



Health Consumer  
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# **The health consumer vision**

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# “Health is at the core of modernity”

- An **expansion of the territory of health** into an increasing array of personal and political spaces and
- an **expansion of the do-ability of health**
- An **expansion of global health interdependence**
- Health is is inextricably linked to the concept of modern citizenship. (Ilona Kickbush)



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# Health consumer opinions (1)

Source: Populus' research for the "Impatient for Change" report by the Stockholm Network (2004, 8 countries)

- 64% of the respondents ready to go abroad to have a treatment.
- 75% of young Europeans, a majority of even the elderly.
- Looking to Sweden as an example:
  - 65% of the 55+ say they would be willing to go.
  - 98% find waiting-time a good indicator of health care service quality but only 15% are satisfied with the present Swedish conditions.
  - 85% say being treated at a time and place suiting you is important but in this respect only 29% find today's situation good.



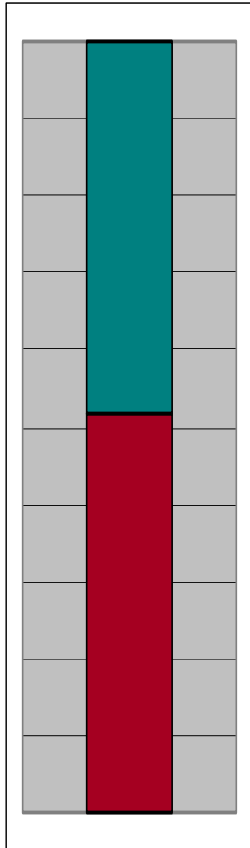
# Health consumer opinions (2)

Source: Populus' research for the "Impatient for Change" report by the Stockholm Network (2004, 8 countries)

- 83% of all poll respondents (8 countries) find waiting-times a good indicator of health care service quality but only 23% are satisfied with the waiting time conditions.
- In average, 67% of Europeans think that without reform health care standards will remain the same or get worse in ten years time.
- 77% say that giving the patients more information about their illness would improve standards of health services.

# Recent opinion survey of senior representatives of the world of politics, health care, and insurance (NL)

agree



✓ “People who have the necessary financial means should be allowed to use these for buying additional health care that they would like to have”

disagree

# From patient to consumer

## - a central shift of values



- Limited perspective
- Inferior position
- Receiver
- Reactive
- Passive, others responsibility
- Patient, grateful



- "Market perspective"
- Equal position
- "Partner" (also in funding)
- Proactive
- Own responsibility
- Demanding, evaluating

# A historic clash



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Paternalism

Collective values

Society engineering

Public goods

Strong profession

Political battleground

Bureaucracy

Monopoly

Lack of governance &  
incentives

Intransparency

Individual values

Self interest

Informed consumer

Market services

Partnership

Non-political arena

”Service democracy”

Pluralism (funding,  
provision)

Governance, incentives

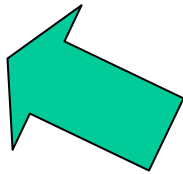
Accountability

# The systems confirm by action

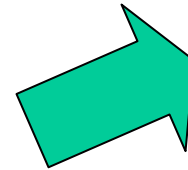


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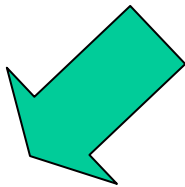
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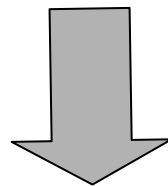
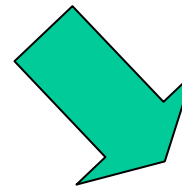
Access



Choice



EU mobility



Funding

# The Health Consumer Powerhouse platform

- There is a large potential for better healthcare within the present systems – if they dare open for partnership with the consumer.
- Advanced service industries improve by interacting with consumer and market.
- People want to engage in health/healthcare, today the no 1 concern in most European and other developed countries.
- Only such a partnership in health will offer the necessary balance point between supply and demand and between individual and joint efforts.
- Without answering to this value-driven demand for consumer power the healthcare systems will fail in meeting the growing challenges.
- The new healthcare must combine private and public as well as welfare and industrial policies turning this sector into the growth industry Europe (and other continents) badly needs.
- Health consumer intelligence and power are essential to make this future real!

# Critical drivers behind the systems shift

- Medical advance
- Economic competition
- EU
- Consumer behaviour
- Knowledge



# Building the Consumer Vision

- A consistent vision to be presented by the Powerhouse in 2005:
  - medical potential
  - consumer values and empowerment
  - funding for a new era
  - growth industry options
- Interactive process
- Please join us!
- More at [www.healthpowerhouse.com](http://www.healthpowerhouse.com)



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## Health Consumer Powerhouse

- The European do-tank for better healthcare.
- Empowering the health consumer by knowledge.
- Founder and president: Johan Hjertqvist.
- Located in Brussels and Stockholm.
- Providing information tools like the Swedish Health Consumer Index ([www.vardkonsumentindex.se](http://www.vardkonsumentindex.se)) and next year, the EuroHealth Consumer Index.
- More about us at: [www.healthpowerhouse.com](http://www.healthpowerhouse.com)