



Health Consumer Powerhouse

The EP Internal Markets Committee hearing on the Service directive proposal Brussels, Nov 11, 2004

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President

Health Consume Powerhouse -
the European do-tank for better health care

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.

Why healthcare services ought to be covered by the Service Directive (1)

- The integration of service markets will improve economic growth and quality.
- As shown, a development according to European consumer values.
- Today the consumer right to mobility/portability for care is a fact – why not the mobility of providers as well?
- Limited numbers of people go abroad – far more prefer to be treated in their own country (by international providers).

Why healthcare services ought to be covered by the Service Directive (2)

- Health consumers as quality controllers would improve conditions supporting the expert authorities.
- A need for health consumer information and knowledge (the EU eHealth initiatives looking into many fields but this one...).
- No threat to national priorities and policies.
- The Directive expresses the view of healthcare as a potential European growth industry.
- A dynamic strategy for better healthcare and economic development.

What does it take to make healthcare a European growth industry?

- A new focus: paying for performance/outcomes rather than financing costs.
- Essentially, reward the best care providers.
- Build on the consumer choice and outcomes assessments to identify providers which have an expansion potential.
- The funding system (public, private or mixed) to support efficiency and productivity.
- Already first reform steps carry home 15-20 % unexploited capacity (the Stockholm experience etc.).
- No "privatisation" – public funding can remain!
- Rely on common sense and regulated market dynamics!

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) and next year, the EuroHealth Consumer Index.
- More about us at:
www.healthpowerhouse.com



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