
POSTER ABSTRACT**Protocol? How about Personal? Goal-Oriented Care: Academic and Policy
Insights for Sustainable Implementation**

25th International Conference on Integrated Care, Lisbon, Portugal, 14-16 May 2025

Marilyn Veraart¹

1: Artevelde University, Ghent, Belgium

Background: Goal-oriented care represents a paradigm shift from symptom-focused to person-centered care, where the wishes and life goals of the individual are central. The traditional medical model emphasizes symptom management, often perceiving the patient as a passive recipient of care (Conrad & Barker, 2010; Kleinman, 1988). Goal-oriented care addresses these limitations by defining health as more than the absence of disease and recognizing the patient as an active actor in their health trajectory (Mold et al., 2017). Despite its potential, the implementation and sustainability of goal-oriented care remain challenging. Healthcare systems are often characterized by protocols and hierarchical structures, which hinder flexibility and tailored approaches (Rogers, 2003; Greenhalgh et al., 2004). Additionally, there is often a lack of alignment between policy and practice, as well as limited scientific consensus on the long-term impact of goal-oriented care (Huybrechts, 2024; May & Finch, 2009). The applied research project "Expedition Goal-Oriented Care" mapped how goal-oriented care can be implemented within specific care settings, resulting in an implementation strategy comprising four phases: Preparation, Exploration, Implementation, and Sustainability. While these insights are valuable, there is a need for academic and policy-oriented input. Contextual factors at macro- and meso-levels, such as policy frameworks and organizational culture, are crucial for the success and sustainability of goal-oriented care (Huybrechts, 2024). This workshop aims to bring together expertise and "close the loop" by linking practical experiences with academic insights.

Audience: This workshop is aimed at researchers focused on healthcare innovations and implementation science at micro, meso, and macro levels. Additionally, we aim to engage policymakers whose insights are critical to identifying policy factors that influence the implementation of goal-oriented care.

Approach: Participants are invited to contribute their expertise around the four implementation phases of the roadmap. The 60-minute workshop combines an introduction, an image-guided exercise, case study discussions, and a feedback session. Participants' input will be documented on a "digital wall," which will remain available after the workshop as a resource for policy development and further research.

Outcomes: The workshop will produce a digital wall serving as a reference tool that consolidates practical and academic recommendations for the implementation of goal-oriented care at micro-, meso-, and macro-levels. This wall will provide an overview of key insights and serve as a foundation for further research and policy development. Feedback gathered during the session will contribute to shaping future research directions.