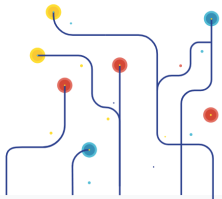


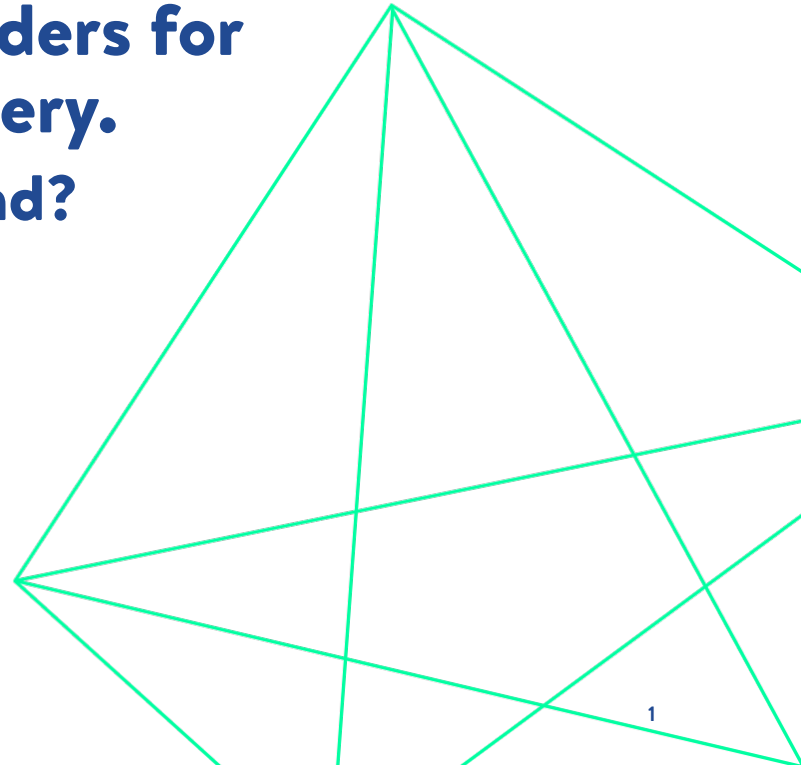


Collaboration of the 5P Leaders for Effective Health Care Delivery. What Does it Take in Switzerland?

Verena Voelter M.D.



Swiss Health Care Startups
SHS public event
Lausanne, Biopôle, 26th August 2020



It Takes 5 to Tango & There is no Conductor

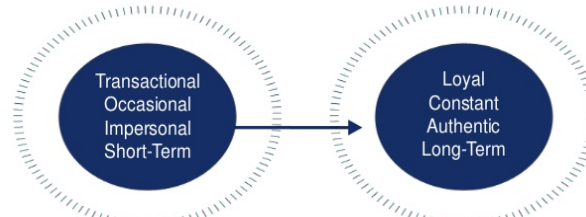
Connectivity, Collaboration, Trust



Voelter, www.medium.com, May 2nd 2020
Voelter, www.medium.com, May 15th 2020



Focus on Relationships, Not Transactions



Innovation ↔ Affordability

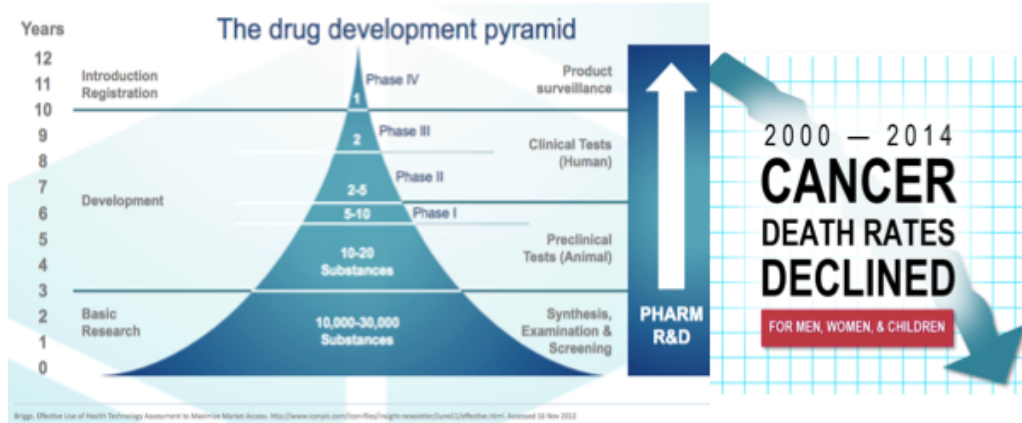
2020: Disruption as a Catalyst for Change



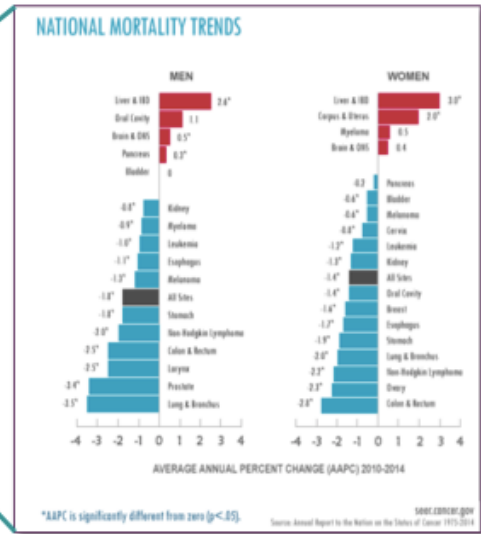
Virtuous Circle – Innovation

HOW can we maintain progress in science while keeping it affordable to patients & society?

Case study Oncology: \$150b market → 29% mortality ↓ 2.9m lives saved ↑



- It takes >10 yrs to develop 1 product to market
- It takes >1\$bn to develop 1 product to approval

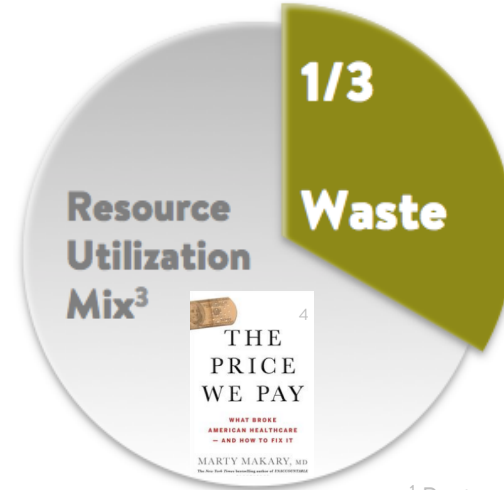
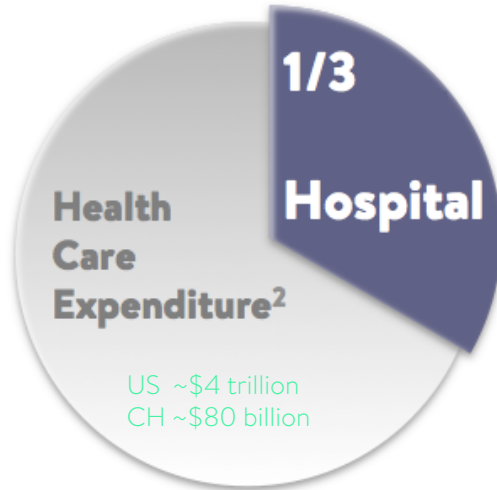


www.statista.com; Siegel, Cancer Statistics 2020

Vicious Circle – Affordability

WHAT IF we turned Waste into a Resource?

- ❑ If you look at how to reduce cost, you'll actually raise cost.¹
- ❑ We do not have an issue of shortage of resources, but of resources in the wrong place.



¹ Porter & Teisberg 2006

² Kaiser Permanente

³ Braithwaite J, BMJ 2018

⁴ Marty Makary, 2019

How to Solve the Quandary in Health Care?

AWARENESS

ACTIONS

WHAT

WHO

HOW

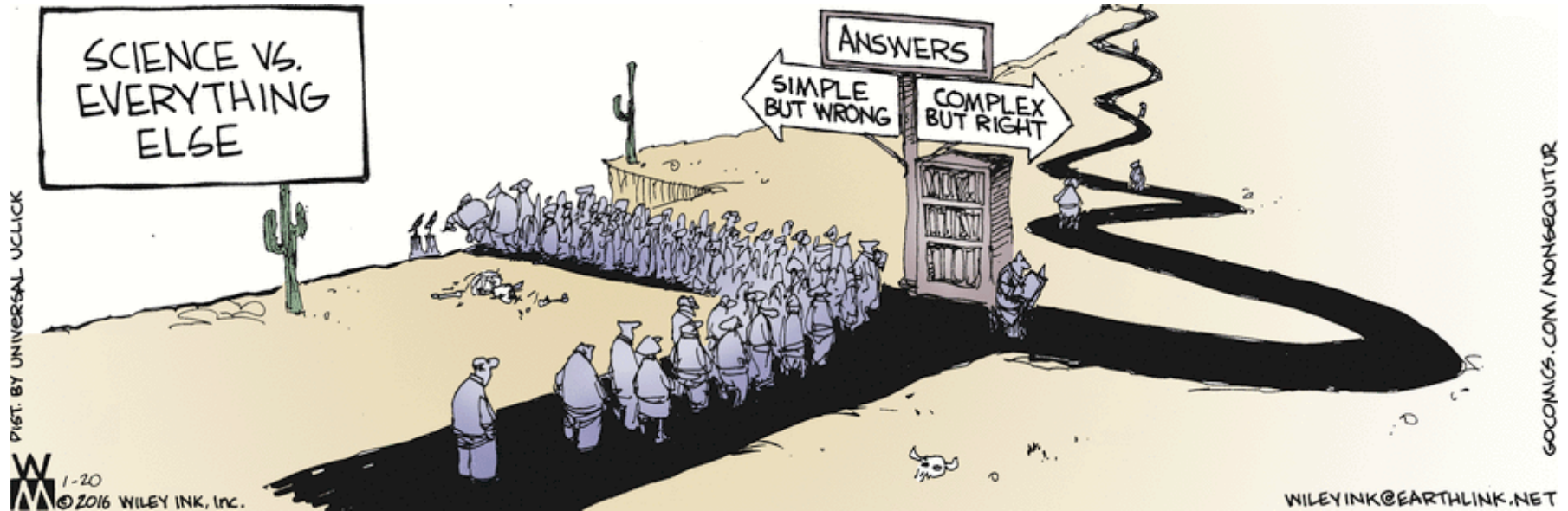
WHEN



[StockPhoto. Reprinted with permission. All rights reserved.]

WHAT? The Complex Road to Joint Value Creation

- ❑ Switching from Volume (fee-for-service) to Value (quality & health outcomes)
- ❑ [val•ue] Results that matter to patients per \$ spent, increasing benefit for all



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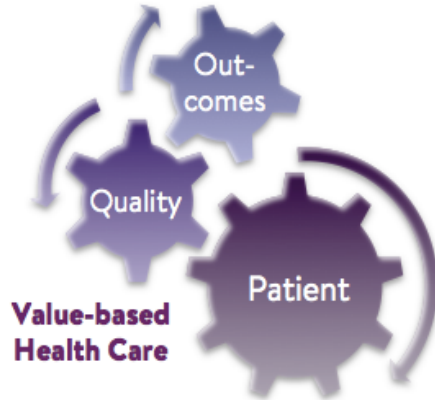
© VERENA VOELTER CONSULTING 26 Aug 2020

VBHC: Identify Ways to Measure Outcomes

AWARENESS

WHAT

WHO



POLICY



PROVIDER



PHARMA



PATIENT



PAYER

5

Higher quality means lower cost.
You have to ask how to increase **VALUE**
and drive **QUALITY** up. ¹

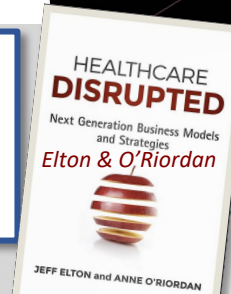
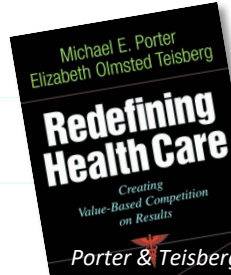
In a market place driven by competition on
value, **LEADERS** have to identify ways to
measure & create value. That path must be
one that leads to better value for **PATIENTS**. ²

We will start to be paid based on how
HEALTHY our population is versus how many
people come in to fill our beds. ³

¹ Michael Porter & Elizabeth Teisberg, 2006

² Thomas H Lee, MD in 'HBR 10 must reads on health care' 2018

³ Stephen Klasko, CEO Jefferson Health in 'The Future of Hospitals' @YouTube, 2019



HOW to make it happen?

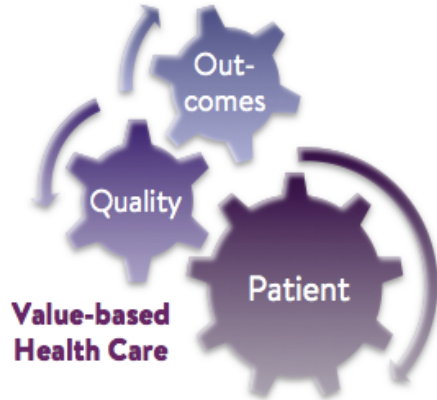
AWARENESS ACTIONS

WHAT

WHO

HOW

WHEN



HOW to make it happen?

AWARENESS

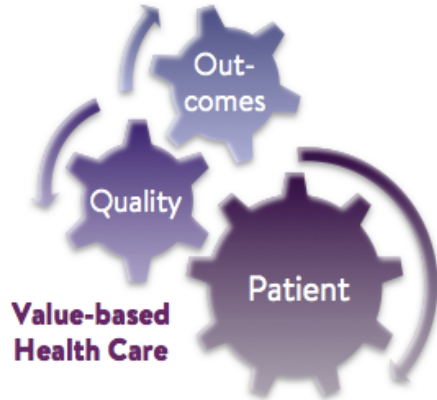
ACTIONS

WHAT

WHO

HOW

WHEN



POLICY



PROVIDER



PHARMA



PATIENT



PAYER

5



✦ **Playbook for Multiparty Collaborations**

✦ **Patient Empowerment & Health Continuum**

✦ **Digitization, AI, ML**

AI, artificial intelligence;
ML, machine learning

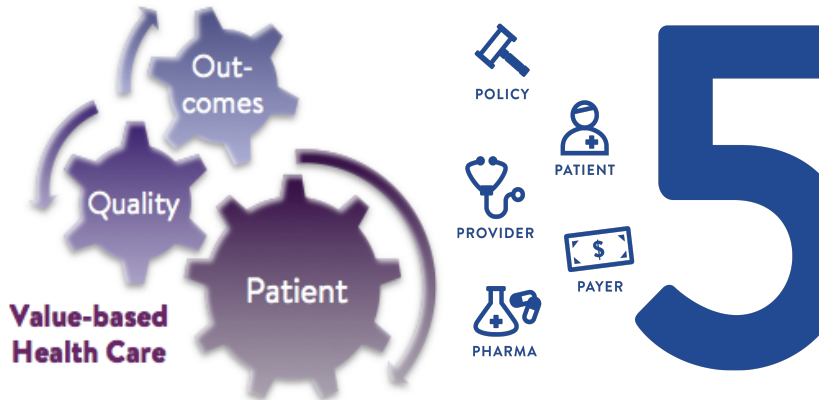
Complex Networks: Strengthening the Connectivity

AWARENESS

ACTIONS

WHAT

WHO



No leader, regardless of how visionary, smart & proactive can resolve issues in the HC environment without developing & managing **COMPLEX RELATIONSHIPS** among people who are significantly **DIFFERENT** from **ONE ANOTHER**.

McDaniel RR, 1997

5P leaders must learn to promote organizational **STRATEGIES** that focus less on control & more on relationships, action, learning & adapting.

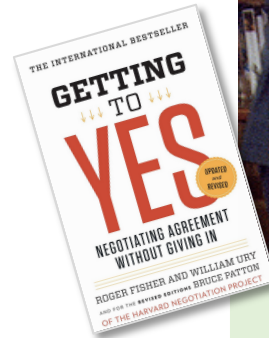
Burns J, JONA 2001

Tango for 2 → Tango for 5 - A Playbook for Multiparty Collaboration -

Cyril Ramaphosa, Diana Chigas, Bruce Patton, Nelson Mandela, and Roger Fisher in South Africa in 1991

From Transactions to Strategy:
7 principles of mutual value creation

- ☐ Interests
- ☐ Relationship
- ☐ Communication
- ☐ Options
- ☐ Legitimacy
- ☐ Commitment
- ☐ Alternatives



Interview Joe Mullings with Dr Fitzgerald, Stanford

PETER FITZGERALD - INTERVENTIONAL CARDIOLOGIST

HAS CONSULTED THE FDA FOR THE PAST 15 YEARS ON MEDICAL TECHNOLOGY AND DIGITAL HEALTH

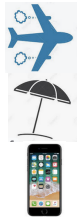
WWW.LINKEDIN.COM/IN/PETER-FITZGERALD-853567

Insert Video

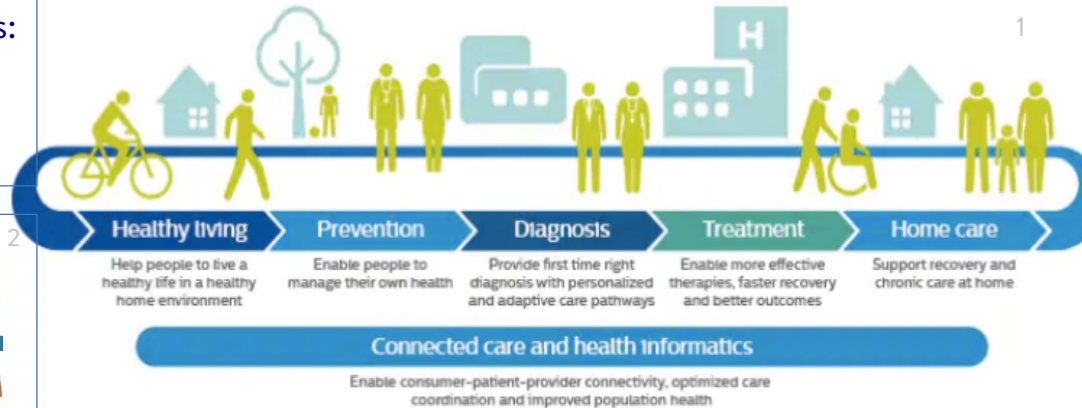
The Patient Health Continuum & Care Coordination

PREVENTION → ACUTE ILLNESS → CHRONIC DISEASE → LONG TERM F/U → SURVIVORSHIP:

BETTER HEALTH IS LESS EXPENSIVE THAN ILLNESS



Learning from
other Industries:
the
Customer
Experience



- ☐ Put the patient at the center of care
- ☐ Create choice
- ☐ Stop rewarding volume
- ☐ Standardize value-based methods of payment
- ☐ Make data on outcomes transparent

¹ www.philips.com/a-w/about/company/our-strategy/our-strategic-focus.html

² <https://diabeter.nl/en/go-to/value-based-healthcare/>

³ Dafny LS & Lee T, HBR 2016

Health and Healthcare in the Fourth Industrial Revolution

Human Touch in Digitizing Health Care

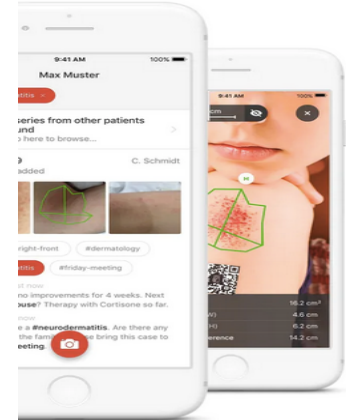
The Fourth Industrial Revolution will have massive effects on healthcare all over the world. Significant advancements in technology and biology will change the healthcare system in terms of the ability to manage health issues, how quickly care is delivered, patient roles, and the relationship between stake holders and health care providers.

The healthcare sector is best placed to benefit from the merging of physical, digital and biological systems, but it is among the least well prepared

If consumers & providers are given choices, the use of disruptive technologies will migrate to those applications where they create real value.



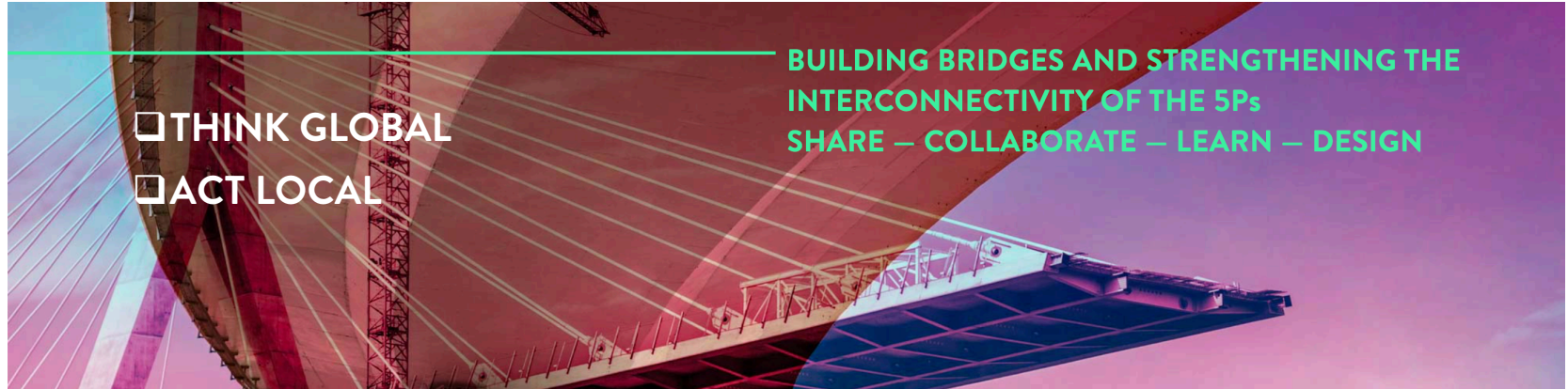
imito



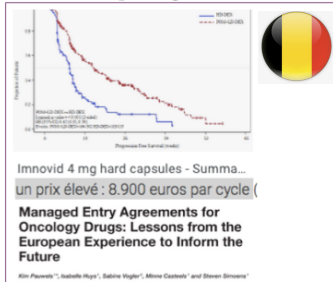
¹ Voelter, www.medium.com, June 25th 2020 | ² www.veriday.com | ³ Economist, Intelligence unit, Jan 2016 | ⁴ www.collabree.com |

⁵ www.imito.io/en |

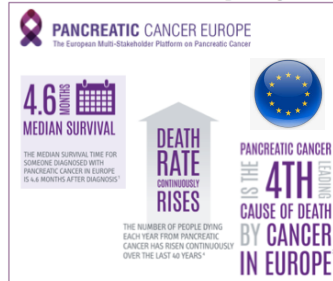
Share, Collaborate, Scale: Public-Private Partnerships



"It's never a pricing conversation"



From unmet need to compelling vision



A remarkable decade



Break into uncharted territory





Complexity – Fragmentation – Transparency

- ✦ The cantons have to pay more & more. The system will crack, because nobody will be able to pay the premiums & cost any more.¹
- ✦ Everyone agrees it is too expensive, but no key player –insurers, physicians, patients – seems willing to give up their advantage.¹



- ✦ 28%: highest out-of-pocket spending¹
- ✦ 22%: do not get required care¹

%GDP ²	\$ / CAPITA ³
17 U.S.	 \$9'900
12 CH	 \$5'000
9 OECD	 \$4'300



¹ Zeke Emanuel 'Which country has the world's best health care?' 2020

² <https://www.oecd.org/els/health-systems/Health-Policy-in-Switzerland-July-2017.pdf>

³ <https://www.macrotrends.net>



Trends: Ageing & Chronic Illnesses

- ❑ Data transparency & -sharing
- ❑ Digital Enablers
- ❑ Care Coordination

✦ The Swiss love their health care system, because of universal coverage, free choice of doctor & hospital and, it is delivering 'swiss' quality.¹

¹ Zeke Emanuel 'Which country has the world's best health care?' 2020

² www.bag.admin.ch/bag/de/home/strategie-und-politik/gesundheits-2030/nationale-konferenz-gesundheit2030.paging-2.html



Santé 2030²



1. Gesundheitsdaten und Technologien nutzen
2. Gesundheitskompetenz stärken
3. Pflege und Finanzierung gewährleisten
4. Gesund älter werden
5. Qualität der Versorgung erhöhen
6. Kosten dämpfen und einkommensschwache Haushalte entlasten
7. Gesundheit über die Umwelt fördern
8. Gesundheit in der Arbeitswelt fördern

We Can Do It. Collaboratively. Together.

What if 2020 isn't cancelled?

2020 isn't cancelled – it is rather the most important of them all !

– Leslie Dwight

www.instagram.com/lesliedwight/?hl=en

AWARENESS

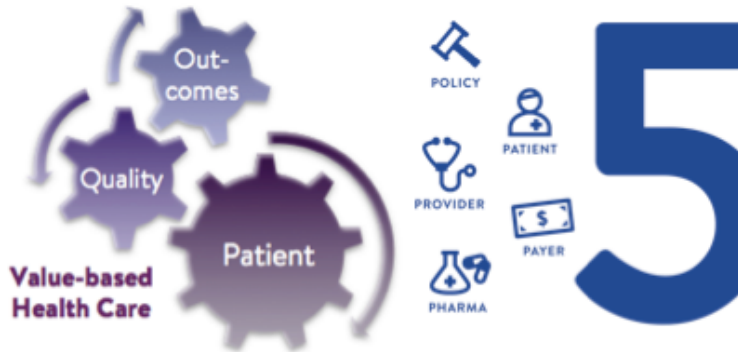
ACTIONS

WHAT

WHO

HOW

WHEN



THANK YOU



**Be the Change You
Wish to See
in the World.**

Mahatma Gandhi

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follow us for updates:**

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- ✦ [@5PHCS](#) 
- ✦ www.5PHealthCareSolutions.com