Health economy and health innovation – searching for a patient-oriented model of value-based health care

Workshop „regional health policy– Promoting equity in spite of cross-currents?“
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Scoping the problem: „Regional Health Care“ in transition

- The German health care system is (still) in need to reform: rising costs, sustainable financing, uneven quality of care or shortage of skilled personnel requires a need for innovation
- The Health Care Sector is also an important driver of innovation for quality of life, work and growth
- Health Care Economy became a vital part of regional structural policy and regional health policy in Germany/North Rhine-Westphalia in the last years
- A raising number of regions in Germany brand themselves as “Health Regions”
- **How can the innovation potential be realised while public, private and common protagonists have to face multi-fractional challenges?**
- Demographic change, budget constrains and a rapid development of health-technologies require new solutions for “Regional Health Care”
- **Businesses as well as regions need analysis for trends, Know-How for innovation and a cross-linked development of potentialities**
Health Industry Sectors

- Vast and differential set of (sub)branches, far more than just hospitals, doctors & nurses
- Among the largest sectors of the economy
- Recent trend: Non-health branches try to upgrade their products by adding health components
- Experts expect health to be a growth industry in the years to come
- Driving forces: Ageing, innovations for prevention & healing, growing awareness for health lifestyle
Health Care & Biotech – Hot Spots in Germany

A new trend in Germany:
- bundeling forces
- information service
- mobilizing projects

http://www.deutsche-gesundheitsregionen.de/  www.biotechnologie.de
Some selected Subjects of Activities...

Regional initiatives as a driving force for innovation and growth of health industries

- Design of integrated health care delivery systems
- Transparency and (indicator based) quality
- Collaboration and innovation in and between hospitals
- Becoming more and more attractive for health tourists from abroad and other regions
- Encouraging and supporting business start ups in health related areas
- To fight upcoming labor shortages in health care jobs
- To make prevention work – from medical wellness via advocating healthy living and working conditions to individualized medicine
- Internationalization: Exchange of experiences, cooperation in qualification and skill development, export of know-how, medical products and technology

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In search of a patient-oriented model of innovation...

1. Why do we need a new innovation-model?
   Up to now health policy sets false incentives for innovation.

2. What are the objectives of a new innovation-model?
   Innovation has to focus on maximizing value to citizens. Quality improvement, quality transparency and the engagement of patients (not only shifting costs) have to become the driving force for innovation.

3. What is the framework?
   → Strengthen outcome- and patient-orientation in innovation processes
   → Integration of care and outcome research and regional innovation-management
   → Data-based monitoring of trends and innovation activities
   → Identification and communication of Best-Practice and its conditions
Clustermanagement Health Care Economy.NRW
Our levels of action...

- **Monitoring of Trends and Innovations**
  Periodic update of key data;
  Innovation Reports on special topics of health care economy,
  Scientific Working group in cooperation with “Gesundheitscampus North Rhine-Westphalia”

- **Hospital Innovation Survey (2010)**
  For the first time, the survey collects data on hospitals service/product portfolios, forms and topics of cooperation, areas of innovation and innovative projects

- **Working group “Health Regions North Rhine-Westphalia”**
  (strategic planning, exchange of regional innovation activities, identification of Best-Practice)

- **Project development**
  Patient-oriented health care economy

- Medical Prevention
- Networked Care
- Materials and Medical Technologies
- Hospital Innovation / Clinical Economy
- Health for Generations
- Medtech
Thank you very much for your attention!