



2017? Enabling choices for health in modern societies

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The European Patients' Forum

Six dimensions of a Health Society

- a high life expectancy and ageing populations
- an expansive health and medical care system
- a rapidly growing private health market
- health as a dominant theme in social and political discourse
- health as a major personal goal in life
- Health as a right of citizenship

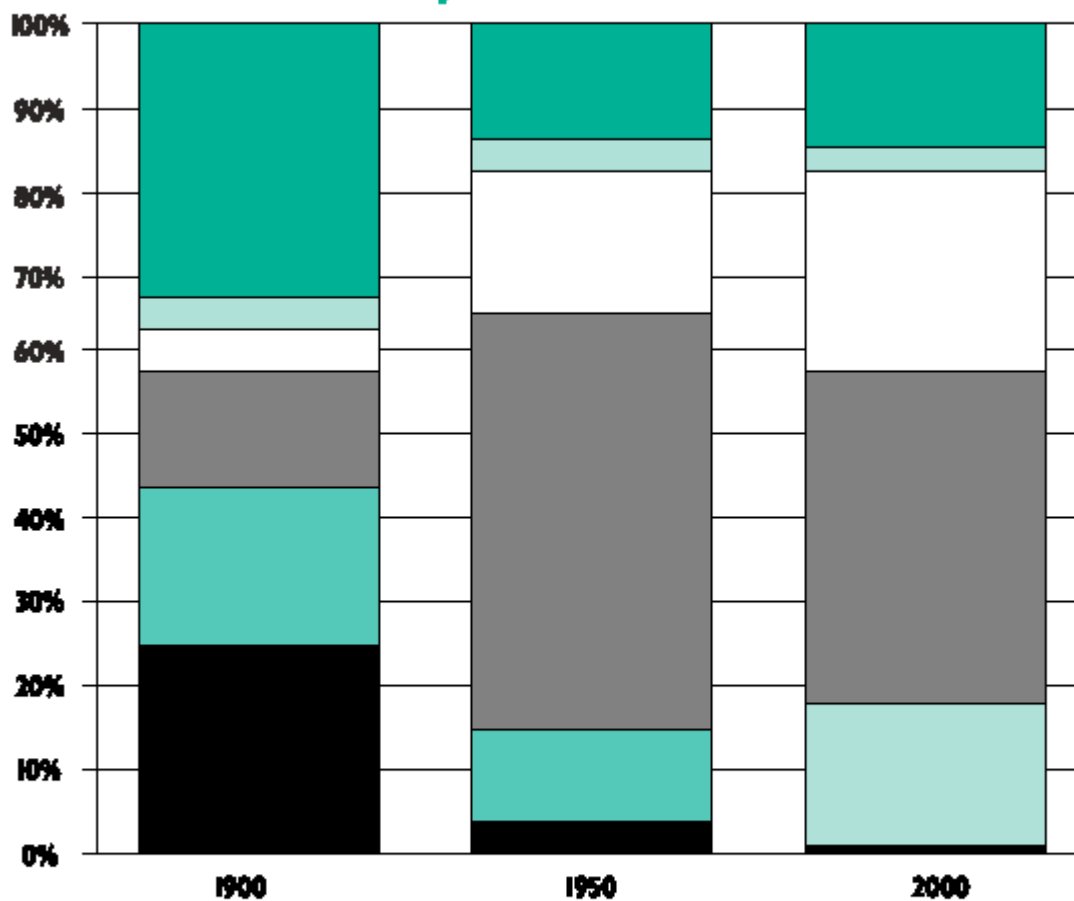
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Driving forces of change

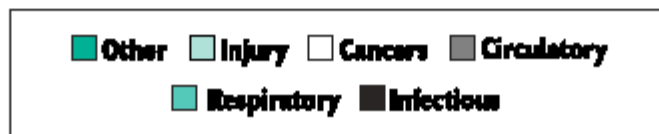
- Medical – technological progress
- Demographic change
- Health behaviors, understanding of health
- Social trends: individualization, differentiation
- Economic orientaton
- Globalzation
- Political factors



Chart I.4: Selected causes of death at the start, middle and end of the last century



Source: ONS



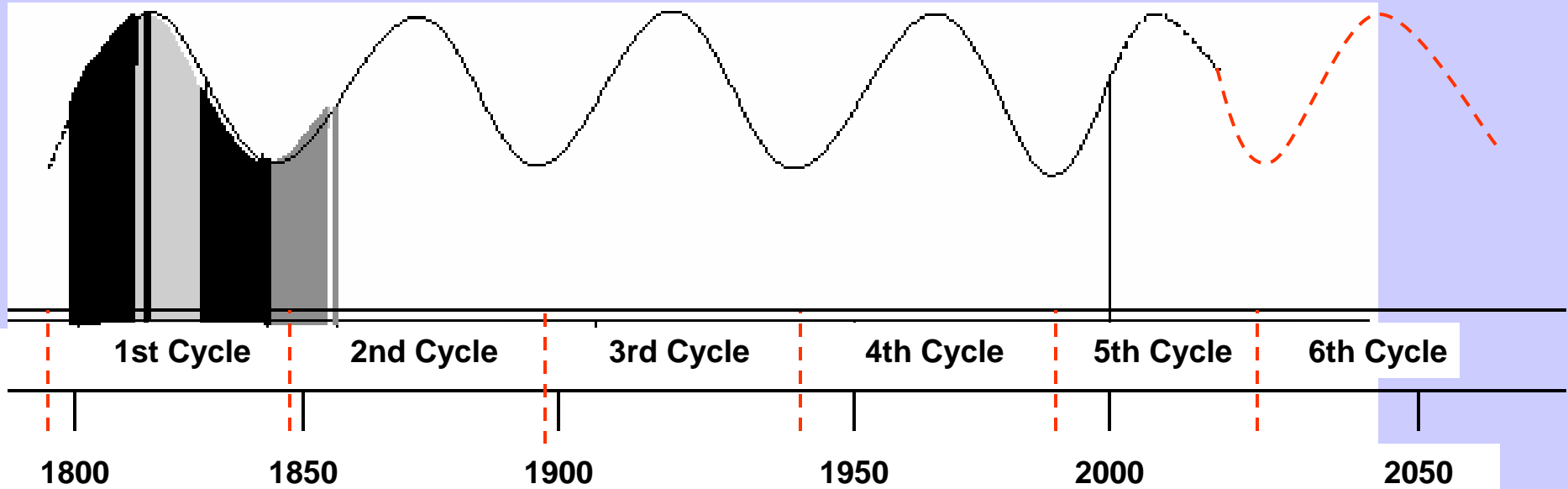
UK Wanless Report 2002

Where are we moving to?

- High relevance of the health market
- The market drives increasing innovation
- Orientation moves towards cost and „added value“
- Providers will change
- The patient moves to the center

(EDI Study, Switzerland 2006)

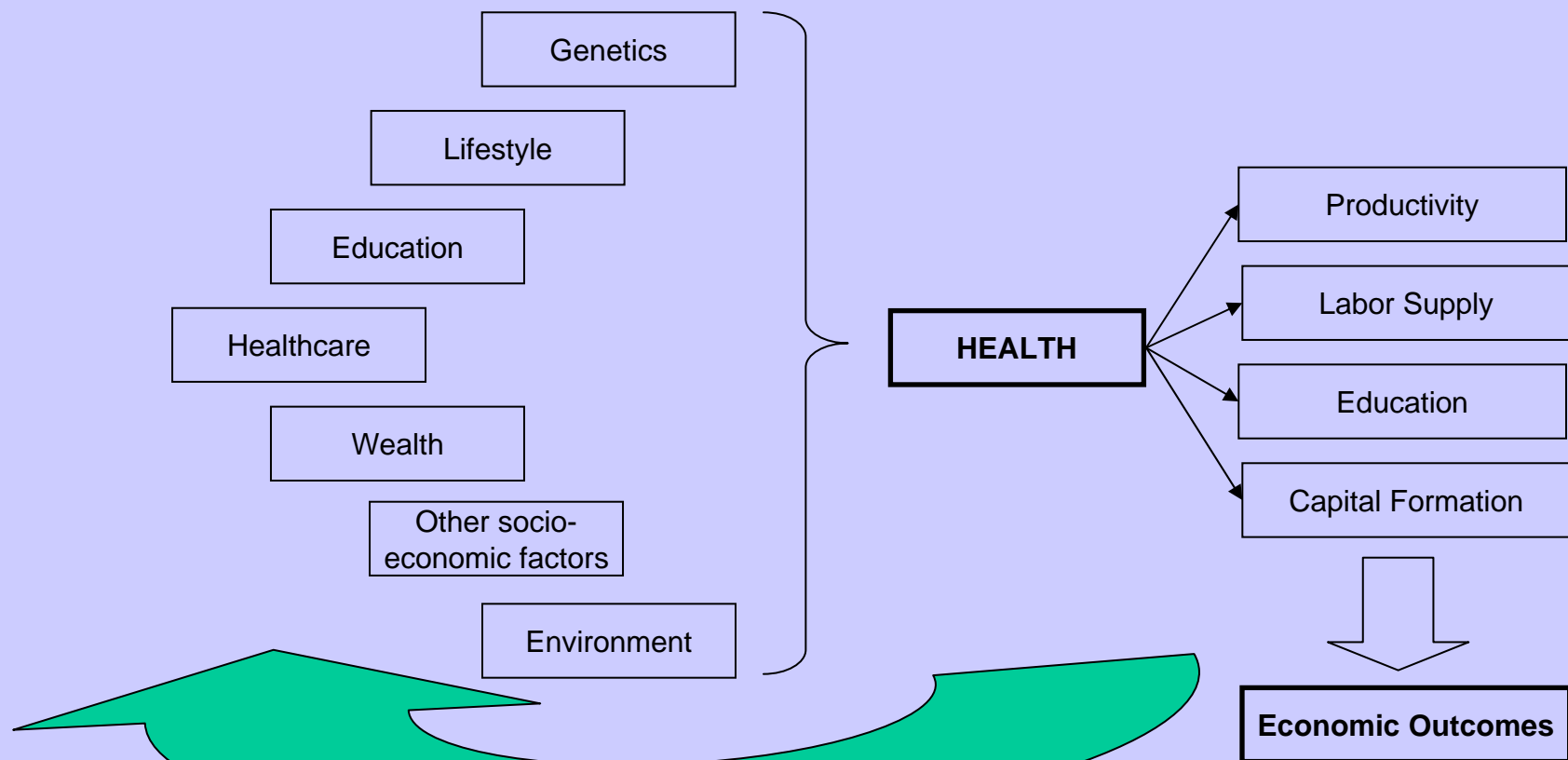
Health as an economic driver: Kondratieff-Cycles



Source: Nefiodow, L.A., *Wirtschaftslokomotive Gesundheit*, Conturen, 4/99, pp. 28-35.

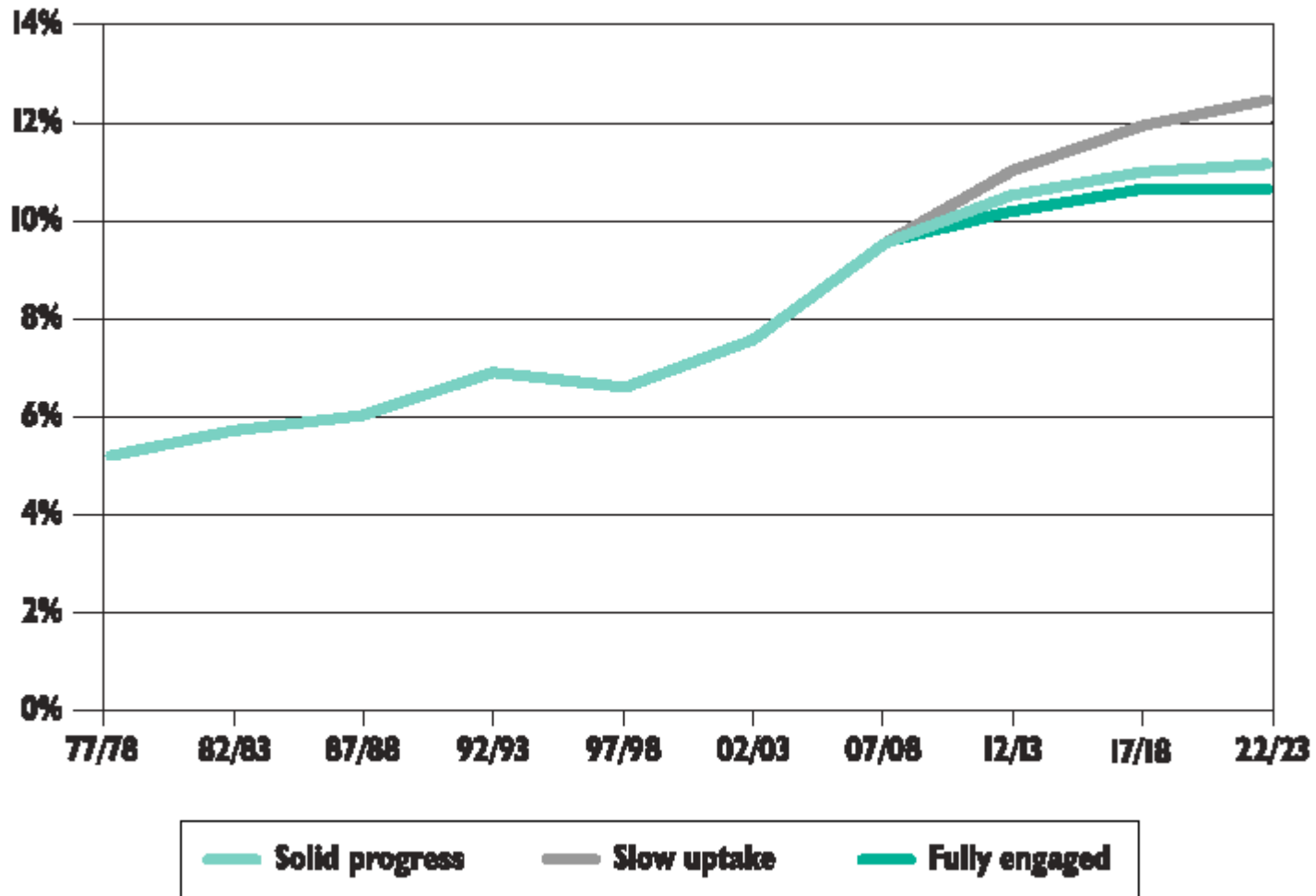
Ensuring good health is good economics

Interface population health, human capital, economic growth and social productivity

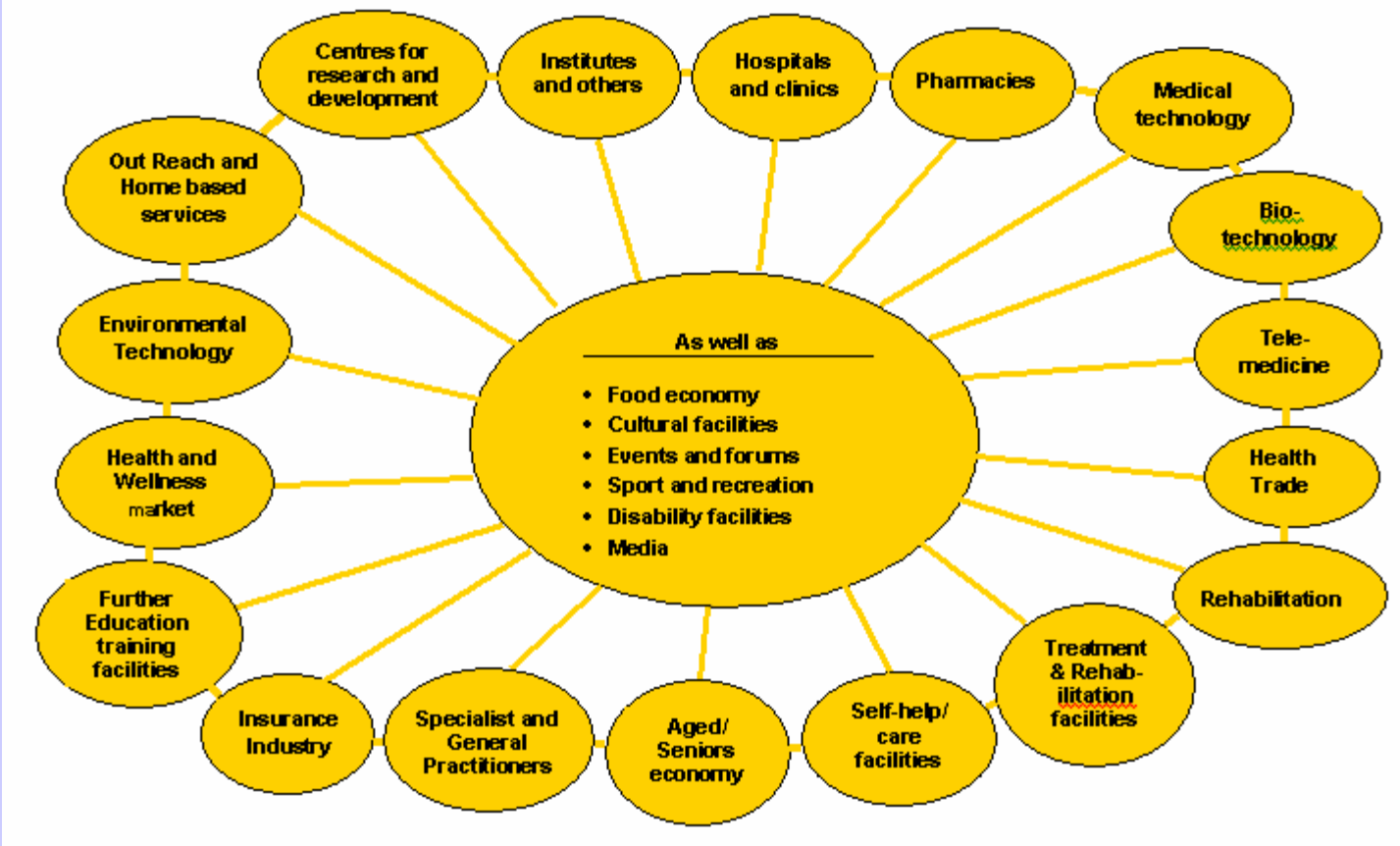


HEALTH NEEDS A FULLY ENGAGED SCENARIO

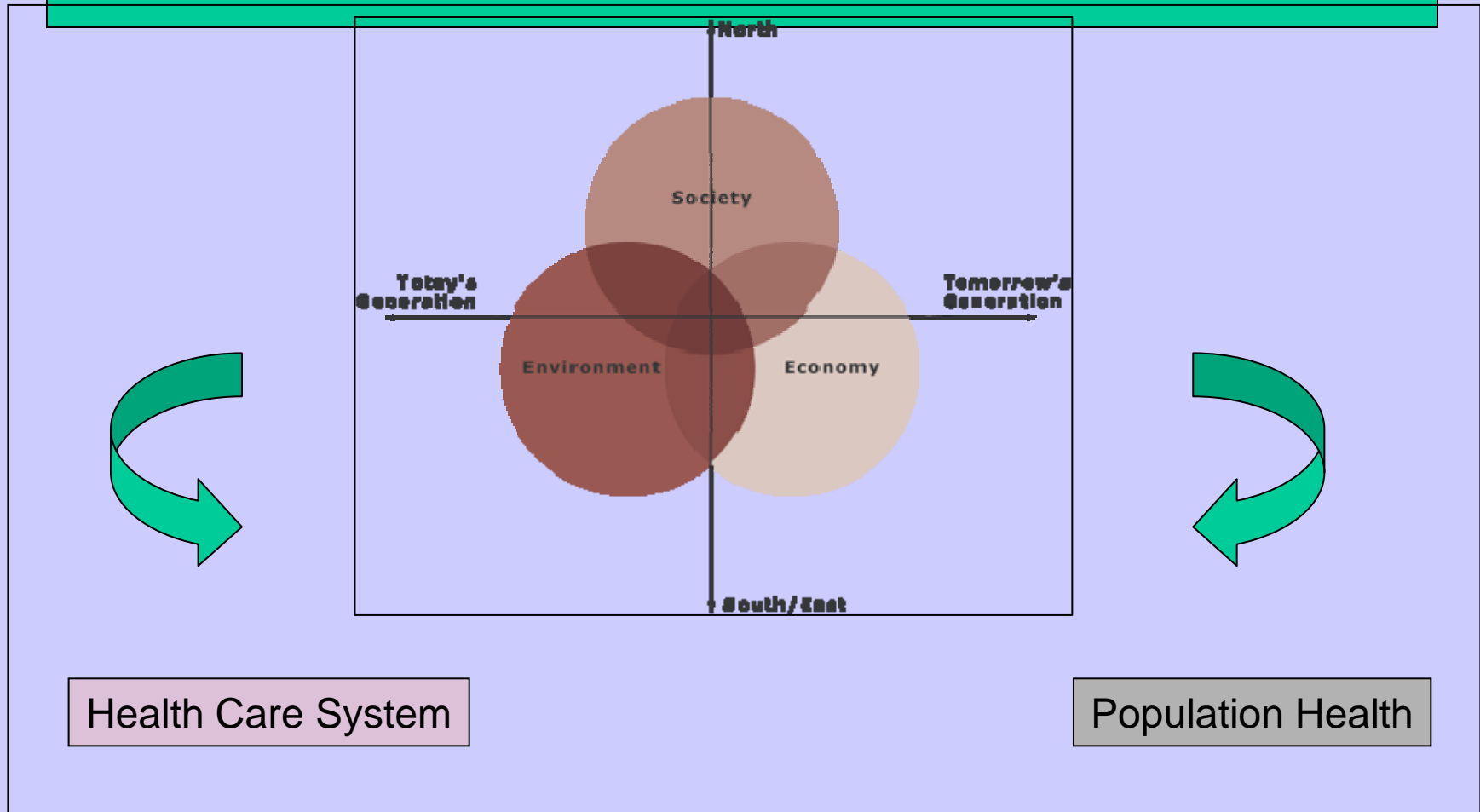
Chart I.I: Total UK health spending (% of GDP)



Health Market



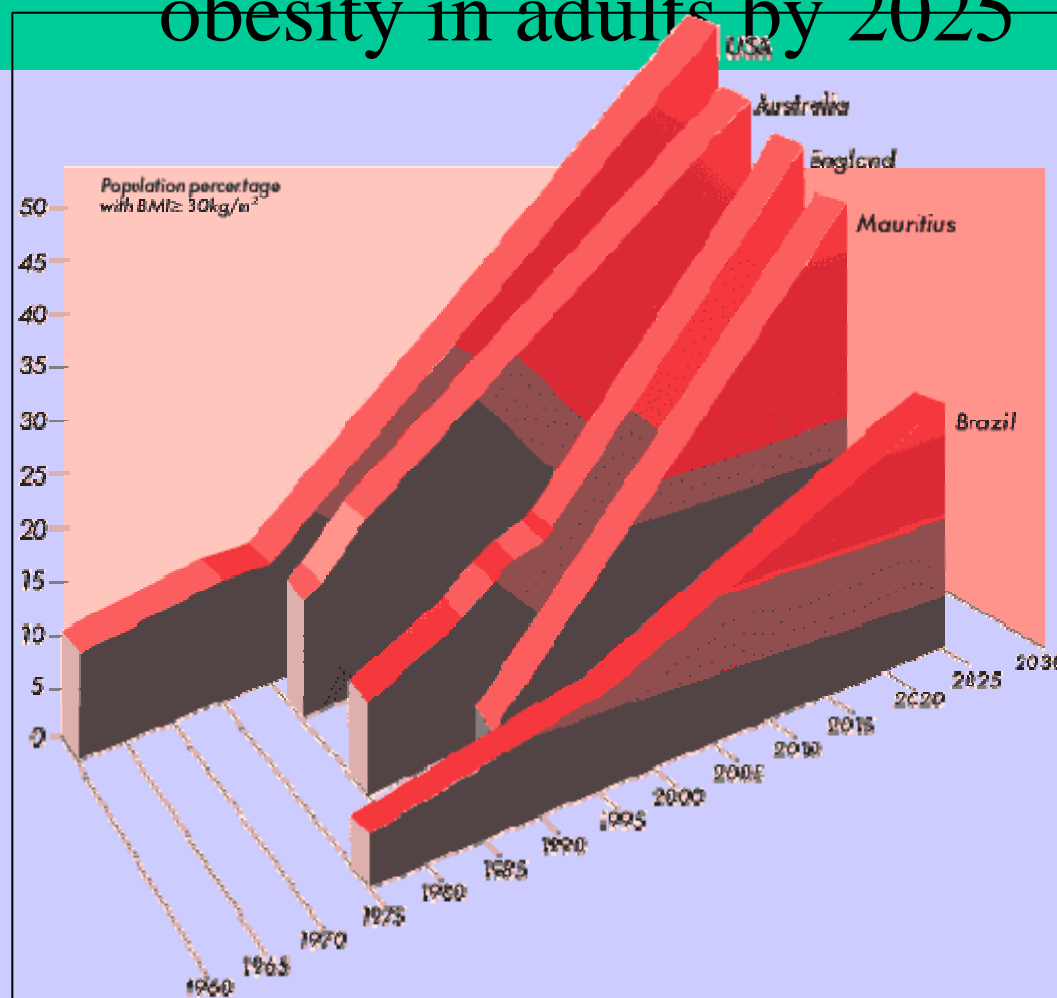
21st century health



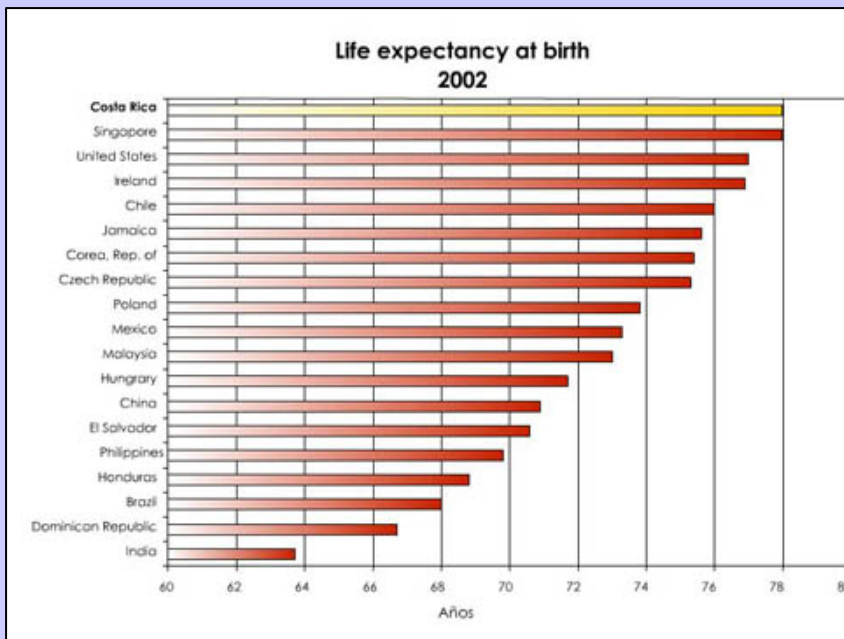
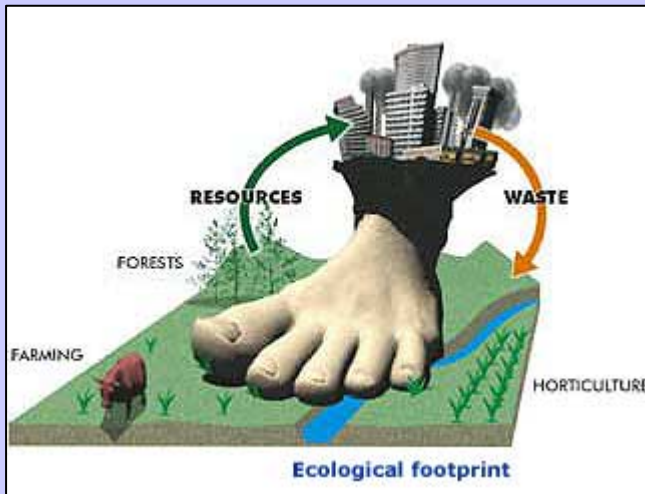
Four scenarios of unsustainable health development

- 1: ageing of societies without health gains – breakdown of systems and solidarities
- 2: the generation of children born at the turn of the 21st century could be the first to have a lower health and life expectancy than their parents. (Olshansky, J. et al., 2005).
- 3: our health systems are not sustainable without major reorientation: high cost. low quality, unequal access
- 4. global infectious disease pandemic

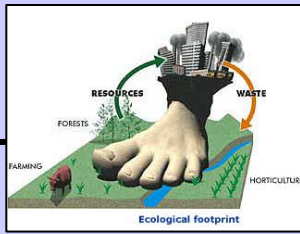
Global developments: Projected prevalence of obesity in adults by 2025



„Ecological footprint“ of the health system



What amount of
resources does it
take to create
health?



„Ecological footprint“

	Costa Rica	Australia	USA
(2004 WHO)			
GDP p.c.	8 949	31 454	39 901
Life expectancy	75	78	75
Health expectancy	65	71	67
Health expenditure p.c.	616 (7,3%)	2874 (9,5%)	5711 (15,2%)

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WHO 2006 (2004)

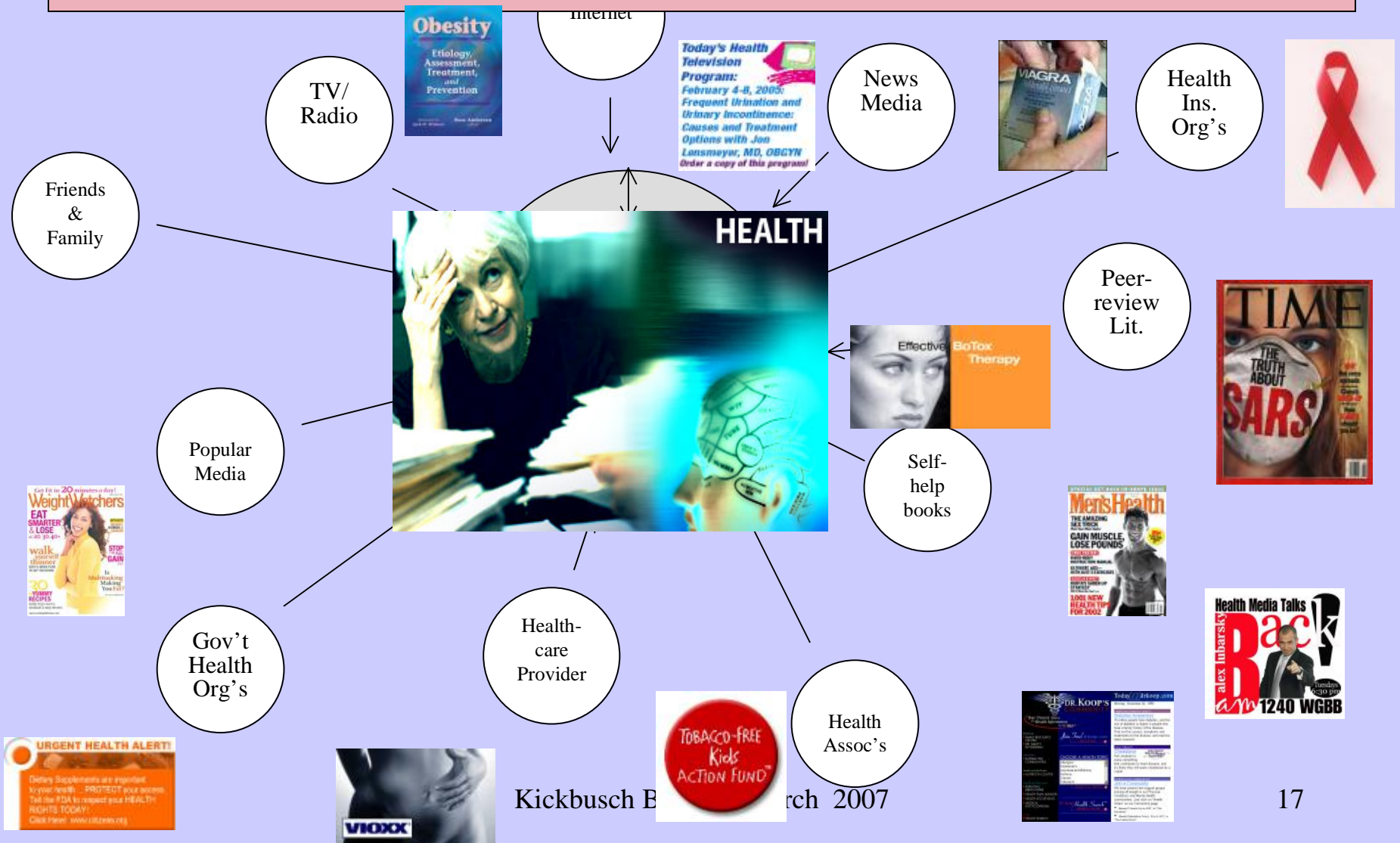
New orientation: value for patients

- **Value:** health outcome per unit of expenditure
- **Criteria:** how does each practice contribute to value for patients RESULTS
- **Mandatory** measurement of results and transparency for patients

The EU: Active and competent citizens in health matters

- Access to health information a right of citizenship
- *EU: “ people will have no trouble finding clear and reliable health information on how to be in good health and about diseases and treatment options”* Byrne 2004

How to put the patient in the center?



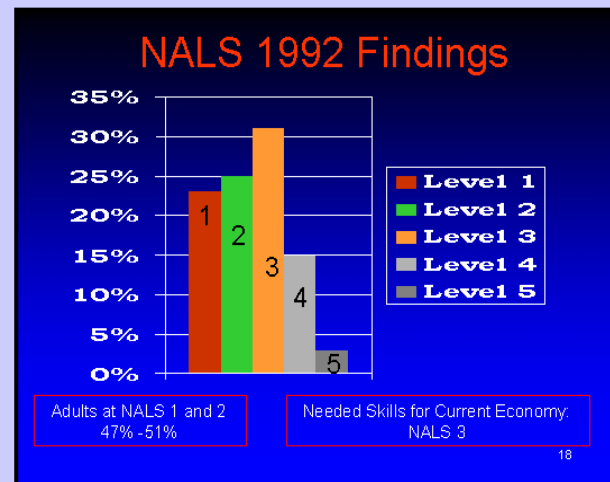
Functional Illiteracy

- 5 levels of competence in OECD study:
- **in 14 of the 20 countries more than 15 % of adults in the study reached only the lowest level of competence, in all countries in the study between 25 und 75 % of adults in the study remain at level 3 and below.**

Literacy:

The ability to understand and employ printed information in daily activities at home, at work and in the community to achieve ones goals and to develop one's knowledge and potential.

OECD IALS



Health Literacy

- Health literacy is the capacity to make sound health decisions in the context of everyday life – at home, in the community, at the workplace, in the health care system, the marketplace and the political arena.

HL Domain 3

*Patients as active health care consumers
seeking increased value of care*

Three key components:

- Competencies to navigate the health system and act as partner to professionals
- Supportive providers
- Readable systems

Participate actively in increasing choices in products and treatments, end of life care

Informed Consent

Assuring quality care by keeping you informed

The Informed Consent Process

Informed consent promotes the best possible outcome for you in times of necessary medical care.

The minimum information your doctor should give is based on the data made generally available by the drug manufacturers.

However, you should expect that your doctor is aware of any pertinent medical issues beyond what the pharmaceutical companies tend to provide.

What you can do:

- Make your doctor work for you.
- Demand information.
- Get key questions answered.

Your doctor should explain:

- How the drug affects the body and mind
- What unwanted effects may occur
- What is known and not known about the safety of the drug
- What is known and not known about the effectiveness of the drug
- Alternatives, including the option of no treatment

Your role in the process:

- Get any questions answered.
- Carefully consider the information you have been given.
- You may feel more comfortable taking the information home before making a decision about agreeing to the proposed treatment.

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Expect relevant information and seek advice



Nothing — not age, income, employment status, educational level, and racial or ethnic group — affects health status more than **literacy skills.**

That's why clear communication between patients and health care providers is critical.

Good communication =
Healthy patients

Start with Ask Me 3.

- **1. What is my main problem?**
- **2. What do I need to do?**
- **3. Why is it important for me to do this?**

Make treatment and provider choices based on results



Choose health plans on value added

Wir vergleichen für Sie die Prämien, Leistungen und Produkte der Schweizer Krankenkassen !



Erhöhtes Navigationswissen

Demand new professional roles // training and awareness



IOM



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NCSALL

Demand a more health promoting health service

- Put the user/patient in the center
- Support a positive and equitable health development for patients, support patients relatives and partners
- Integrate health into the care chain (health promoting hospitals, disease management)
- Strengthen disease prevention and public health
- Work in partnership to influence determinants of health and disseminate health knowledge
- Apply a health promoting work place model to the health services
- Strengthen health literacy

Address Inequality

Literacy and Health

Those with limited literacy skills:

- Report poorer overall health
- Are less likely to make use of screening
- Present in later stages of disease
- Are more likely to be hospitalized
- Have poorer understanding of treatment
- Have lower adherence to medical regimens

References for these studies can be found in the annotated bibliographies on this website

Patient Organizations



Radical responses



Categories of Health Activities with Selected Examples

Health Activities	Focus	Examples of Materials	Examples of Tasks
<i>Health Promotion</i>	Enhance & maintain health	Articles in newspapers & magazines, booklets, brochures Charts, graphs, lists Food & product labels	Purchase Food Plan Exercise regimen
<i>Health Protection</i>	Safeguard health of individuals & communities	Articles in newspapers & magazines Postings for health & safety warnings Air & water quality reports Referendums	Decide among product options Use products Vote
<i>Disease Prevention</i>	Take preventive measures & engage in early detection	News alerts [TV, radio, newspapers] Postings for inoculations & screenings Letters re: test results Graphs, charts	Determine risk Engage in screening or diagnostic tests Follow up
<i>Health Care & Maintenance</i>	Seek care & form a partnership with health providers	Health history forms Medicine labels Discharge instructions Education booklets & Brochures	Describe & measure symptoms Follow directions on medicine labels Calculate timing for Medicine
<i>Systems Navigation</i>	Access needed services Understand rights	Maps Application forms Statements of rights & responsibilities, informed consent Health benefit packages	Locate facilities Apply for benefits Offer informed consent

Invest in health literacy: put citizens in the center

- Health literacy is a key dimension of a citizens right to health
- Has major economic consequences for society and health care system
- Is of high relevance for equity, quality und efficiency of health systems
- Must become a priority health policy action area



Active citizenship

- Health literacy is active citizenship: a critical empowerment strategy in modern society – a significant dimension of citizen, consumer and patient's rights