

bebright

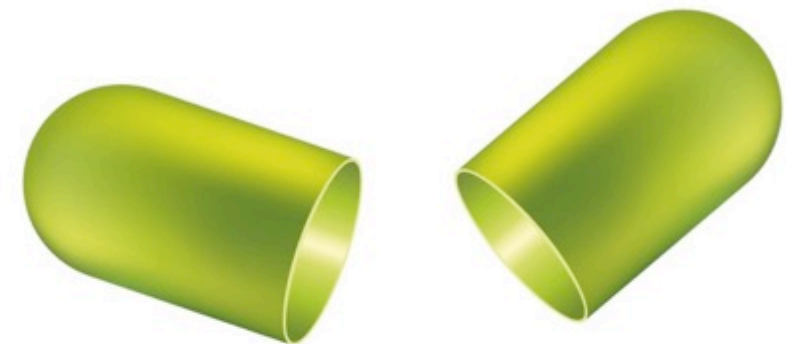
accelerating healthcare

Diagnosis Caribbean:

Towards an integrative care system



Philip J. Idenburg MSc MBA
2nd June 2015



BeBright is a consulting & innovation firm for the healthcare industry

STRATEGY & INNOVATION



REALISE CHANGE



CREATION OF NETWORKS AND COMMUNITIES



Innovatienetwerk
krachtigouderworden.nl



- WELKOM
- VERANDERAGENDA
- OFFLINE
- DEELNEMERS
- ARCHIEF

LEADERSHIP AND VITALITY





BeBright is Initiator of the Diagnosis Movement



Basic Principles

Eco-systems

Collaborative policy making

Innovation

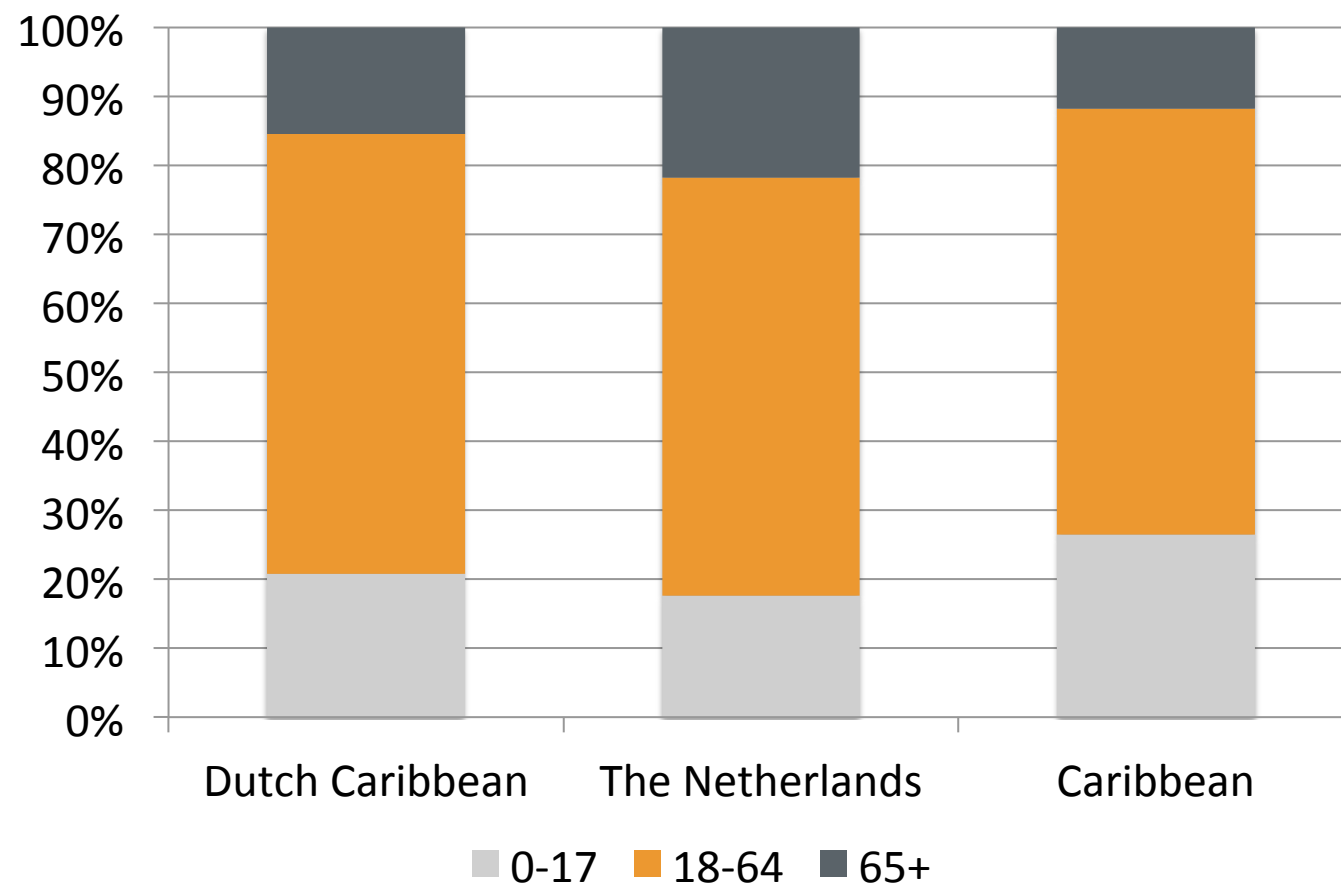
Co-Creation

Collaborative learning

Ageing population will put significant pressure both on quality as well as affordability & accessibility



Estimation of Age Distribution
2012



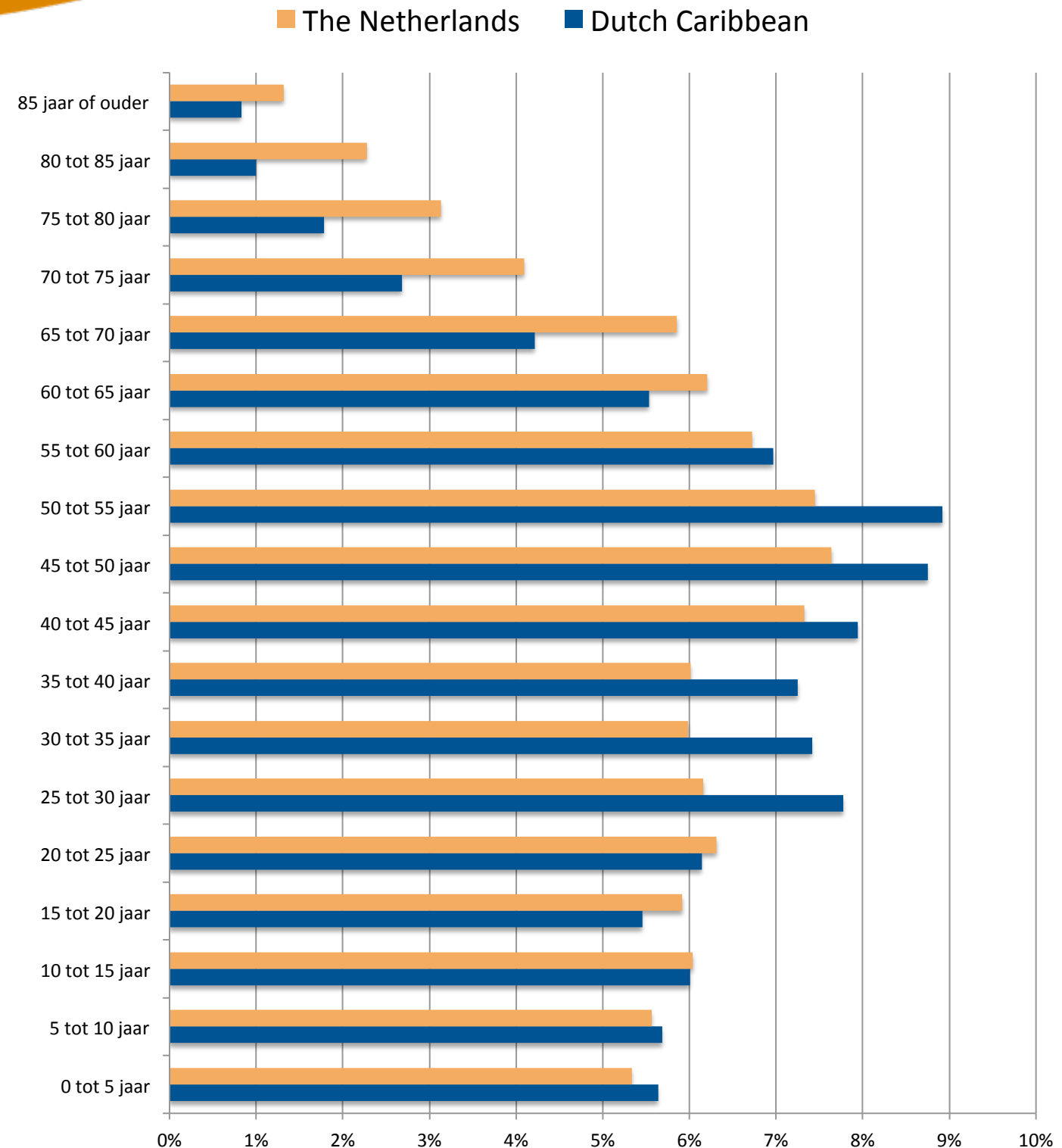
The islands see a **steady growth** of the relative number of elderly since the 80'ies

In Curaçao the share of people older than 65 has increased from 4,3% in 1960 to **13,8%** in 2011

This trend will continue even **faster** in the future

Population structure; Dutch Caribbean versus the Netherlands

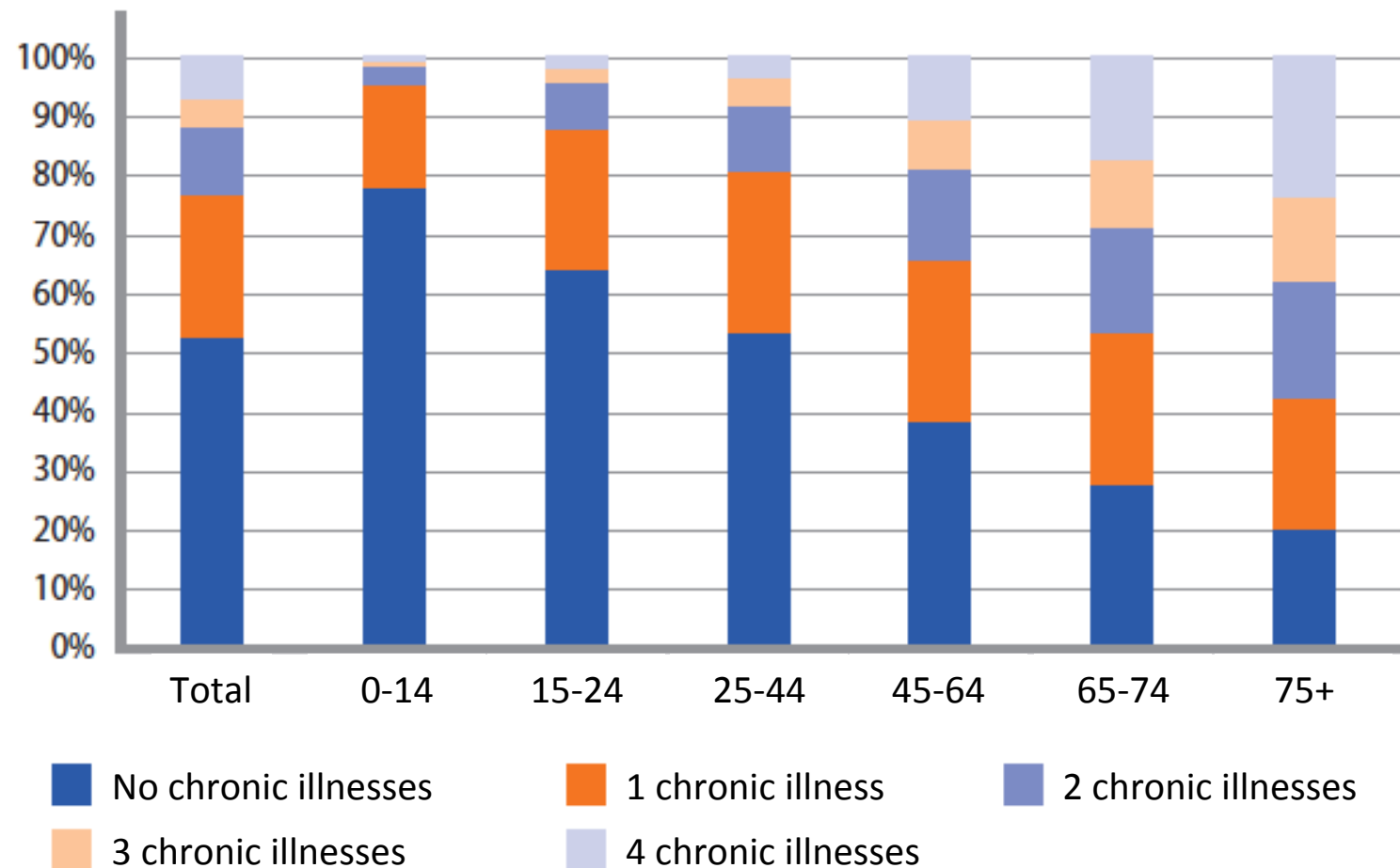
The population structure of the Dutch Caribbean show a similar pattern as The Netherlands, only a little later





We experience vital life longer than ever, but are more often chronically ill

Amount of chronically ill versus age



Seventy years ago the recipes from the standard American cookbook “Joy of Cooking” contained on average 269 calories. Now it has increased to 437!

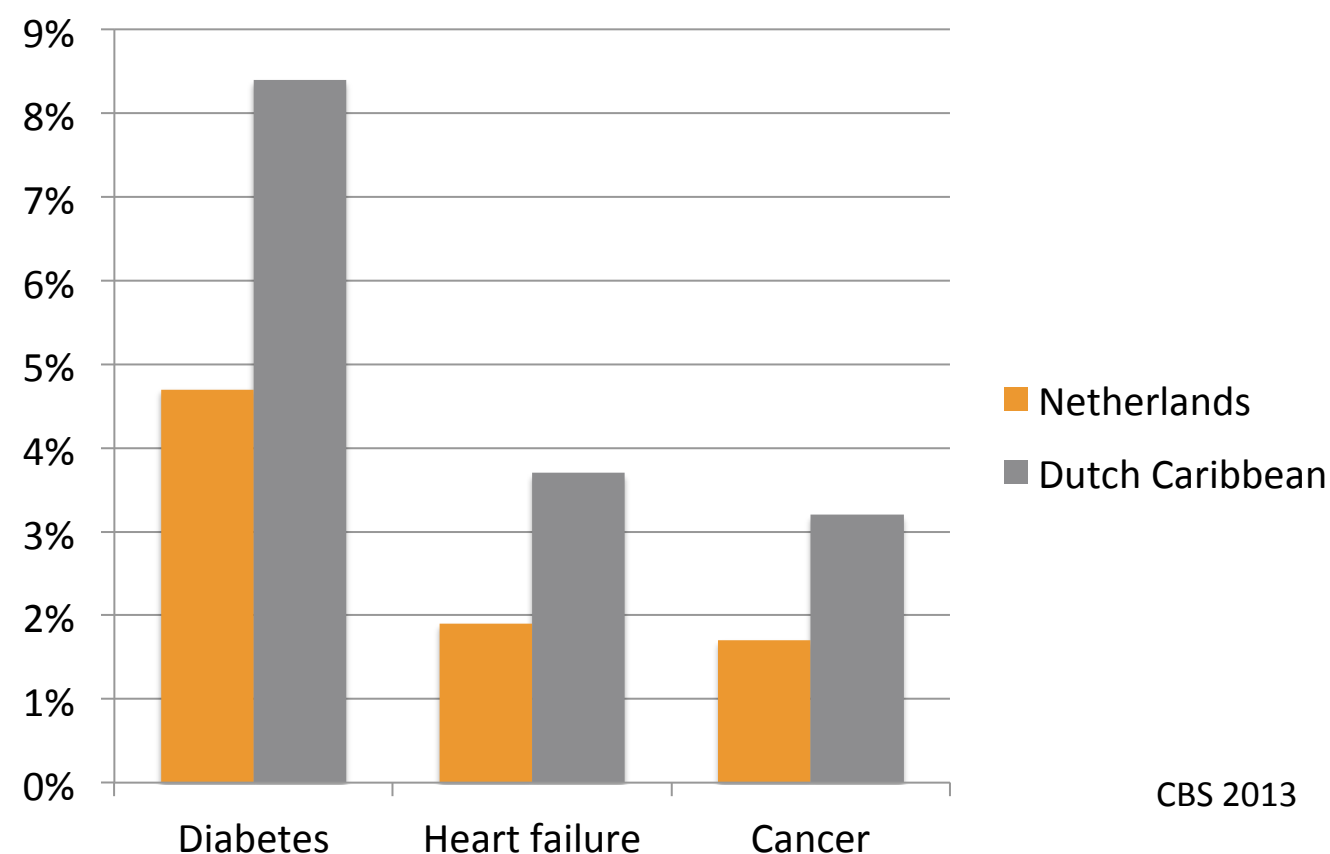
A high Percentage of the Population in the Dutch Caribbean suffer from Chronic Illnesses

Cardiovascular diseases are the leading cause of death
(25.7% on Aruba)

Cancer follows closely in 2nd place

Future problem:
Aruba is one of the countries in the world with the fastest growing population of **Alzheimer**-patients

Percentage of population with diseases 2013



CBS 2013



Obesity is an important cause for
many chronic illnesses

48 percent of the Dutch
adults is **overweight**

...and **1 in every 7** children

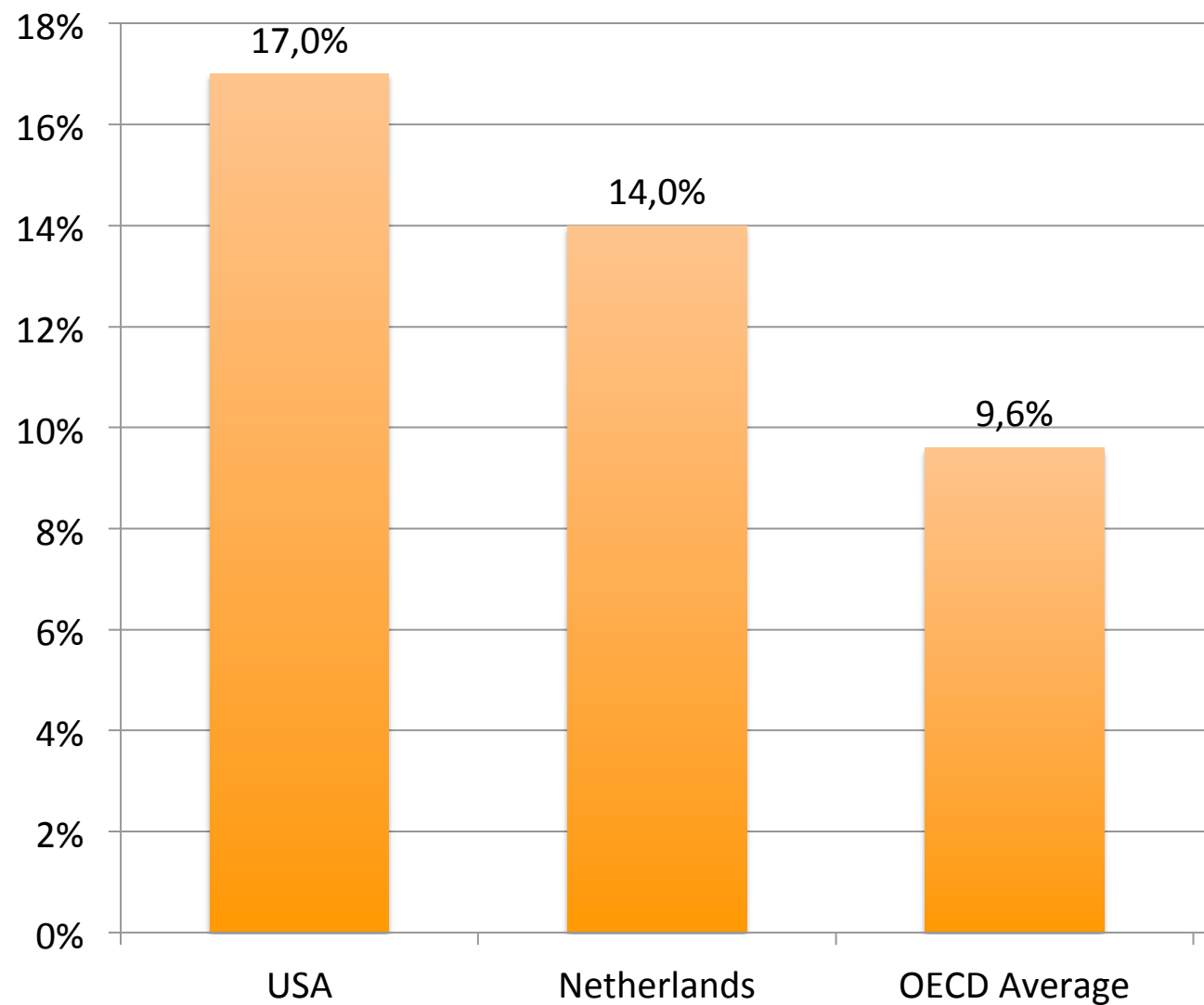
**But... recent WHO figures show a
break in the trend of growth in NL**

Overweight is an even more Serious
Problem in the Caribbean Islands

The Netherlands and Caribbean Islands spend much of their income on Healthcare



Expenditure on Healthcare as percentage of total GDP



**In The Netherlands
the healthcare costs
are expected to
grow to **19-31%** of
the GDP in 2040**



Transformation is necessary

Transparency as starting point for value creation cycle
Patient & citizen centered model
Definition of health
Prevention

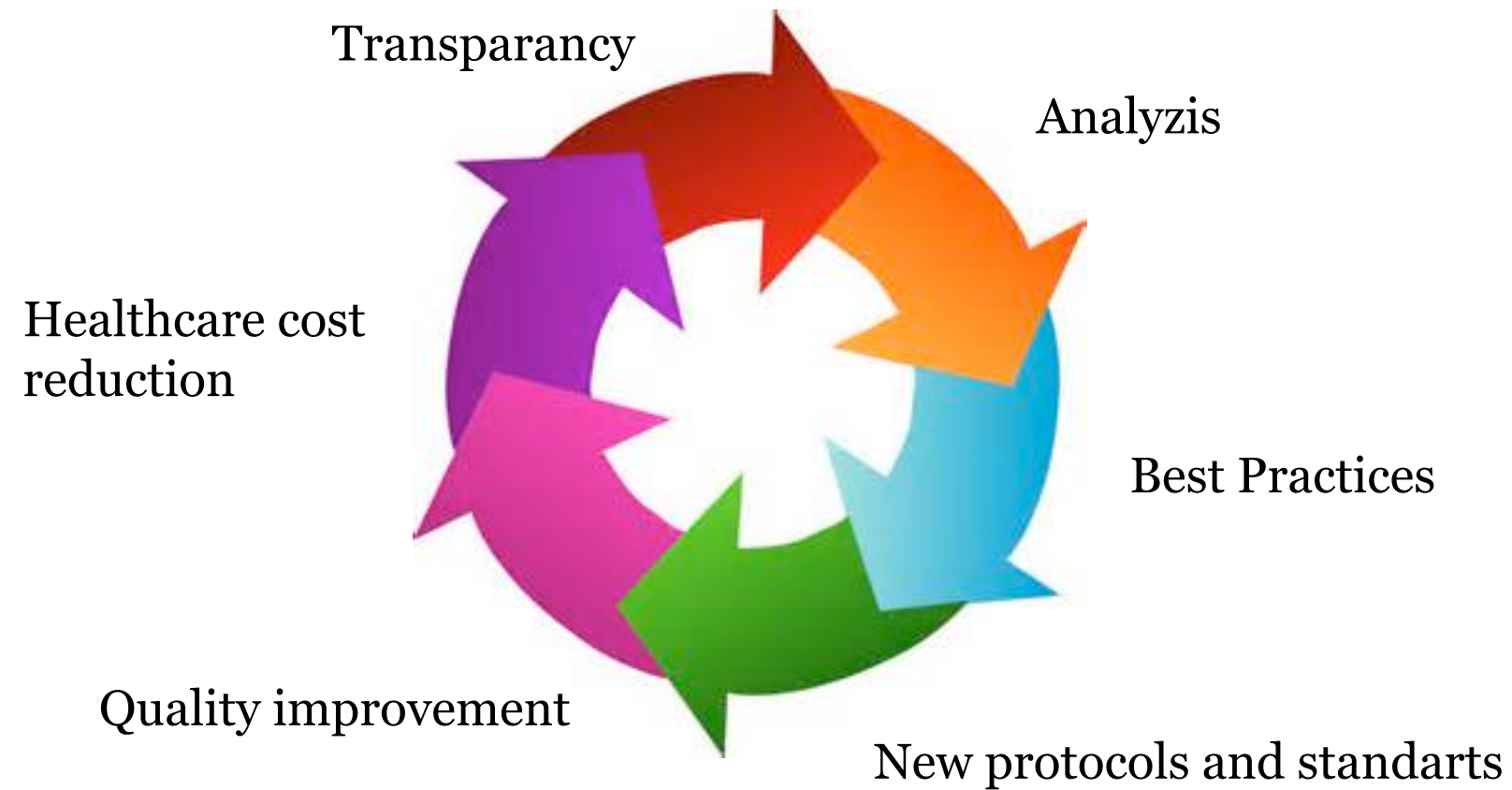


Technology implementation
From a Ego- to Eco-system

Starting point for healthcare transformation is to invest in increased transparency

- **Medical outcome**
- **Patient reported outcome**
- **Efficiency indicators**

Transparency is the starting point for the Value-creation-cycle



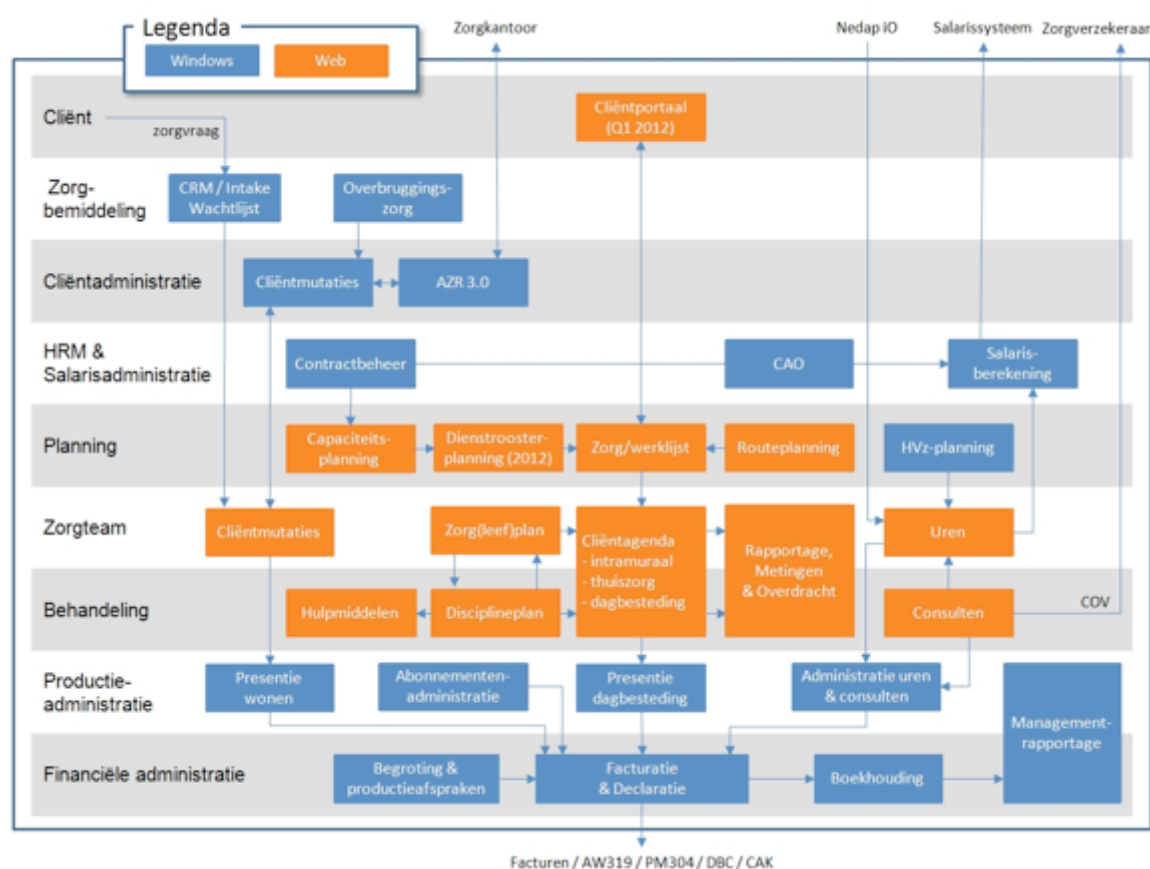
Individual as starting point



Patients
WANT TO
HAVE a say
IN THE
FUTURE
OF THEIR
health

A black and white photograph of a person in a suit pulling open their shirt. A red shield is visible underneath, with the text 'It's MY BODY' written on it in white. The word 'It's' is in a smaller font above 'MY', and 'BODY' is below 'MY'.

It's
MY
BODY

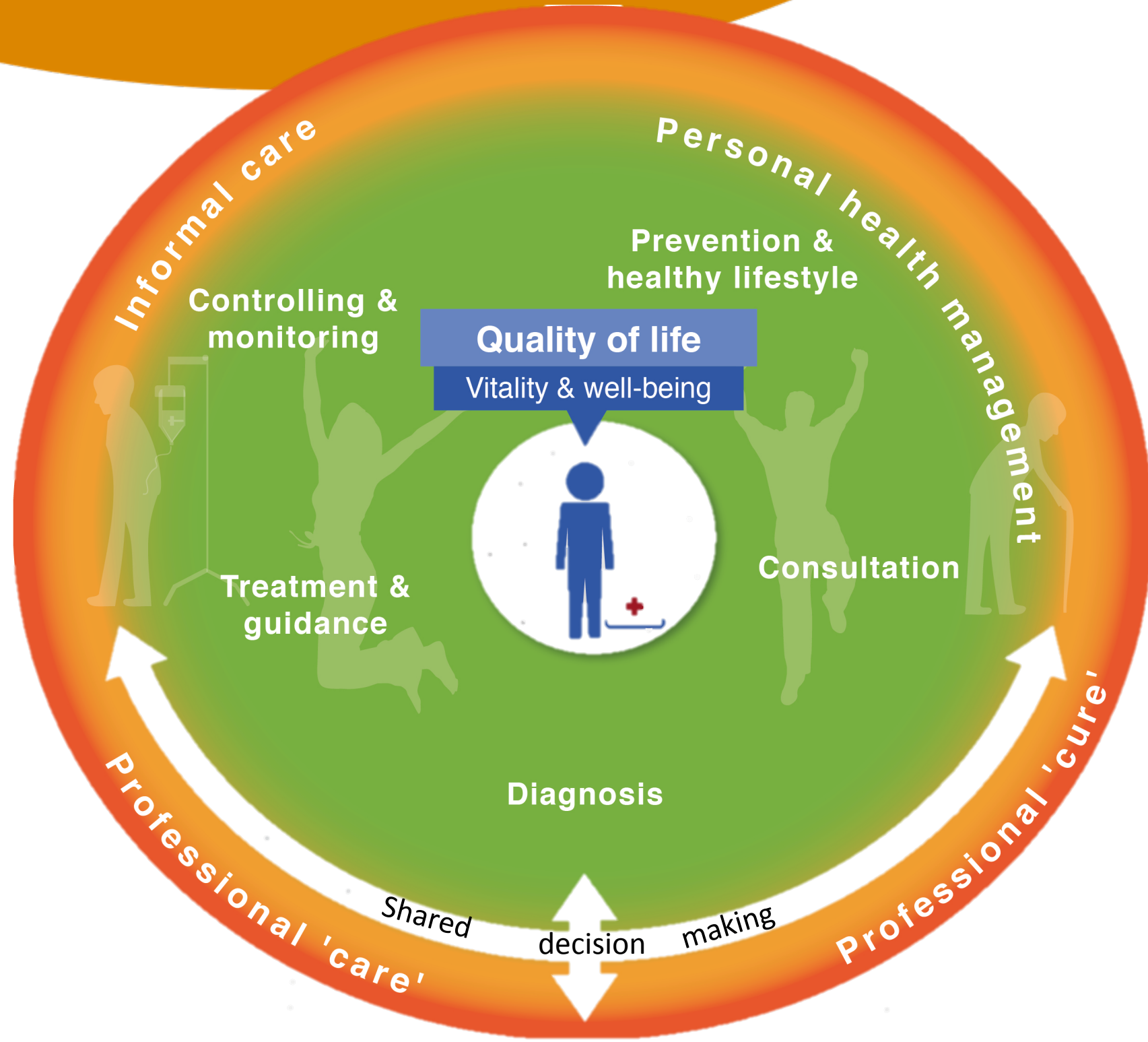


Kennisbeheer	– resultaten onderzoek, staf/zorgverlener training, technologie ontwikkeling, procesverbetering				
Informereren	– patiënt educatie, patiënt consulten, pre-interventie educatie, patiënt overeenstemming				
Meten	– onderzoek, beeldvormend onderzoek, patiënt dossier beheer				
Toegang	– kantoorbezoek, lab bezoek, ziekenhuiszorg, patiëntvervoer, bezoekende verpleegkundigen, zorg op afstand				
Monitoren/preventie	Diagnose	Voorbereiding	Interventie	Herstel/rehabilitatie	Monitoren/beheren
<ul style="list-style-type: none"> • Medische achtergrond • Screening • Identificatie van risicofactoren • Preventie programma's 	<ul style="list-style-type: none"> • Medische achtergrond • Specificatie en organisatie van onderzoeken • Interpreteren van gegevens • Consultatie bij experts • Vaststellen behandelplan 	<ul style="list-style-type: none"> • Behandel team kiezen • Pre-interventie voorbereidingen: <ol style="list-style-type: none"> 1. Voor-onderzoek 2. Voor-behandeling 	<ul style="list-style-type: none"> • Bestellen en toedienen medicatie • Uitvoeren behandeling • Uitvoeren consult therapie 	<ul style="list-style-type: none"> • Ambulant patiënt herstel • Rehabilitatie patiënt • Therapie afstelling • Ontwikkeling ontslag plan 	<ul style="list-style-type: none"> • Patiënt conditie monitoren en beheren • Succes behandeling monitoren • Levensstijl aanpassingen monitoren

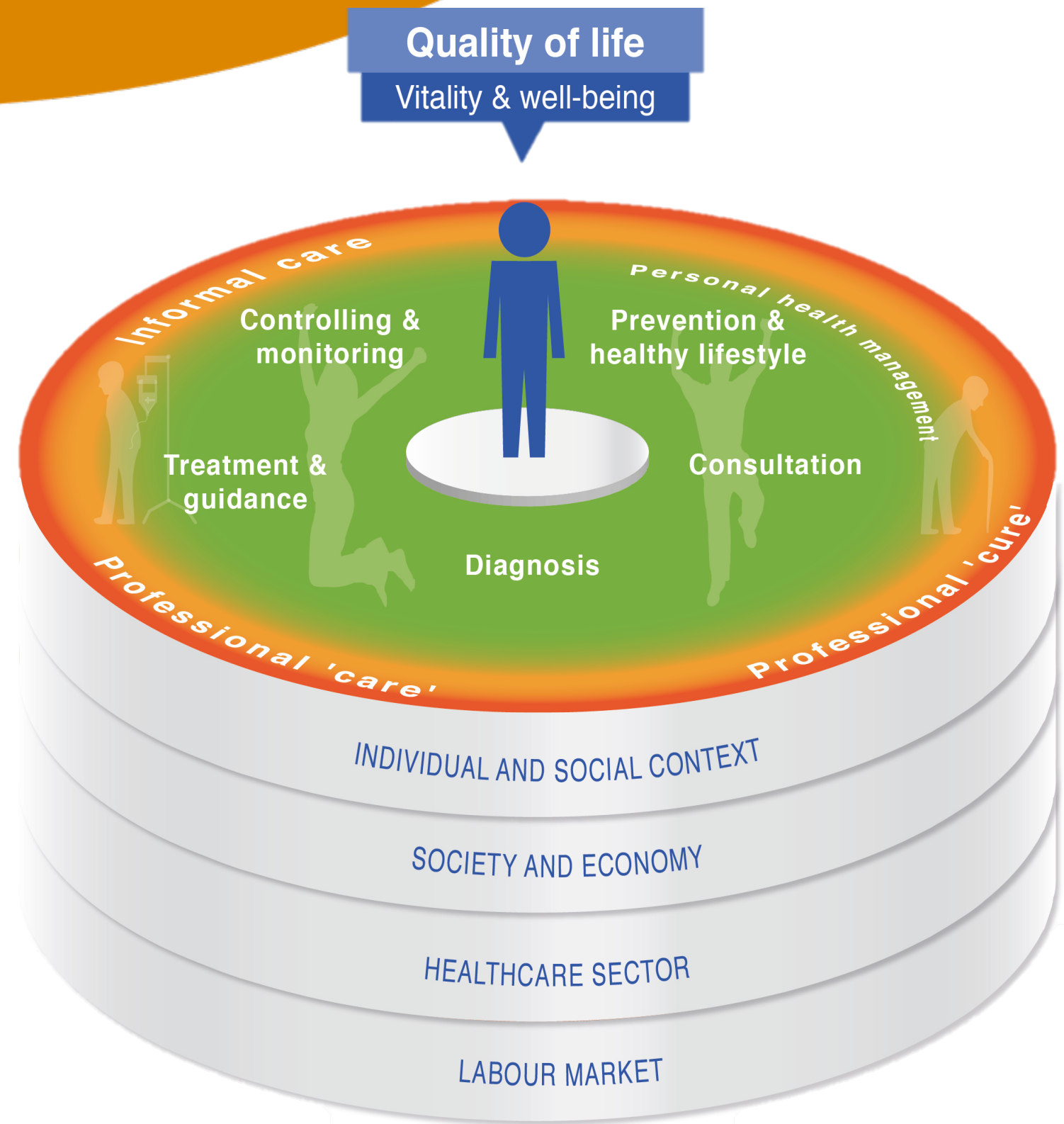
Healthcare institutions see only a limited part of the patient journey



From Health Value Chain to Health Value Cycle



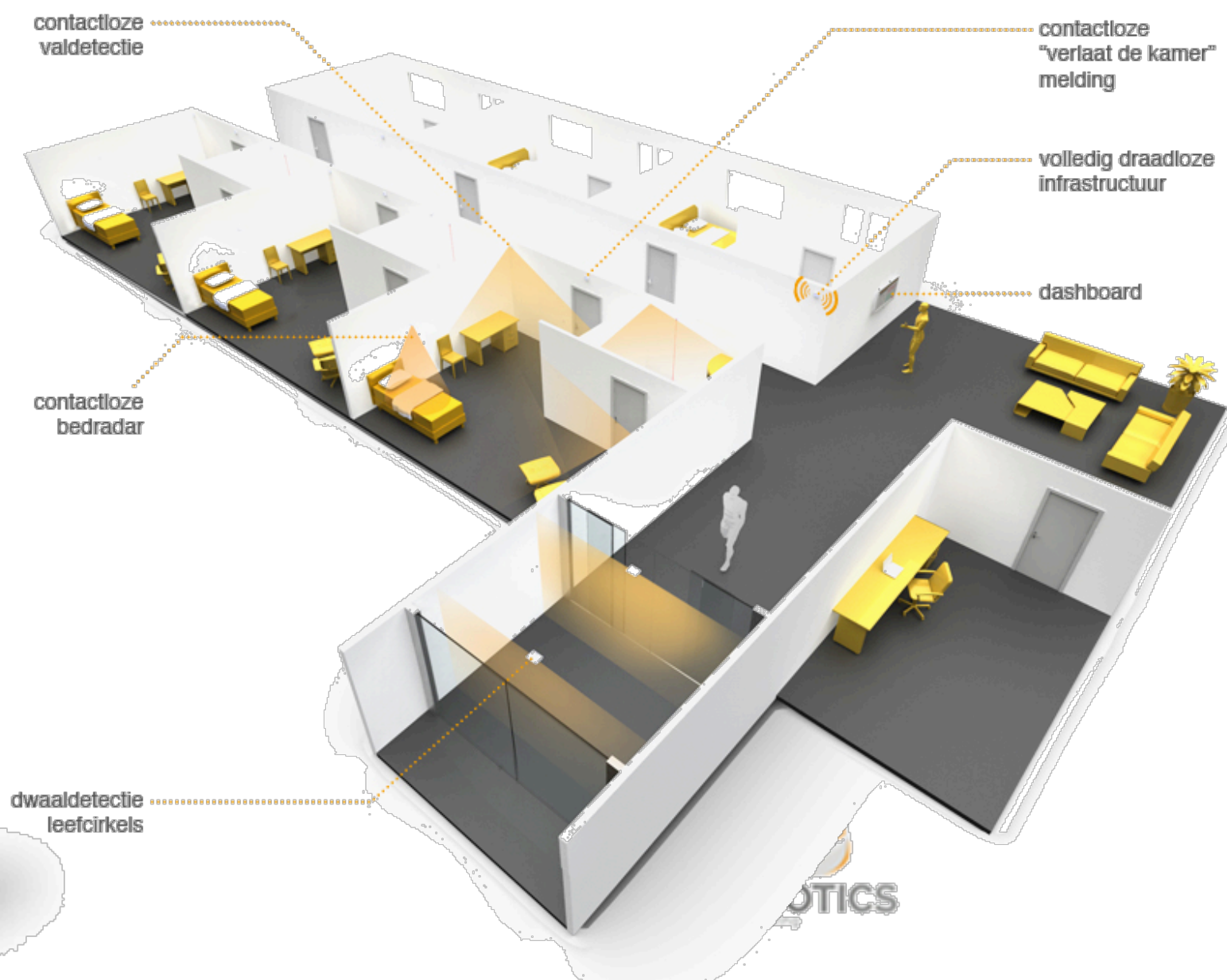
From Health Value Chain to Health Value Cycle



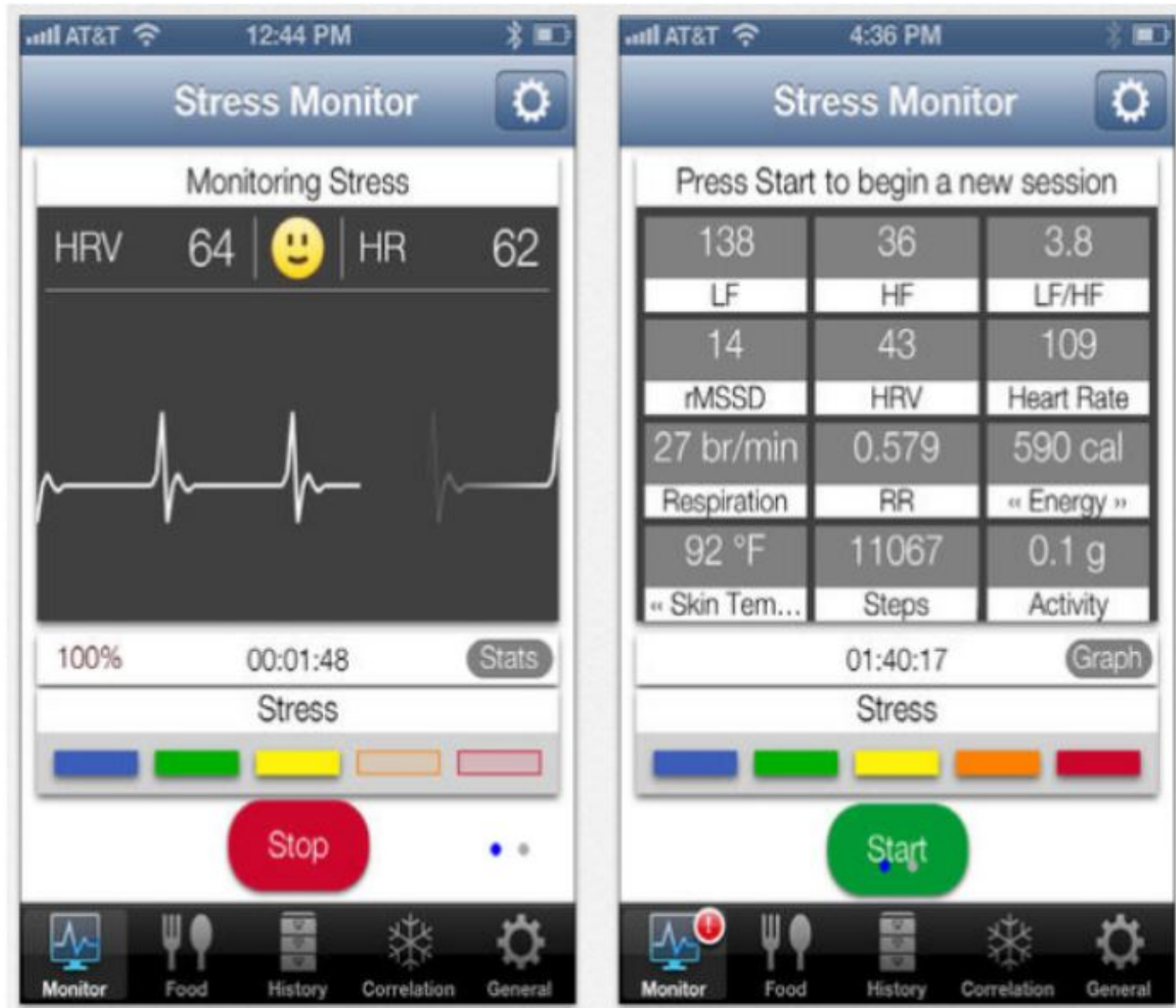


Focus on prevention

Domotics: Living Independent Safely and Longer



Quantified Self: Patients know more about their own Health



And if all Prevention fails, there are
Decision Support Systems helping Doctors
define a Treatment Plan



And healthcare infrastructure will need to transform from a monolithic & centralized model to a patient- & community centered network



Both the market-model as well the state centric model don't seem to be able to solve the complex societal challenges

Pater-system

Welfare state



State centric model

Top-down and directive
Commanding
Budgets financing

Ego-system

Free Market driven



Market centric model

Focus: growth & ROI
Competing
Output financing

Eco-system

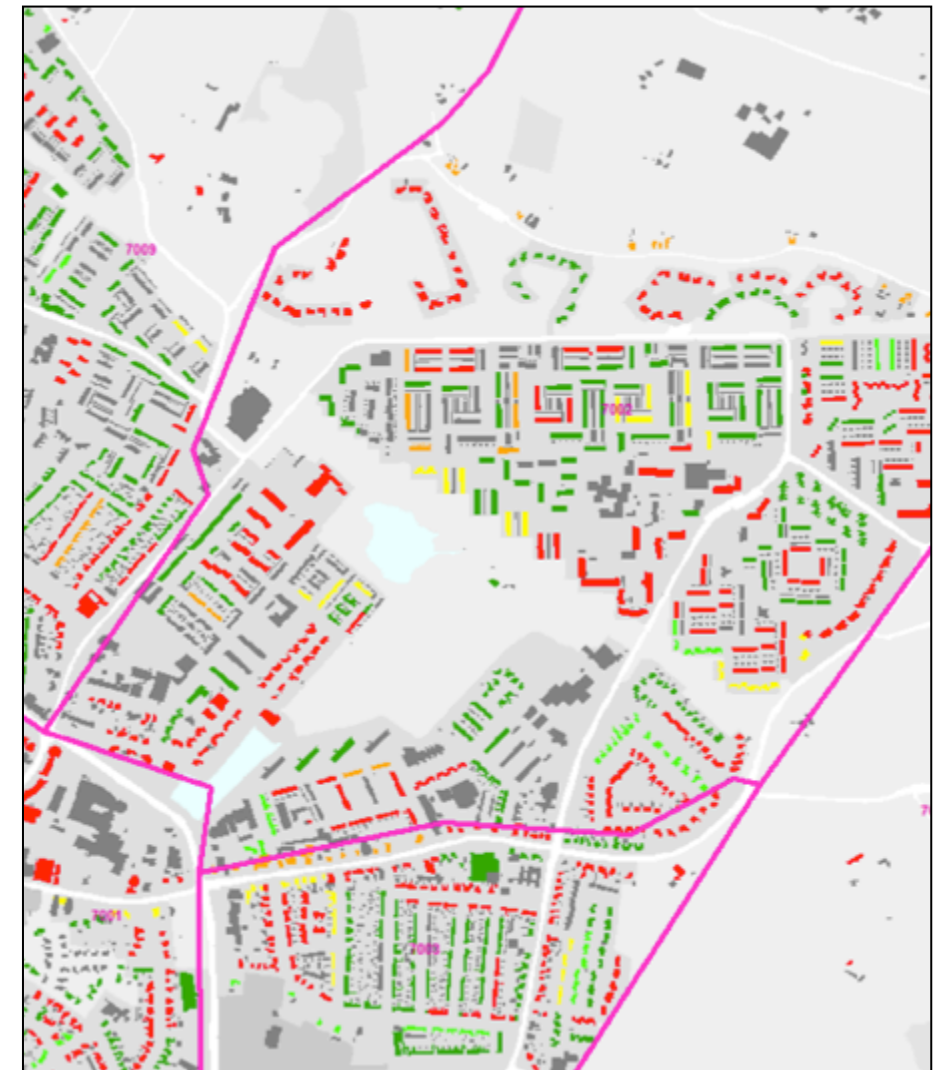
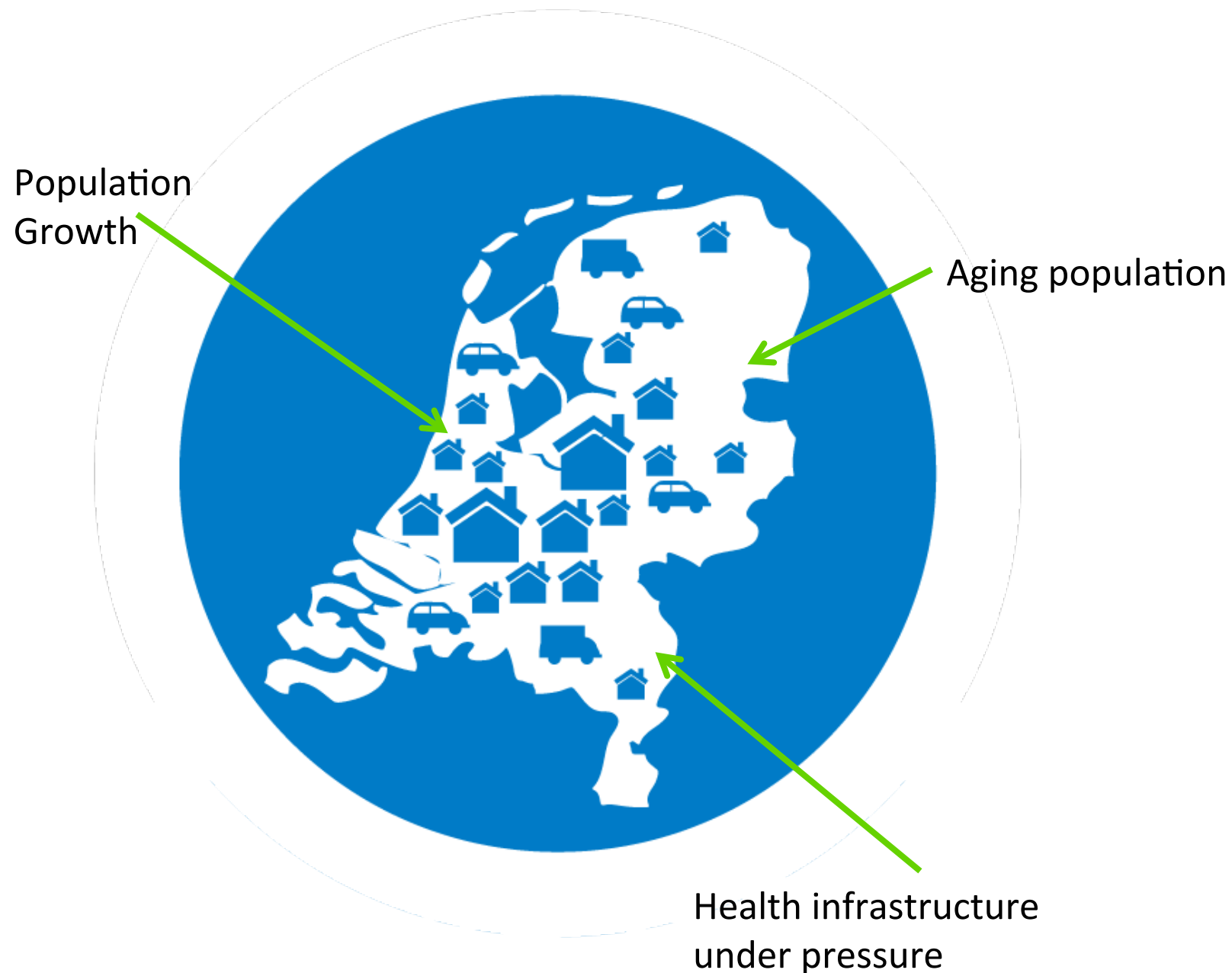
Long term value creation



Eco-system centric

Focus: SROI
Cooperation
Outcome financing

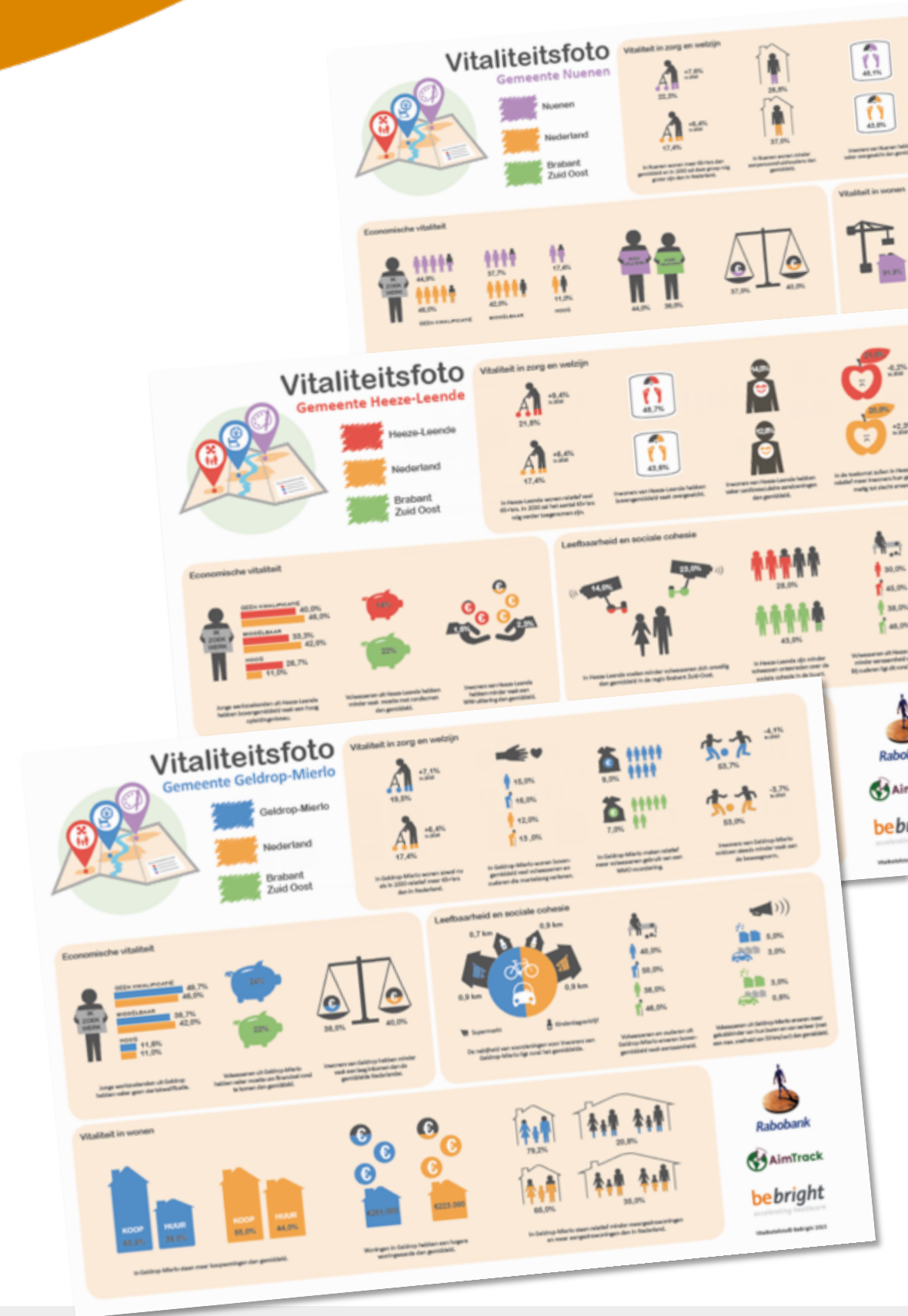
Demand and Supply of Care are dynamic with huge regionally differences.



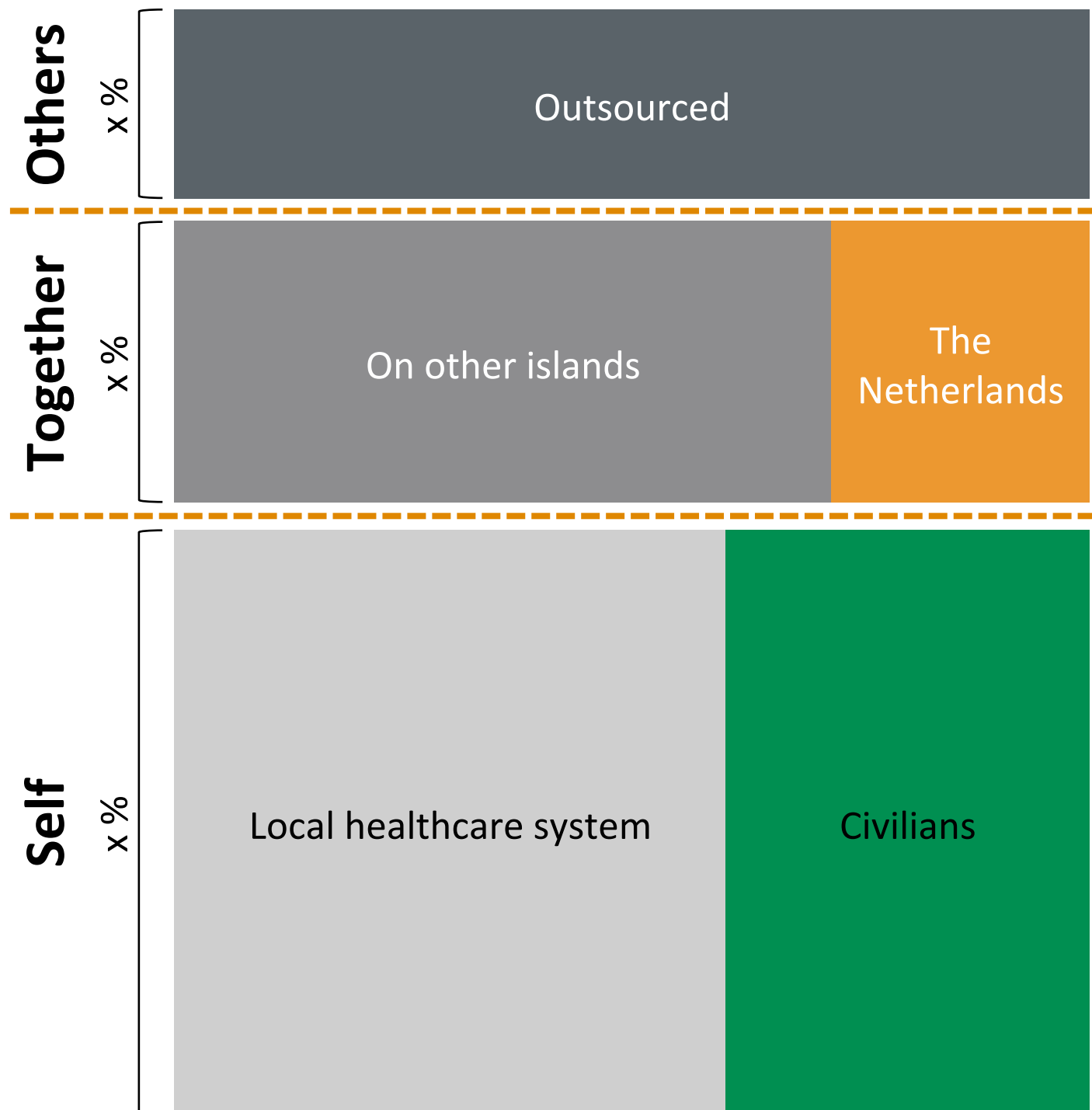
Even on neighborhood level it is possible to predict future healthcare demands

The development of a *Coalition Of the Willing* is a prerequisite for succes

A vitality scan creates an objective agenda of current and future healthcare needs and challenges & existing healthcare infrastructure for all involved partners.



The responsibilities of local healthcare system need to be mapped so all parties involved can agree on the distribution of care



A local scan on:

- Healthcare demand
- Size and affordability
- Available competencies and infrastructure

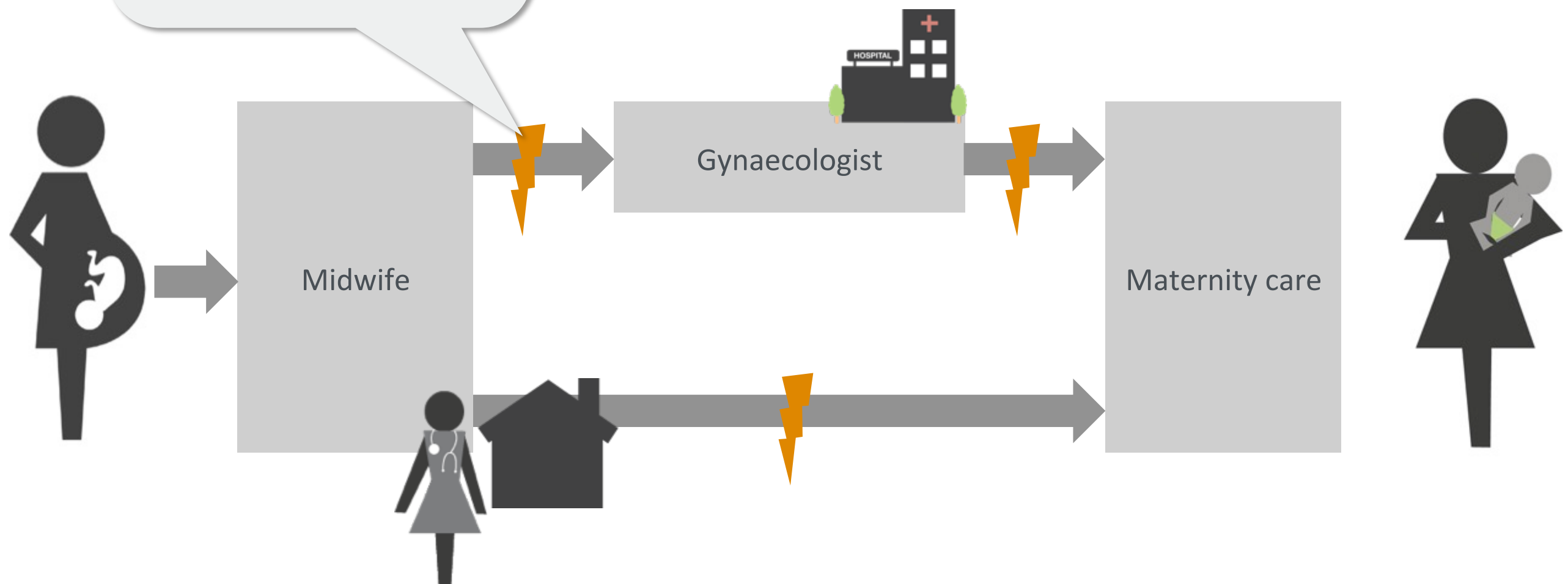
Technology enables more independence for each island and its civilians

An example: Dutch Natal Care suffers from the gaps in the healthcare system

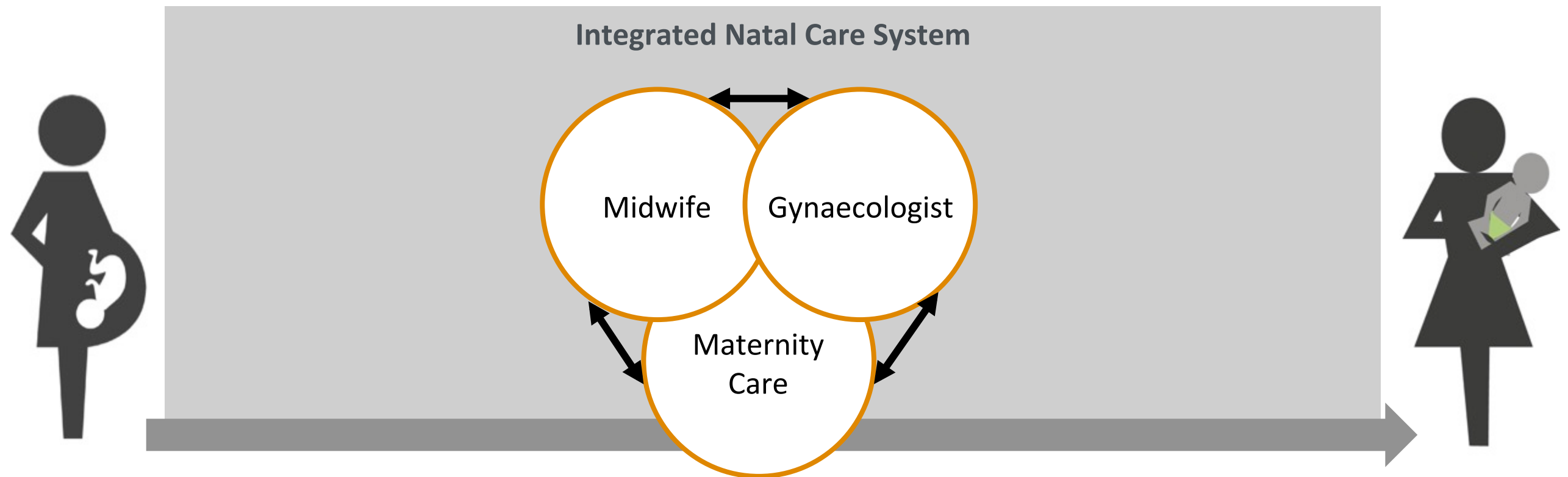
Gaps in:

- Service
- Information
- Finance
- Physical distance

- **Loss of patient focus**
- **Loss of quality**
- **Loss of efficiency**



We work towards an Integrative, Patient Centered, Natal Care System



Shared Ambitions

Collaborative Organization

Integrated Financing

Standardized Healthcare Proces

Clear Rules and Legal Network

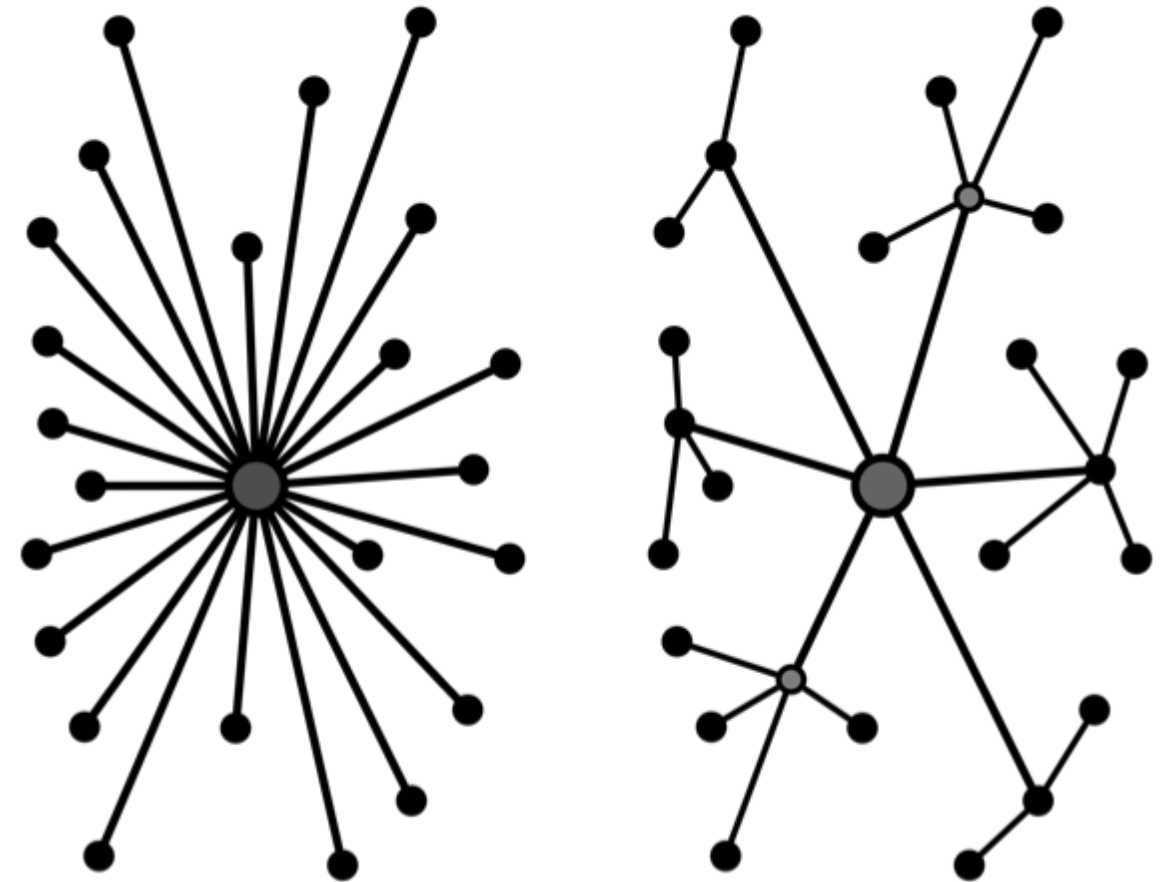
For an optimal organization of care: Redistribute points of healthcare and a balance in concentration and decentralization

To change, the islands will have to:

- Collaborate
- Redistribute
 - Elective care
 - Chronic care
 - Primary care
 - and Self-care

Change is driven by

- Demand for quality
- Financial motives (affordability)
- And accessibility to healthcare





VALUE creation



Applying
CREATIVE
destruction

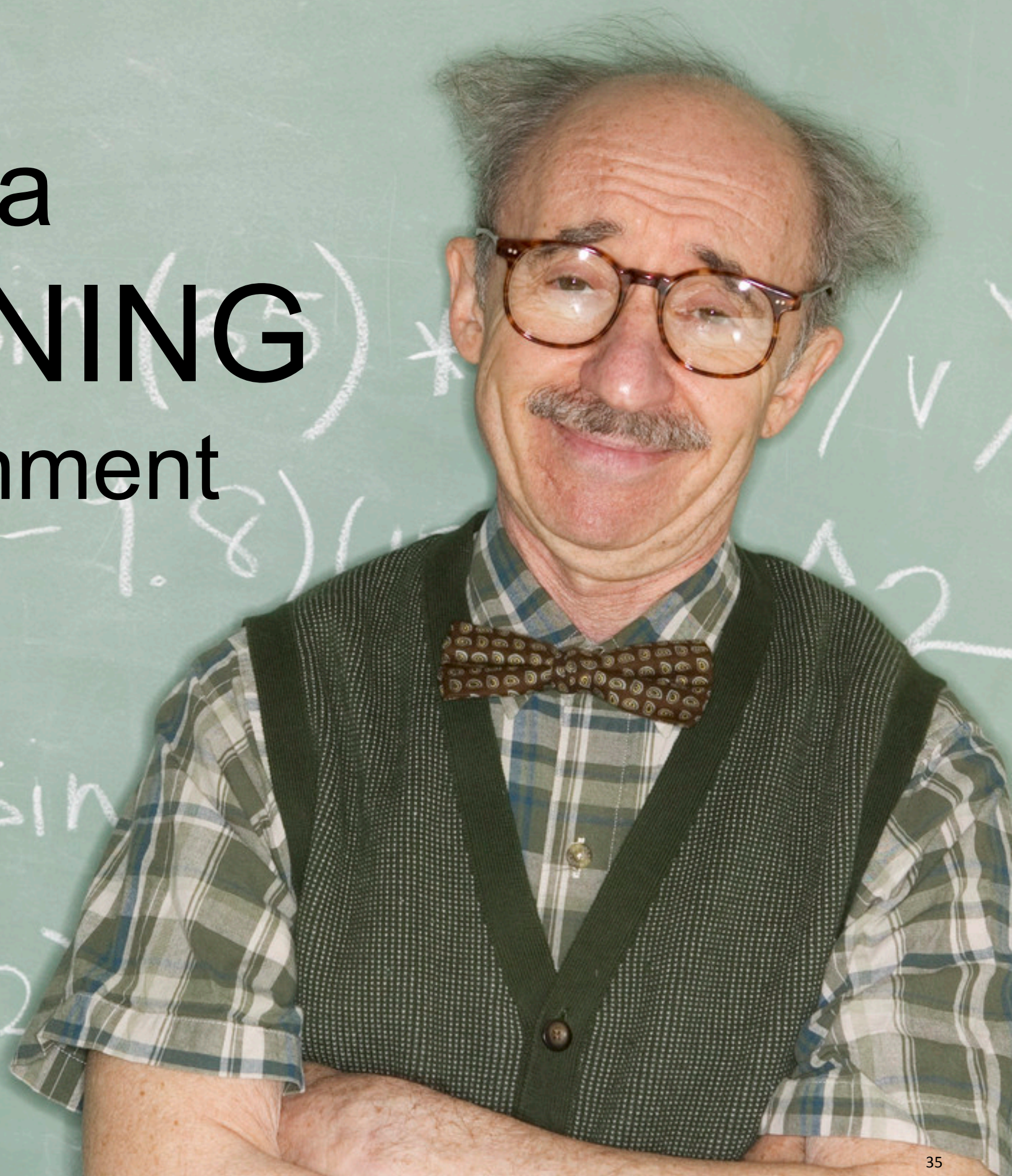


Heading to
**INTEGRATIVE
CARE**

and
**INTEGRATIVE
FUNDING**



in a
LEARNING
environment



...keep
INNOVATING, AGAIN
and **AGAIN.**



A close-up, high-contrast photograph of a human eye. The iris is a vibrant blue, and in the center, there is a clear reflection of the Earth from space, showing the blue oceans and white clouds. The pupil is dark and centered. The surrounding sclera is white, and the eyelids and eyelashes are visible in the foreground and background, creating a sense of depth and focus on the eye itself.

It starts with
VISION



Requires

**LEADERSHIP,
COURAGE and
ENTREPRENEURSHIP**



bebright

accelerating innovation

Franz Lisztplantsoen 200

3533JG Utrecht

Nederland

Website: www.bebright.eu

E-mail: info@bebright.eu

Phone: +31 30 88 87 927

Philip J. Idenburg

philip.idenburg@bebright.eu

+31(0)653442194

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