

INCISIVE
HEALTH

5 key healthcare policy challenges

Looking ahead to the 2019 to 2024 EU legislative period, what are the key healthcare policy challenges that we need to overcome to ensure better care for Europe's citizens? Health policy consultancy **Incisive Health** has identified the big five topics to spark this conversation

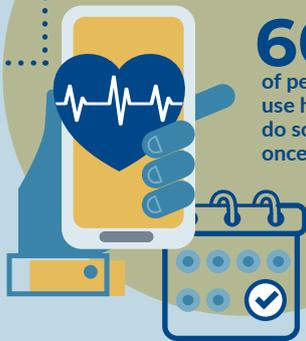
DIGITALISATION OF HEALTHCARE

1. Unleashing the potential of digital health

Digital technology is transforming every area of society, but in health, progress has been frustratingly slow. Our polling¹ shows the potential of digitalisation of healthcare, but also the barriers that must be overcome in order to translate this potential into reality

73% of people have never used a health app

60% of people who use health apps do so less than once a week



What is needed?



A greater degree of interoperability between the IT used by healthcare systems and eHealth services



A much greater degree of investment in the digital infrastructure of healthcare systems



Robust methods of assessing and approving effective digital health technologies which bring added-value to people and protect their data



More than half of people cite data reliability concerns, data protection concerns and a lack of health system endorsement as the reasons why they do not use health apps

COMMUNICABLE DISEASES & VACCINES

2. Effectively communicating the value of vaccines

Vaccines are an integral part of communicable disease control and public health worldwide. Unpicking the complexity of vaccine hesitancy, tackling the lack of capacity to respond to public concerns and addressing the current absence in political leadership are key areas of concern that stakeholders need to address

What is needed?

WHO targets to be achieved by 2020³

95% measles vaccination coverage

80% coverage for all vaccines at national level



European vaccination goals² to be achieved by

2020



Sustain polio-free status



Control hepatitis B infection



Eliminate measles and rubella



Meet regional vaccination coverage targets



Make evidence-based decisions on the introduction of new vaccines



Achieve financial sustainability of national immunisation programmes



How can we drive recognition of the value of vaccines?

How can we ensure that Europe maintains leadership in immunisation?

PATIENT-CENTRED HEALTHCARE

3. Putting patients in the driving

“Doctor knows best” has been accepted for centuries, but patients are often the ones who know best their individual needs, priorities and response to treatment. Putting patients at the centre means rethinking the ways in which healthcare professionals and patients relate to one another



What is needed?



Time and resources - to train healthcare teams



Support for patients - to empower them to take control



Joint learning - to explore new avenues to care including in the digital space

VALUE OF INNOVATION

4. Recognising the value of innovation

Innovation in medicine has played an essential part in the increase in life expectancy that we have witnessed over the past 50 years. Pharmaceutical innovation brings broader benefits for society such as releasing healthcare resources and increasing workforce productivity. Ultimately, innovation is about getting better products and services to help patients and to improve care

The quest for innovation

How to best measure the value of innovation in order to secure the best treatments for patients is a major concern



What is needed?

As the proposal on EU Health Technology Assessment (HTA) is debated, it will be important for all HTA processes to reflect the complexities of valuing innovation without putting in place unnecessary barriers to patient access



New therapies account for **73%** of the increase in life expectancy between 2000-2009⁴

DIVERSITY & EQUALITY

5. Exposing and overcoming the many faces of health inequality

To overcome inequalities at a population level, we need to tailor healthcare to the needs of individuals. Characteristics such as gender, ethnicity, age, disability, poverty and sexual orientation all play a role in determining a person's experience of health, as well as their health outcomes, but are too often neglected in studies of health inequalities

What is needed?

Incisive Health wants to bring different groups together to tackle inequalities in health, thereby improving the quality of prevention, diagnosis, treatment and care for everyone in Europe



21 out of 28

Member States have no explicit national health policy on health inequalities⁵



Need support overcoming any of the above challenges? Contact Incisive Health for more information



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Incisive Health
Avenue Louise 54, 1050 Brussels, Belgium
www.incisivehealth.com

@incisivehealth incisive-health

Sources:

- 1 *Taking the pulse of eHealth in the EU* <https://bit.ly/2BmbYO7>
- 2,3 *European Vaccine Action Plan 2015-2020* <https://bit.ly/1qJpEL2>
- 4 *Health at Glance 2017 : OECD Indicators* <https://bit.ly/2v1M3Ky>
- 5 *Health Inequalities in Europe* <https://bit.ly/2PQT9bl>