

# 'Connecting with health consumers'

Danny van den Iissel &  
Dirk Pekelharing



A MedTech Europe event

# The MedTech Forum

bringing HealthTech stakeholders together

23-25 JAN.  
2018  
—  
The EGG  
BRUSSELS

2018 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited.

# TRANSPARENCY TRIUMPH

## A short story about a small review revolution in Dutch healthcare

Dec 2009- Jan 2018

2013 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited.

2018 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited.



2018 © The MedTech Forum

Reproduction in whole or in part is prohibited.

Zorgkaart Nederland  
Patientenfederatie Nederland

Website van het Jaar 2017  
Populairste website 2017  
Categorie: gezondheid

Hoog contrast | Inloggen voor pakkethouders | Contact

Zoek op zorgaanbieder, persoon, plaats of postcode

Home | Aandoeningen | Sectoren | Feiten en cijfers | Blog | Vergelijkingshulp | Schrijf een waardering

Zoek, vind en waardeer 124.559 zorgaanbieders

Zoek op zorgaanbieder, persoon, plaats of postcode Zoeken

Er staan 532.190 ervaringen online

Deel nu uw ervaring met de zorg Schrijf een waardering

**Zoek op beroep**

- Fysiotherapeut (18169)
- Huisarts (9072)
- Tandarts (7401)

Alle beroepen

**Zoek op organisatie**

- Fysiotherapiepraktijk (7648)
- Huisartsenpraktijk (4693)
- Tandartsenpraktijk (4665)

Alle organisaties

**Zoek op plaats**

- Amsterdam (8390)
- Rotterdam (4925)
- Den Haag (231)

Alle plaatsen

Laatst gewaardeerd

- Zorgverlening Het Baken... 8.0
- Laverhof, locatie Cunera 8.7

Vergelijkingshulp

- Patiëntenwijzer blaaskanker
- Patiëntenwijzer bloed- en lymfeklierkanker
- Monitor borstkankerzorg

Word jij beter van een andere zorgverzekering?

A MedTech Europe event

The MedTech Forum

bringing HealthTech stakeholders together



# What patients ask us to do

1. Give full transparency about quality of care
2. Let doctors and other patients help me chose for the best possible care
3. Let us share our experiences and help improving healthcare

...so that's why we collect and present patient experiences in ZorgkaartNederland



# What doctors told us (to do)

1. We already have our own guest book on our website!
2. Patients cannot judge about the quality of (my) care?
3. It will be a website just for bashing doctors

...ZorgkaartNederland is irrelevant and must go!



# What media loves

1. Great! We can finally bash our doctors online!
2. Great! Doctors prove ZorgkaartNederland is useless!
3. Great! More reviews is more fake news ☺

...ZorgkaartNederland is irrelevant and must go!

The screenshot shows two news articles. The top article is from NOS (Netherlands Organization for Public Broadcasting) dated 25-04-2016, 14:48, titled 'Zorgkaart Nederland heeft geen nut'. It discusses patients posting negative reviews of healthcare providers online. The bottom article is from nrc.nl (NRC Handelsblatt) dated 31 augustus 2011, titled 'Doktertje bashen op internet'. It also discusses patients posting reviews online and how it affects doctors' reputations.

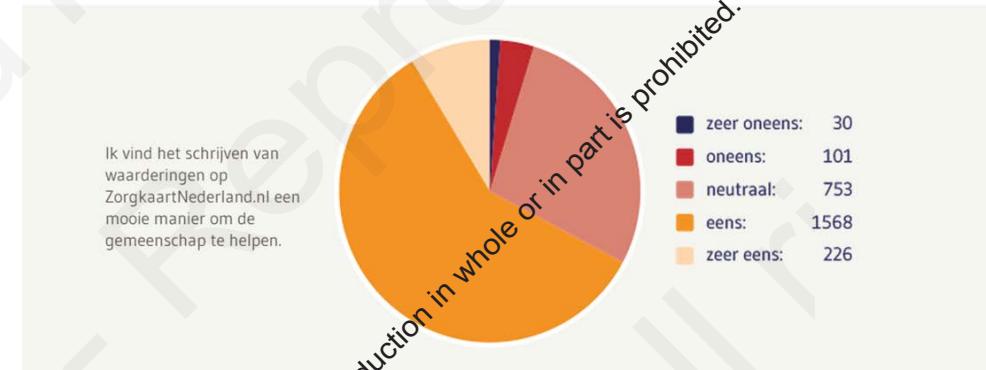
# What usage shows

1. 1,1 million visits avg per month
2. 12.000<sup>© 2018</sup> new reviews avg per month
3. >88% reviews are positive

....and that's why more than 1.000 careproviders! are actively participating now

## Waarom schrijven mensen een waardering op ZorgkaartNederland?

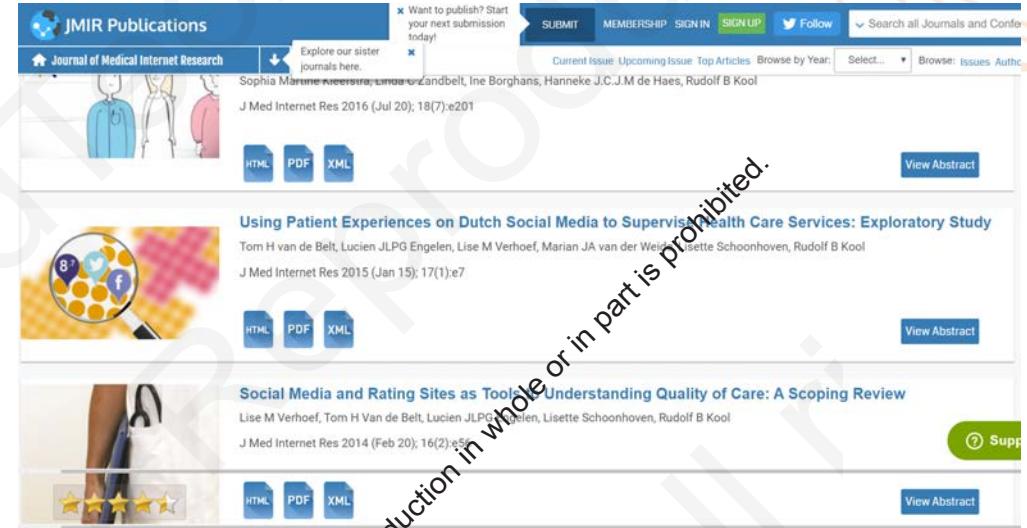
Resultaten afkomstig uit eindscriptie als onderdeel van Masterthesis Public Information Management, Erasmus Universiteit Rotterdam.



Ik vind het schrijven van waarderingen op ZorgkaartNederland.nl een mooie manier om de gemeenschap te helpen.

# What research proves

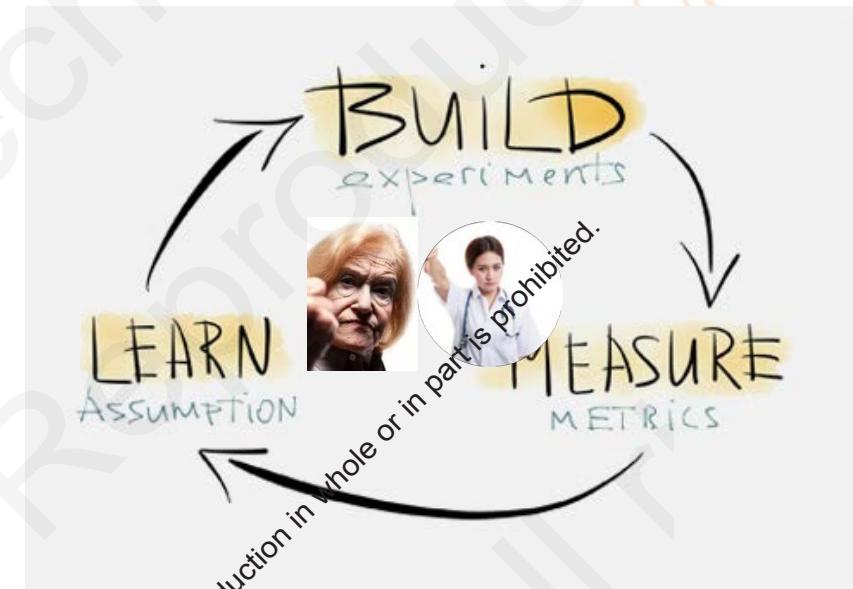
1. Patient rating sites may be of value to the risk-based supervision of hospital care (doi:10.2196/jmir.5552)
2. Social media and particularly rating sites are an interesting new source of information about quality of care from the patient's perspective (doi:10.2196/jmir.3024)
3. And more research is available and to come about different subjects



# What care provides tell us now

1. Now it is online, there is no escape. We need to act!
2. Now we are able to anticipate instead of react
3. Now we make the patient more and continuous part of our innovation projects (and our business cases)

...ZorgkaartNederland proves it is relevant so let's go!

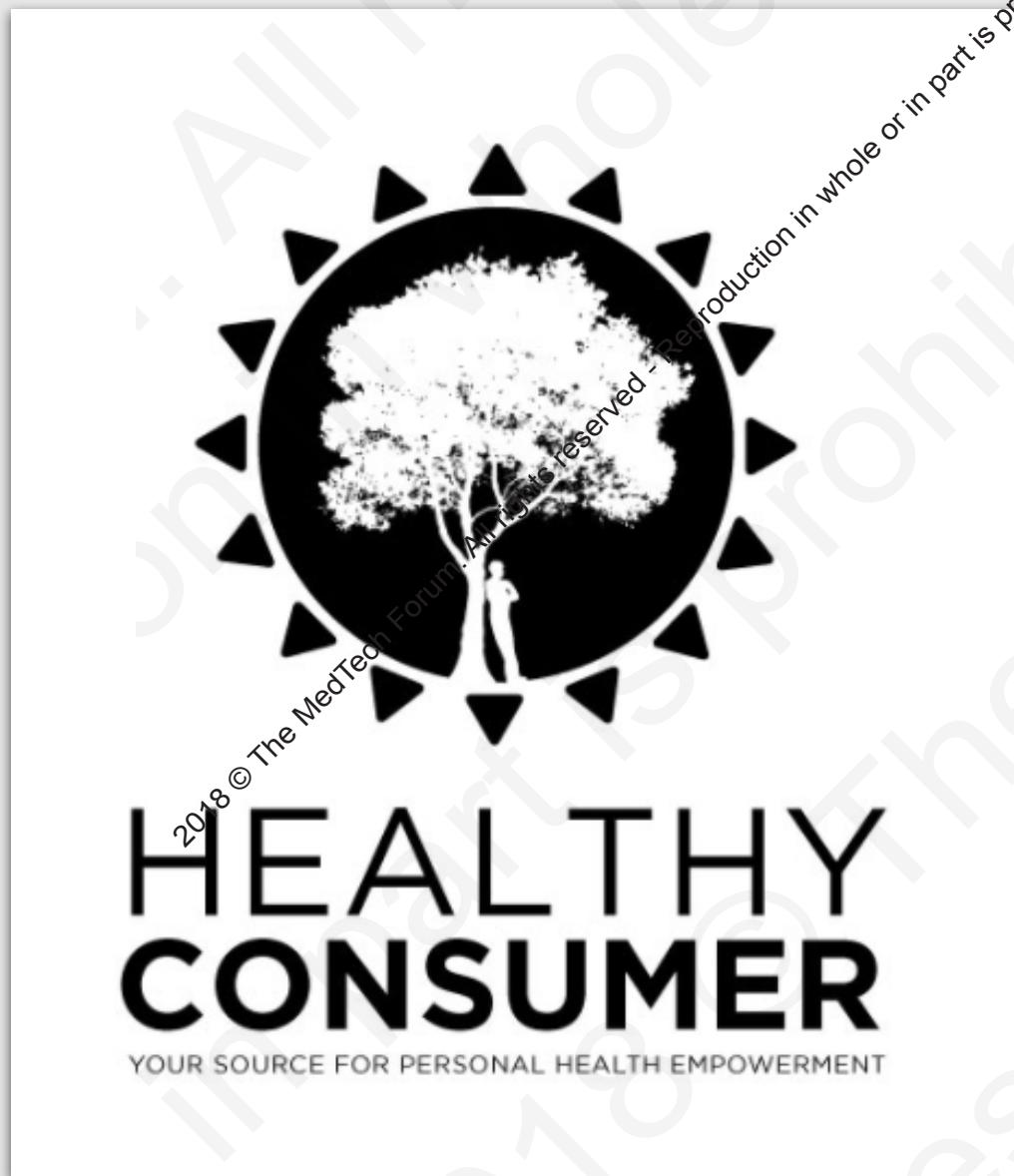


# Challenges ahead

1. Creating closed loops and connections with EHR's for more (verified) reviews
2. Creating national standards for patient experience & outcome measurements
3. Creating 360 view on quality on the ZorgkaartNederland portal

...in close collaboration with careproviders, government and insurances



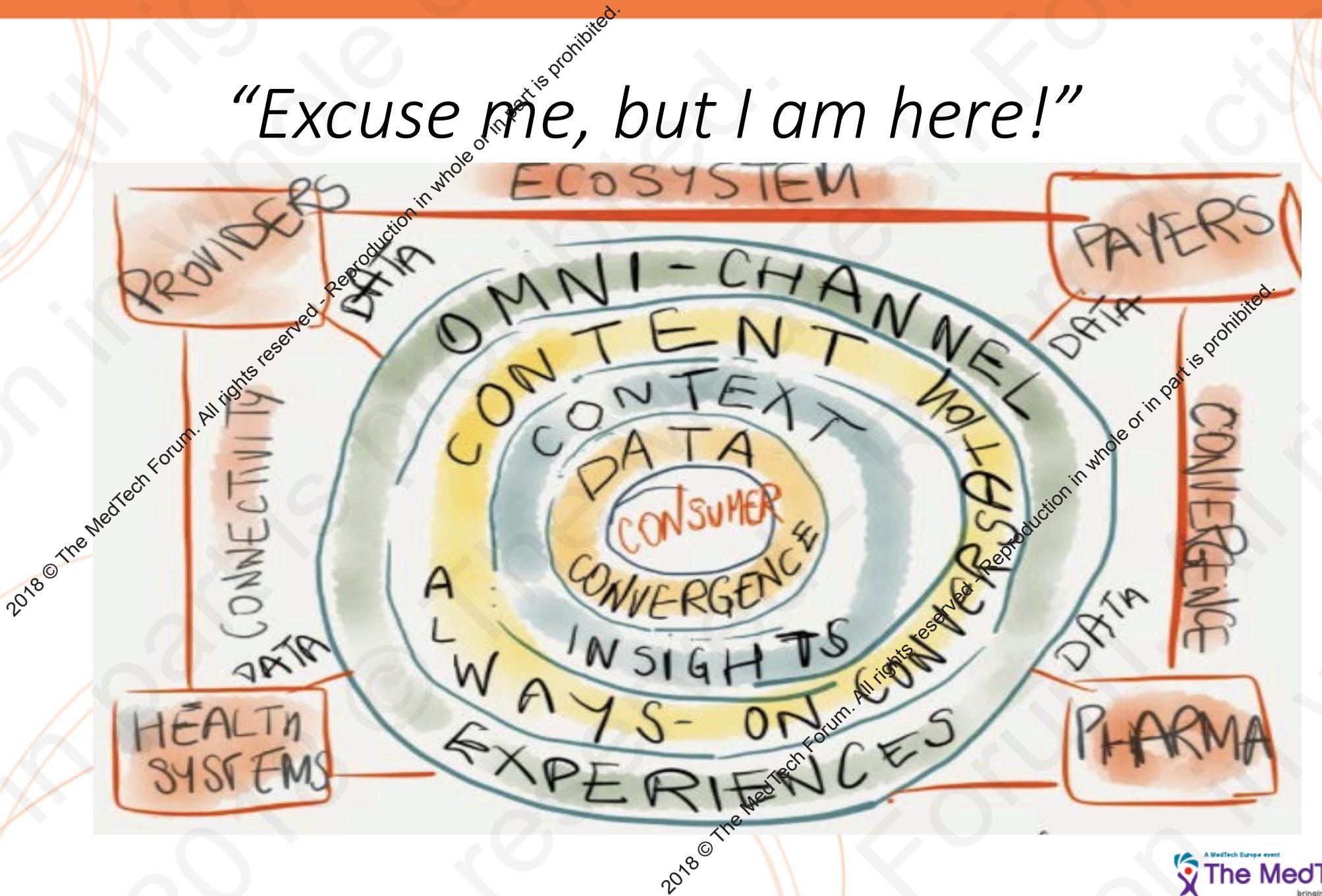


And what's Medtechs role in all this?

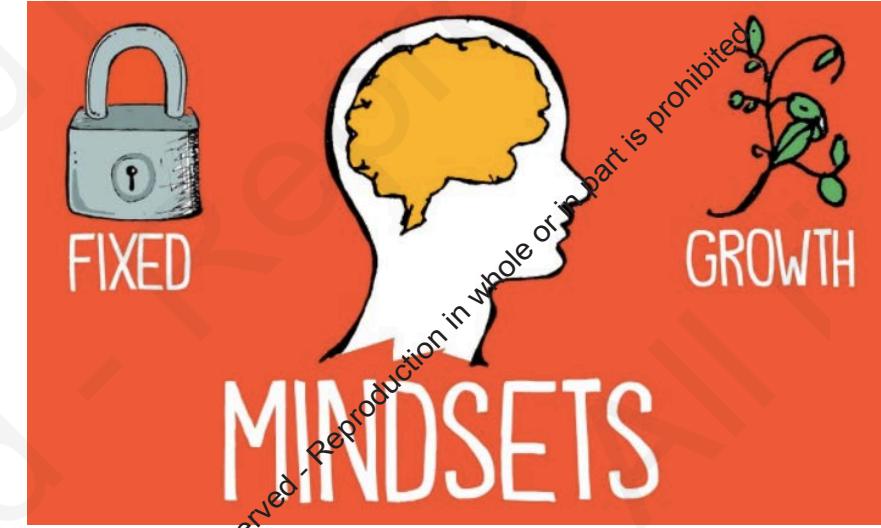
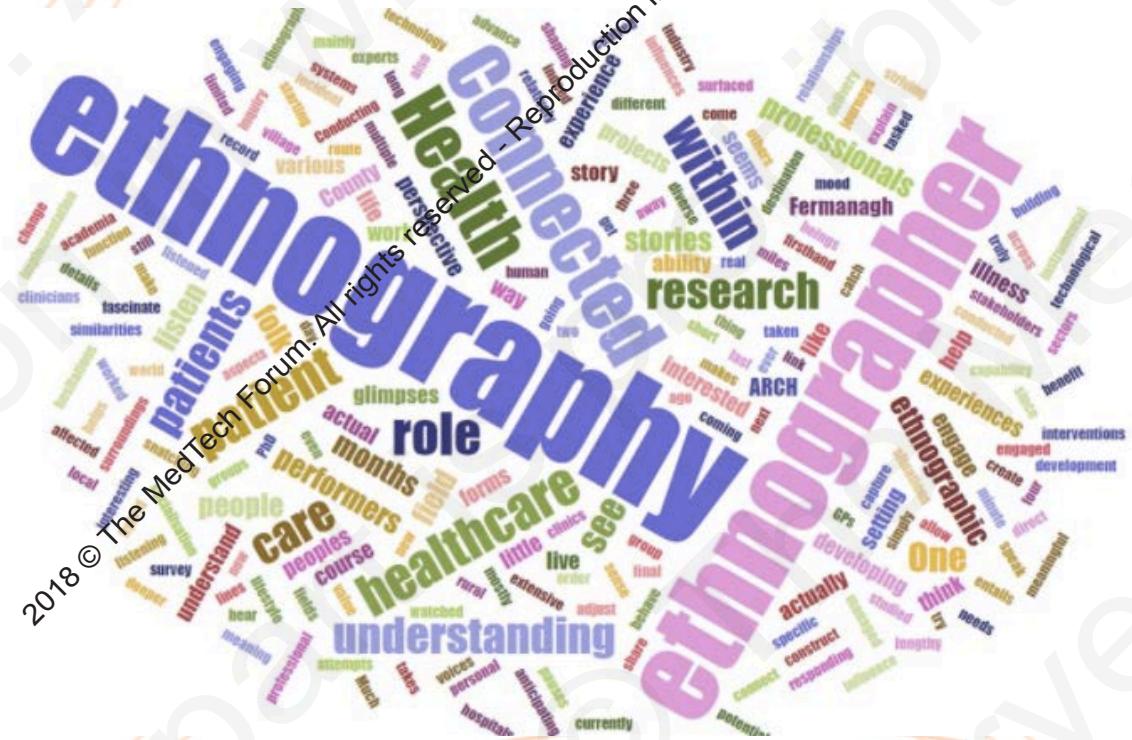
Business as usual or...?

Are you ready to accept an engaged Health Consumer in your game?

2018 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited.



Traditionally a ‘patient’ tends to be a person who receives care without necessarily taking part in decision making

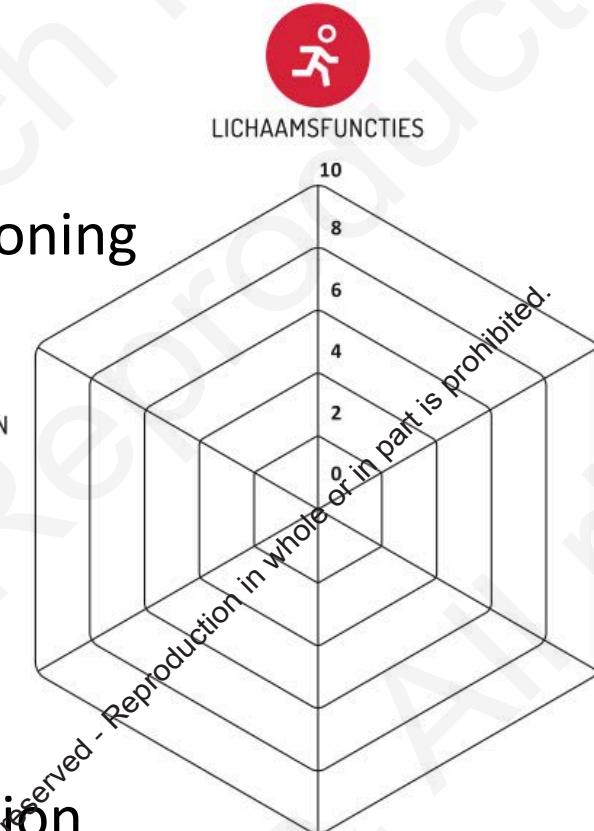


Whereas a ‘consumer’ tends to choose and get involved in decision making

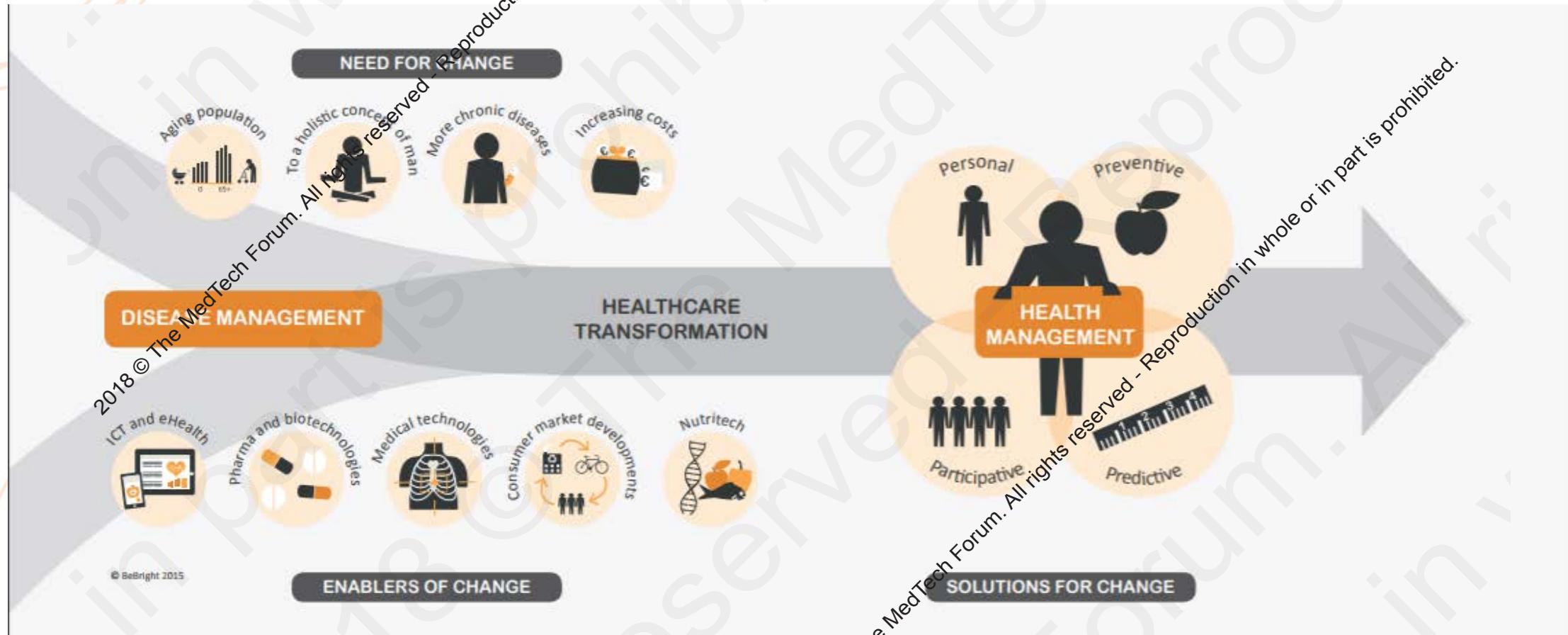
The WHO definition of health as a state of complete wellbeing is no longer fit for purpose given the rise of chronic disease

Now Machteld Huber and colleagues propose changing the emphasis towards the ability to adapt and self manage in the face of social, physical, and emotional challenges

## Daily functioning

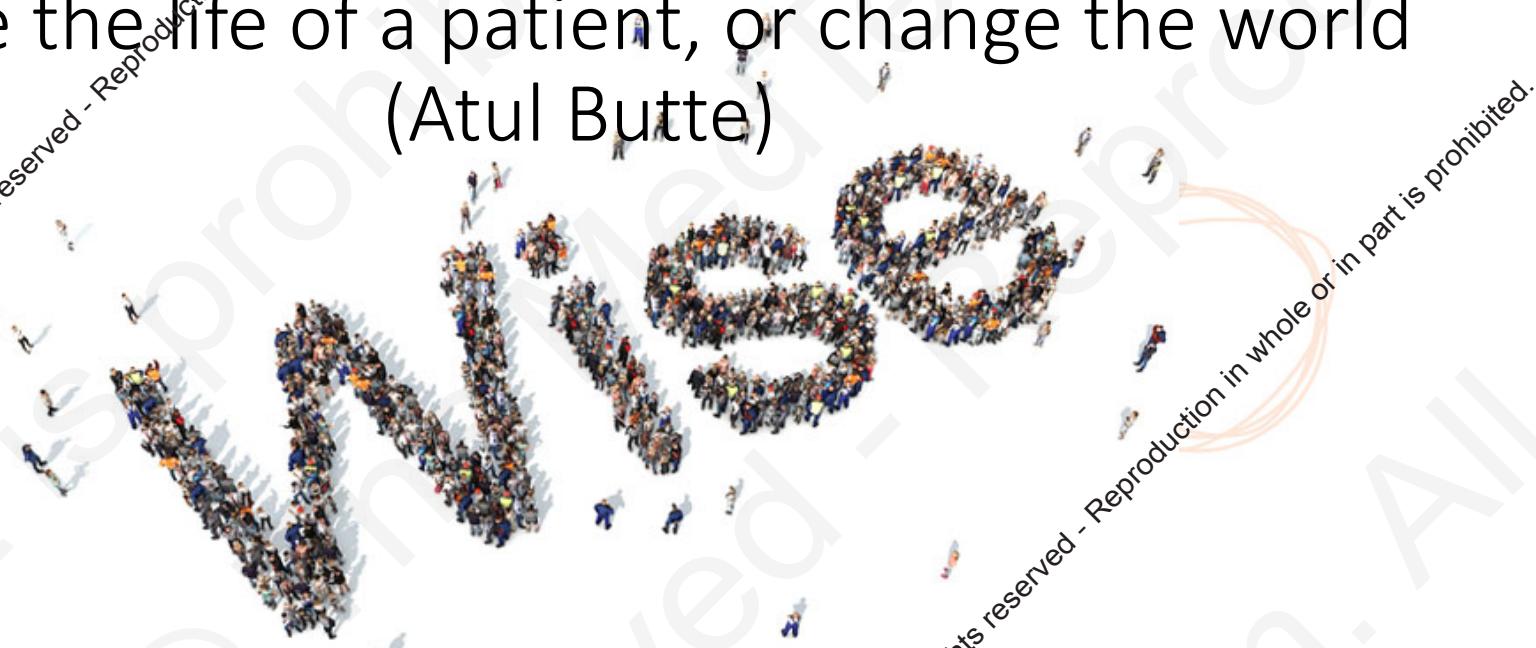


# Future system will evolve towards Personal & Inclusive Health Management



# Intelligence of the Swarm

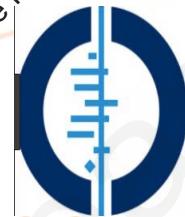
Hiding within those mounds of data is knowledge that could change the life of a patient, or change the world  
(Atul Butte)



Legal and clinical ownership of data will move from health providers towards engaged consumers

Health interested Citizens will become new players in the research ecosystem

But the uncertain effects of such large-scale overhaul of the research and innovation ecosystems discourage key stakeholders, such as researchers and policy-makers, to invest in Open Science.

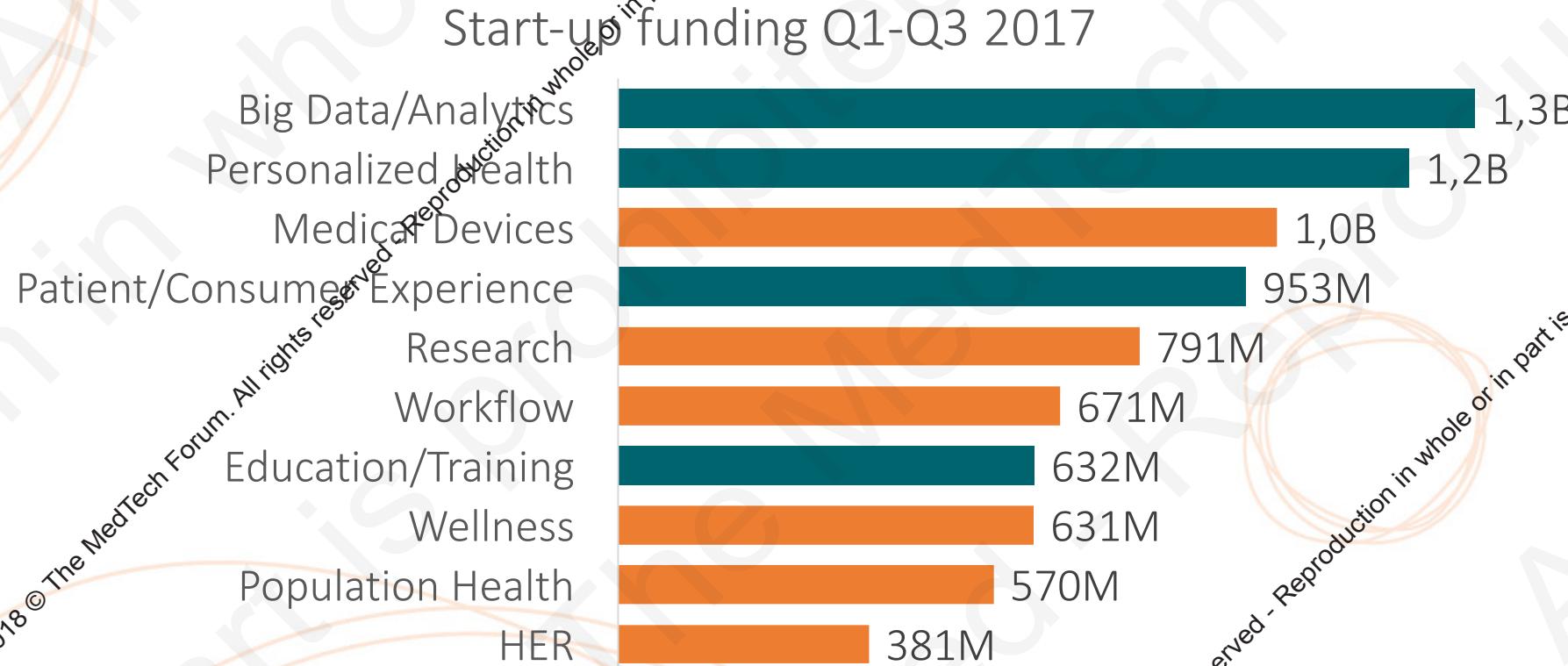


**Cochrane**  
Consumer Network



Life science start-ups will shape the future!

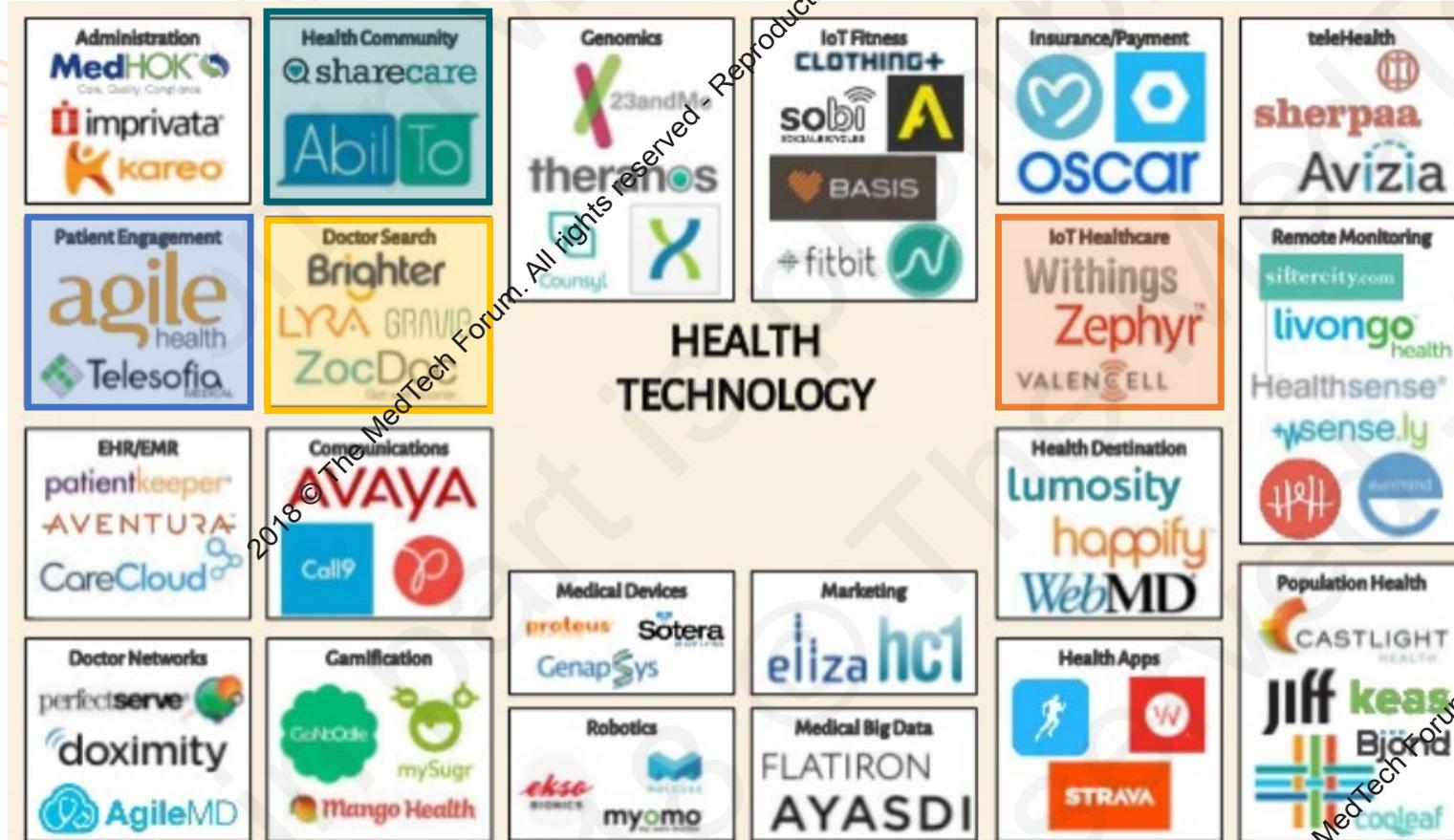
# Investors have already moved into patient engagement



*The future is bright when it comes to how we're going to receive care and how we're going to care for ourselves*

- Sathya Elumalai, Co-founder & CEO of Multisensory Diagnostics

# Health technology market map shows many new companies working on improving patient experience



Internet of Things Care

3.2B

Doctor and Healthcare Service Search

3.1B

Patient Engagement and Education

2.2B

Online Health Communities

583m

# Co-Creation in its purest form!

## Health Providers



## Health Consumers



## Data Governance



## Industry Partners





A bright Future isn't it?

But why not already now?

2018 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited.

2018 © The MedTech Forum. All rights reserved - Reproduction in whole or in part is prohibited.