

A decorative graphic on the left side of the slide consists of three colored lines: a yellow-green line starting from the top, an orange line starting from the middle, and a blue line starting from the bottom. Each line has a circular dot at its end, and they all curve towards the right, pointing towards the text.

# ROADMAP FOR SUSTAINABLE HEALTHCARE

SESSION 1 – ACTING TOGETHER: A ROADMAP FOR  
SUSTAINABLE HEALTHCARE

PRESENTATION OF THE EUROPEAN STEERING  
GROUP'S WHITE PAPER AND KEY FINDINGS

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UNIVERSITÀ CATTOLICA ROMA  
PAST PRESIDENT EUROPEAN PUBLIC HEALTH  
ASSOCIATION

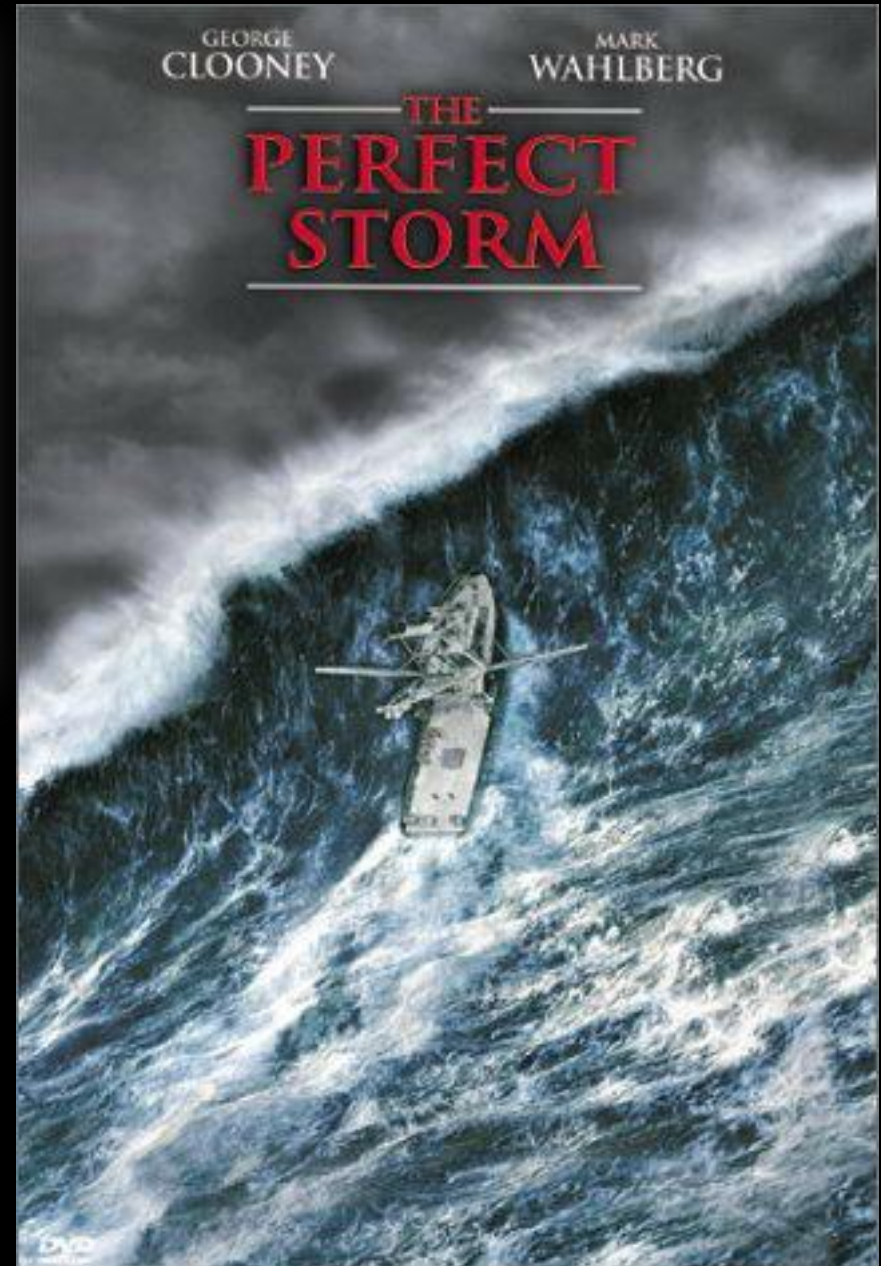


# STEP ONE THE PERFECT STORM

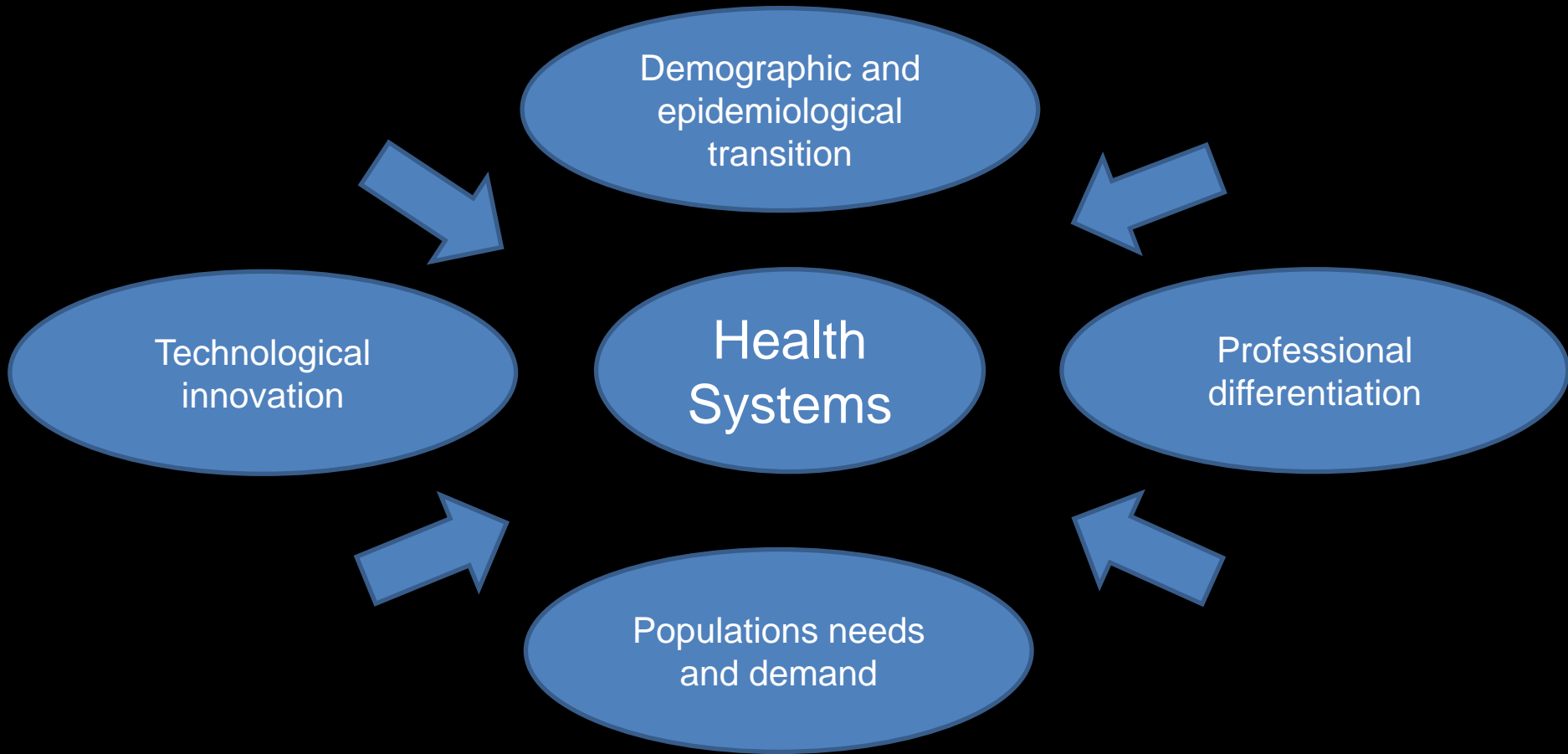


A "**perfect storm**" is an expression that describes an event where a rare combination of circumstances will aggravate a situation drastically.

The term is also used to describe an actual phenomenon that happens to occur in such a confluence, resulting in an event of unusual magnitude.



# THE WAVES OF DEMAND AND SUPPLY



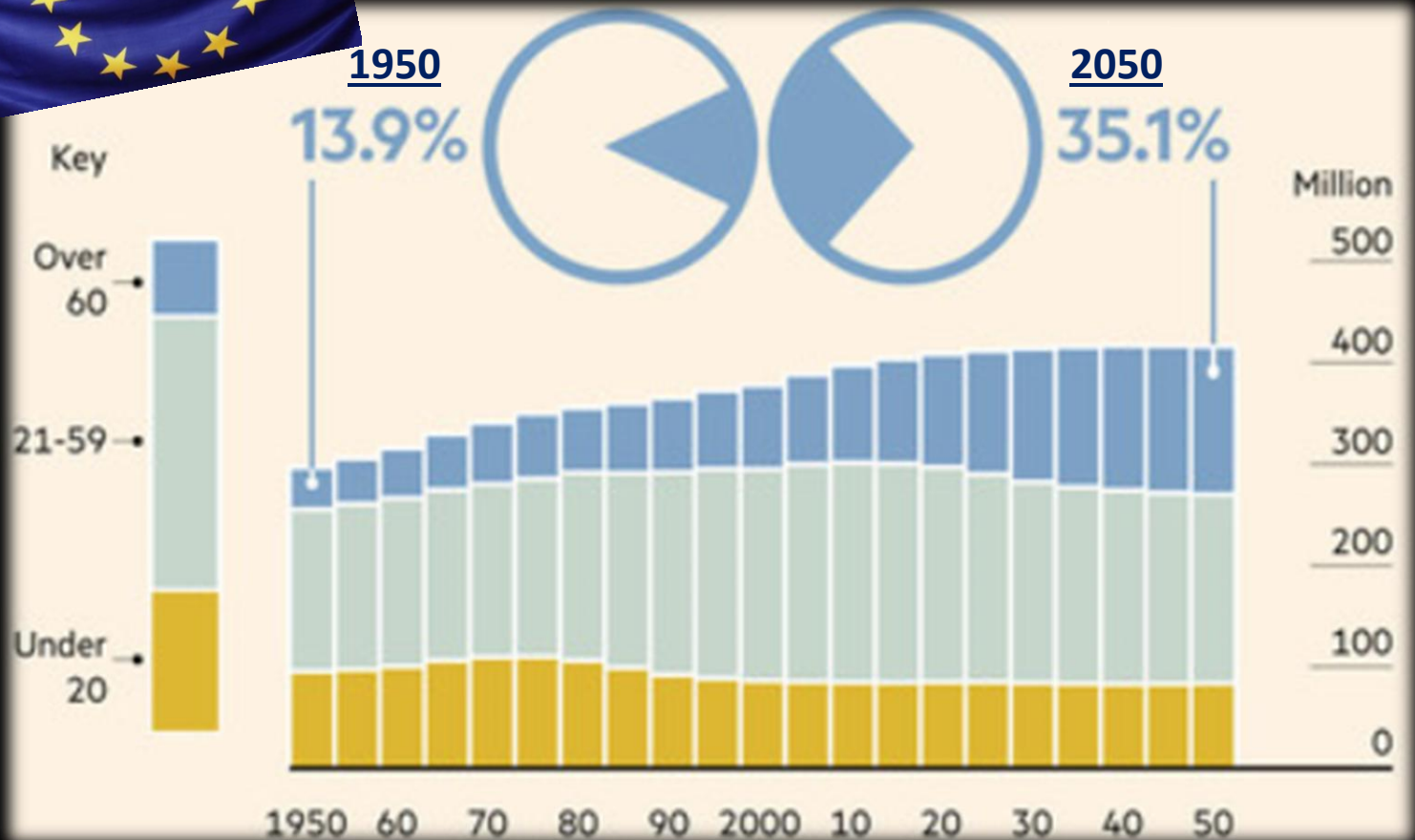
# DEMAND

## DEMOGRAPHY:

By 2050 over 1/3 of EU population will be over 60 years old (UN)



### % of EU population aged +60



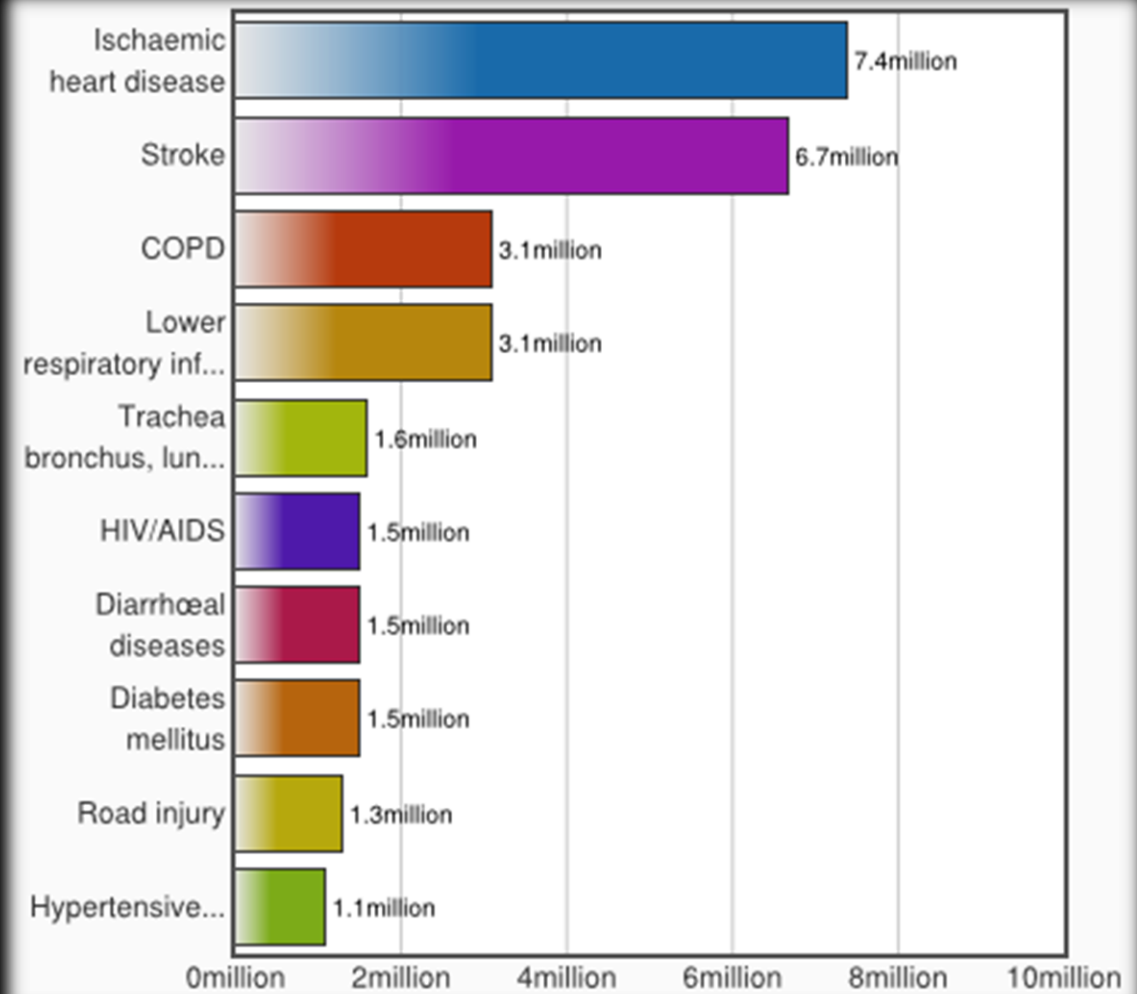
## EPIDEMIOLOGY :The 'NEW' patients

Total fertility rate in Europe in  
2012: 1.58  
(Eurostat)



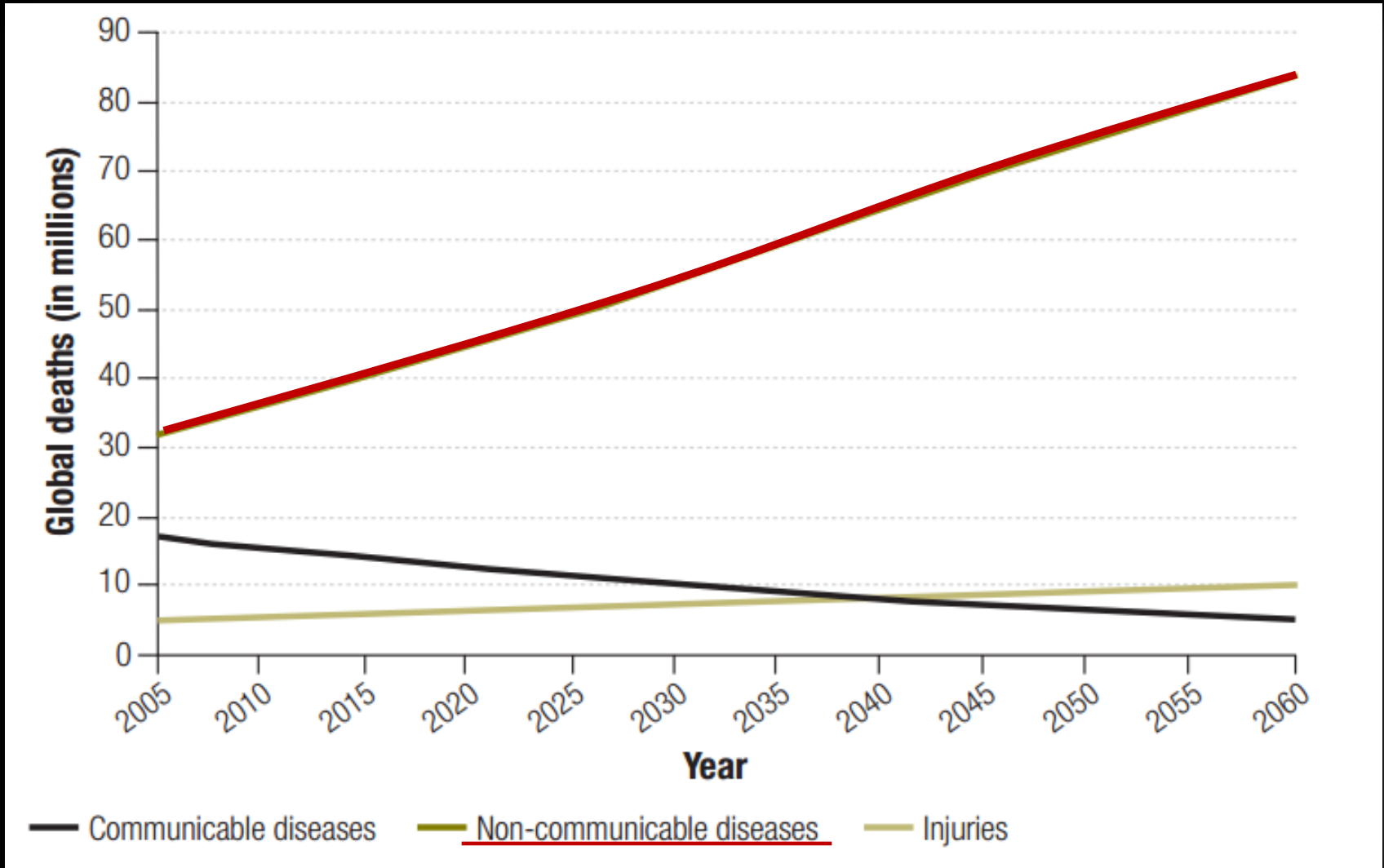
One in six people in the EU has a  
disability from mild to severe  
(European Commission)

## The 10 leading causes of death in the world



Source: World Health Organisation, The top 10 leading cause of deaths by broad income groups (2008). © WHO, 2012

# CHRONIC DISEASES



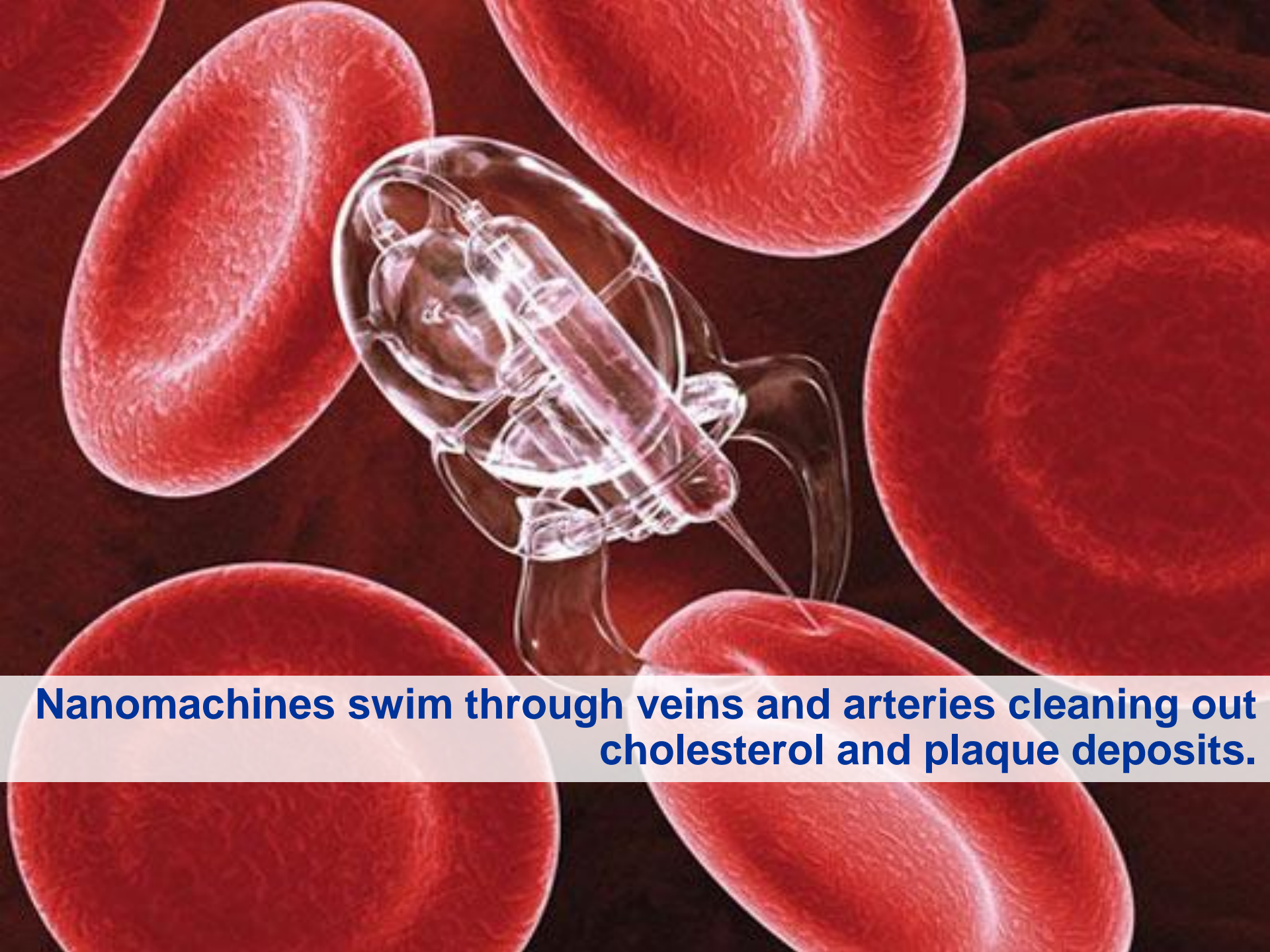
Source: Projections of global health outcomes from 2005 to 2060 using the International Futures integrated forecasting model. WHO bulletin 2011.

## Doctors' views: greatest innovations of the second healthcare revolution

- MRI and CT scanning
- ACE inhibitors
- Balloon angioplasty
- Statins
- Mammography
- Coronary artery bypass graft surgery
- Proton pump inhibitors and H2 blockers
- SSRIs and recent non-SSRI antidepressants
- Cataract extraction and lens implants
- Hip and knee replacement
- Ultrasonography
- Gastrointestinal endoscopy
- Inhaled steroids for asthma
- Laparoscopic surgery
- Non steroidal anti-inflammatory drugs
- Cardiac enzymes

Source: Fuchs, VR et al, Physicians' views of the relative importance of thirty medical innovations, Health Affairs, 2001





**Nanomachines swim through veins and arteries cleaning out cholesterol and plaque deposits.**



**Nanotechnology can explore the process of thoughts and perception at the molecular level.**



**Generation of new approaches in psychology, in the design of new drugs and in the treatment of pain.**



**Neural implants can counteract Parkinson's disease and tremors from multiple sclerosis.**

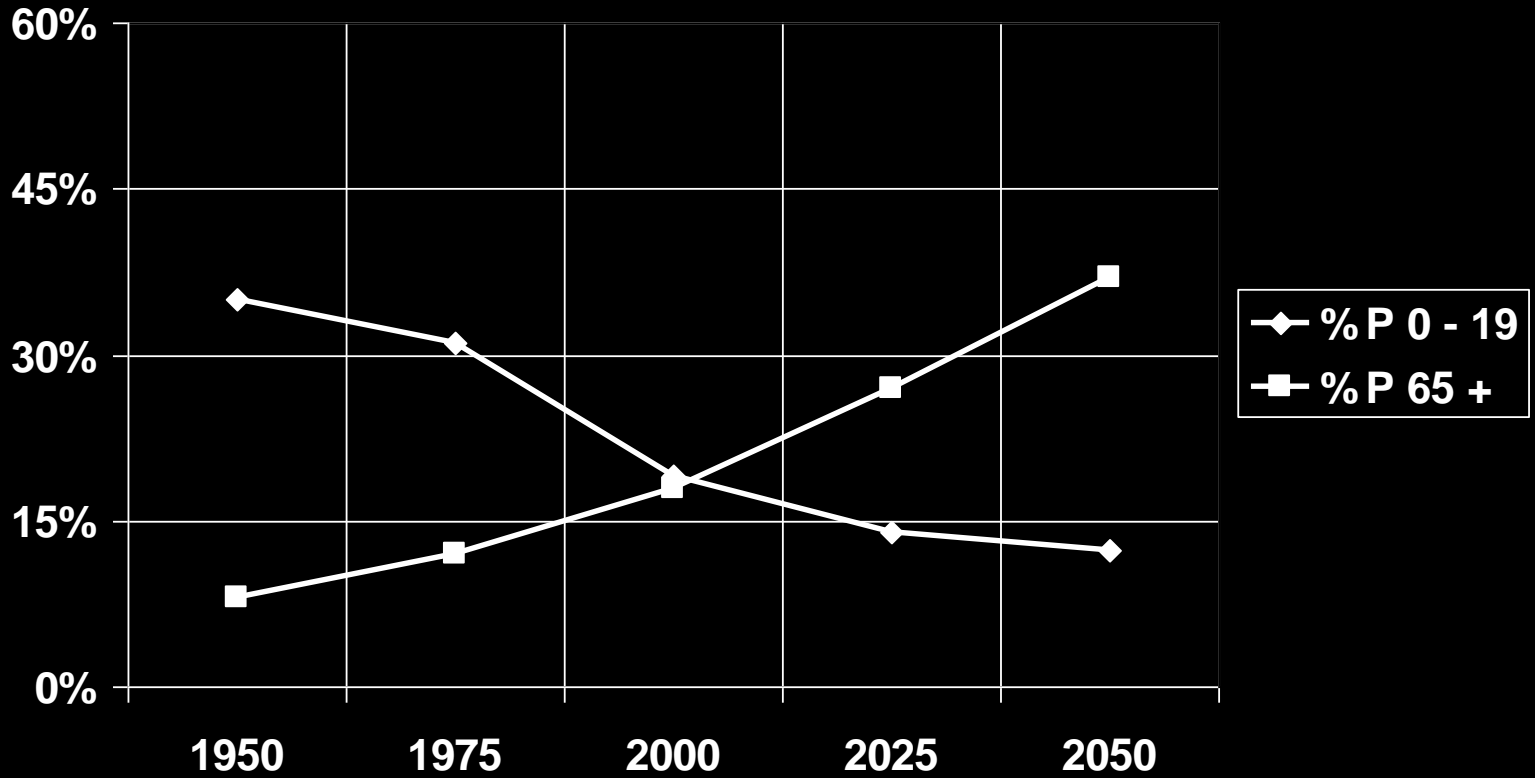


**Blind patients are now able to see crude patterns thanks to a computer-driven dot matrix display.**



**Shirts with sensors can monitor heartbeat and other vital signs directly to a doctor.**

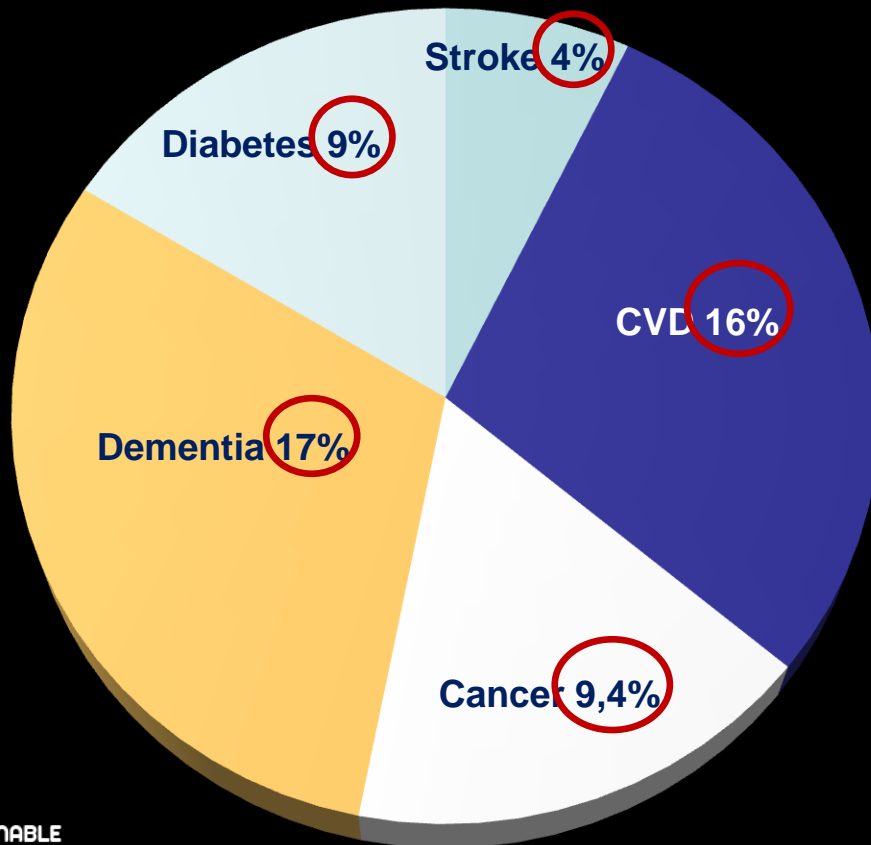
# DEMAND



**USA IN 2050**  
**INDONESIA IN 2090**

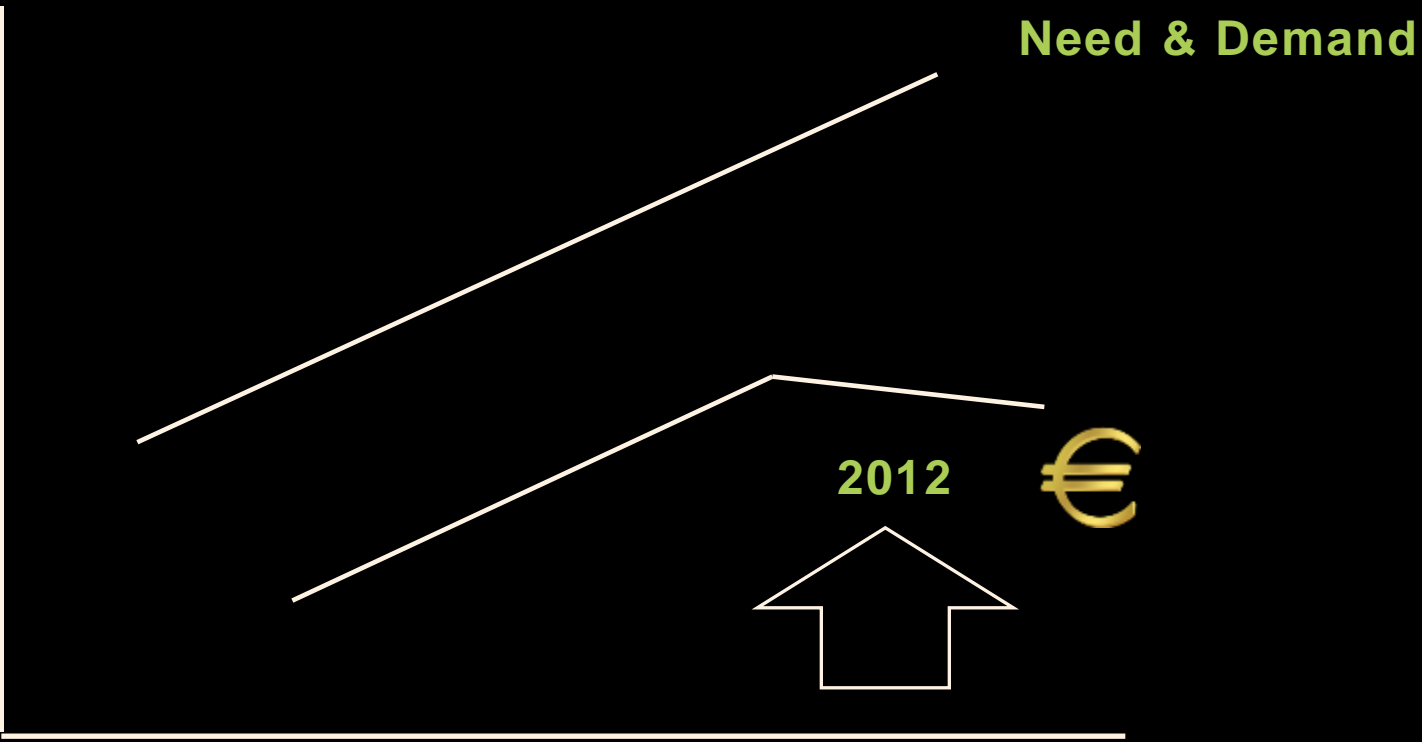
# CHRONIC CONDITIONS AND ECONOMIC BURDEN

It has been estimated that the commonest chronic conditions are costing the US more than USD **1trillion per year**, which is expected to increase to USD 6 trillion by the middle of the century. In UK the cost of chronic conditions such as stroke, heart diseases, diabetes, cancer and dementia pile up to **over 50%** of total healthcare expenditure.



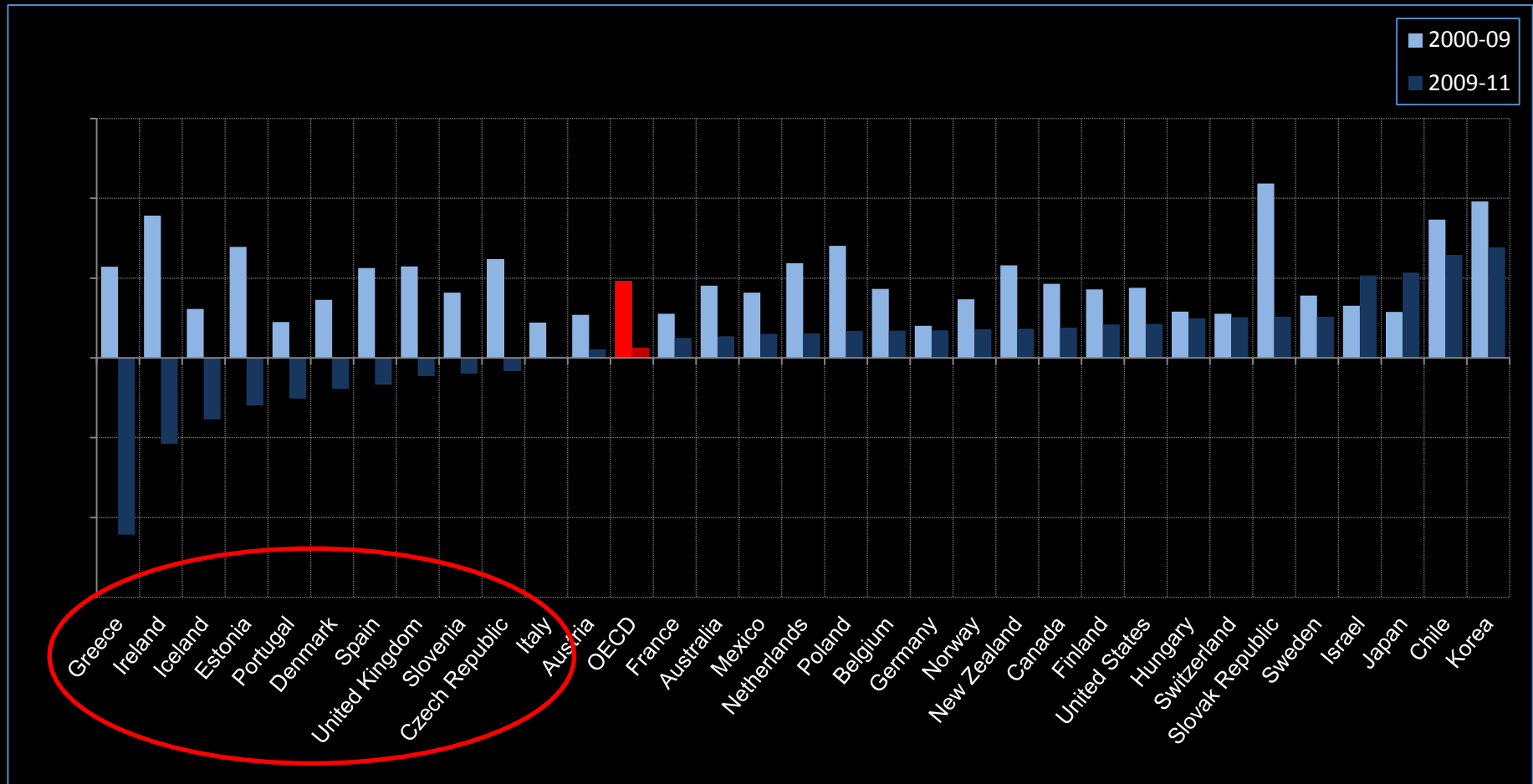
**No country can afford this**

# FINANCIAL CONSTRAINTS



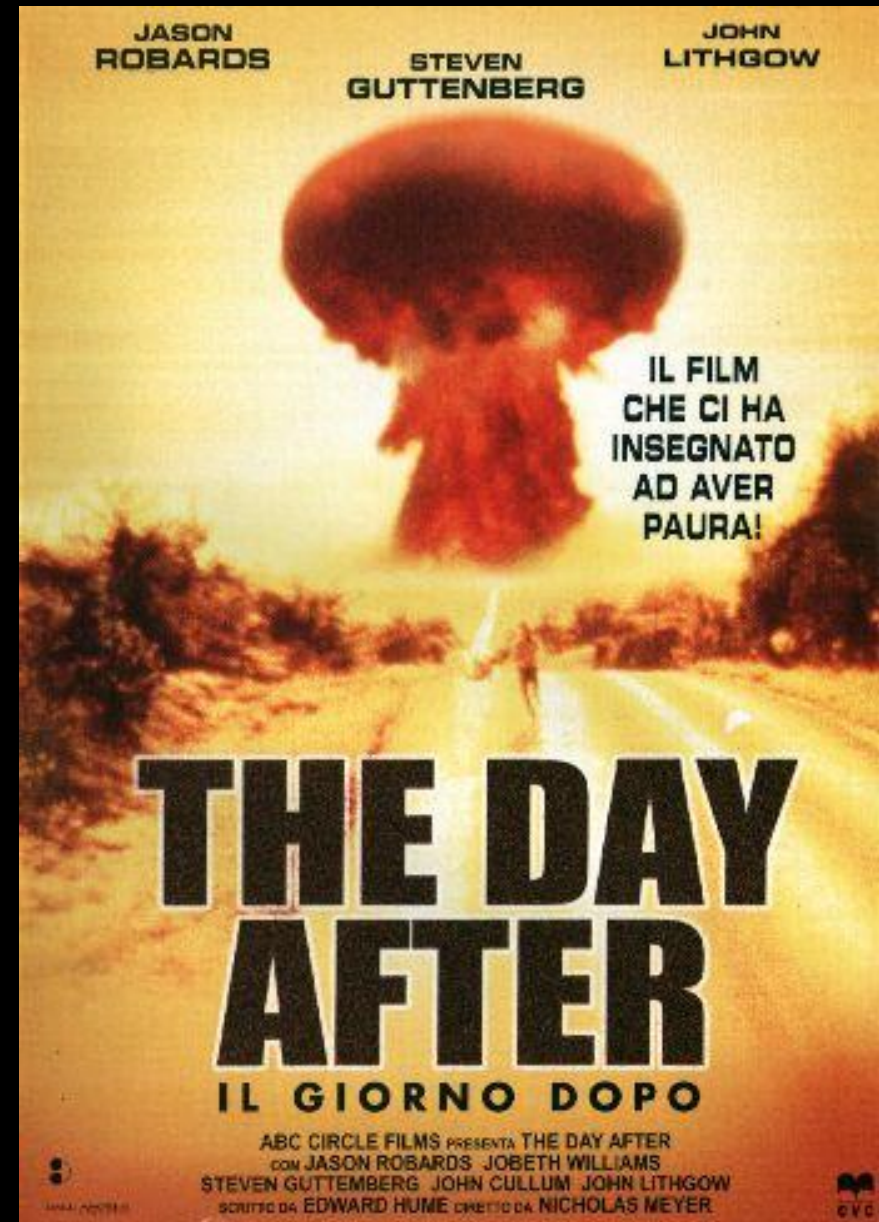


## Average annual growth in health spending in real terms



# THE DAY AFTER

No more European  
social model





## STEP TWO: HEALTH SUSTAINABILITY

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*“There are two kinds of problems in life.  
Big ones and small ones. The small  
ones money can solve.  
The big ones money cannot solve”*

*Will Roberts*

# STEP TWO: HEALTH SUSTAINABILITY

Starting from 1997, sustainability became a fundamental objective of the European Union.

«Investing in Health» contributes to the Europe 2020 objective of smart, sustainable and inclusive growth.

## HealthAffairs

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### From Volume To Value: Better Ways To Pay For Health Care

Harold D. Miller

PubMed.gov  
US National Library of Medicine  
National Institutes of Health  
PubMed  
Display Settings:  Abstract  
Advanced  
N Engl J Med. 2012 Sep 6;367(10):949-54. doi: 10.1056/NEJMsb1205901. Epub 2012 Au  
A systemic approach to containing health care spending  
Manuel E<sup>1</sup>, Tanden N, Altman S, Armstrong S, Berwick D, de Brantes F, Cals  
Shima Lee E, Podesta JD, Reinhardt U, Rosenthal M, Sharfstein J, Shorte

ASSESSING NATIONAL CAPACITY FOR THE PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES

Healthcare Industry 2013  
Sustainable Health Systems  
Visions, Strategies, Critical Uncertainties and Scenarios  
A report from the World Economic Forum  
Prepared in collaboration with McKinsey & Company  
January 2013

Report  
Patient empowerment: for better quality, more sustainable health services globally

The Argument for Disease Prevention: Distinguishing Between Value and Savings  
A Prevention Policy Paper Commissioned by Partnership for Prevention

# TRYING TO ADDRESS FIVE QUESTIONS



1. *Which types of intervention would make the biggest difference to the health and well-being of the people?*
2. *What opportunities hold the greatest promise?*
3. *How can we prepare for the next 10 years?*
4. *How can we accelerate action to reduce inequalities?*
5. *How can we support decision-makers in their efforts to achieve better health and well-being for their people?*



“People centric, innovative strategies to safeguard health of individuals and society providing efficient care that fulfils and adapts to evolving health needs and leads to the highest possible level of health whilst preserving the potential outcomes of future generation”

*ESG 2014*

# HEALTHCARE SUSTAINABILITY

Healthcare systems need to be reorganized, and sustainability framework represents a prominent option to guide new policies, plans and programs



**Prevention  
and  
Early Intervention**

**Empowered and  
responsible citizens**

**Reorganisation  
of care**



## STEP THREE CALL TO ACTION

How can ideas be turned to actions?  
Within a multi sectorial frame, healthcare sustainability accomplishment  
requires several changes



Prevention and  
early intervention

Empowered and  
Responsible  
citizens

Reorganisation of  
delivery of care

Forewords – Mary Harney and Pascale Richetta

About the European Steering Group on Sustainable  
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Glossary of abbreviations

# ACTION 1: INVESTING IN PREVENTION AND EARLY INTERVENTION

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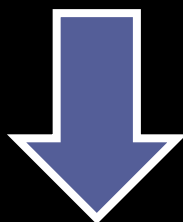
**References**

**Glossary of abbreviations**

**Prevention and  
early  
intervention**

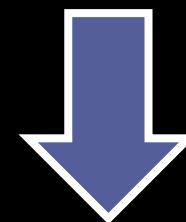
## Definition and Concepts

### Prevention



**“ Prevention is intervening before something becomes a problem, including the actions aimed at eradicating, eliminating or minimising the impact of disease and disability or, if none of these are feasible, slowing the progress of the disease and disability”**

### Early Intervention



**“Early intervention is the process of providing specialist intervention and support services for a person who needs them, either early in the life course and/or early in the development of a health issue or problem”**

# ACTION 1: INVESTING IN PREVENTION AND EARLY INTERVENTION

**Smart investment in prevention and early intervention can generate tangible savings in health and social welfare**

**Early Intervention Clinics in Musculoskeletal-Related Work Disability**

**Micro-simulation Model to Inform Health Policies on Investment in Prevention**

**Prevention and early intervention are not the sole responsibility of doctors and patients, but rather everybody, including employers, schools and social media**

**The Prevention Act**

**Healthy – Active – Constructive**

# ACTION 1: INVESTING IN PREVENTION AND EARLY INTERVENTION

**Mobilising pharmacists, nurses and community health workers to maximise the efficiency of prevention and early intervention**



**Flu vaccination**

**Using “Big Data” to anticipate and understand healthcare needs**



**The Irish Longitudinal study on Ageing (TILDA)**



**DANBIO registry**

# ACTION 2: FOSTERING EMPOWERED AND RESPONSIBLE CITIZENS

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**Empowered and  
Responsible  
citizens**

# “Empowerment”

“Helping patients discover and develop the inherent capacity to be responsible for one's own life”



All citizens will be patients at some point in their lives

'No Decision About Me, Without Me'

Healthcare does not end or begin at the doorway of the clinic

## ACTION 2: FOSTERING EMPOWERED AND RESPONSIBLE CITIZENS

**Shared decision-making between doctor and patient  
can improve clinical and financial outcomes**



**SRQ Registry**

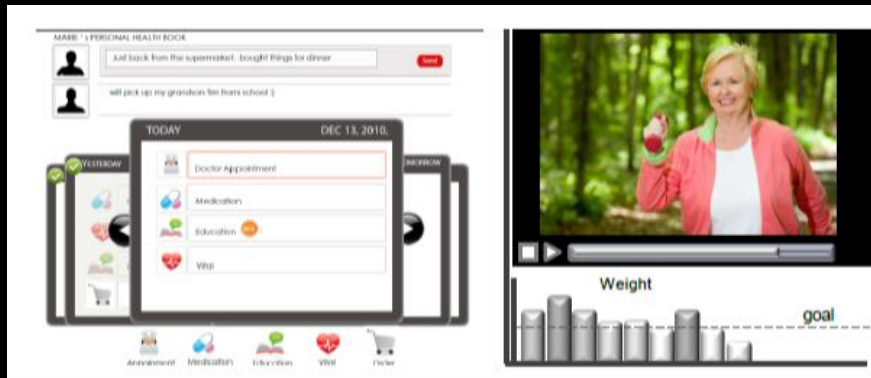
**Ensuring carers' workability and productivity**



**Care for Carers**

# ACTION 2: FOSTERING EMPOWERED AND RESPONSIBLE CITIZENS

## Utilising eHealth / mHealth to inform and empower citizens



## Philips' Personal Health Book

## Improving adherence to long-term therapies



*“Patients need to be supported rather than blamed, health systems must evolve to meet new challenges, and that a multidisciplinary approach towards adherence is needed”*

Source: World Health Organisation. Adherence to long-term therapies. Evidence for action. eHealth, Opportunities and Developments in Member States. Report on the Second Global Survey on eHealth. Global Observatory for eHealth Series - Volume 2. 2003.

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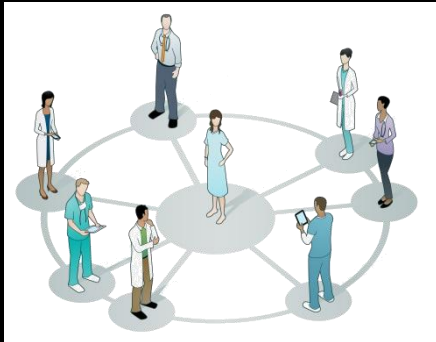
**Glossary of abbreviations**

**Reorganisation  
of delivery of  
care**

# ACTION 3: REORGANISING CARE DELIVERY

“The restructuring of healthcare systems in a setting that will meet the optimal needs of patients, community and clinicians

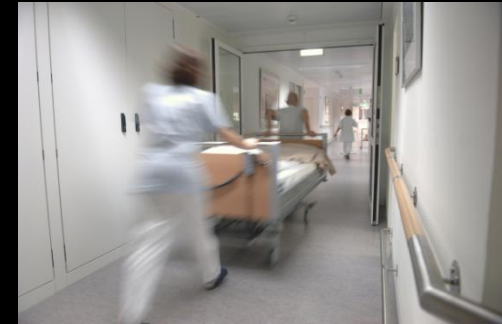
## Three strategic pillars



Patient-centric integrated care

Hospital efficiency

Interventions in an optimal setting



## ACTION 3: REORGANISING CARE DELIVERY

**Designing integrated care models with patients at the centre**



**Kaiser Permanente**



**Chronic Disease Management Model for Rheumatoid Arthritis**

**Supporting patient-centric care with integrated data sets**



**HDSP – Health Digital Platform to Support the Management of COPD Pathways**

## ACTION 3: REORGANISING CARE DELIVERY

**Improving hospital efficiency to enhance equity of access**



**Improving Efficiency in Hospitals via Lean Operational Process**

**Conducting interventions in optimal settings: From Hospitals to Homes**



**From Hospitals to Home – Healthy Liverpool**

# CONCLUSION

The ESG would like to encourage governments, social insurers, healthcare professionals, patient organisations, academia, non-governmental organisations, the pharma industry and other stakeholders to work in partnership, to continue to seek innovative ideas that will drive positive changes.

**Quite often the best ideas  
come from the bottom up!**



HEALTH  
IS  
WEALTH

**THERE ARE NO  
“ONE-SIZE-FITS-ALL”  
SOLUTIONS**

Don't Be  
Afraid  
of... 

## Time for a Paradigm Shift?



*You cannot escape the responsibility of tomorrow by evading it today*

*Abraham Lincoln*



**Thank you for your attention**