

SITRA

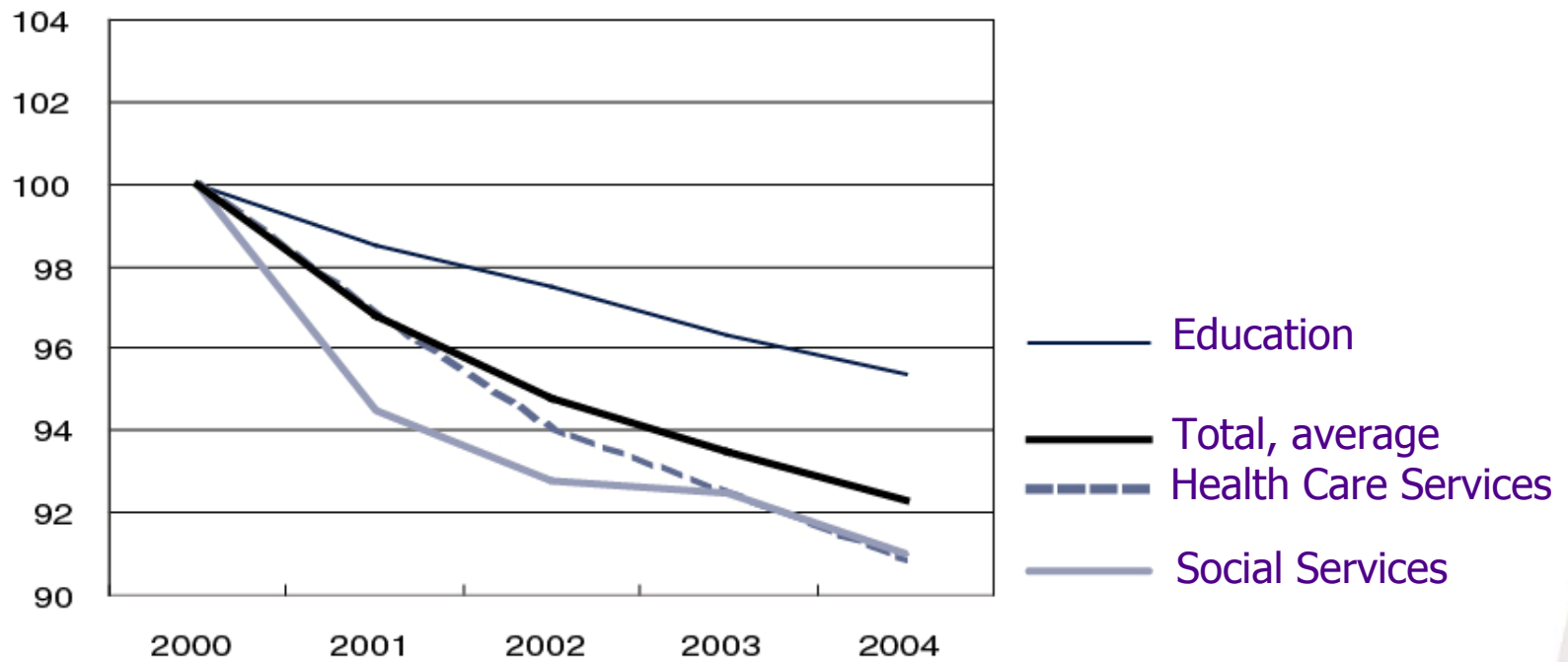
Sustainable Health Care Systems- Impact of Technologies Such As Personal Health Systems Brussels 13.2.2007

**Health Care Programme
Hannu Hanhijärvi**

Sitra, The Finnish Innovation Fund



Productivity development of some municipal services during the recent years in Finland

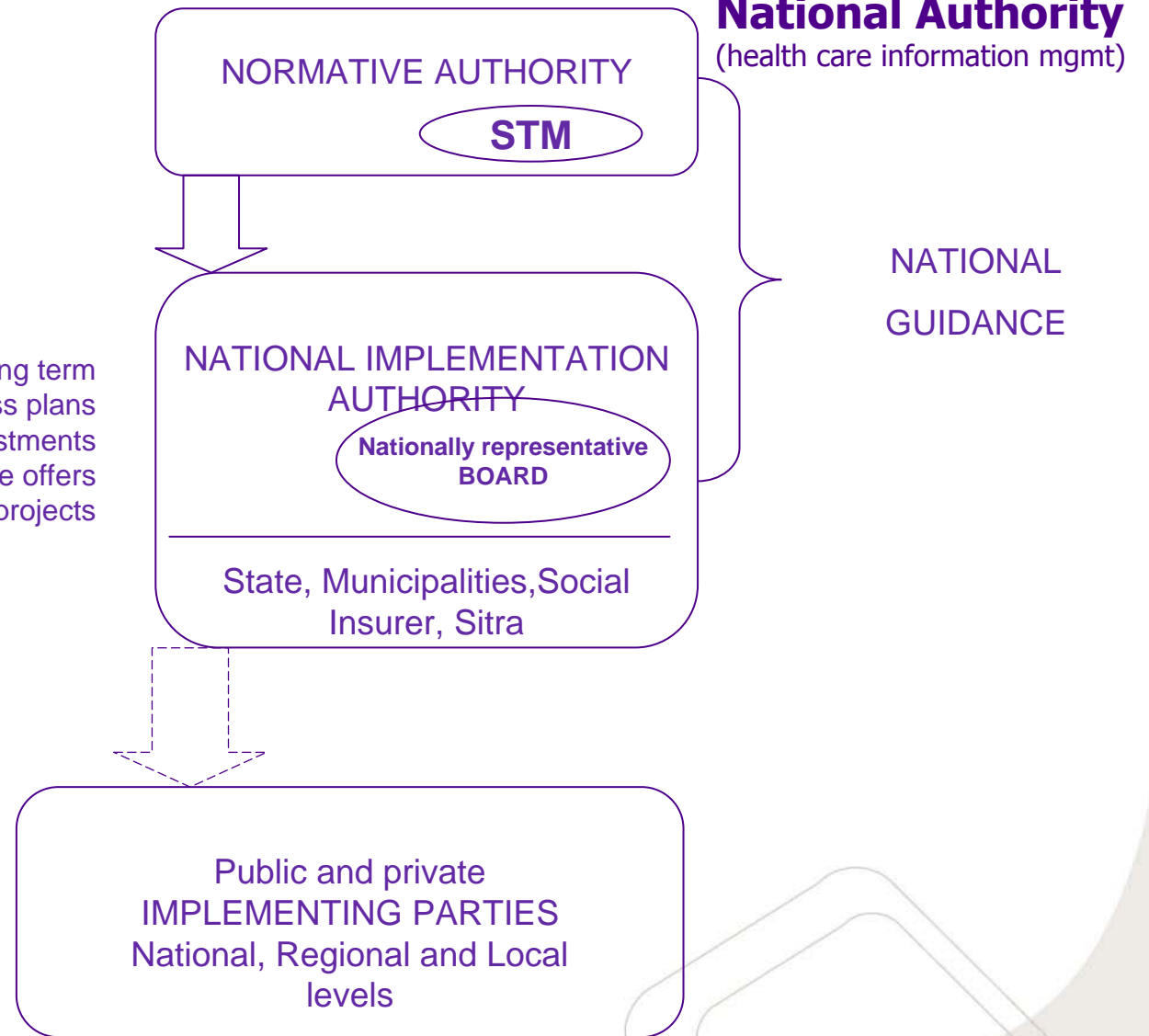


Source: Statistics Finland

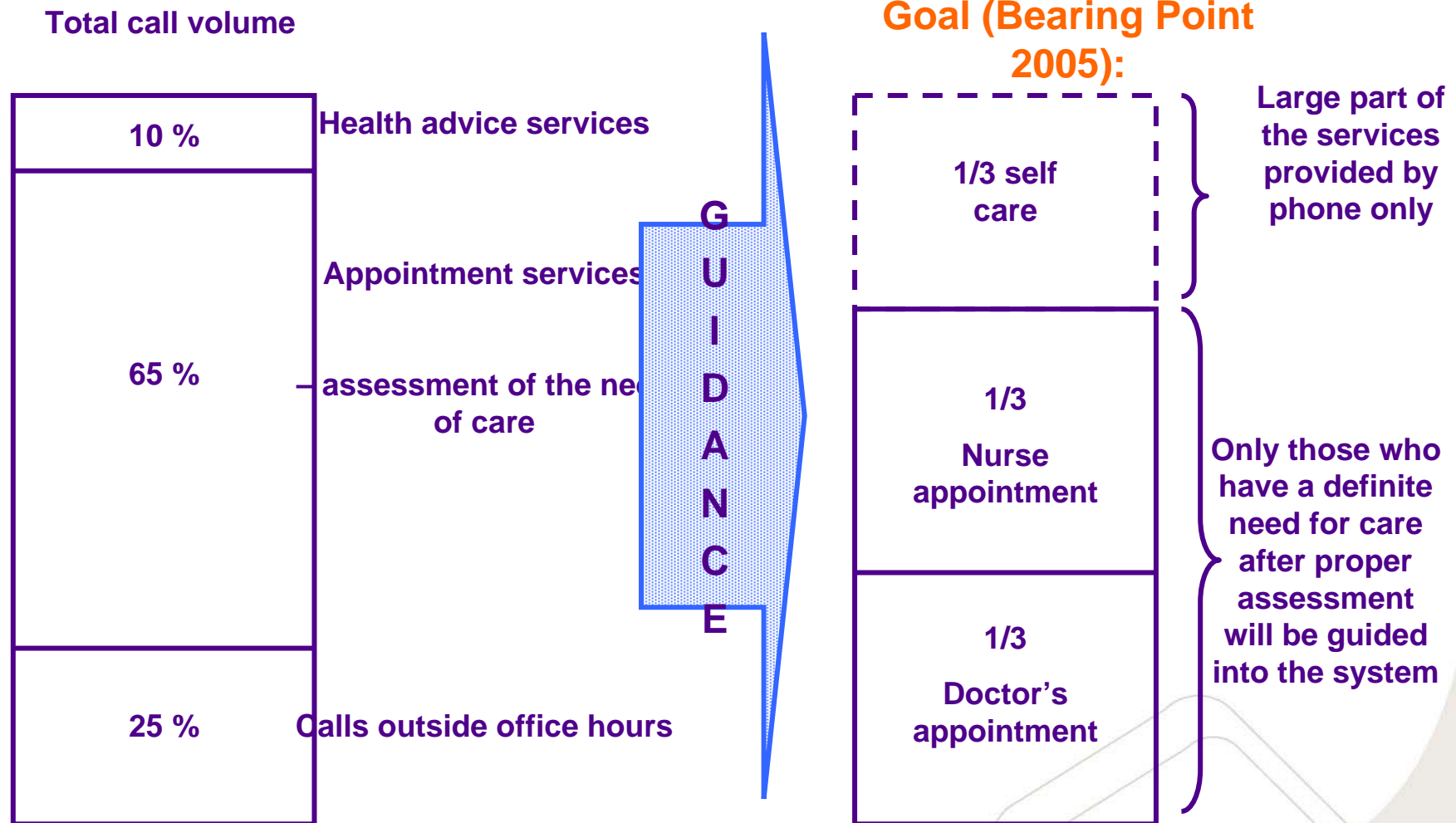


- Common architecture
- Best practices in diagnostics and care
- Customer health info security

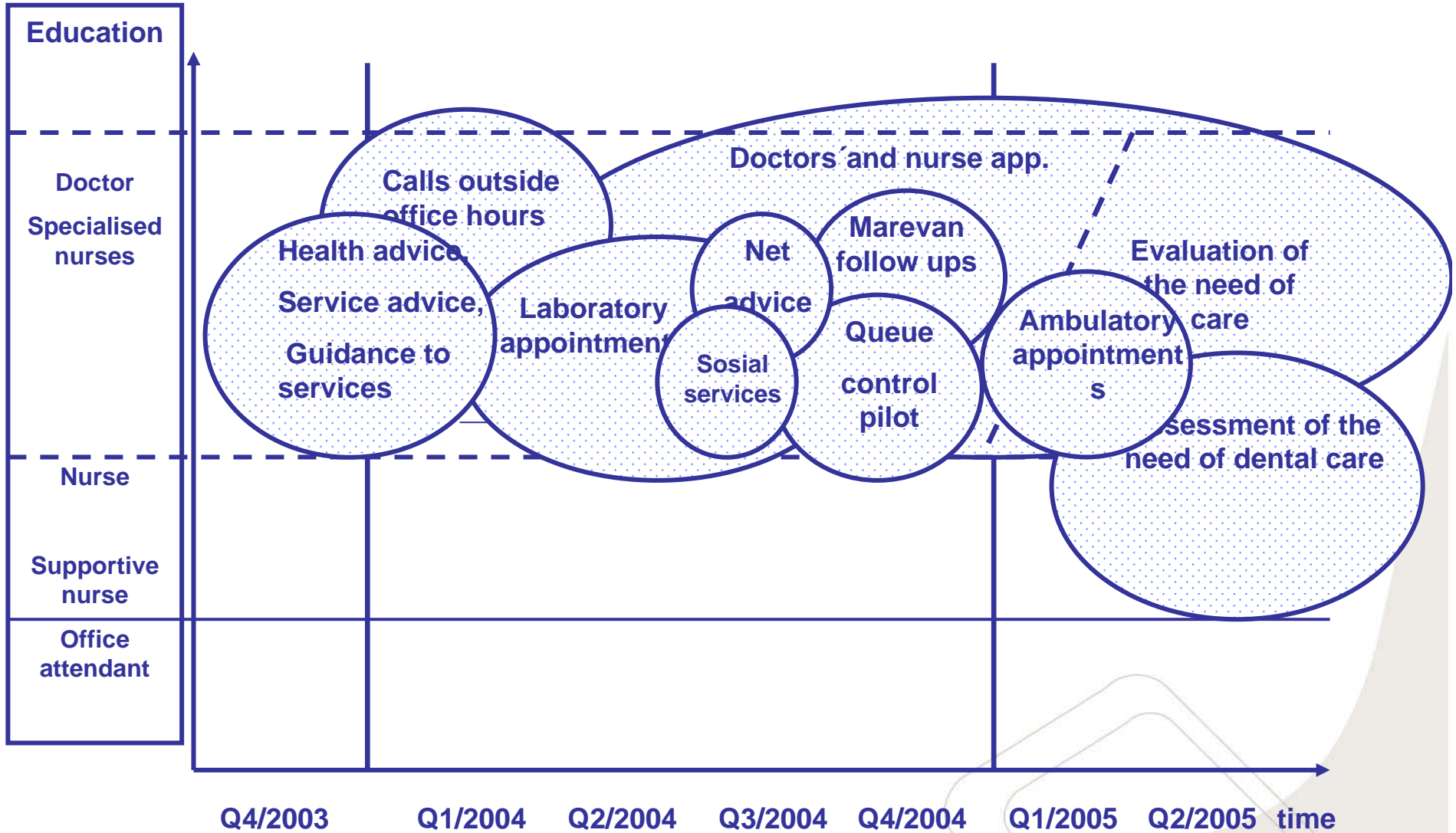
- Jointly developed long term and short term business plans
- Financing and investments
- National guidance and competitive offers
- Management for the key projects

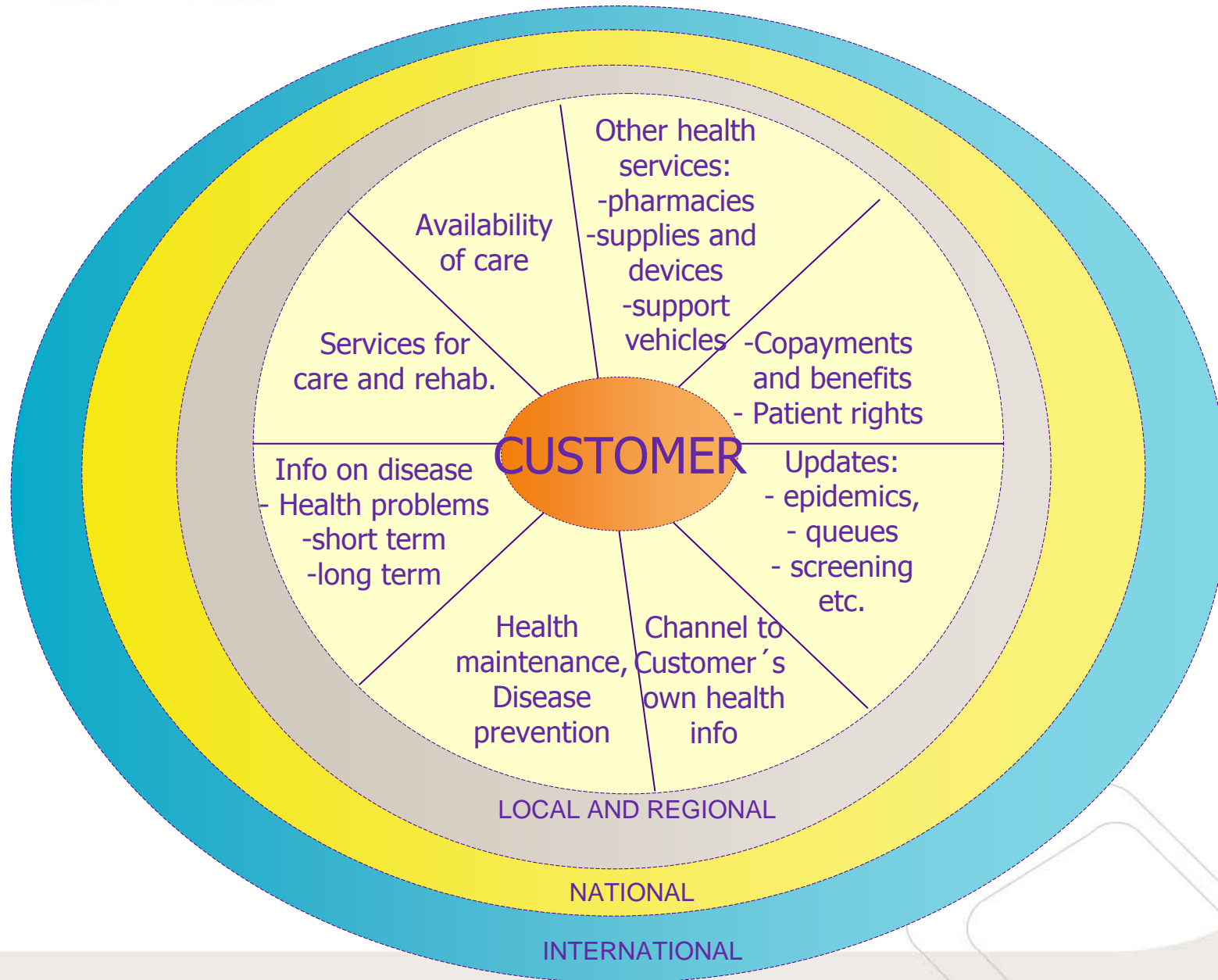


The Impact of Competence Center Services



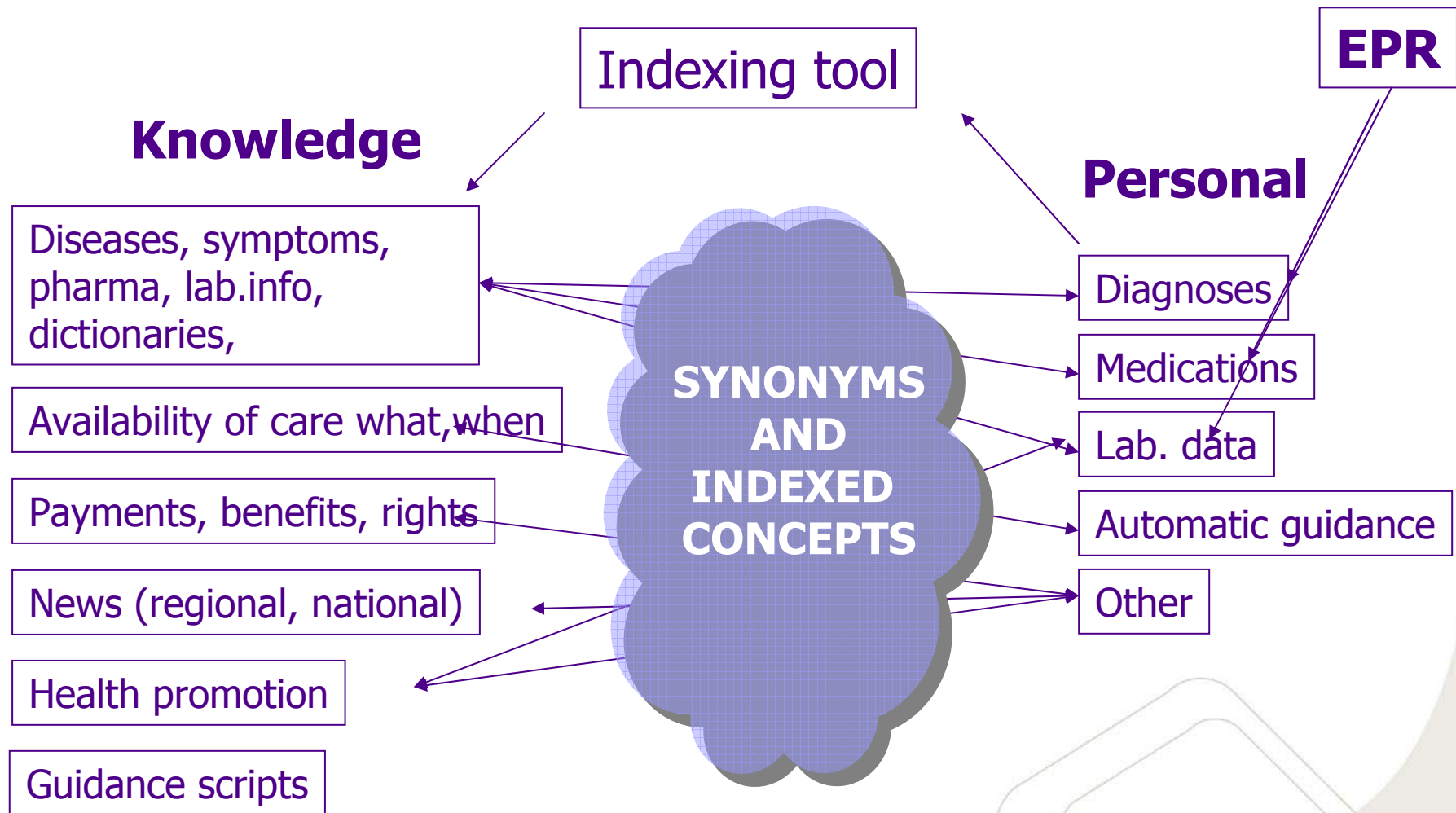
THE KEY IS THE PROFESSIONAL ASSESSMENT AND GUIDANCE FOR CARE





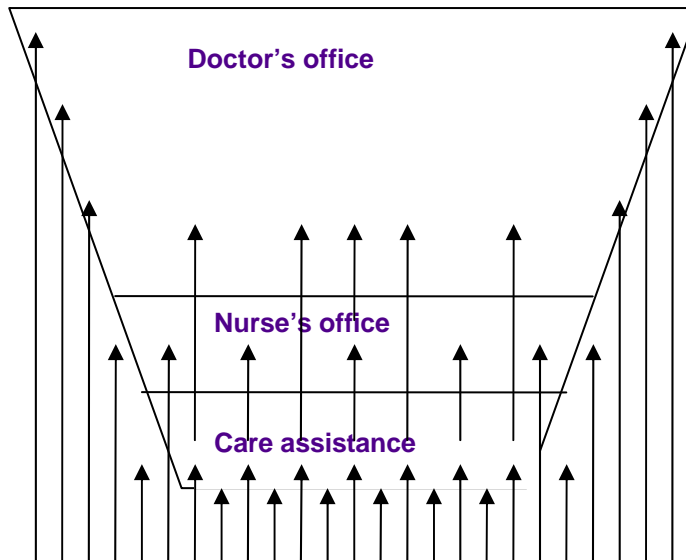
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Personal health information



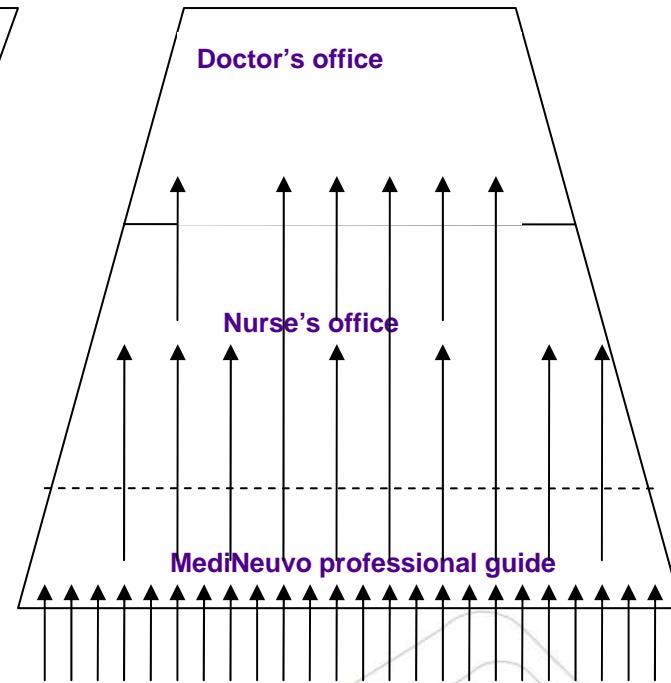
The New Three Step Model

Traditional model



- Each customer will be guided immediately to the right level of attention or care

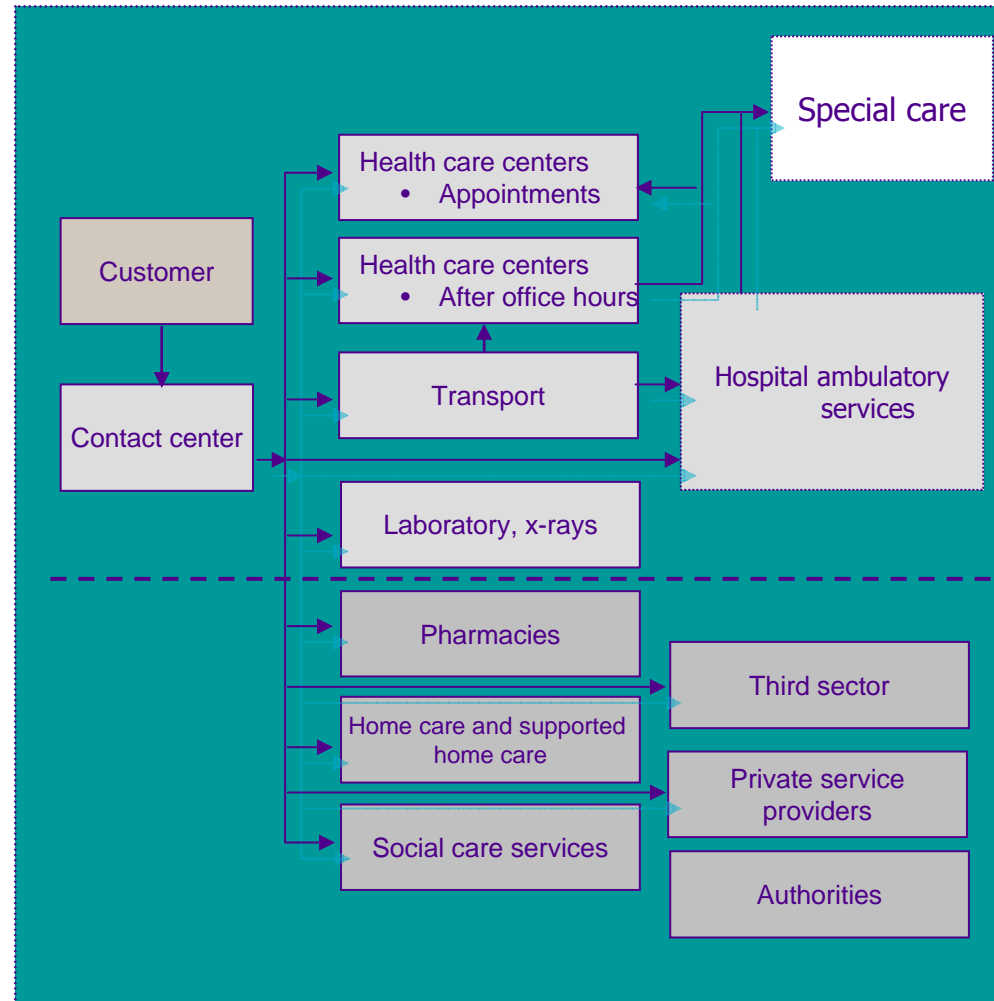
New model



All health care related phone calls

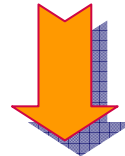
Recommendation for Change

- Contact center becomes the professional advocate for the customer to help to utilize the system seamlessly
- Contact center has the full view of the customer and her situation
- Integrated service provision without problematic barriers
- Processes can be optimized
- Volume of activities and care can be predicted
- Contact center service from outside of the system
- Contact center provides extended services

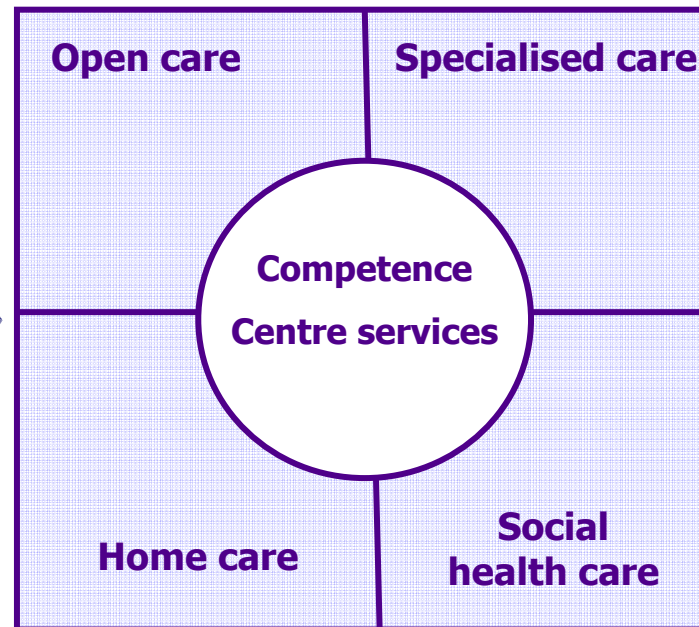
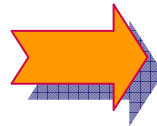


SITRA Organisation of Health Care Services

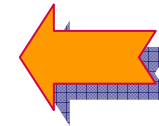
Best seamless processes,
customer support



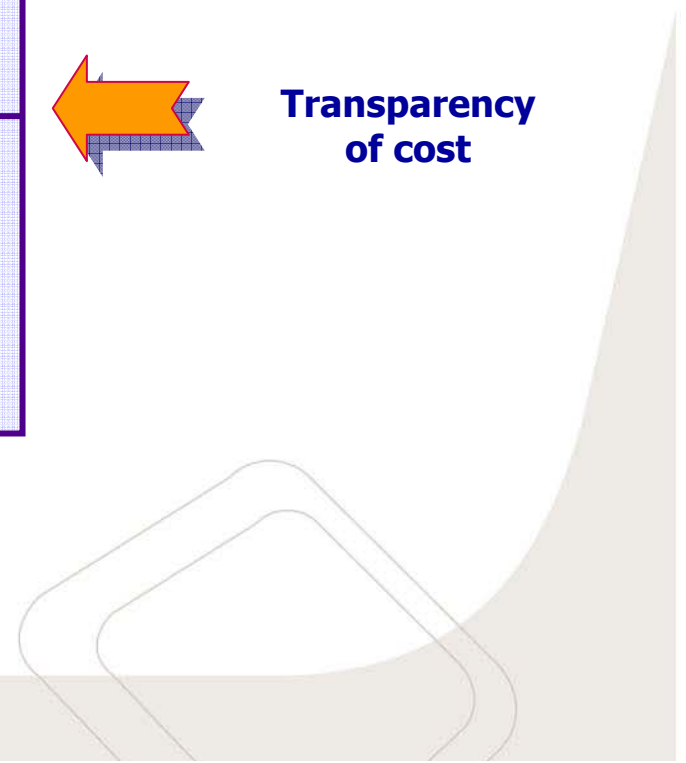
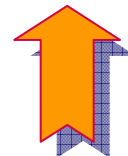
Productivity
optimisation



Transparency
of cost

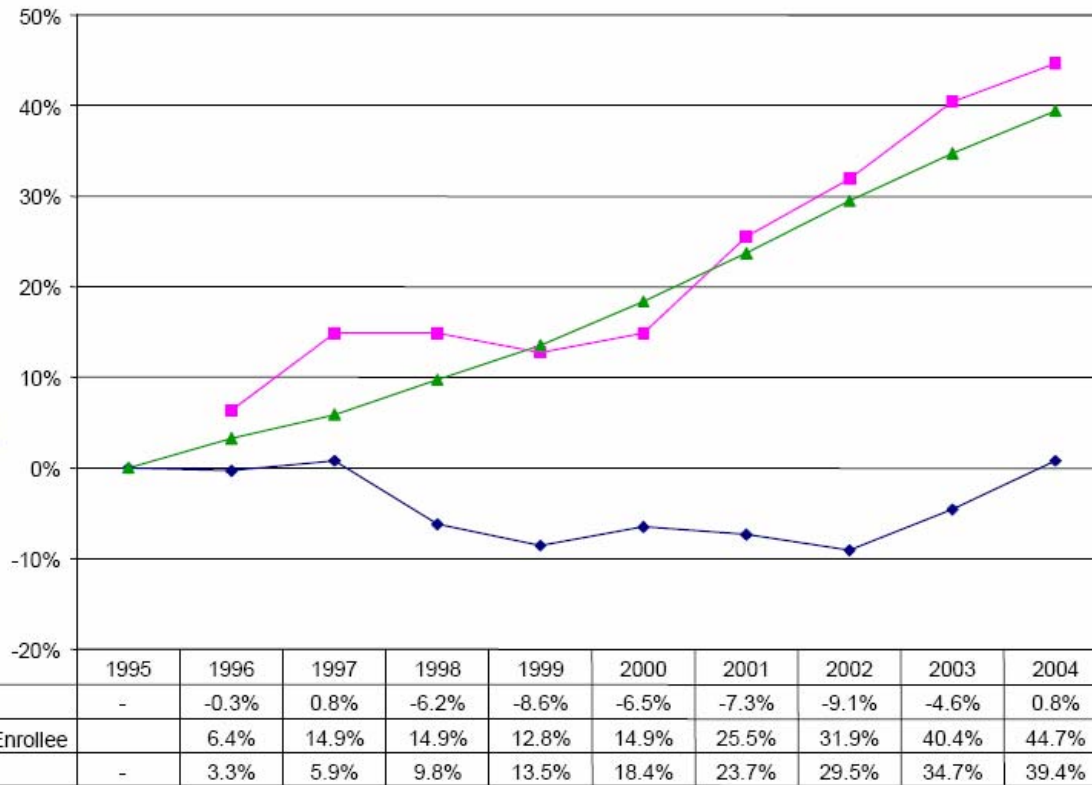


Follow up of Quality and
Reporting Back To the
System



Ten Year Cumulative Percent Change in Costs - VA, Medicare, CPI

- **VHA Cost per Patient**— Total Medical Care Obligations (including MAMOE) per Total Unique Patients (including non Veterans)
- **Average Medicare Payment per Enrollee**— Medicare Program Benefits per Enrollee (www.cms.hhs.gov/researchers/pubs/datacompending)
- **Medical Consumer Price Index**-- Bureau of Labor Statistics (household "out of pocket" medical expenses including insurance and copayments)



◆ VHA Cost Per Patient ■ Avg. Medicare Payment/Enrollee ▲ Medical CPI

Yhtiömuotoisen toiminnan piirteitä

- Tarjottavan tuotteen selkeä määrittäminen
 - Vastuu tuotteesta ja sen edelleen kehittäminen
 - Parhaat käytännöt
 - Laatu järjestelmä
- Kustannusten läpinäkyvyys
- Henkilöstön kannusteet
- Toiminnan tehon mittaaminen / joustavuus
- Potentiaalinen kilpailu
- Riskin ja tuoton tasapainotus
- Omistajat ohjaavat, ei välttämättä yksityinen yritys

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**Building
the successful
Finland
for tomorrow**

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