National Health Care Institute

Sustainable Innovation in Health Care

eTELEMED 2018, ROME

IARIA

Hans C Ossebaard

29th March 2018

| Taking care of good health care |

National Health Care Institute

- Basic health care insurance package
- Improve quality in care
- Appriprate care
- Funding

Taking care of good health care'

Faculty of Behavioral, Management and Social Sciences
Dept. Psychology, Health & Technology

Centre for eHealth & Wellbeing Research

Service organization for health professionals

- insurance
- consultancy
- finance
- HRM
- network
- education
- knowledge

VvaA business school
Anders leren kijken

MobileDoctors
M-HEALTH IN DE PRAKTIJK

#Trending 2018

- Internet of Things
- Analytics
- Edge computing
- 5G mobile broadband tech
- Block chain

#Trending 2018

- Mainstream A.I.
- Virtual reality application
- Fail-as-a-Service visualisation tools
- Business culture as an obstacle
- Digital transformation inevitable

Innovation in health care

- Techno- utopism, singularity, transhumanism
- Exponential disruption
- Brilliant¿ failures
- Time-to-market
- Business models
- Soft targets (behaviour, culture)
- Innovation ≠ Improvement

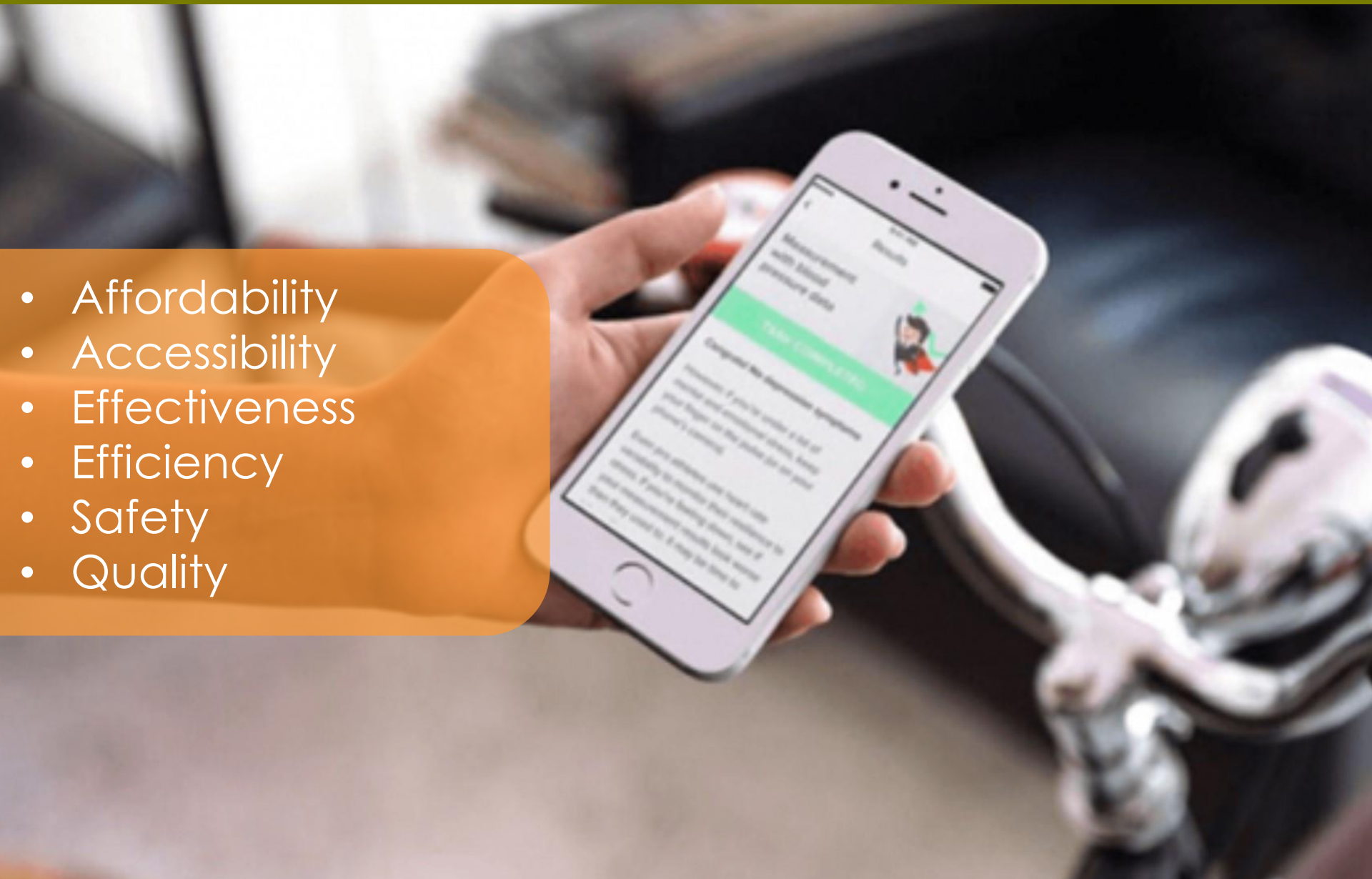
Dutch situation

- Open system for innovation:

  central role of health professionals and insurers
- Basic health care insurance:

  effectiveness established in medical science and medical practice
- Conditional financing
- Innovation spaces et al.
- Additional insurance / out-of-pocket

High expectations +value

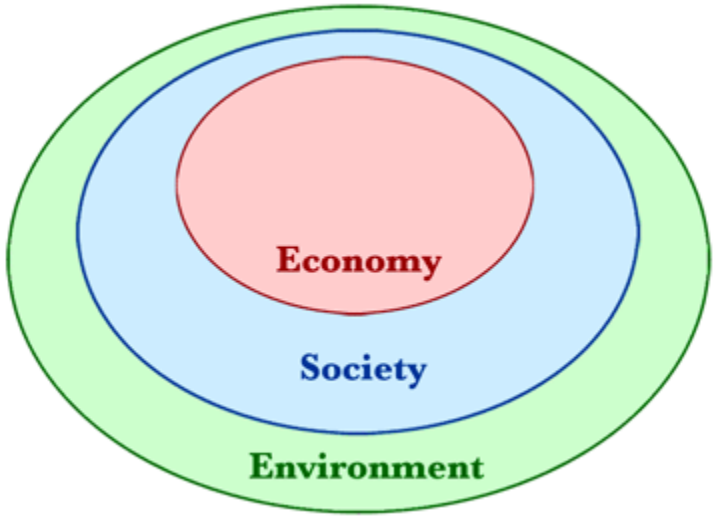


- Affordability
- Accessibility
- Effectiveness
- Efficiency
- Safety
- Quality

Urgencies

- Ageing and care-demand | multi-morbidities
- Self management | ‘Health care is going home’
- Health care expenditures
- Digitalisation | ‘From bricks to bytes’
- Health concept | From cure to prevention
- Consumerism
- Sustainability

Sustainability



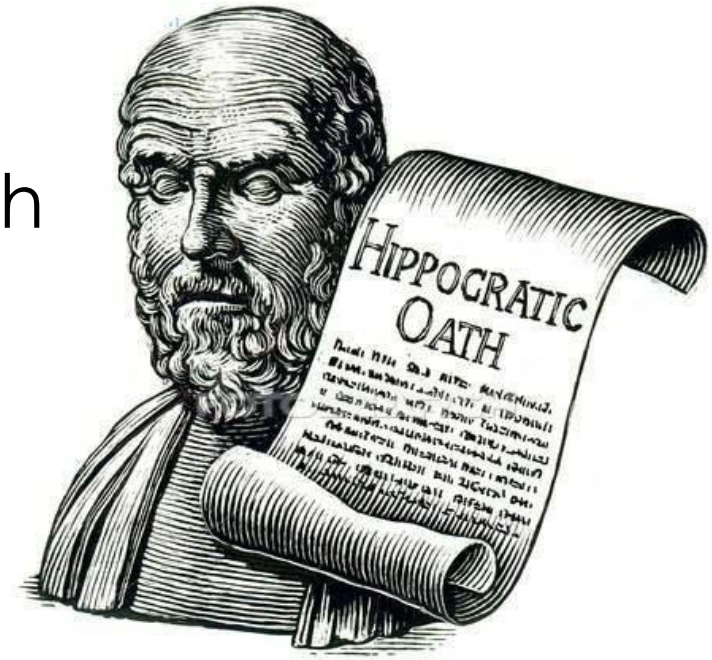
Sustainability

Sustainability

Sustainability

Health

- Climate change | Paris accords
- Health care industry
- Transformation to green health
- ***Primum non nocere***



do no harm

Watch the Film Our Vision Join Us

Climate change is a medical emergency

The health care sector has a moral mandate to respond
and the power to be a tipping point towards a better future.

Examples

Some government initiatives: **Green Deals**

A quartermaster for green **HEALTH**

- Food
- Water
- Lower carbon
- Renewable energy
- Working clothes
- Circular economy
- Medical waste
- Transport
- Building: bricks-to-bytes
- Chemicals (non-toxic healthcare/MD)
- Waste reduction

Deliverables

In green health

- less waste =
- less costs =
- more quality =
- more patient satisfaction

Affordable, accessible, good care

Focus

- Leadership and public engagement
- Governance and commissioning
- Procurement
- Clinical and care models
- Communities
- Measurement
- Social value

Innovation and tech

Slow adoption

- Financial issues
- Standardisation
- Unfamiliarity
- Vision / leadership
- Entrepreneurship / bussiness case
- Compartimentalisation
- Evidence base

Innovation and tech

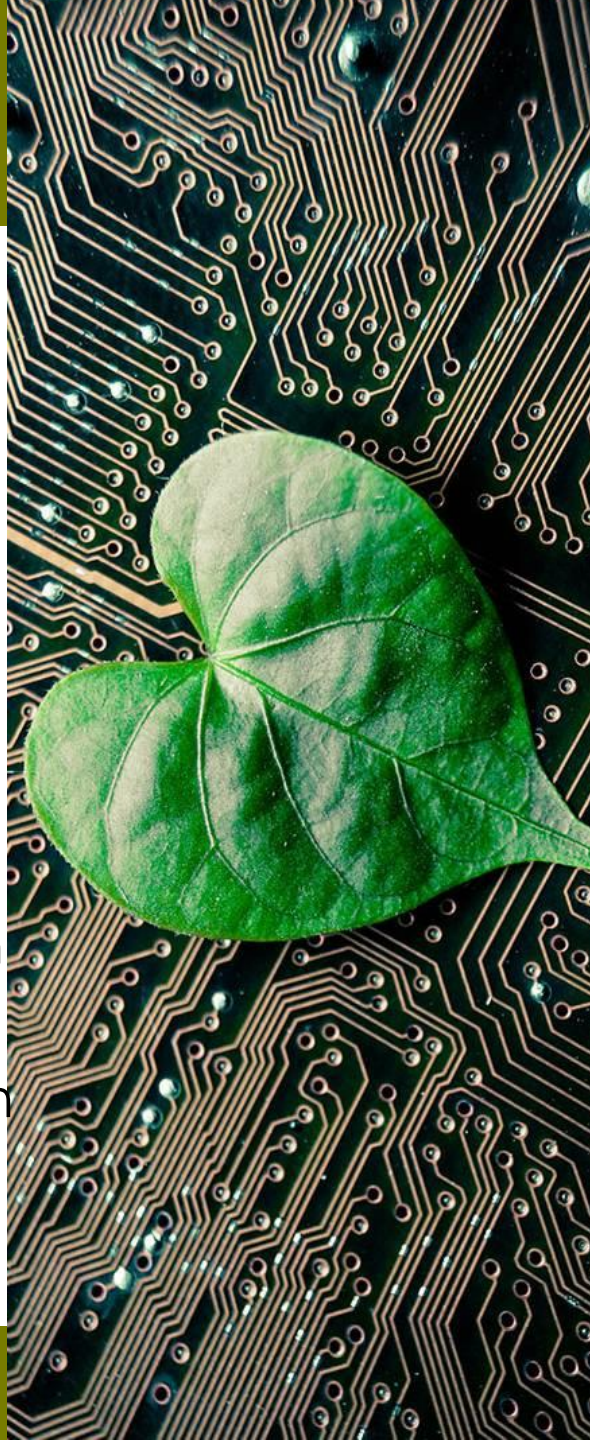
- Proven technologies that reduce harmful environmental impact

> identify and adopt

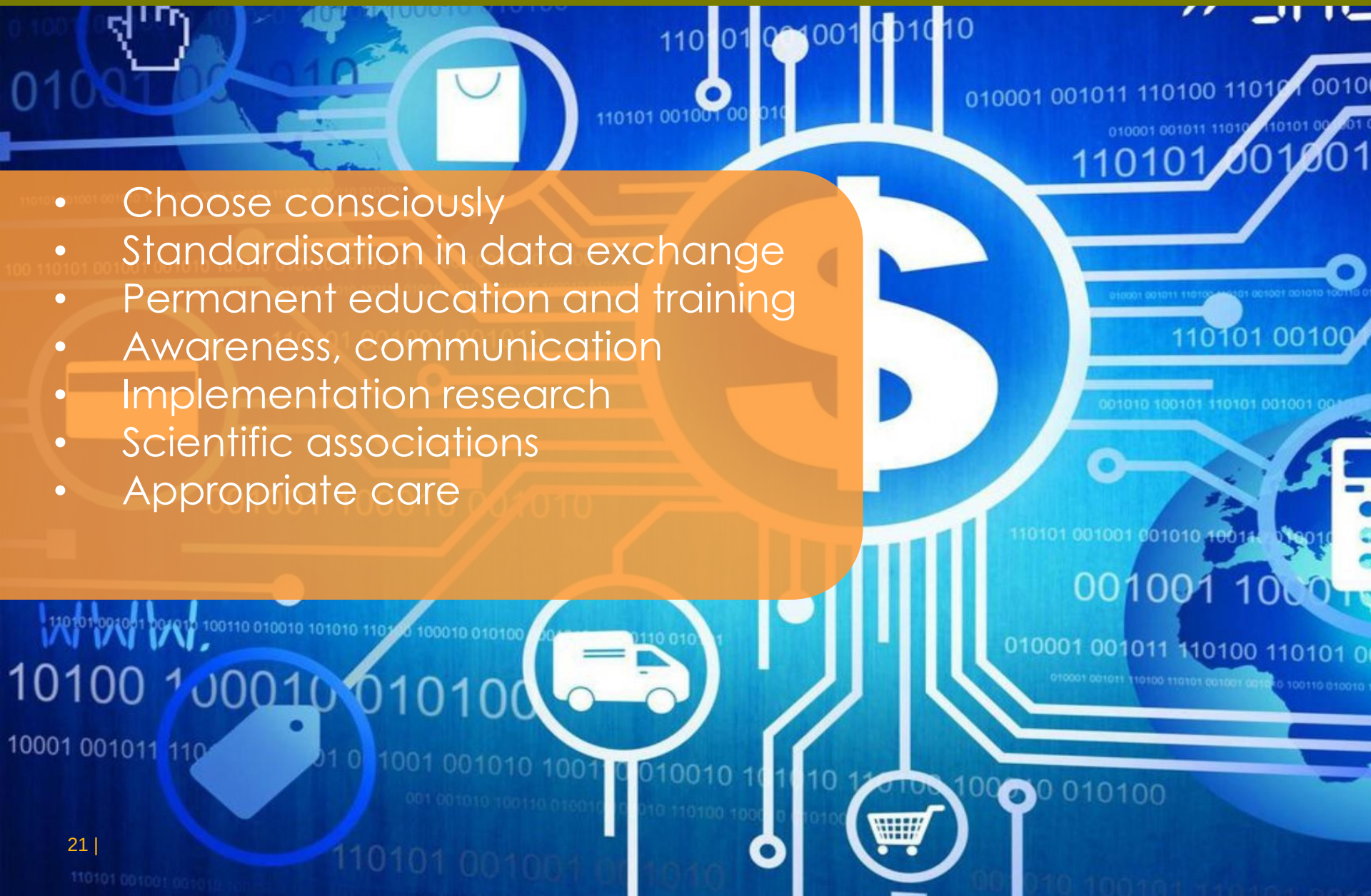
- Innovation that reduces impact / costs; improves quality of care / health outcomes increases social value

> part of planning, governance, development, delivery of service: visible in the health care chain

- Gaps in research /obstacles for implementation are systematically addressed



To do



- Choose consciously
- Standardisation in data exchange
- Permanent education and training
- Awareness, communication
- Implementation research
- Scientific associations
- Appropriate care

Appropriate care

No *Needless Deaths*

No *Needless Pain or Suffering*

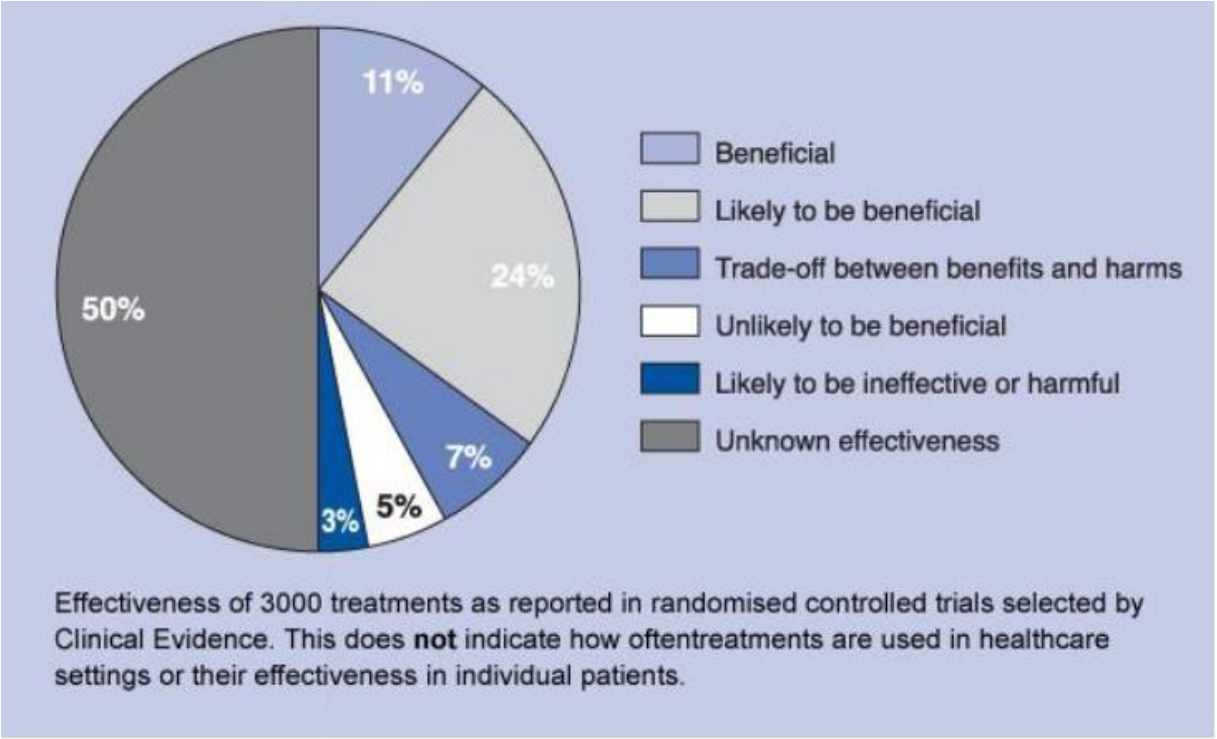
No *Helplessness in Those Served or Serving*

No *Unwanted Waiting*

No *Waste*

No *One Left Out*

Appropriate care



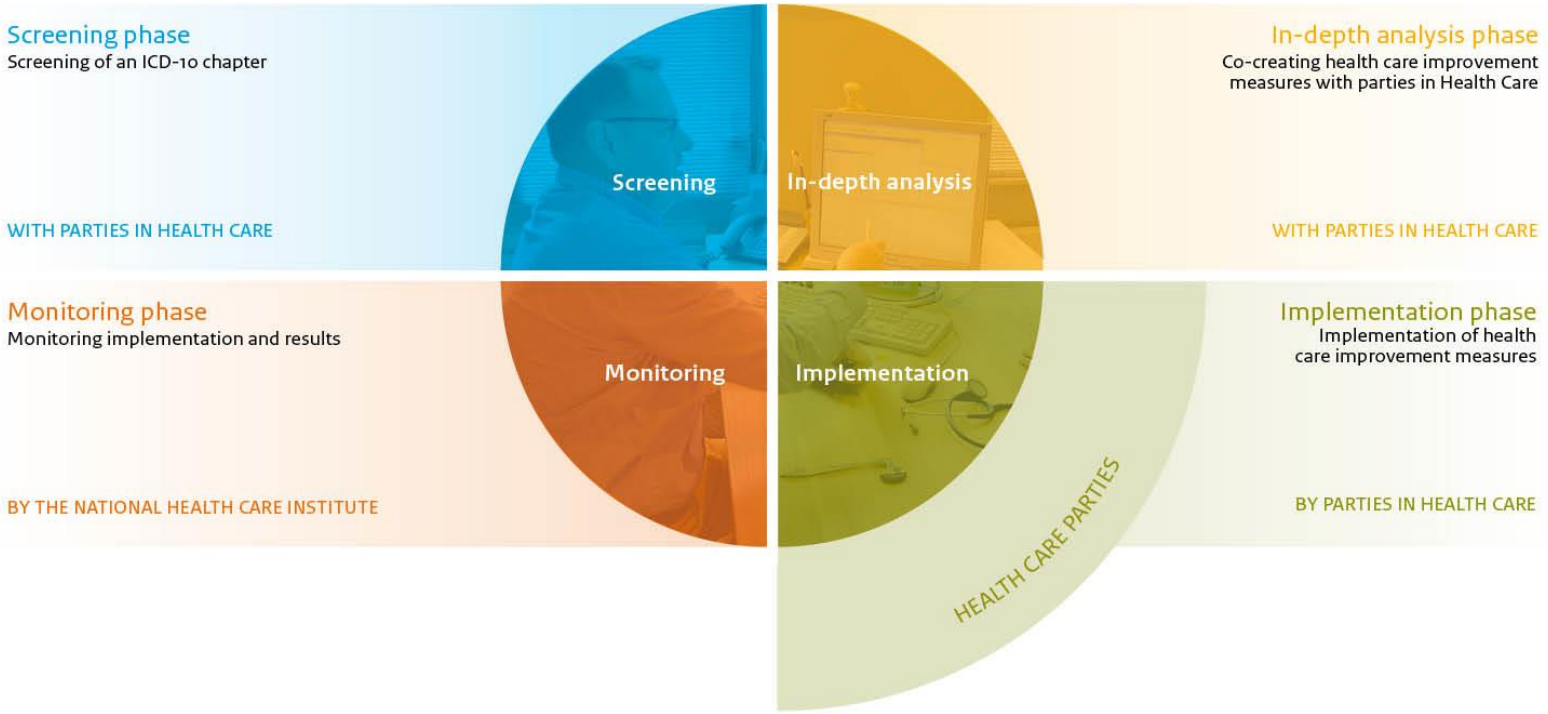
Effectiveness of 3000 treatments as reported in randomised controlled trials selected by Clinical Evidence. This does **not** indicate how oftentreatments are used in healthcare settings or their effectiveness in individual patients.

http://clinicalevidence.com/x/set/static/cms/efficacy-categorisations.html

Appropriate care

Methodology

Purpose: promoting appropriate care in the consultation room



Quality defect in innovation

Bad coordination of care
Poor patient information/data exchange
Underuse of effective care
Overuse of ineffective, **needless** care (20%)

Example: home telemonitoring cardiology (ICD)

- false positives
- greater workload
- pts think they are watched 24/7
- overtreatment

This is reparable/preventable!

Appropriate innovation

- Understanding the problem
- Understanding organisational processes/systems
- Analyze demand, capacity, delivery;
- Choose the instruments for change
- Measuring impact of change.

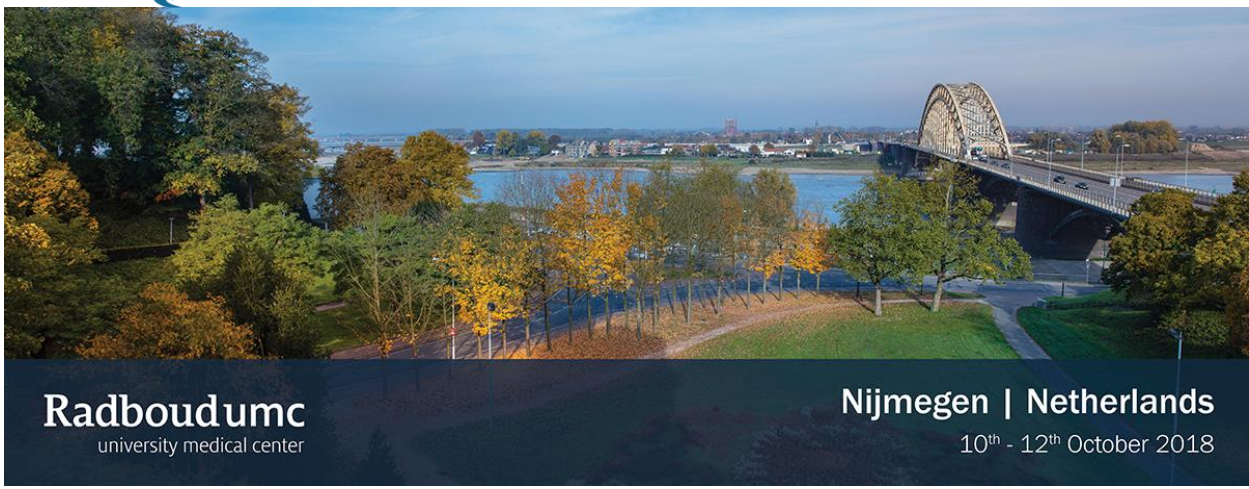
Sustainable innovation

Green health
- fits with preventive models and self management
- is appropriate care
- reduces waste
- reduces harm
- provides new business opportunities

Health Care Without Harm

CleanMed Europe 2018

Creating Healing Environments



Head, heart & hands

Innovation => Quality improvement:

- patient included: quality first
- effectiveness rules
- no over-treatment / medicalisation
- feasible, cost-effective, necessary
- SUSTAINABILITY = appropriate care

Thank you!

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