

# The role of prevention and innovation in sustainable healthcare systems

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**are not a trade union**

**are aimed at all doctors in the EU  
now confronted with a new  
concept in European health care**

**are a non-profit association free of any  
political, linguistic, philosophical or financial  
considerations.**

# *our philosophy*

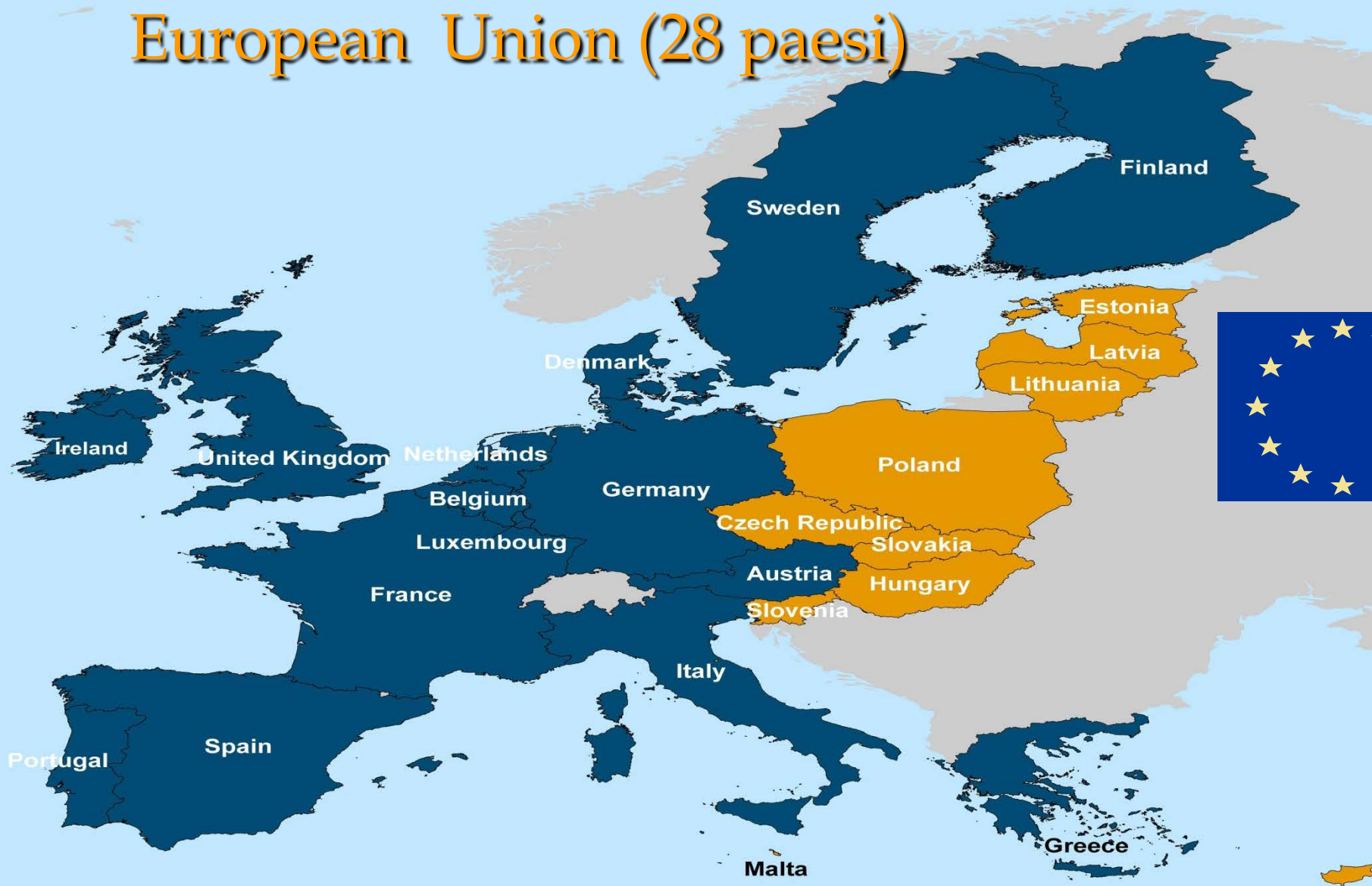
Patients' needs must  
“**Better-informed doctors**”



**better**

**patients”**

# European Union (28 paesi)

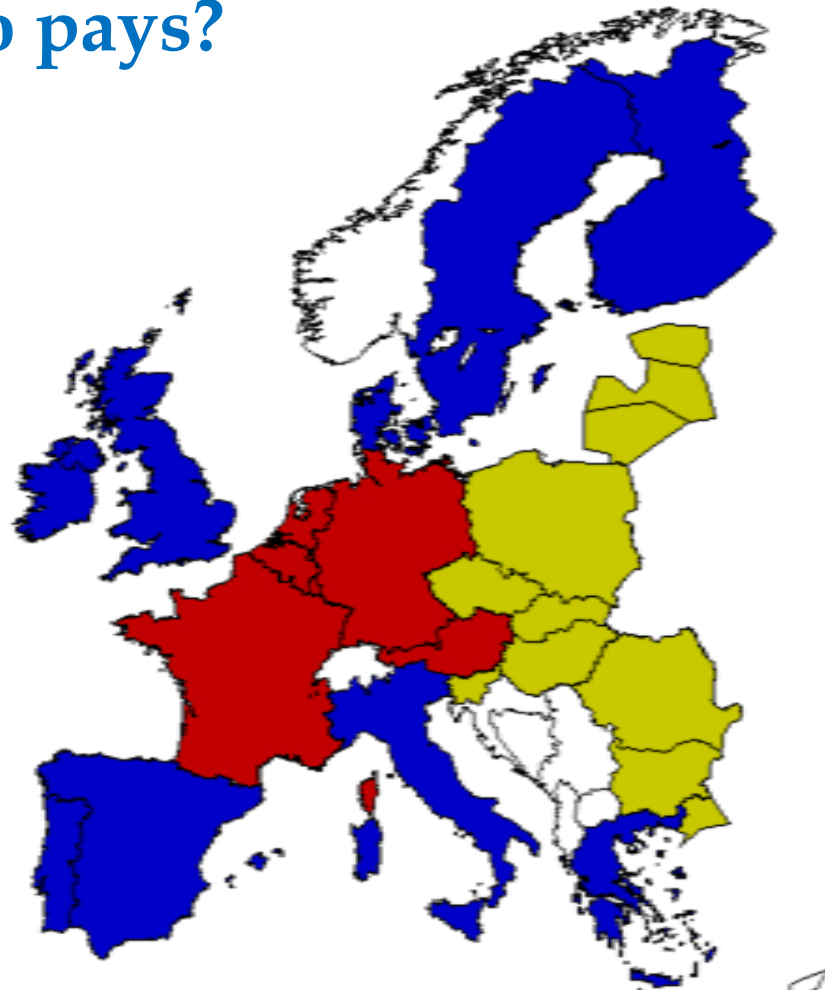


This entity is at present the only social, political and economical area with a legal free circulation of Goods Services, Capital and Persons.

# HEALTHCARE SYSTEMS

- Healthcare systems across Europe are among the best in the world
- Health systems in practice vary considerably from country to country and depend on several factors including the economic, political and working culture of the country, its economic situation and demographic trends.
- Nowadays there is no harmonization, despite the fact that different initiatives are being carried out at all levels.
- The real problem is the economic importance of the organisation and distribution of medical treatments.

## Who pays?



*In Europe there are very strong differences in public health (life expectancy differences between nations up to 15 years, health share of GDP ranging from 3.8% to 9%,)*

**Les systèmes de santé dans l'Union Européenne**

- Beveridge (9)
- Bismarck (6)
- Transition (11)

All systems are characterised by the same problems:

- rising costs
- flawed incentives: to provide too much or too little, lack of prevention
- mediocre quality: fragmented care, errors and repetition which result in unnecessary costs
- uninformed patients.

**All European health systems have introduced reforms to improve efficiency in the delivery of health care.**

# Current healthcare system poses serious problems



Financial transparency must be ensured

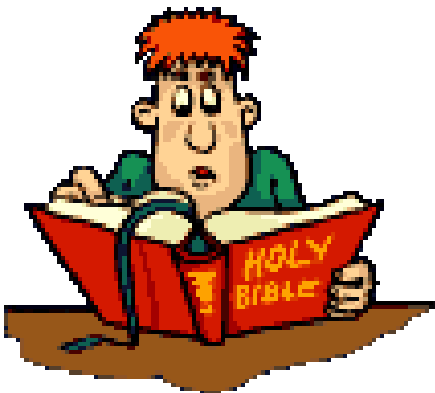


# Health care partners

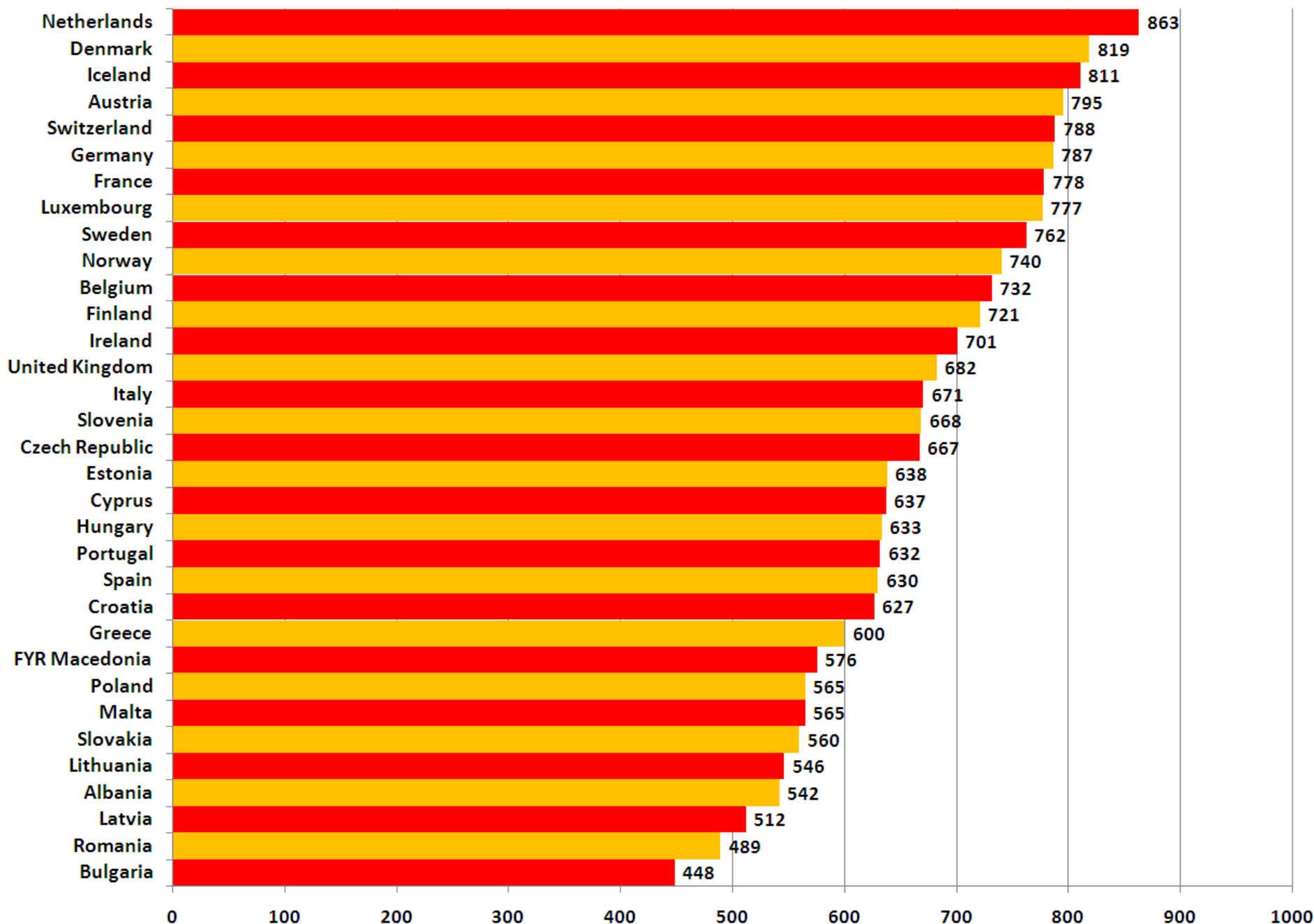
## Patient

Generally, the patient is more informed and more motivated. Patients are more and more demanding in terms of medical performance. They want to save time and reduce medical errors. The patient wants higher safety

**nothing about me without me**

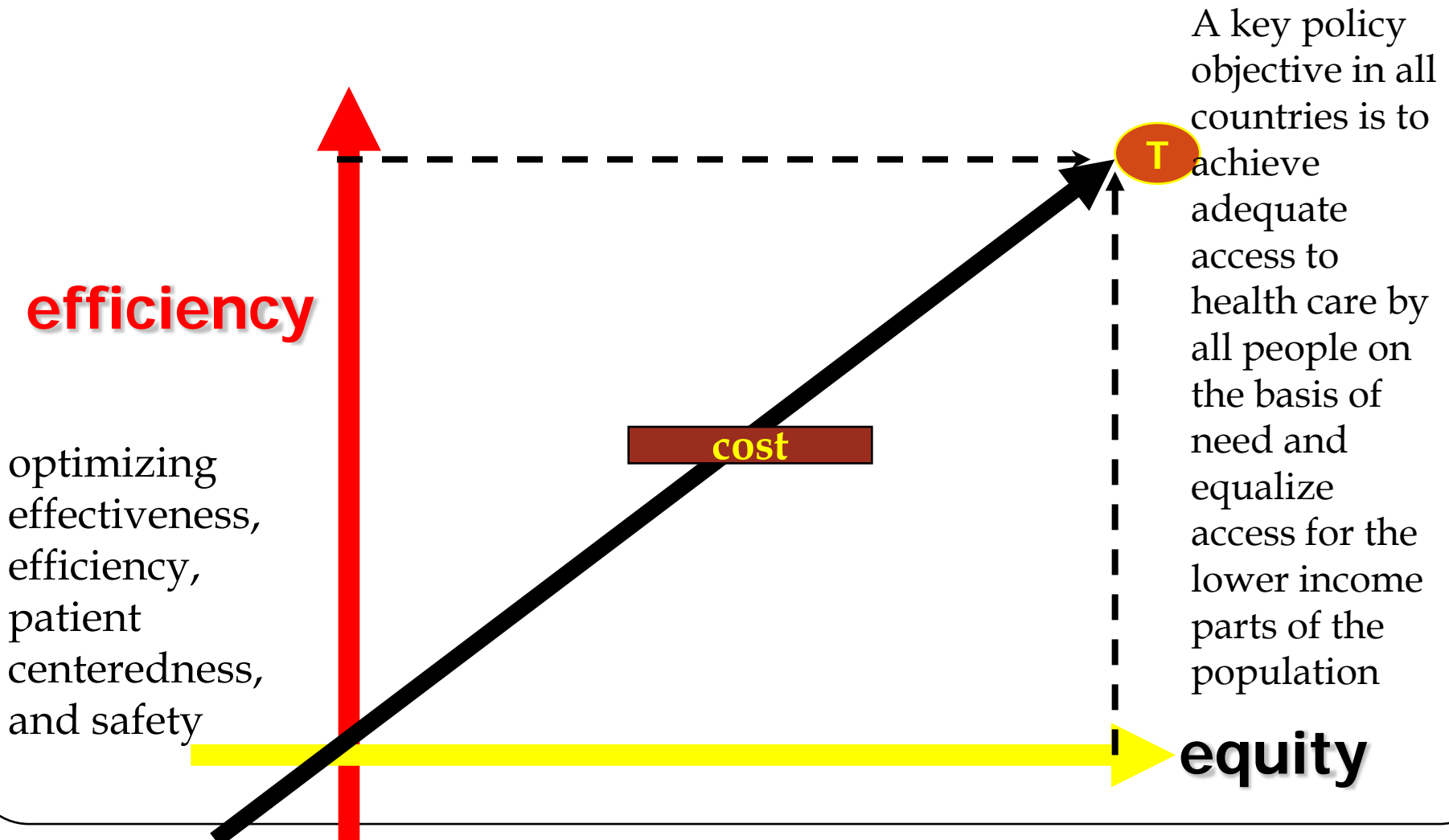


## Total scores in Euro Health Consumer Index 2009





# Economic and social dimensions of health



Advances in Predictive, Preventive and Personalised Medicine 123

Series Editors: Olga Golubnitschaja

Vincenzo Costigliola Editor

## Healthcare Overview

New Perspectives

Just a few years ago, dire predictions of escalating technology costs and adverse demographics informed a downbeat view of the future of medicine in which struggling governments would fall behind in their public commitments to healthcare. This volume is part of today's more optimistic assessment in which huge efficiencies can be wrought through 'personalized' medicine: patients, for example, have no need to visit clinics when biochemical monitoring can be achieved in the comfort of their own homes, the results sent wirelessly, in real time, to the specialist's database.

With contributions spanning the experiences of 15 nations from the USA to Turkey, Taiwan and the UK, the contents of this book show what is possible in implementing personalized medicine in a heterogeneous set of contexts. Today's burgeoning use of advanced early and predictive diagnostics, targeted prevention and personalized medical approaches will accelerate as advances in patient profiling and innovative bio/medical technologies come on stream. They could enable many of tomorrow's elderly to reach 100 years of age in good physical and mental health, as actively contributing members of society. The scope of coverage in this volume provides a comprehensive and unrivaled review of historical, cultural, demographic, ethnic, socio-economic, political, and other aspects of personalized medicine. It shows that reaping the benefits of this kind of medical care requires careful regulations in healthcare and skilful political planning.

Biomedicine

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Costigliola Ed.



Healthcare Overview

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# Healthcare Overview

New Perspectives

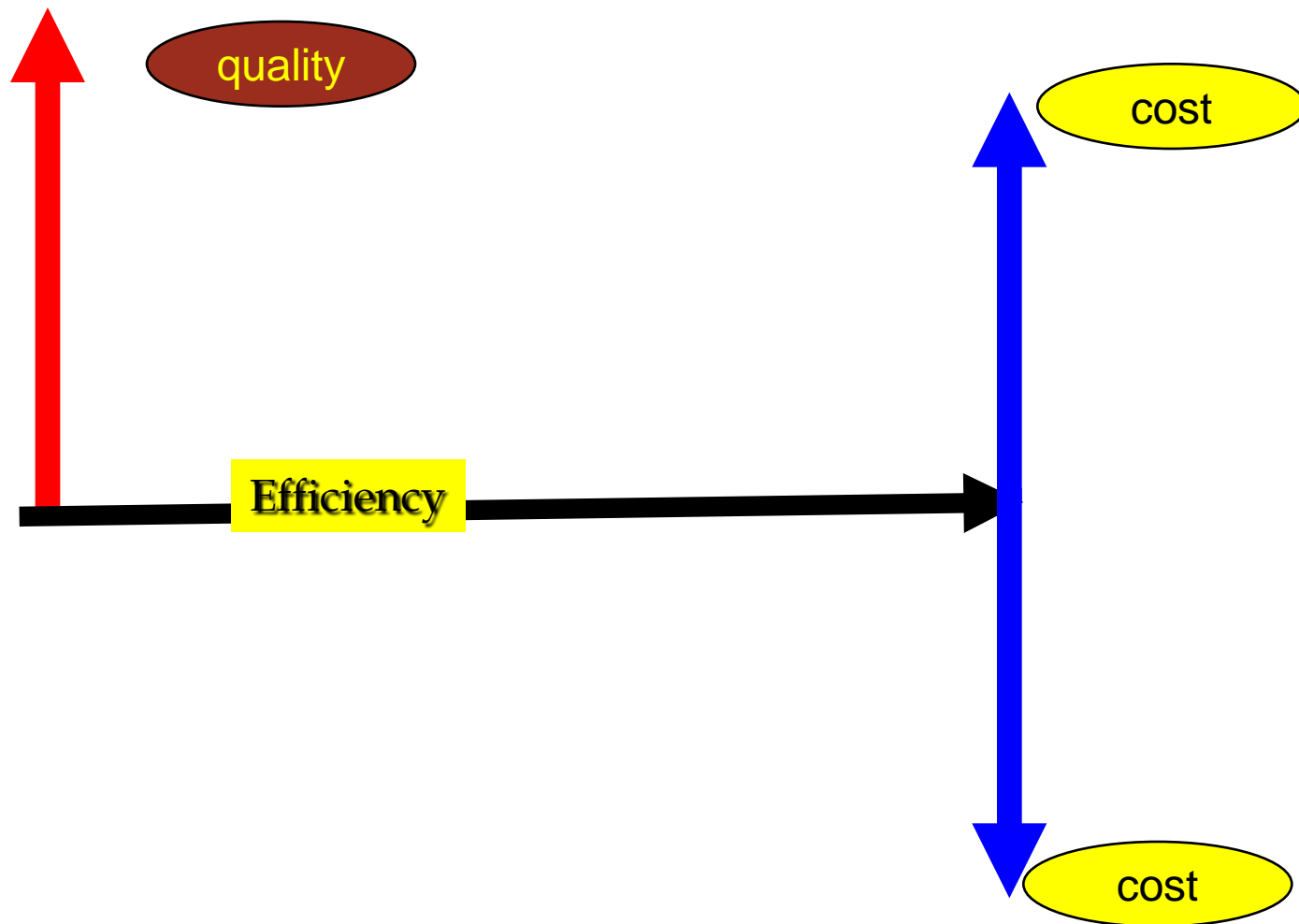


 Springer

## A biggest challenges European health care systems are currently facing

For many acute and chronic disorders, the current healthcare outcomes are considered as being inadequate.

In fact, severe chronic pathologies such as cardiovascular disorders, diabetes and cancer are treated after onset of the disease, frequently at near end-stages.



*Paradigm change  
from*

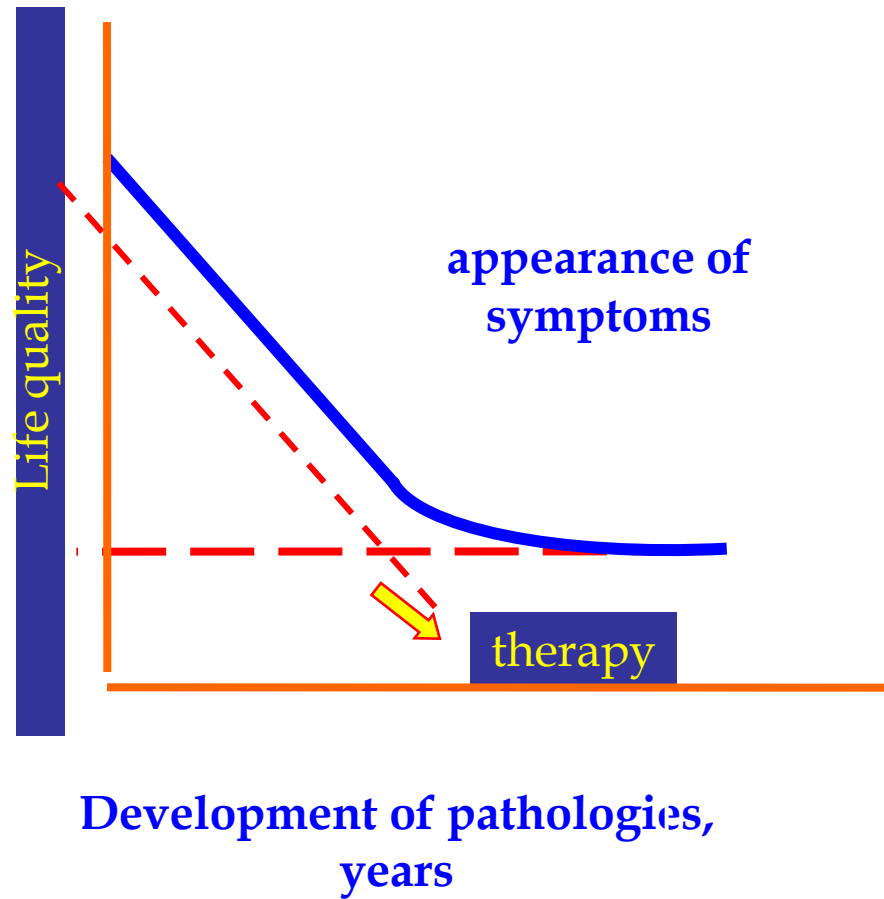
**too late interventional**

*to*

**Predictive, Preventive & Personalised Medicine**

*This paradigm shift, titled 'personalised medicine', not only involves biomedical and technological issues, but likely also impinges on overarching societal, ethical, financial and legal questions.*

# Current health care

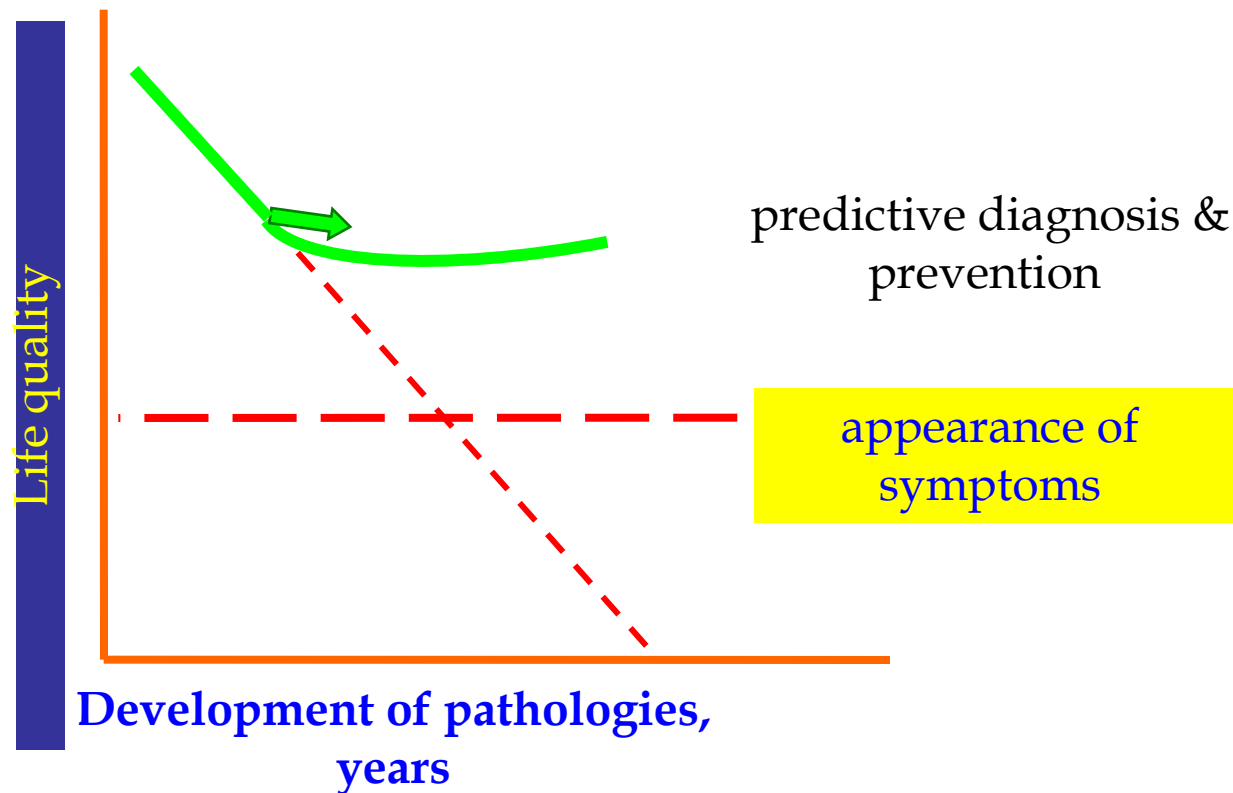


*too late interventional*



# Desirable health care

## Predictive, Preventive & Personalised Medicine



# Personalised medicine is :

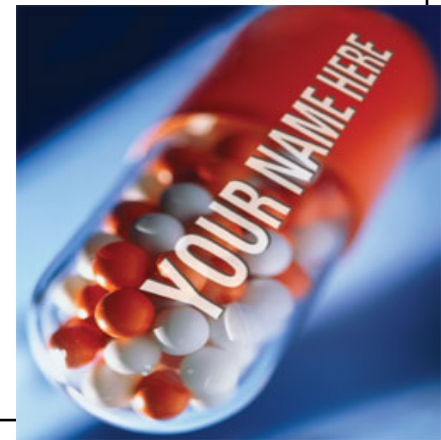
the right dose

the right patient

the right time

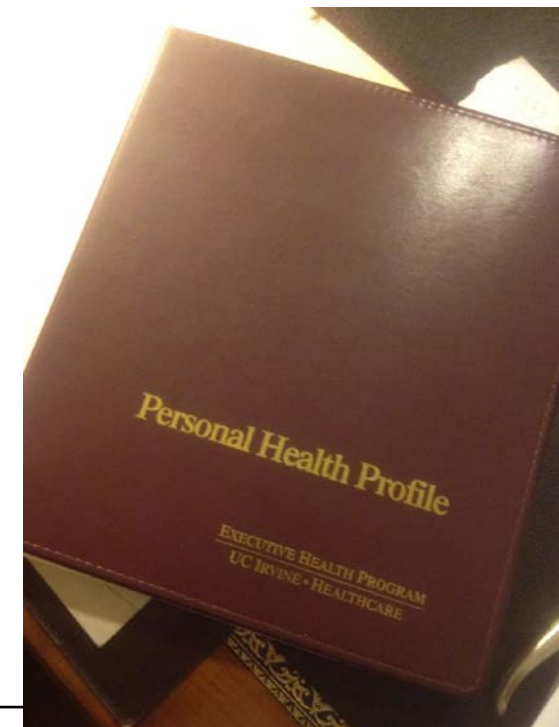
Tailored medical treatment  
to the individual  
characteristics of each  
patient.

by using new  
methods and  
tools



# Personalised Medicine for the European citizen - towards more precise medicine for the diagnosis, treatment and prevention of disease

- Patient profile
- Individualised biological profiles will increasingly be used to determine a person's individual healthcare needs.



# Patient@Medical Record

“Tailored  
Therapy”



# NEW HEALTH CARE IN THE 21st CENTURY

We need better medical care, and professions more responsive to the need of the public, with social accountability locally, regionally and globally.



# NEW HEALTH CARE IN THE 21st CENTURY

- Maintaining Trust between Patients and Healthcare Providers
- Improving Confidence in Cross-Border Healthcare Mechanisms
- Protection of Personal Data



# Future Trends for European Healthcare Systems

**predictive medicine and personalized treatment which is the Medicine of the XXI Century due to the development of genetics and pharmacogenetics**



**why not?**

Article 168 TFEU according to which EU action in the field of public health shall merely complement national policies.

## Foreseen changes in European health care systems in the next coming years

- Private contributions will increase when health care expenses will exceed economic growth
- People will be more responsible for their health
- Governments will still ensure a minimum level of health care
- Decentralisation of health care services delivery. Health care management



# Take home message

- **Better Quality for Less Money**
  - Adequate investment creating novel technologies
  - Development of non- or minimally-invasive diagnostic tools
- The transformation of family physicians from individual providers, looking at the individual needs of individual patients into a medical team-member







**Wishes You a  
successful  
meeting**

*Thank you for your attention!*



<http://www.emanet.org>

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