

Cutting Edge health care quality for a competitive Europe

Francois Decaillet
WHO Regional Office for Europe
October 29, 2009
Bruxelles

Four values

- Universal coverage
- Solidarity
- Equity of access
- High quality health care:
 - clinical effectiveness
 - Safety
 - « good expereince » for the patient

In the years to come

In a context characterised by increasing needs and calls for :

- **Greater health security,**
- **More prevention and action on lifestyles,**
- **Less inequalities in health and therefore more action on the social determinants of health,**
- **More diversified, customized to the patient and of higher quality health care services (ageing, chronic diseases...)**

In the years to come

We will have to face very difficult challenges:

- Limited economic growth
- High levels of unemployment
- High levels of public deficits and indebtedness
- Ever Increasing sophistication (and costs) of medical technologies
- Medical demography

..... With major impact on the sustainability of our health systems and social models.

So far, 3 possible STRATEGIC OPTIONS

- Increasing revenues
- Rationing health care (delisting, waiting lists...)
- Rationalizing health spending, getting more value for money

Increasing revenues

Still an option but with obvious limits

Rationing care

Delisting benefits, excluding beneficiaries,
cost sharing.....

At a risk of undermining our values

More value for money

- Economizing measures
- Reforming service delivery
- Reforming the financing system

Yes, but there are limits too....

So, what else should/could we do?

One option is to work towards reducing and/or reorienting the demand, promoting responsible health care consumption

A few arguments

- Avoidable costs
- Lessons learnt from environment
- A more than ever favorable context:
 - Sociological segmentation (20+ 20%)
 - Ongoing changes in consumers attitude

But not without issues

- Slow change process
- Technical issues: what should be reduced first? How to convince people to change?
- Quality issues: safety?
- Ethical issues: who to target, risks for equity...