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## eHealth for Economy Thematic Rapporteur Overview

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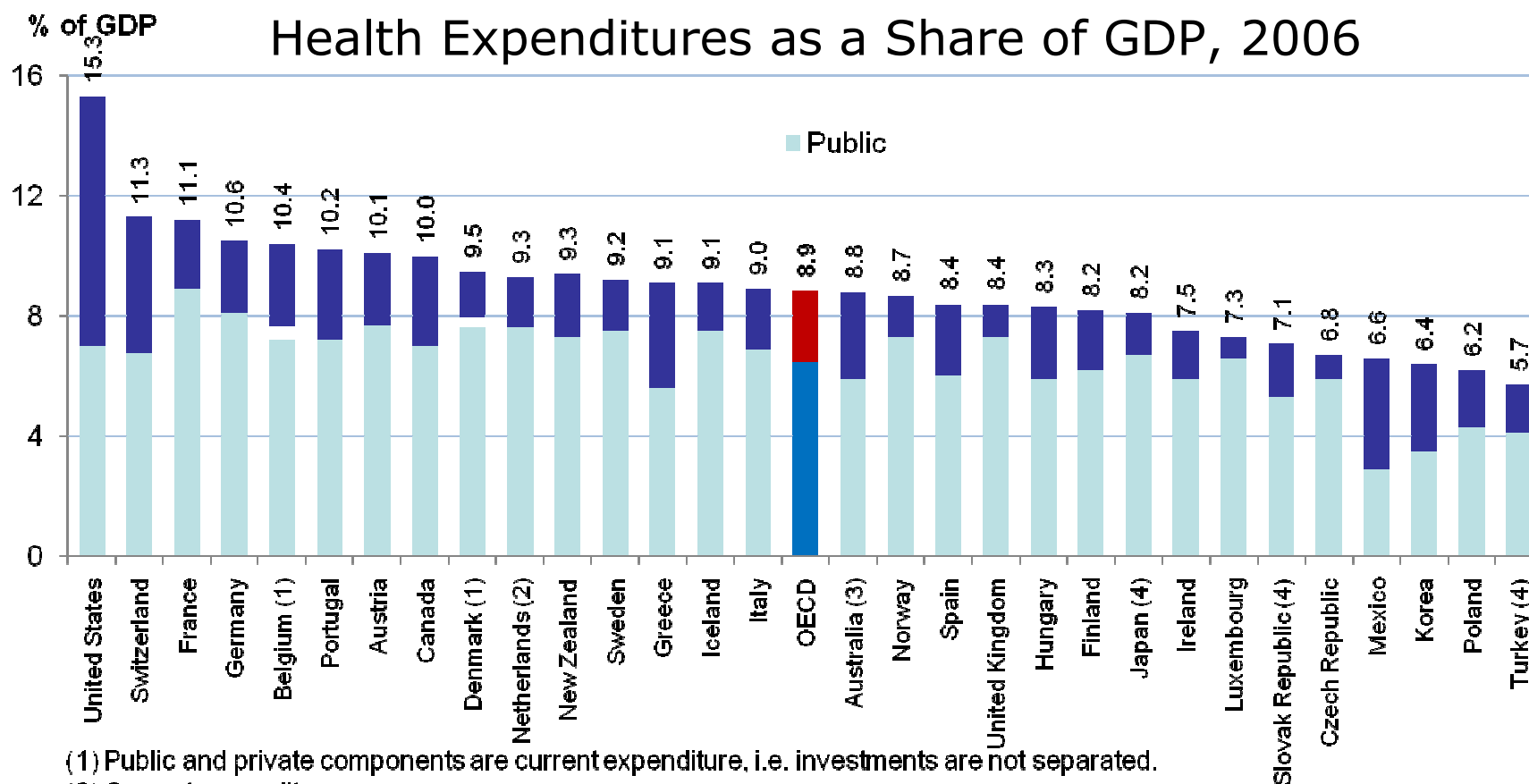




## eHealth for the economy

- Three themes converging into one
  - eHealth for sustainability
  - Business models
  - eHealth funding
- What do we mean by “economy”?
  - GDP?
  - Stimulus plans in the context of the wider economic downturn?
  - (Cost) savings?
- The bottom line?
  - eHealth is a market that is an integral part of the healthcare marketplace and is here to stay
  - Innovation does not happen overnight and in public or private sector silos
  - Very measureable savings can be made by using eHealth as an enabler to 21<sup>st</sup> century healthcare





(1) Public and private components are current expenditure, i.e. investments are not separated.

(2) Current expenditure.

(3) Data refer to 2005/06. (4) Data refer to 2005.

Source: OECD Health Data 2008, June 2008.



## Sustainability then growth

- OECD data speaks for itself
  - In Europe, the vast majority of health spending is done by the state
- Is this model sustainable in the longer term?
  - Our speakers and participants alike think not.
  - Political agendas, and technology trends come and go, but patient needs remain and grow with an aging population
- What is the solution for sustainability of eHealth within the health delivery ecosystem?
  - Acknowledge that eHealth is an enabler, not an end in itself
  - Work consistently towards value for money across all of healthcare spending budgets
  - Integrate eHealth investment selection into the overall health investment portfolio selection process



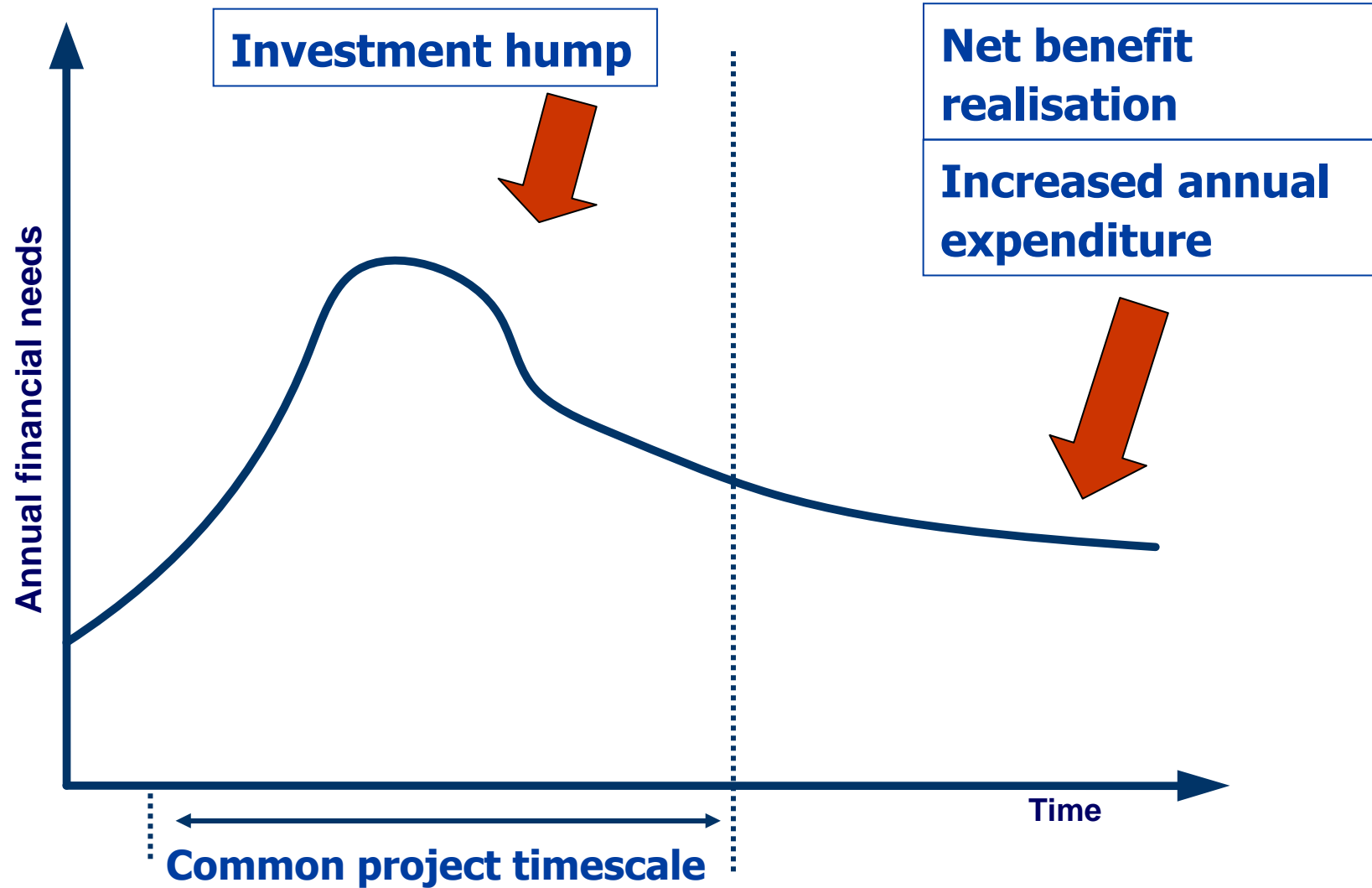


## Innovation is more than the technology

- Understand and prepare for organisational and cultural change
  - South East Norway has learnt and built on the lesson to focus on cultural change issues.
- Best practices from other industries/ sectors can be transferred to the eHealth domain
  - EIB is taking lessons learnt in the eLearning domain into eHealth and is also merging experience from ICT and Health.



# Timescales and investment lifecycle





## It's not all about the money

- eHealth done properly takes into account all stakeholders
- To the end user, (the patient) eHealth means
  - Shorter and safer stay in a healthcare facility
  - Increased quality of care
  - More efficient treatment and better communication by healthcare facilities and GPs
- To Managers, eHealth means
  - A better run health facility
  - The ability to set and monitor more concise concrete goals and performance objectives







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