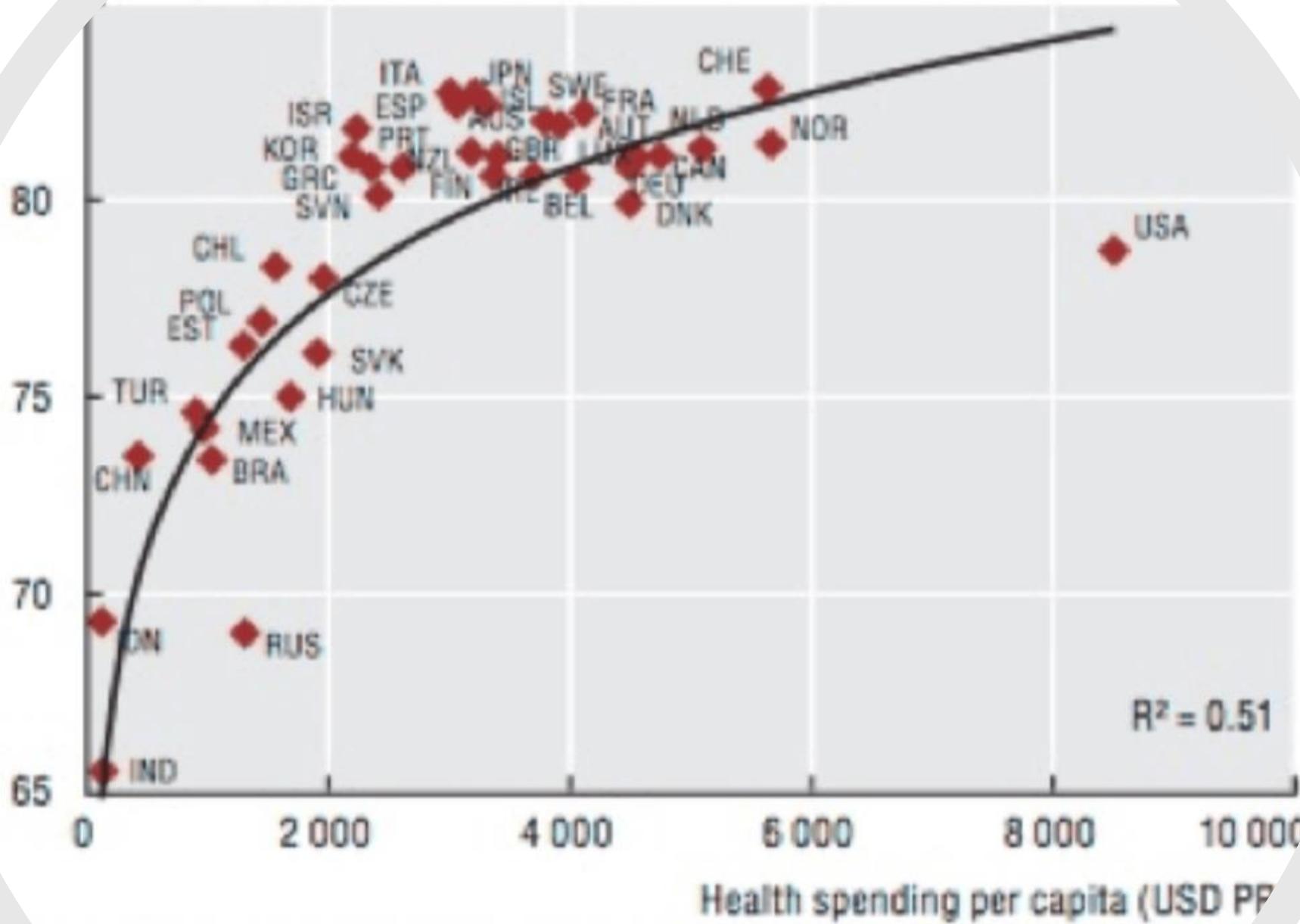


Shopping for Value at the Health Care Market

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BeamTree



- OECD Health Statistics 2013, <http://dx.doi.org/10.1787/health-ds-en> for non-OECD countries.



Wasted health expenditure

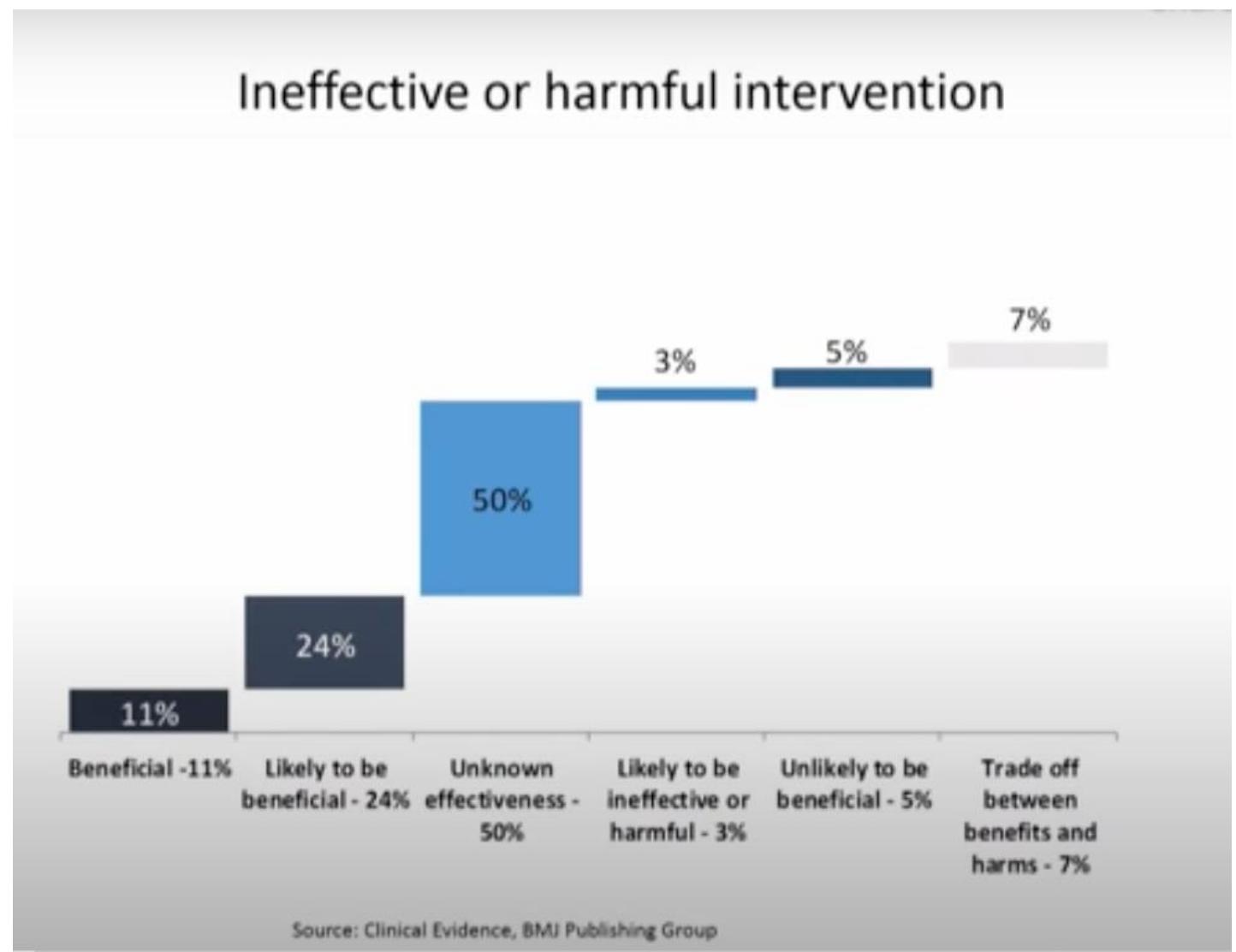
20-40%

Source: WHO Health Systems Financing: the path to universal coverage. The World Health Report 2010

Where are we wasting money?

- Ineffective or harmful interventions
- Overuse
- Late interventions
- Duplication of processes
- Wrong diagnosis
- Avoidable harm

Clinical Care



What are
we buying
at the
health care
market?

Procedures

Interventions

Processes

Coffee?

What is value in health care market?

Value for patients:

- achieving the best health outcomes at the lowest cost
- health outcomes achieved that matter to patients relative to the cost of achieving those outcomes

Value for providers

Value for investors

Value for industry

Value for politicians

Health Care Market Failures

Imperfect information

Competition

Externalities

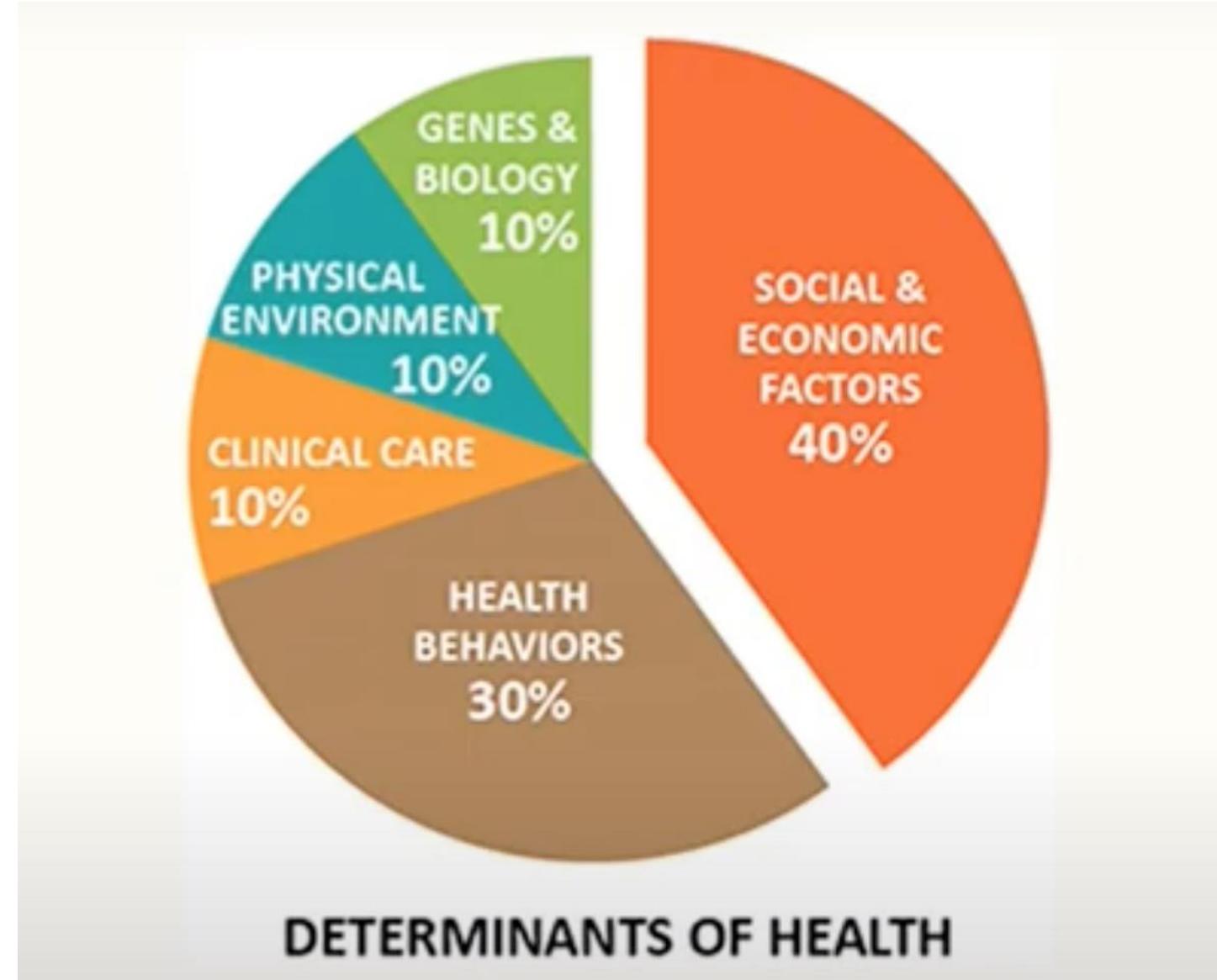
Public good



Who is buying health care?

*And what is health care anyway if I do not get health?

What is health care?



Source: University of Wisconsin

Where and when are we buying health value?

When sick in a health care organization

When healthy

- In a gym
- In a supermarket
- In a restaurant
- In a tourist agency
- In a vaccination clinic
- In a theatre
- in a bookshop

When investing in a business

When voting for political leaders

.....???

When sick

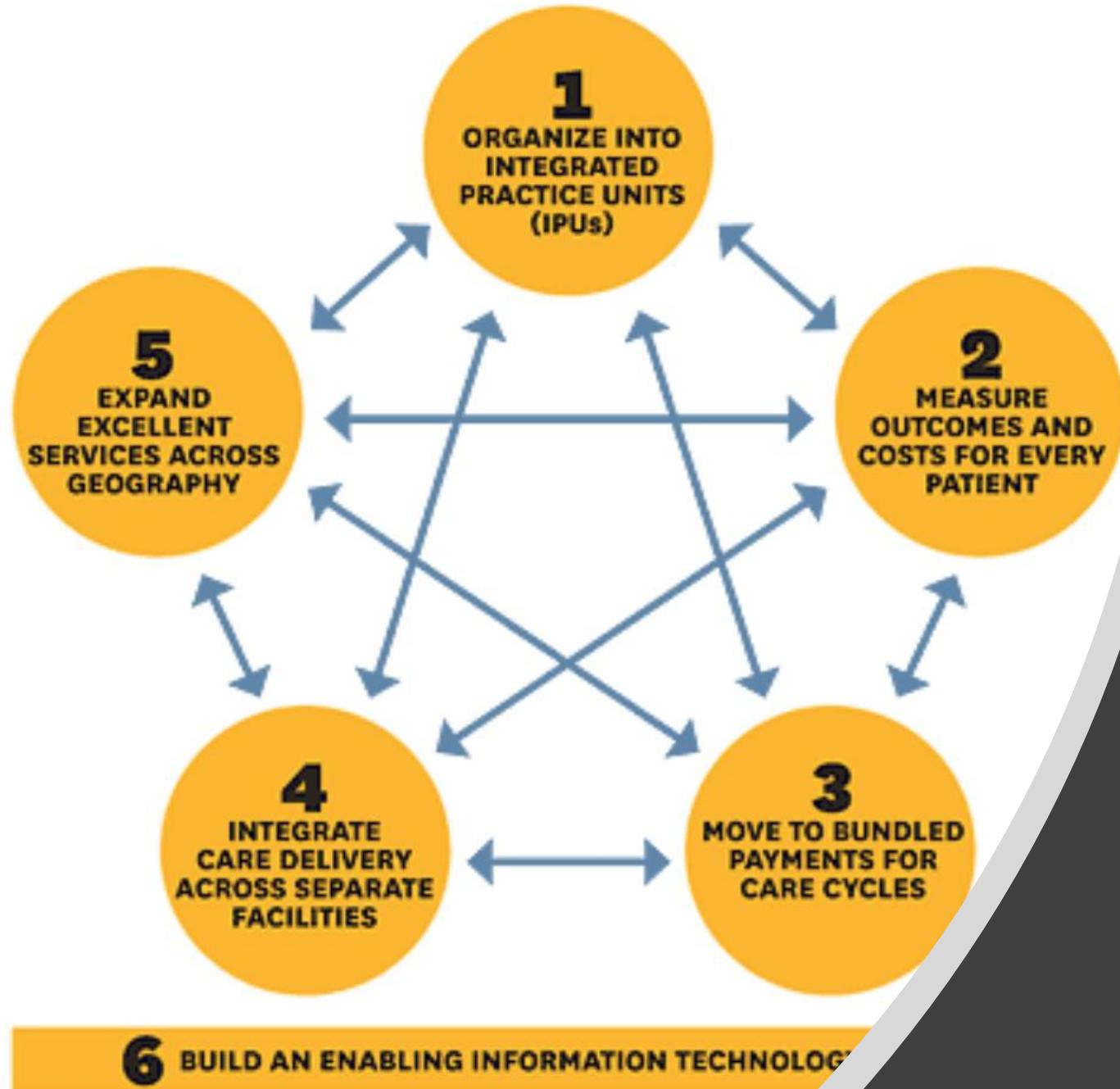
Upstream and downstream

Secondary prevention

Discrete episode of care vs continuous
bundled care of chronic diseases

Clinical services predictive analytics

Integrated care



Porter's Value Agenda



When healthy

Paradox of prevention

Education

Information

Wearables

Genomics

Social media



When
investing in
business

Pollution

Harmful products

Climate change

War



When voting

*People who vote are healthier (UCLA, 2020)

Government policy levers

Taxation

Regulation

Spending

Information

Rudolf Virchow (1821-1902)

- “Medicine is a social science, and politics is nothing else but medicine on a large scale”
- *Report on the Typhus Outbreak of Upper Silesia*: “...the outbreak could not be solved by treating individual patients with drugs or with minor changes in food, housing, or clothing laws, but only through radical action to promote the advancement of an entire population, which could be achieved only by "full and unlimited democracy" and "education, freedom and prosperity"

Obstacles and solutions

Nanny government

Power of social media and internet

Data quality and access

Public education and health literacy

Citizen as employer

What is the best value for our
money at the health care
market and how can we buy it?