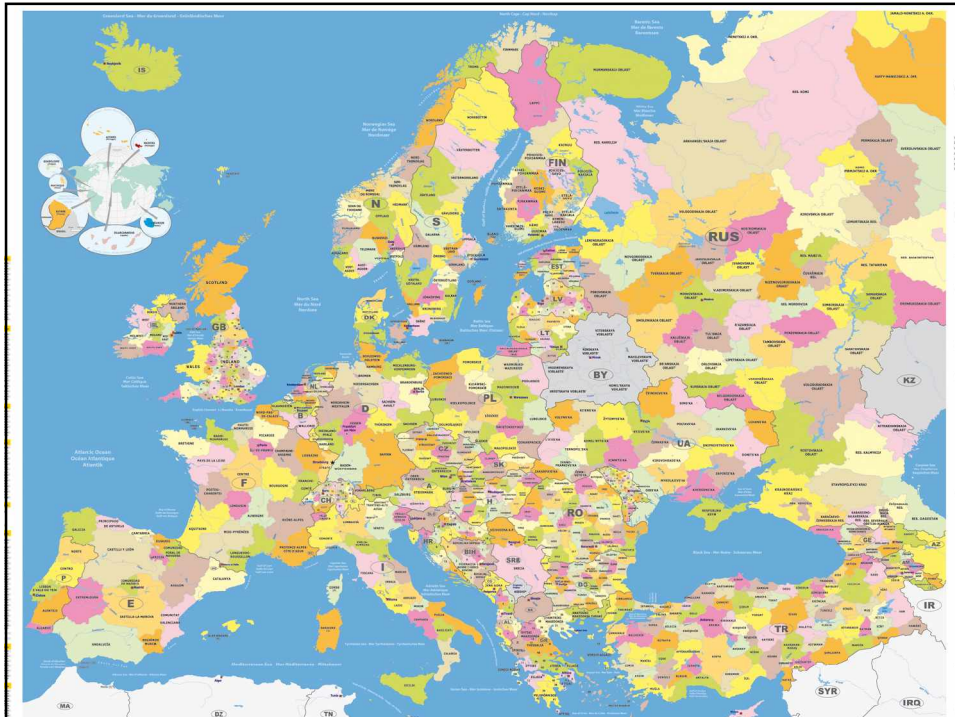
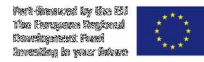


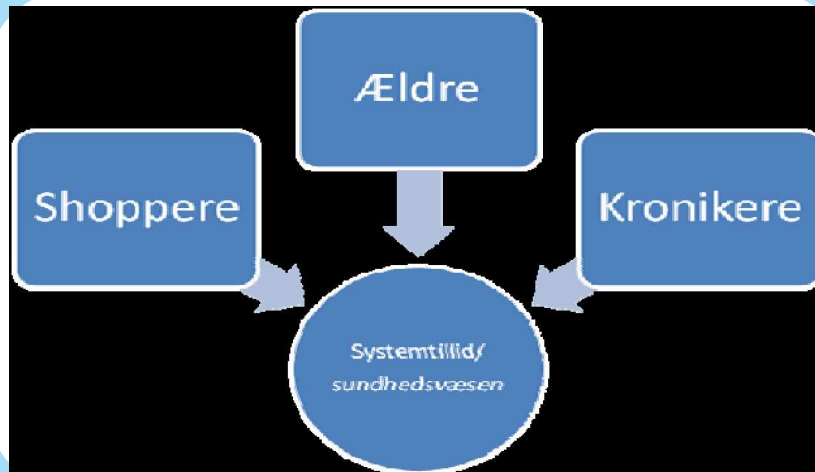
Looking into the Future

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Former Chief Medical Officer
Region of South Denmark



- Major challenges for the health service
 - Demography
 - More elderly people with chronic diseases
 - Technology
 - More treatments possible
 - Mental changes
 - More demanding patients
 - New international legislation

- The patient in the future
 - More competent / taking care of himself
 - Better informed
 - Less confident
 - More individual wishes
 - Looking for quality and service
 - More patient rights



- The technology
 - More treatments are possible
 - More automatisation / less personal contact
 - Treatment can be outside hospitals
 - Higher demands for the staff
 - Change in communication (IT / Telemedicine)

- The staff
 - Fewer people (warm hands)
 - New roles (technical tasks)
 - New challenges – etic and professional
 - New education / learning
 - Openness is mandatory

- EU
 - Opening up the borders
 - New patient rights
 - Streghtening the regions
 - Competition between regions

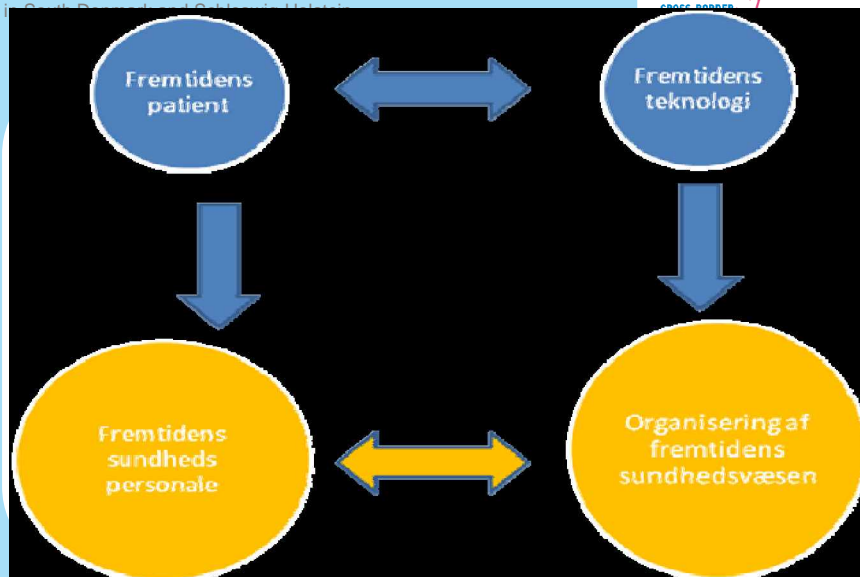
- The organisation

- A new paradigm

- Inpatient → Ambulatory
- Inpatient → Patient at home (telemedicine)
- Balance between hospitals, GPs, and municipality
- Specialty → Pathway (the whole patient)

- Internationalisation / health tourism

- Competition



- What are the lessons learned from this project ?
 - Very similar treatment programs
 - Clinicians are working – and talking – in a similar way
 - Quality indicators are similar
 - Communication crossborder is possible and simple (also for x-rays)

- Lessons learned...
 - The culture is very similar
 - Patient rights can be transferred
 - We are willing to learn from each other and adapt treatment guidelines
 - We have learned about each others organisation
 - Reimbursement can be done crossborder

- How can that be utilized in the future ?
 - The method can be copied in other fields
 - However, engagement from both clinicians and stakeholders is mandatory
 - Personal contact between parties is important
 - Reimbursement problems must be solved
 - Cooperation must be a benefit for both regions (the flow must be both ways or helping each other)
 - And for patients and clinicians

- Instead of being two regions at the border of the two countries
- The two regions could form one strong collaborating region in the center of Europe
- The future could be now !
- A drawing showing a possible construction of a cooperating organisation can be seen in the project summary

