

A stylized line graph with two lines, one black and one red, both showing an upward trend. The lines are thick and have a slight 3D effect. The background is a gradient from light gray to dark gray.

International Agenda Setting Conference

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„Improving the public debate on Health“

Klaus Gritschneider



The German crisis

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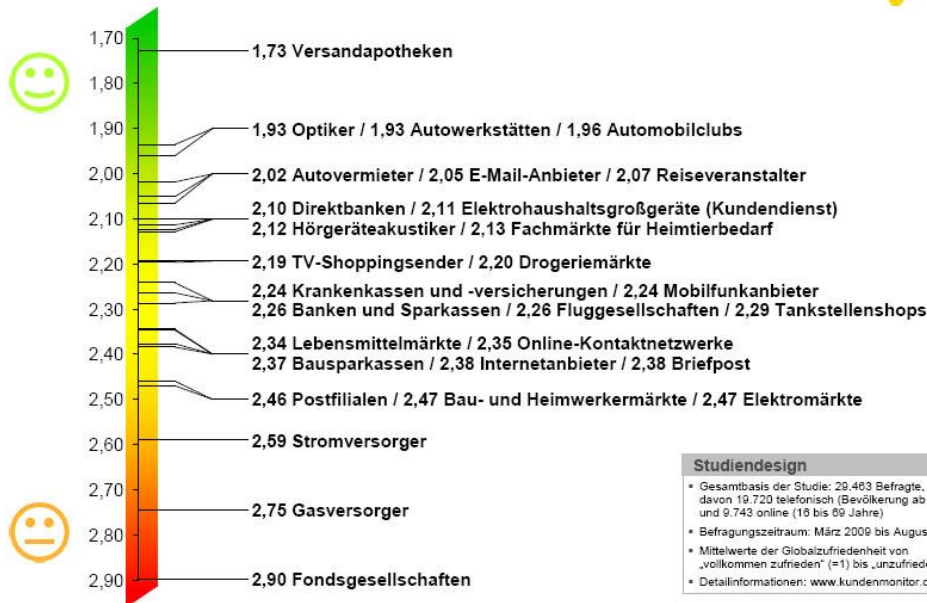


- No trust in the work of the politicians after one year of conservative-liberal government
- certificate by the press last Sunday
- Frankfurter Allgemeine Sonntagszeitung chancellor Merkel: 4-minister for education, Schavan: 4-minister for transportation, Ramsauer: 4-minister for health, Rösler: 5

The German crisis

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Kundenzufriedenheit in Deutschland zeigt unterschiedliche Branchenniveaus



Studiendesign

- Gesamtbasis der Studie: 29.463 Befragte, davon 19.720 telefonisch (Bevölkerung ab 16 Jahre) und 9.743 online (16 bis 69 Jahre)
- Befragungszeitraum: März 2009 bis August 2009
- Mittelwerte der Globalzufriedenheit von „vollkommen zufrieden“ (=1) bis „unzufrieden“ (=5)
- Detailinformationen: www.kundenmonitor.de

- Germany has one of the best healthcare systems worldwide

- People`s confidence in physicians and pharmacists is high

Highstreet pharmacies: 2,4
source ABDA

- Mail order pharmacies: 1,7

The German crisis

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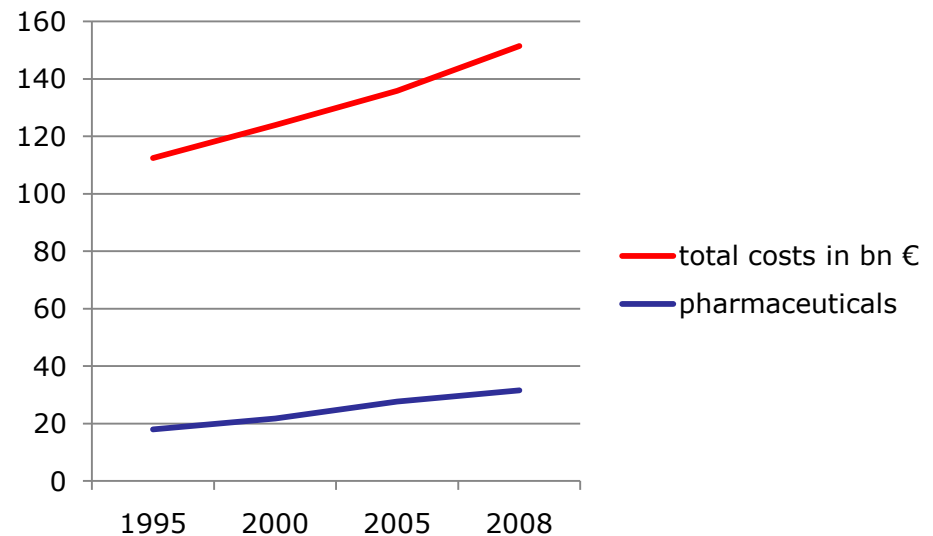
- How can we rebuild the reputation of the health system in total?

The facts

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- people get elder
medical progress increases
the costs of the system increases too

| | total costs | pharmaceuticals |
|------|-------------|-----------------|
| 1995 | 112474 | 17938 |
| 2000 | 123914 | 21776 |
| 2005 | 135877 | 27610 |
| 2008 | 151465 | 31586 |



The facts

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- The same reaction of the politicians in each health reform:
additional rebates
cost cutting in all sectors
reduction of health care services
- The public debate about health is labeled by controversies
between the political parties
- High impact of lobbying groups
- Is that the future?

5 propositions to improve health care

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1. Demographic change is not the reason for higher costs
 2. Health must become cross sectoral
 3. We need more participation and self responsibility by the patients
 4. Health care should be a global self learning system
 5. Innovation and competition lowers costs

Thesis 1:

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Demographic change is not the reason for higher costs

Observed and Projected Percentages of the Elderly (65+ years) in Selected Areas, Regions, and Countries of the World: 1950, 2000 and 2050.

| Major Area, region and country | 1950 | 2000 | 2050 |
|---------------------------------|-------|-------|-------|
| World | 5.2% | 6.9% | 19.3% |
| Africa | 3.2% | 3.3% | 6.9% |
| Latin America and the Caribbean | 3.7% | 5.4% | 16.9% |
| China | 4.5% | 6.9% | 22.7% |
| India | 3.3% | 5.0% | 14.8% |
| Japan | 4.9% | 17.2% | 36.4% |
| Europe | 8.2% | 14.7% | 29.2% |
| Italy | 8.3% | 18.1% | 35.9% |
| Germany | 9.7% | 16.4% | 31.0% |
| Sweden | 10.3% | 17.4% | 30.4% |
| U.S.A. | 8.3% | 12.3% | 21.1% |

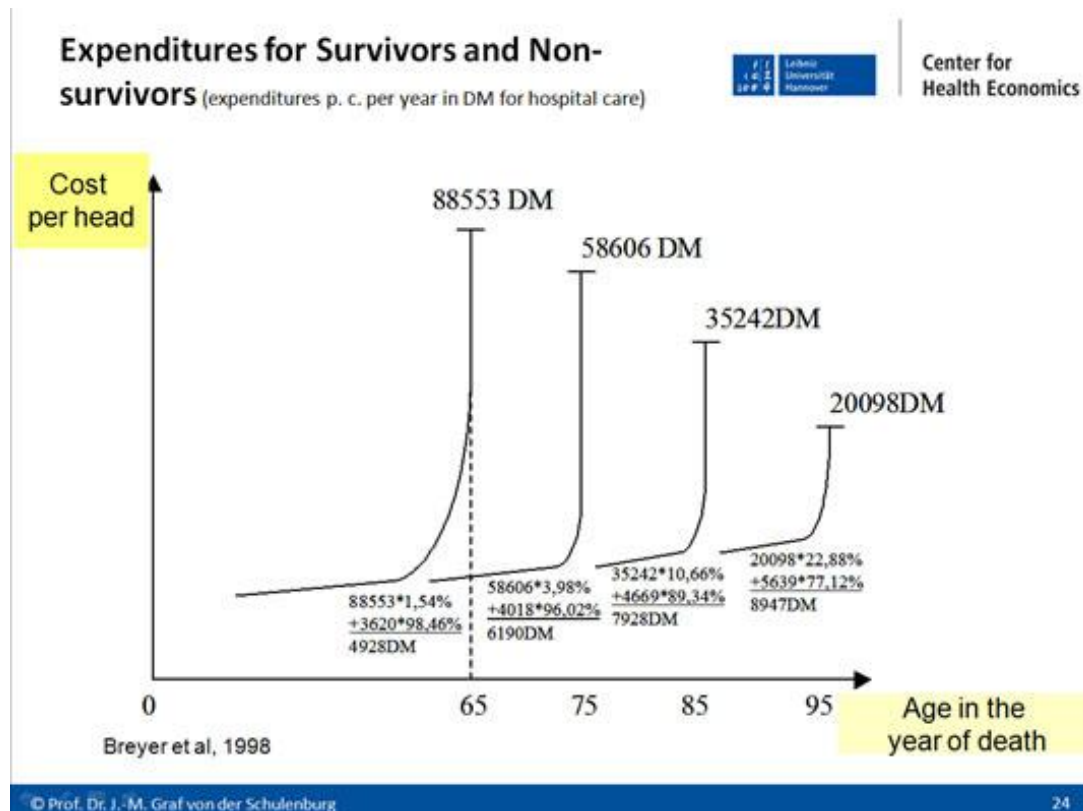
SOURCE: United Nations 2001 cited in Leonid A. Gavrilov and Patrick Heuveline, "Aging of Population," in Paul Demeny and Geoffrey McNicoll (eds.) *The Encyclopedia of Population*. New York, Macmillan Reference USA, 2003

It's true, more people get older, but ...

Thesis 1:

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Demographic change is not the reason for higher costs



Thesis 1:

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Demographic change is not the reason for higher costs



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GESUNDHEITSPOLITIK 23.09.2010

Die Lebenslügen des Philipp Rösler

Gesundheitsfürsorge wird teurer, weil das Volk altert und der Fortschritt viel kostet, behauptet Minister Rösler. Darauf gründet seine Reform. Doch für diese These fehlt jeder Beweis.

ARTIKEL MULTIMEDIA

von Peter Thelen



Peter Thelen ist Korrespondent in Berlin. Quelle: Pablo Castagnola

Seit die schwarz-gelbe Bundesregierung sich entschlossen hat, den Arbeitgeberbeitrag zur Krankenversicherung einzufrieren und den künftigen Anstieg der Gesundheitsausgaben allein von den Versicherten über Zusatzbeiträge zahlen zu lassen, laufen die Kanzlerin und ihr Gesundheitsminister mit einer zentralen Botschaft durch das Land: An steigenden Gesundheitsausgaben führe keine noch so ausgeklügelte Strukturreform vorbei, weil in der alternden deutschen Gesellschaft der Therapiebedarf steige und der medizinische Fortschritt das System immer teurer mache.

Um zu verhindern, dass dieser unvermeidbare Kostenanstieg das Wirtschaftswachstum stranguliert, dürfe die Wirtschaft nicht länger

WEITERE ARTIKEL

BONUSZAHLUNGEN
Bund verschärft Vergütungs...
[EXKLUSIV] Die Koalition will die Vergütungsregeln für Manager in staatlich gestützten Banken deutlic...

MARIO DRAGHI
Was Axel Webers Konkurrente...
Mario Draghis Kunst ist die Geräuschlosigkeit, mit der er seine Pläne umsetzt. Sie könnte ...

RISIKO-RADAR
Steigende Kurse, sinkendes Risiko

JULIAN ASSANGE
„Der gefährlichste Mann der Welt“

ATTRAKTIVE PREISE ZU GEWINNEN
Testen Sie Ihr BWL-Wissen!

VERWANDTE ARTIKEL: Organisation

GUNTER THIELEN
„Wir sind keine heimliche Regierung“
25.10.2010, Stichwort: Bertelsmann-Stiftung

Thesis 2: Health must become a cross sectoral field for action

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- Who is responsible for health care?

The ministry of health? – Not only

- Treating diseases is only one part
- Prevention become more and more relevance
- Healthy conditions for everyday life are the fundamental basis to live healthy lives
- All governmental departments are relevant for a better health care system



Thesis 3:

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- Self determination, participation and self responsibility of the citizens and patients must become the basis for all services
 - Politicians protect patients
 - The self responsible patient is not existent at the moment
 - One example: The discussion about the ownership of medical data

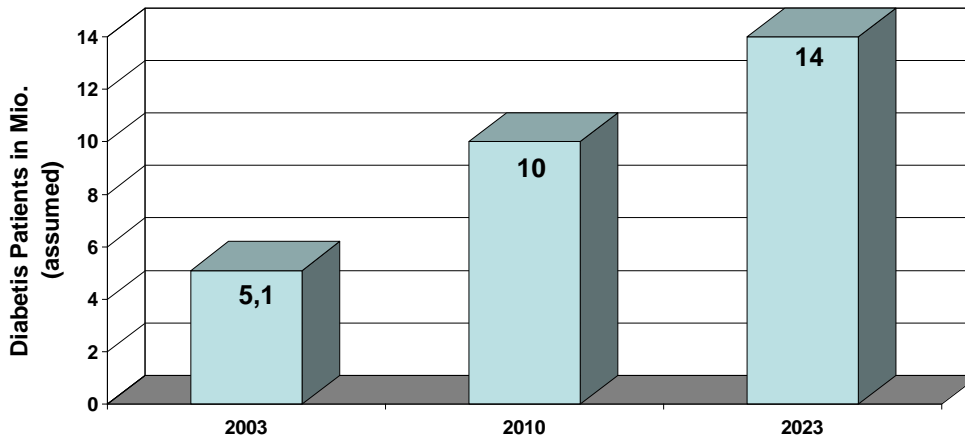
Overweight, smoking, alcohol-and drug misuse shows us, that we need more education and prevention

Thesis 4

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To make the health care sector a global self learning system

One example: Diabetes

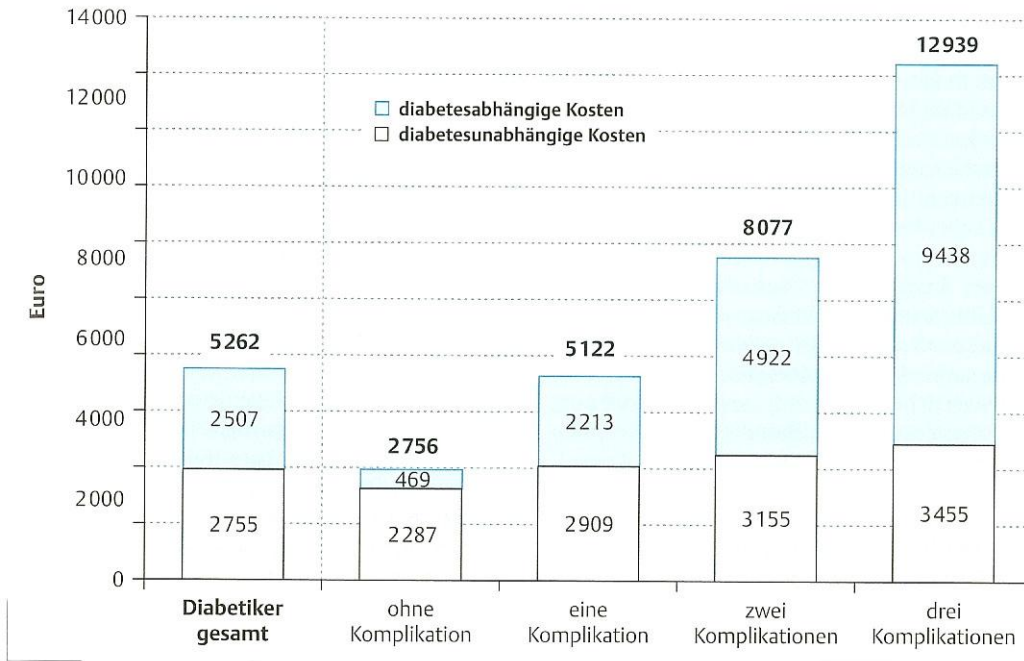


Biggest challenge in Europe for the near future

source: http://www.zeit.de/2003/48/diabetes_geschichte

Thesis 4

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Source: whitebook diabetes in Germany

Cost cutting of drug costs can't solve the problem

Thesis 4

16

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Best practice, evidence based medicine

Indications, patients and pharmaceuticals are worldwide the same

Guidelines for the right therapy are different, such as e.g. between Germany and Austria

Thesis 5

17

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Only innovation and competition lowers costs

One example of Europa Apotheek Venlo:

specialty pharmacy for Multiple Sklerosis:

specialized pharmacists

special CallCenter

goal: better adherence for lower over all costs

less emergency cases

less complications

Communication

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We need more transparency

We need more information for patients

We need more accountability

It`s a task for all stakeholders in the health system and
for the press to fulfill these demands



Thanks for your attention!



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