



» In addition to raising standards of care in different countries, the projects also play an important role in helping us to better understand the long-term needs of our partners in emerging markets.«

Mark Draper  
Director, Global Public Affairs, Coloplast

# Going west in China

In recent years, China's eastern provinces have enjoyed a more robust economic growth than their western counterparts. This imbalance impacts the development of medical services in these provinces. People with intimate healthcare needs have been particularly underserved.

Fewer hospitals, fewer qualified healthcare professionals. That's the reality for many people living in the central and western provinces of China. The Chinese National Health and Family Planning Commission (NHFPC) has tried to address this regional disparity, offering medical training for healthcare professionals.

Listening and responding to this need, Access to Healthcare – Coloplast's partnership programme – decided to build on the success of earlier projects in eastern China and go west.

**Delivering new standards of care**  
"Working closely with NHFPC, we established the Go West Ostomy and Wound Care Training programme to deliver new and improved training for healthcare professionals specialising in ostomy and wound care," says Mark Draper, Director of Global Public Affairs at Coloplast. "The Go West project was launched in 2012 and completed its first phase in 2013. 361 healthcare professionals from six provinces in western China attended three training workshops in ostomy and wound care management."

One of them was Ms Qin Li, Enterostomal Therapist and Head of Nursing at the Department of Gastrointestinal Surgery, Xijing Hospital. She participated both as a trainer and a trainee.

"Before the Go West project, local nurses didn't have the knowledge or skills to provide appropriate care for people with intimate healthcare conditions," Ms Qin Li explains. "So these patients had to consult a doctor in one of the province hospitals. But hospital doctors are unable to provide the 24-hour service these patients need. Thanks to the training offered by the Go West project, our nurses now have the expertise to provide high quality care."

**Learning more by teaching others**  
Through workshops, case studies and hospital visits, the trainees saw the considerable improvements that new technical knowledge and better management skills can bring for patients.

"The standard of training was very high," reflects Ms Qin Li, who also benefitted greatly from her role as a trainer in the technical workshops. "Preparing training material for my peers, conducting teaching, and reviewing the training afterwards, has really developed my skills. The project has also provided me with a great network and a platform for knowledge sharing with colleagues from other provinces. Many of us are still in close contact and help each other out when one of us comes across a difficult problem."

Phase Two of the Go West project is already planned; it will expand to include continence care, more provinces and a wider range of healthcare practitioners. Apart from management and technical training, the workshops will also include guidance on how to establish and manage ostomy, continence and wound care units in a hospital setting. And Ms Qin Li and her colleagues are already looking forward.

"The Go West project has been a real eye-opener for everyone involved," says Ms Qin Li. "We can already see the difference that high quality nursing and advanced technology makes for our patients. What's more, the project has given many of my colleagues the confidence to develop their skills further and become even better enterostomal therapists."

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## Access to Healthcare

Launched in 2007  
Projects to date: 22 in seven emerging markets, including two multi-country projects.

Access to Healthcare projects bring together practitioners, users, NGOs, and other public and private partners to:

- train practitioners and raise standards of care;
- provide users with a voice; and
- advocate for better care and reimbursement with healthcare policy decision makers.

Learn more: <http://www.coloplast.com/about-coloplast/responsibility/access-to-healthcare1/>

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