



Health Consumer
Powerhouse

The EU Directive of cross-border healthcare – surface and reality

GHCC Brussels, April 13, 2011

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The formal interpretation

- **The Directive deals with matters of patients going to other EU countries for in-hospital procedures**
- **Represents less than 1% of the total healthcare costs**
- **Not too much to write home about – or...?**



The dynamic interpretation

- **A breakthrough for healthcare transparency in EU**
- **Will initially involve all hospitals and hospital services, spreading to out of-hospital services as well**
- **Forming a EU “industry standard” of healthcare, with guidelines/quality systems, quality controls, outcomes assessment and price lists as well as other kinds of consumer information**
- **Requiring every MS to design user-friendly web portals**
- **Care providers will become active communicators - dialogue for informed choice.**



The Commission Plan

- **Applying all industry measures to drive competition for quality and prices – best value healthcare**
- **Transparency will be the tool to point to the necessity of better productivity, efficiency and value**
- **Patient/consumer involvement**
- **A huge shake-out of low-value healthcare around the EU – who wants to fund bad quality?**



30 months

- **All member states to comply by the end of 2013**
- **A giant challenge**
- **Politics, culture, capability**
- **A new landscape to be formed**
- **Fantastic opportunities**
 - ☺ **200 million hospital stays/yr**
 - ☺ **5 bn out-hospital visits/yr**
 - ☺ **14 000 hospitals**
 - ☺ **5,5 mil. medical professionals**
 - ☺ **Turnover: TUSD 1.4.**



**If you want to learn more
about these opportunities,
please get in touch!**

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