



National Health Care Institute



eTELEMED 2018, ROME



| Taking care of good health care |

# Sustainable Innovation in Health Care

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# National Health Care Institute

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

*'Taking care of good health care'*



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



## Service organization for health professionals

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

**VvaaR 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



A collage of medical and technological icons including a doctor's coat, a heart monitor, a DNA helix, a stethoscope, a syringe, and a smartwatch, all set against a background of hexagonal patterns.

## E-HEALTH

# #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

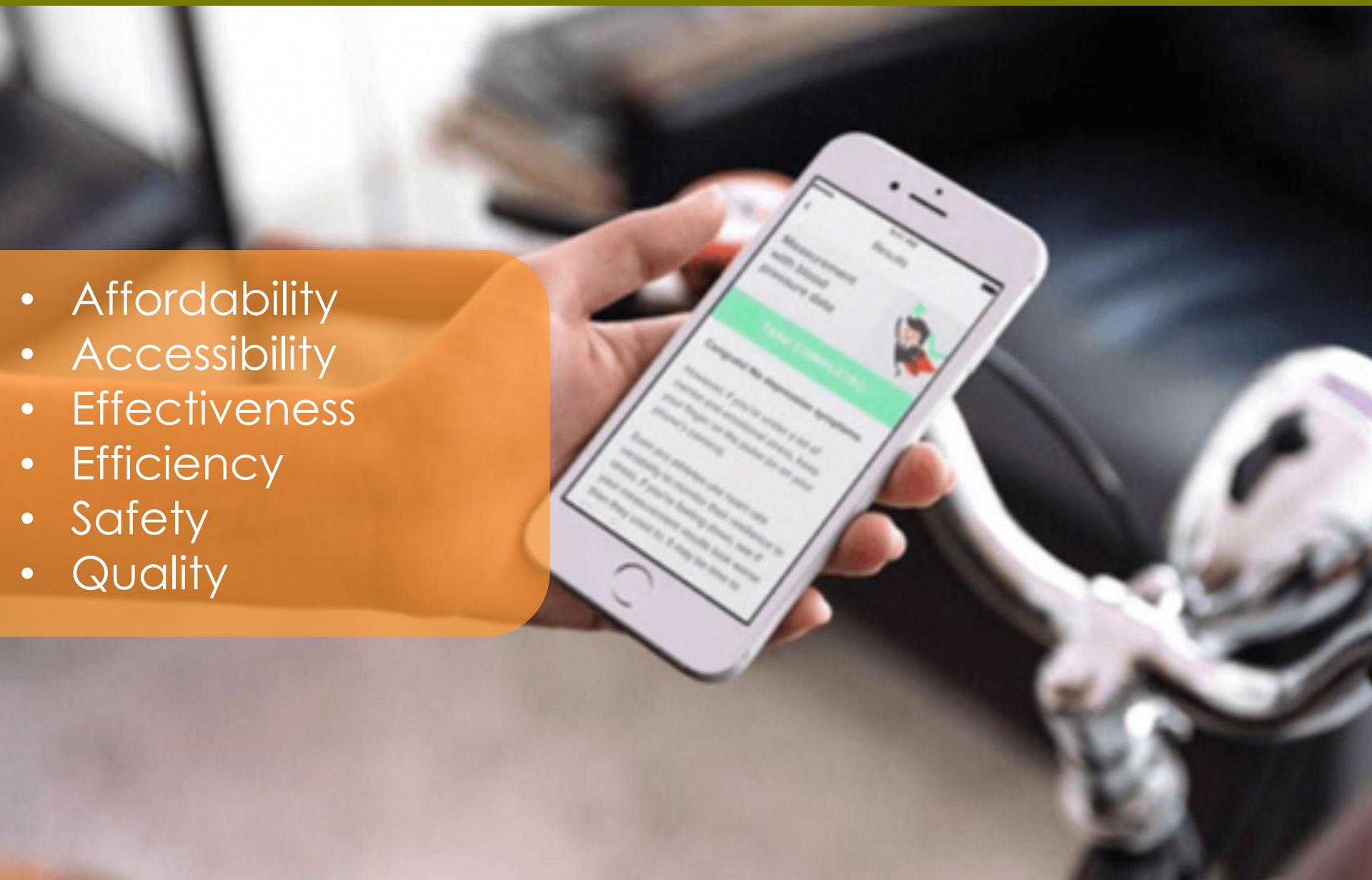


- Open system for innovation:  
central role of health professionals and insurers
- Basic health care insurance:  
**effectiveness** established in medical science and medical practice
- Conditional financing
- Innovation spaces et al.
- Additional insurance / out-of-pocket

# High expectations +value



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

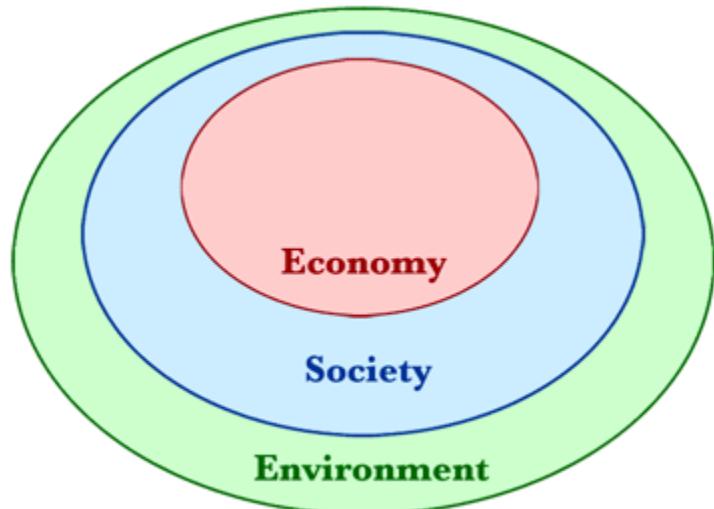


# Urgencies



- 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



# SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE  
DEVELOPMENT  
GOALS

# Sustainability



Welcome to the United Nations.

عربی

中文

English

Français

Русский

Español



## SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

Home

About

Goals

Partnerships

Take Action

News and Media

Social Media

Watch and Listen

### 3 GOOD HEALTH AND WELL-BEING



#### Goal 3: Ensure healthy lives and promote well-being for all at all ages

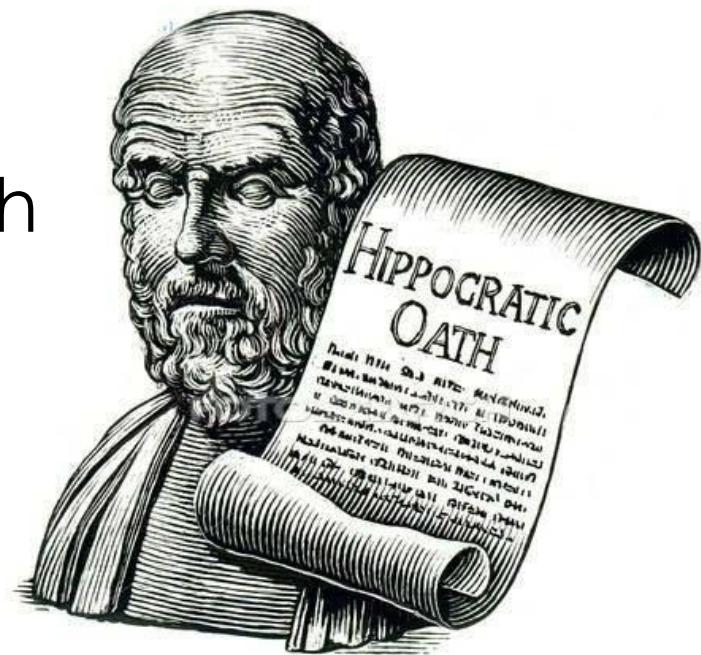
Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development. Significant strides have been made in increasing life expectancy and reducing some of the common killers associated with child and maternal mortality. Major progress has been made on increasing access to clean water and sanitation, reducing malaria, tuberculosis, polio and the spread of HIV/AIDS. However, many more efforts are needed to fully eradicate a wide range of diseases and address many different persistent and emerging health issues.





## Health

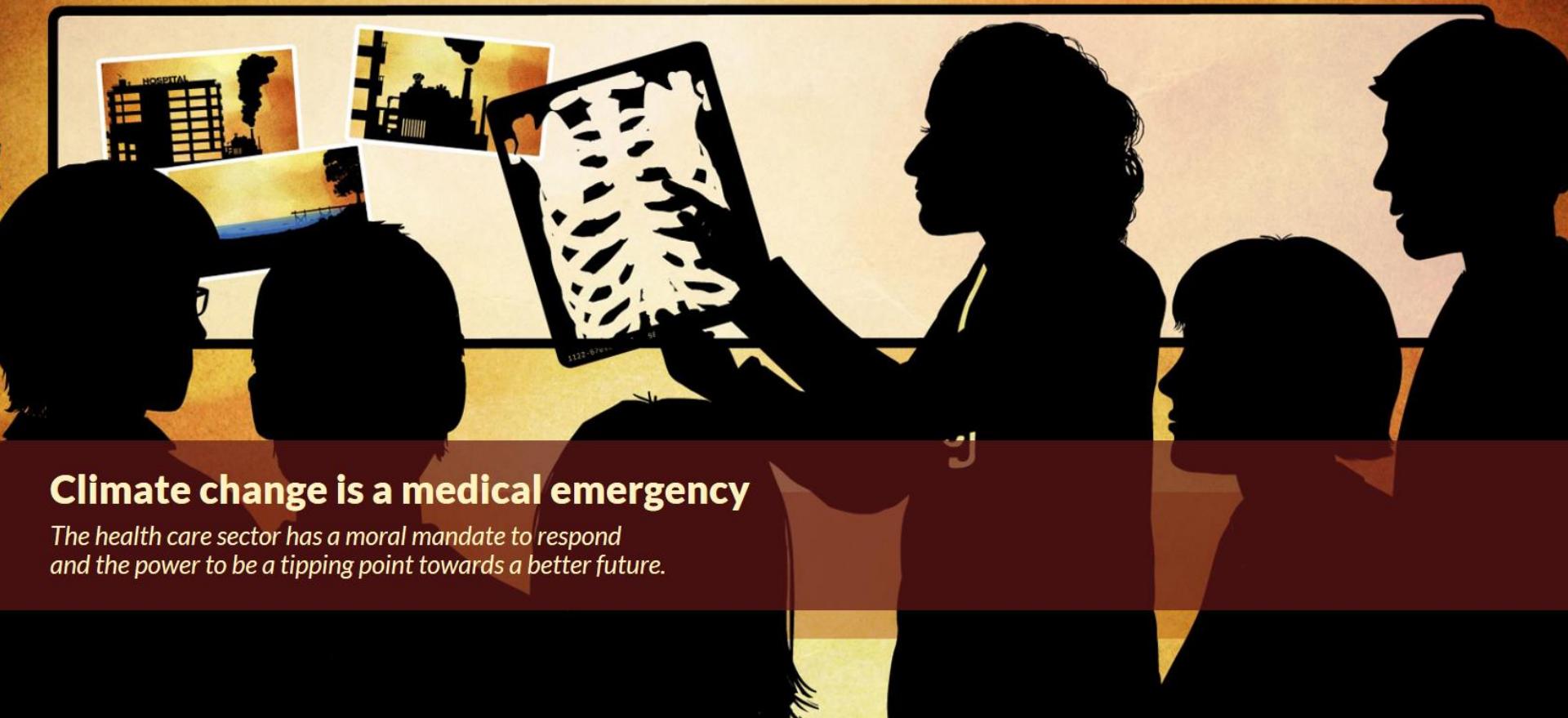
- Climate change | Paris accords
- Health care industry
- Transformation to green health
- ***Primum non nocere***





# 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**

A photograph of a medical professional wearing a white coat and a stethoscope around their neck. They are holding a silver tablet or clipboard in their hands. Overlaid on the right side of the image is the text "health focus" in large, bold, blue letters.

**health  
focus**

# Slow adoption

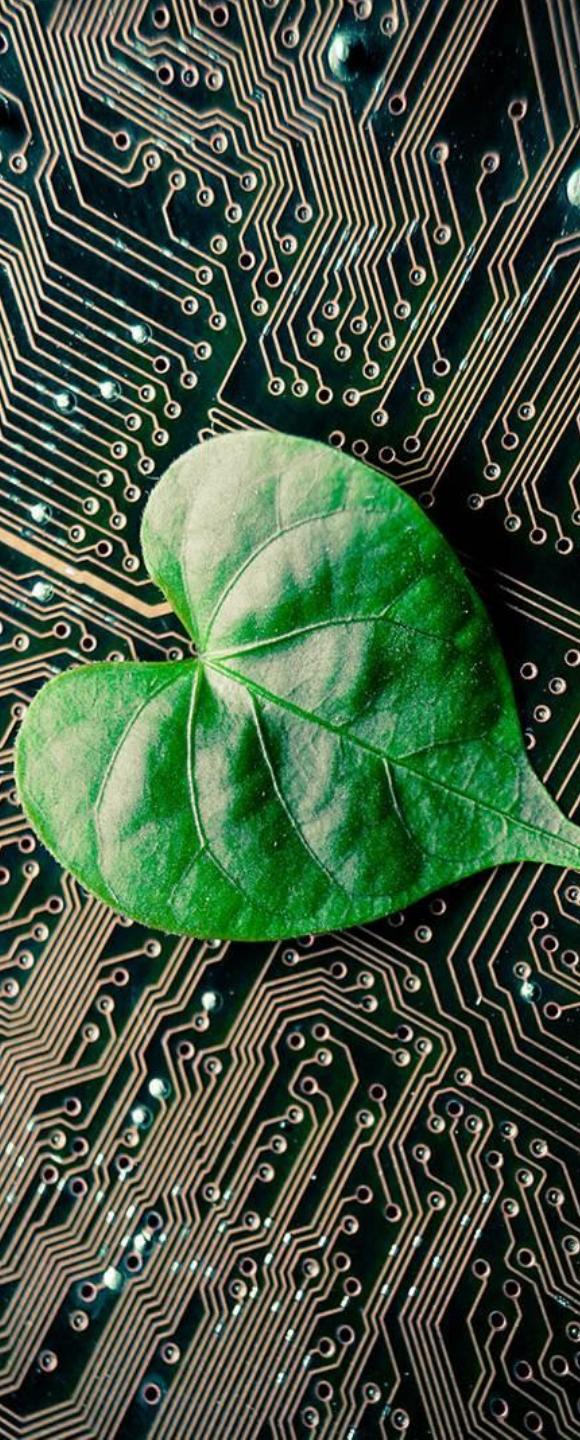


- Financial issues
- Standardisation
- Unfamiliarity
- Vision / leadership
- Entrepreneurship / business case
- Compartmentalisation
- Evidence base

# 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*

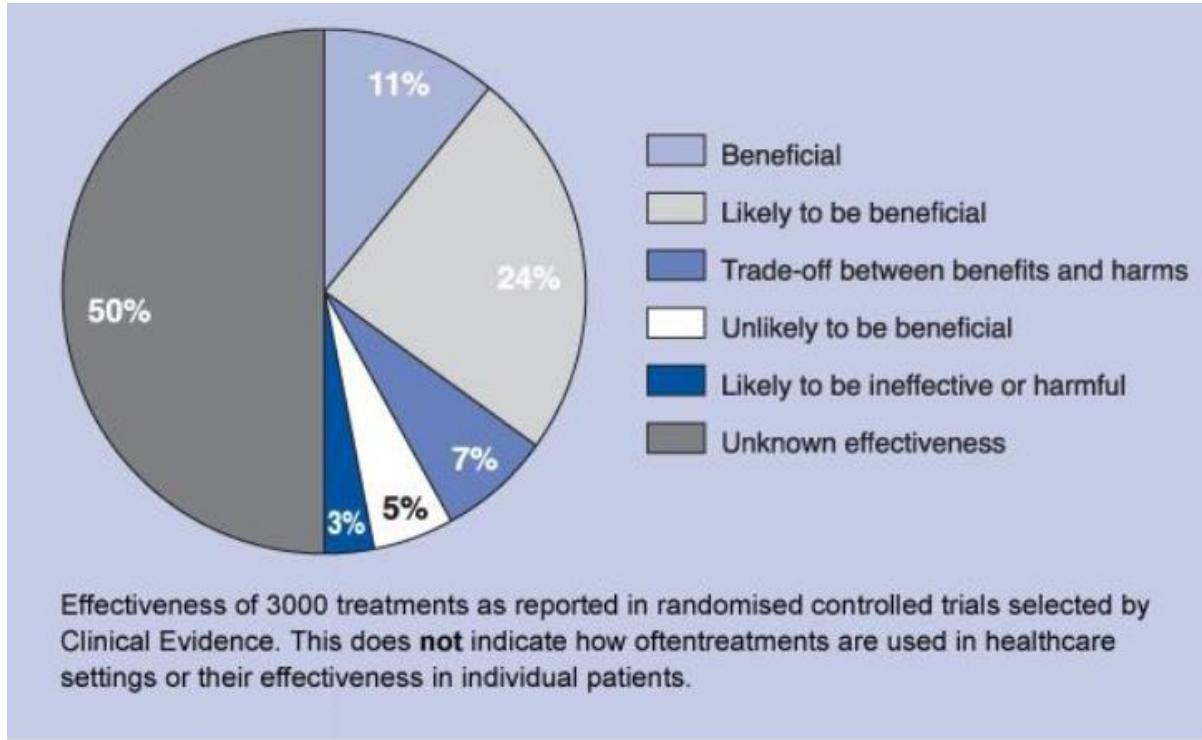
**No** *Unwanted Waiting*

**No** *Waste*

**No** *One Left Out*



# Appropriate care



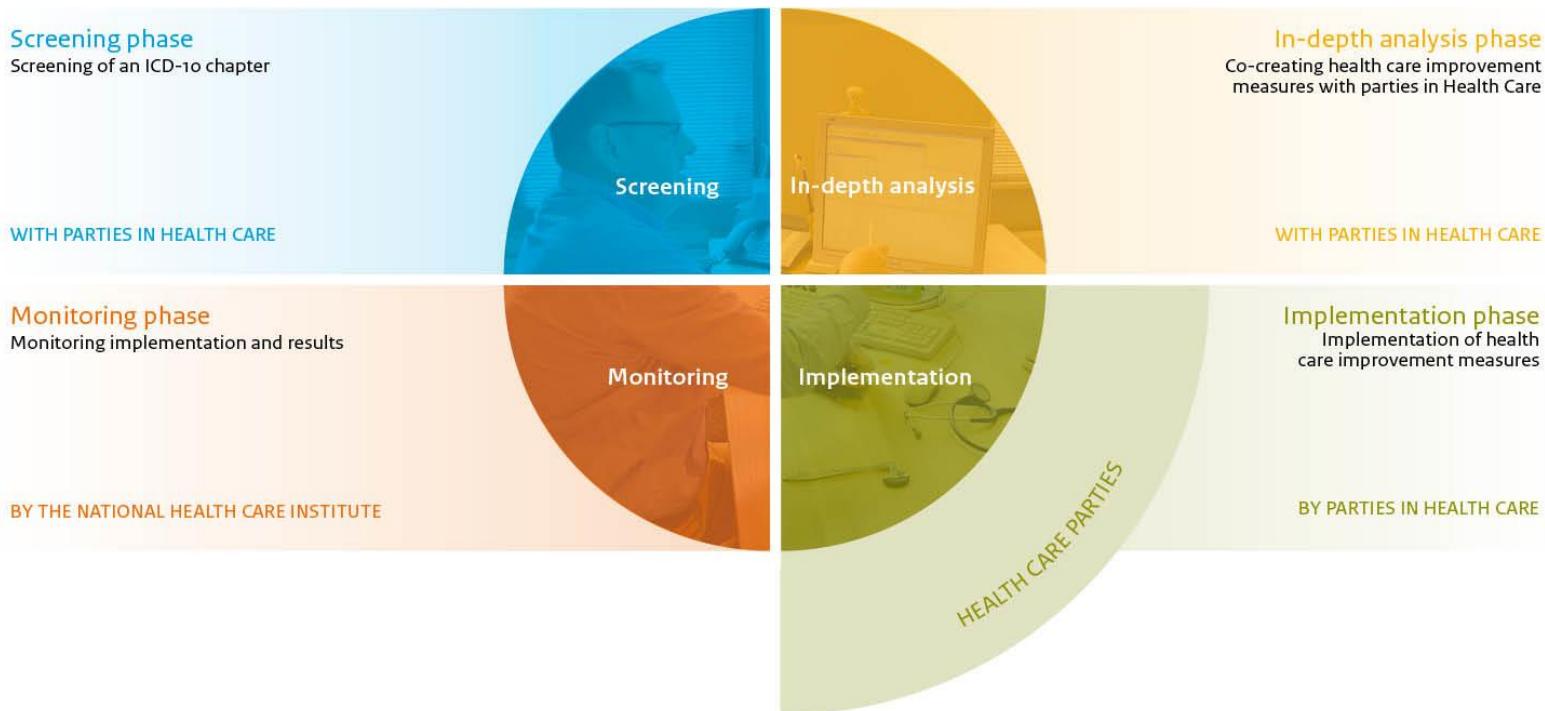
[http://clinicalevidence.com/x/set/static/cms/  
efficacy-categorisations.html](http://clinicalevidence.com/x/set/static/cms/efficacy-categorisations.html)



# 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.





## Green health

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





# CleanMed

Creating Healing Environments

Europe  
2018



Radboudumc  
university medical center

Nijmegen | Netherlands

10<sup>th</sup> - 12<sup>th</sup> October 2018



## 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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