO) defines health as "a state of complete physical, social and mental wellbeing, and not merely the absence of disease or infirmity". Hence, the proposed program focuses on preventing disease and improving quality of life and healthy life styles through assessing, correcting, controlling and preventing those factors in the environment that can potentially affect adversely the health of present and future generations.

Community-Based Health Promotion is a comprehensive, systematic, coordinated approach to affecting long-term health behavior change by influencing the community (cultural) norms through awareness, education, and community organization. Studies show that people want to lead healthy lives and are eager to improve their lifestyles.

In fact, adoption of continuously attempt to change unhealthy behaviors, through traditional health education fails. The majority of traditional health promotion strategies assist individuals in changing health risk behaviors through self-help pamphlet distribution, individual counseling, group education classes, support groups, and health risk appraisals. Careful evaluation of these strategies has shown that long-term behavior change is very difficult for most participants. The failure rate can be 80% or more.

HCI manages a unique Health Maintenance Program (HMP), it is an enhanced model for the traditional health insurance. This model focuses on: Health Promotion, Raising awareness towards healthy lifestyles and Monitors quality of services

Recently, there is no doubt that quality is predictable as a major requirement for achieving a decent life.

Health Care International, *HCI*, is not an insurance company. It is rather a Health Maintenance Organization (HMO) aiming at ensuring providing quality healthcare service. *HCI* is unique organization in the sense that it solicits health promotion and it deals with its clients before, during, and after their sickness.

HCI aims at promoting health status by raising awareness and changing attitudes of its subscribers. *HCI* believes in the fact that prevention is a vital element for healthy life. *HCI* is aiming at reducing sickness duration, so as subscribers will be back to their normal life and activities within a shorter periods. *HCI* puts into consideration that a strong healthy individual is the cornerstone of increasing productively.

HCI believes that proper and appropriate preventive and curative care, though costly on the short run, is more rewarding to both the employee and the employer.

From this respect, **HCI** invites to this program only those organizations that value efficiency and who are willing to safeguard their precious time for creative work.

Health Promotion Program (HPP) is focusing, basically, on healthy people that aim at reaching people before they are symptomatic and ill and at a time when changing health behaviors can prevent illness, disability and death. HPP achieve the goal to encourage people, through lifestyle changes, to improve their overall health and well-being.

Promoting Health Behavior Change in a community emphasizes that learning a new complex pattern of behavior normally requires modifying many of the small behaviors that compose an overall complex behavior. The most crucial challenge is to maintain that healthy change.

Objectives

- To promote health status
- To ensure Health Education
- To raise awareness and changing attitudes of the subscribers
- To promote access to preventive health services,
- To protect subscribers' health, foster positive and supportive living and working conditions
- To endorse healthy life style

HCI Framework

HCI Team will assess the needs and requirement of targeted community

The Proposed Activities:

1. To adopt the Health Promotion plan needed for targeted community for any event that threatens life style and health such as H₁N₁, Infection Control, First Aid, Hypertension, Diabetes, Obesity, etc
2. To equip the outpatient clinic in order to obtain the highest level of efficiency, effectiveness, safety, and accuracy of services provided
3. Adopt any medical services provision to our dear clients when needed like, Seasonal Influenza vaccine administration, any sophisticated investigations and unique medical care through an outstanding network.
4. Capacity building programs including, planning, quality management, communication skills, time management, change management, etc

For detailed training capabilities, Please refer to **HCI** Training Programs Description at www.hci.com.eg