

E-health: the future of medicine

E-Health implementation in the Netherlands

Inge Valstar



Introduction on e-health in the Netherlands

- Very diverse technology
- Used for a broad range of services and target audiences
 - consultations via video calls
 - health apps for citizens and patients
 - websites with information on medical care
 - etc.
- Solution for the changing demand for care, rising healthcare costs and labor market tightness in the care sector?
- Corona responsible for an acceleration?



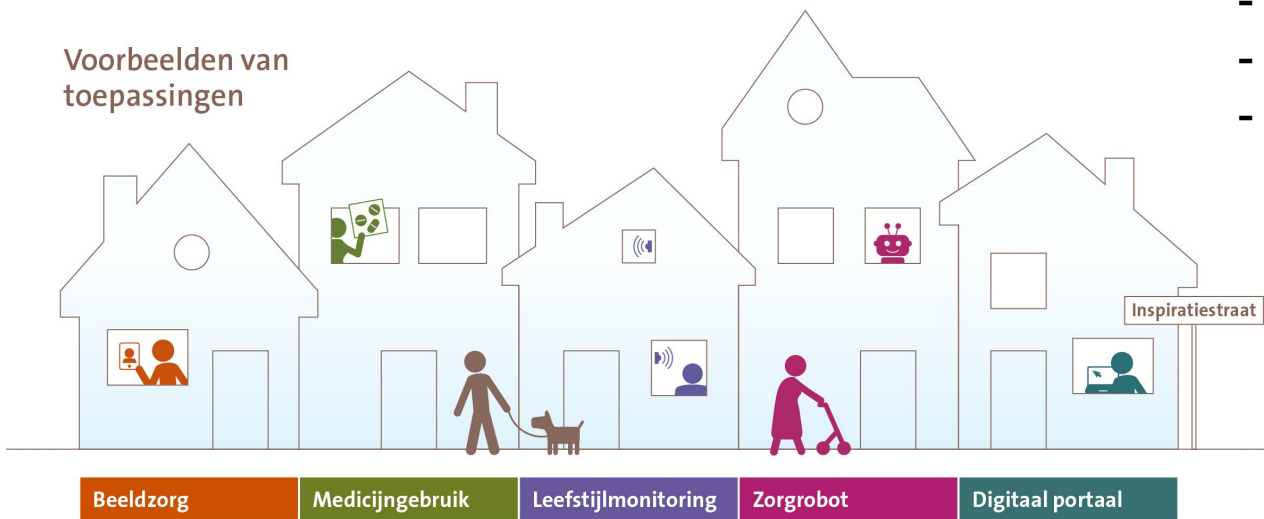
SET - Stimuleringsregeling E-health Thuis

- incentive scheme eHealth at home
- National scheme (2019-2021)
- Ensuring that the **elderly** and **people with a chronic illness or disability or risk thereof** can live longer at home with a better quality of life.

Goal

– Upscaling and sustainably securing existing ehealth solutions

- Change of work processes
- Involve users
- Agreements regarding the purchase of care



Screen care, medicin dispensing, lifestyle monitoring, care robot, digital portal

Learning community - SET-up

- Support program
- Demand-driven
- Practical support
 - Workshops
 - Webinars
 - One on one coaching
- Online community



Challenges regarding implementation

1. Customer focus
2. Leadership
3. Sustainable implementation
4. Structural funding
5. Privacy and GDPR
6. E-health and technology
7. Education
8. Regional collaboration
9. Ethics and digitalization



Customer focus

- Putting the target group central
 - Application findable and accessible?
 - Users willing and able?
 - Experience added value



- Digital skills are important – *coalition digitally skilled in healthcare**
- Digital ambassadors / digicoaches

Leadership

- Social innovation
- Change management
- Broad theme, start small
 1. Focus on motivation instead of persuasion
 2. Ask about the main objections
 3. Give an easy introduction
 4. Show that it works



Sustainable implementation

Ensure continued use and maintenance

- structural embedding in work processes
- technical, organizational and financial safeguards

- Quality manual
- IT department
- Adoption by employees and clients
- Manuals, instruction and training



Structural funding - Measuring impact

Social business case

mapping hard and soft costs and benefits

Various methods e.g.:

SROI

Social cost and benefit analysis



Cost-benefits matrix

1. Current research on hard and soft cost-benefit?
2. Brainstorm session with various stakeholders to map out possible costs and benefits
3. Set up measurement plan – how/what are you going to measure
4. Iterative Process

		client	inf. care giver	care organisation	financier	...
Digital application/	costs					
Infrastructure	benefits					
Schooling/	costs					
Training	benefits					
Care- /	costs					
Work processes	benefits					
other	costs					
outcomes	benefits					
.....	costs					
	benefits					

Social business case – lessons learned

- You always need to involve your stakeholders
- It takes time, but when done together it is easier to understand what is important for the different parties involved
- Creates a common understanding of the costs and benefits
- It is good to have a suitable reference alternative (situation without technology)
- Qualitative insight is valuable, not only the hard numbers are important.



Questions & contact

Contact:

Inge Valstar

ZonMw

valstar@zonmw.nl