‘Connecting with health consumers’

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A short story about a small review revolution in Dutch healthcare

Dec 2009- Jan 2018
Zoek, vind en waardeer 124.559 zorgaanbieders

Er staan 532.190 ervaringen online

Zoek op beroep
- Fysiotherapeut (10169)
- Huisarts (9072)
- Tandarts (7401)
Alle beroepen

Zoek op organisatie
- Fysiotherapiepraktijk (7648)
- Huisartsenpraktijk (4653)
- Tandartsenpraktijk (4665)
Alle organisaties

Zoek op plaats
- Amsterdam (6390)
- Rotterdam (4507)
- Den Haag (183)
Alle plaatsen

Laatst gewaardeerd
- Zorgverzekering Het Baken... 8.0
- Leverhul, locatie Caneva 8.7

Vergelijkingshulpen
- Patiëntenwijzer bloedkanker
- Patiëntenwijzer bloed- en lymfakanker
- Monitor borsdiagnostiek

Deel nu uw ervaring met de zorg
Schriften waardering

Hoog contrast | Inloggen voor pakkethouder | Contact
Zoek op zorgaanbieder, persoon, plaats of postcode

Word jij beter
van een andere
zorgverzekering?
What patients ask us to do

1. Give full transparency about quality of care
2. Let doctors and other patients help me choose 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 Zorgkaart Nederland is useless!
3. Great! More reviews is more fake news 😊

...Zorgkaart Nederland is irrelevant and must go!
What usage shows

1. 1.1 million visits avg per month
2. 12,000 new reviews avg per month
3. >88% reviews are positive

....and that’s why more than 1,000 careproviders! are actively participating now
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 careprovinciers, 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?
“Excuse me, but I am here!”
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.
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 providerts 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.

Life science start-ups will shape the future!
Investors have already moved into patient engagement

Start-up funding Q1-Q3 2017

- Big Data/Analytics: 1.3B
- Personalized Health: 1.2B
- Medical Devices: 1.0B
- Patient/Consumer Experience: 953M
- Research: 791M
- Workflow: 671M
- Education/Training: 632M
- Wellness: 631M
- Population Health: 570M
- HER: 381M

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.
Co-Creation in its purest form!

Health Providers
Health Consumers
Data Governance
Industry Partners

[Diagram with logos of various organizations]
A bright Future isn't it?

But why not already now?