

OptiMedium

Newsletter
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Editorial

Dear Readers, dear Friends,

it has been another busy year for our partners and us. We have agreed with the statutory health insurance BKK Werra-Meißner, located in northern Hesse, a contract to set up a comprehensive integrated care network. After „Gesundes Kinzigtal“ and “Gesundheit für Billstedt/Horn”, this will be our third region where we implement a fully population-based integrated care model.

We are also delighted to have been offered a contract by NHS England for the Health Systems Procurement Framework, where we were among the few organisations in the country that won 7 or more lots. We are looking forward to collaborate with providers, commissioners and our partners in implementing integrated care projects in the coming years in the NHS.

In our research and development work we have been successful in securing funding for three new projects, one funded by the EU and two funded by the German Innovation Fond. In addition, we are fully engaged in implementing our current EU research projects COMPAR-EU, HealthPros, Big Medilytics, Act@Scale.

A particular highlight for us was the organization of the conference „Zukunftsklänge“ to discuss the future of physician practice – person-centred, team-beased, digital - in conjunction with a concert of the World Doctors Orchestra in the beautiful philharmonic opera house “Elbphilharmonie” in Hamburg.

The activities of the last months have reassured us that we are on the right track, but that there is much more work ahead to scale up population-based integrated care in Germany and abroad.

Read more about these activities in this issue of OptiMedium!



Sincerely,

Dr Oliver Gröne
Vice Chairman of the Board

About OptiMedis and our projects

Green light for community-based care in the state of Hesse - BKK Werra-Meißner and OptiMedis conclude performance-related agreement

The regional and statutory health insurance BKK Werra-Meißner and OptiMedis AG want to work together to establish integrated and community-based health care in the northern Hessian district of Werra-Meißner. In May 2018, the partners concluded a long-term, performance-related agreement with partial assumption of budget responsibility in accordance with § 140 a SGB V (German Social Code). Together with the administrative district, networks of physicians, social institutions and the office for economic development, the partners are now planning to set up a comprehensive health network. It will be based on the success of the 'Gesundes Kinzigtal' integrated care project in the state of Baden-Württemberg, with the aim of improving health service provision and reducing inefficiencies in care. A regional integrator company will be established, in which doctors and other partners can participate.



Marco Althans, CEO of BKK Werra-Meißner. Photo: BKK Werra-Meißner

The region has 100,715 inhabitants. BKK Werra-Meißner's share of those with statutory health insurance is almost 25%, and the company has a great interest in improving and securing regional care. "We have long been committed to improving the health and well-being of those living in the Werra-Meißner district. With OptiMedis, we have now found a very experienced and highly innovative partner. Alongside them, we can not only implement individual projects, but we will also be able to make healthcare future-proof by means of a comprehensive approach," says Marco Althans, CEO of BKK Werra-Meißner.

The plan is for insured persons to be able to actively participate from the beginning of 2019 and make use of the services offered by the network. "We will reorganise health care, connect the medical sector with the social sector, and give people the opportunity to develop more personal initiative with regard to their health," explains OptiMedis board member Dr h. c. Helmut Hildebrandt, who grew up in the Werra-Meißner district himself. This plan is based on an approach that has been tried and tested over many years in *Gesundes Kinzigtal*, the objective of which has been to reverse the



Dr h. c. Helmut Hildebrandt, chairman of the board of OptiMedis. Photo: OptiMedis

incentives in the health care sector - and move towards a system in which people are rewarded for looking after their health. "We don't just want to react to existing illnesses and conditions, we want to actively contribute to developments in peoples' health. In line with this, we are investing heavily in prevention, health promotion, patient activation, and targeted care management, especially for those with chronic illnesses," says Hildebrandt.

Securing outpatient care - promoting health competence

Initial discussions with doctors from the Werra-Meißner district have shown that securing outpatient care will be a particular area of focus in the region, given that there have already been several practice closures. Other factors important to the doctors include the further training of medical assistants in their practices, the promotion of patient initiative, and that practices are provided with additional remuneration in return for providing targeted advisory services that are geared towards the health maintenance of their patients.

To ensure that as many insured persons as possible can participate, contracts are to also be concluded with other health insurance companies in the region. "And partners from other sectors are, of course, very welcome as well," Hildebrandt emphasises. The initial investment for the health network is financed by banks, third-party funds, and guarantees. It will be borne in the long run by the improvements achieved by the health insurance companies. By promoting health and preventing or detecting diseases at an early stage, the costs of medical care in the region will be reduced in the long term.

Hamburg: More than 3,000 consultations at health kiosks - "Ask me three" campaign has started



The Health Kiosk in Hamburg-Billstedt. Photo: Gesundheit für Billstedt/Horn

The health kiosk, with locations in the disadvantaged districts of Billstedt and Horn in Hamburg, has been well-received by the insured.

Since its unveiling in September 2017, more than 3,000 consultations have taken place here, including around 1,500 preliminary consultations, 1,000 follow-up appointments, and 500 brief consultations. The primary objective: to promote the "health competence", or "health literacy", of patients.

This will relieve the burden on doctors and, in the longer term, reduce treatment costs

for health insurers. The "Gesundheit für Billstedt/Horn UG" (Health for Billstedt/Horn UG) is responsible for the health kiosk and provides many other interventions. The company aims to improve care in both districts by means of a comprehensive, community-based care model. The three major health insurance companies - AOK Rheinland/Hamburg, BARMER and DAK-Gesundheit - are partners in the project. With these companies as partners, around 53,000 insured persons from the two districts are integrated into the care model.

Three questions for your health: Campaign promotes health competence



Example of the posters and flyers being used as part of the "Three questions for your health" campaign. Picture: Gesundheit für Billstedt/Horn

the doctor can also have a negative effect on communication and understanding. This is where Gesundheit für Billstedt/Horn UG comes in, explaining to people in a simple way how they can prepare for the conversation with their doctor, and which three questions they should definitely ask. The participating medical practices will receive individualised practice posters, flyers with a signature, and a button to attach to each doctor's coat. The three questions will be written on these items: "What health problem do I have?", "What can I do about it?", and "Why does this matter to me?" In order to measure the impact of the campaign in a scientific way, it is being evaluated by the Hamburg Center for Health Economics (HCHE) at the University of Hamburg.

Studies show that the "Ask me three" concept has already achieved positive results in other countries.^{1,2} Patients are better informed, more confident, and more competent in their interactions with doctors and the practice team, while the duration of visits has not increased.

There is a further project supporting the measures at the kiosk. With a campaign that is being run in the medical practices themselves, Gesundheit für Billstedt/Horn UG also wants to improve the health competence of patients. Centred around the theme of "[Three questions for your health](#)", multilingual posters and flyers explain to patients how they can best prepare for their visit to the doctor. The objective behind these posters is to promote the understanding of medical information that comes up in conversation between a doctor and a patient, and to get patients to adhere to their treatment. The campaign is based on the internationally-proven "Ask me three" concept.

Current studies have shown how many people have problems both understanding health-related information and utilising that information for themselves. Those particularly affected are the elderly, people for whom there is a language barrier, and people with a low educational status. Factors such as nervousness or uncertainty when talking to

Project: M@DITA aims to connect pregnant women, midwives and gynaecologists in the state of Schleswig-Holstein

Rising birth rates, the closure of maternity clinics and an increasing shortage of midwives - the situation in care regarding pregnancy and childbirth is becoming strained. (Expecting) mothers are the ones who suffer most from this issue. Psychosocial risks and low utilisation of maternity care reinforce the existing trend: Across Europe, Germany sits at the upper end of the scale when it comes to premature and small-for-date births. Because of their lack of awareness and knowledge, particularly women with a higher need for support are making too little use of midwives and other help systems such as counselling/information centres. And when it comes to breastfeeding rates, Germany ranks in the middle of the table amongst European countries. Only one third of babies are still solely breastfed at the age of four months.



The M@DITA pilot project is intended to strengthen maternity care in the state of Schleswig-Holstein. Photo: pixabay

Reduce premature- and small-for-date birth rates, increase breastfeeding rate

The prenatal care project "M@DITA"¹ from Schleswig-Holstein wants to do something about this - with the aim of reducing premature and small-for-date births, and increasing the breastfeeding rate up to the fourth month after birth. This is to be achieved through better cooperation and networking between pregnant women, gynaecologists, midwives and maternity clinics in the northernmost federal state. A digital "Mutterpass" ("maternity card") and a communication platform that includes an app should help with this objective. All pregnant women should be offered intensive breastfeeding advice by a midwife at an early stage. In addition to medical risks, the psychosocial and lifestyle-related risks during pregnancy are to be identified at an early stage with the help of risk screening. Offers to take part in prevention programmes will be aimed specifically at pregnant women with increased social/health burdens or a higher need for support. They should also make use of local advisory and help systems, such as "Frühen Hilfen" ("early intervention"). The programme is based on a coordinated care pathway, which starts with a clear diagnosis of pregnancy and ends four months after delivery.

"M@DITA" was initiated by AOK NORD-WEST, Techniker Krankenkasse (TK), the professional association of gynaecologists in Schleswig-Holstein, the association of midwives in Schleswig-Holstein, and OptiMedis AG. Technical advice is provided by Philips DACH GmbH. "M@DITA" could get underway next year. The project was submitted to the German Innovation Fund for support in March this year. The initiators of the project are now hoping for the green light from Berlin.

The project took up the proposals developed by OptiMedis AG for a "mother-midwife-doctor" partnership model. In 2016, on behalf of Kiel's Ministry of Social Affairs, the company had drawn up a [catalogue of measures aimed at improving the obstetrics situation in Schleswig-Holstein](#).

¹ The acronym stands for "Mutterschaftsvorsorge@digital im Team von Anfang an".

Gesundes Kinzigtal: Inspiring "future workshop" with students



Committed students visited the health workshop "Gesundheit 4.0 - Vernetzte Zukunft im Team" ("Health 4.0 - networked future as a team") in Kinzigtal. Photo: OptiMedis

Hospitations in rural medical practices, insights into the integrated care of Gesundes Kinzigtal, and various workshops addressing the exciting question of "what does the future of the medical profession look like?": In March, eight medical students, and one pharmacy student from all across Germany, who are all interested in healthcare policy, came to Kinzigtal for a future workshop. To this event, Dr h. c. Helmut Hildebrandt, Managing Director of Gesundes Kinzigtal GmbH, had invited the representatives of the AG Gesundheitspolitik der

Bundesvertretung der Medizinstudierenden in Deutschland e.V. ("Healthcare Policy of the Federal Representation of Medical Students in Germany", or "BVMD" for short in German). Together with the [Gesundheitsakademie Kinzigtal](#) ("Kinzigtal healthcare academy"), the students designed a varied programme on the topic of "Health 4.0 - networked future as a team".

Future as a team

To start with, the prospective and practising doctors got to know each other during the plenary session of the Medizinischen Qualitätsnetzes Ärzteinitiative Kinzigtal e.V. ("Kinzigtal Medical Quality Network Medical Initiative", or "MQNK" for short in German). The next morning, the students were then able to observe the network of physicians in their practices. This up-and-coming generation of doctors found the palpable sense of community among the doctors in Kinzigtal, as well as their good networking with the agents involved in healthcare, to be a particular benefit. They all agreed: going it alone belongs in the past. The goal must be to work in a well networked group that stands together to endorse quality improvements and innovative methods in healthcare - and to achieve this across professions.

More flexibility creates new incentives

But even with good networking, the medical profession itself must remain attractive: In rural areas and deprived urban areas in particular, filling job vacancies at doctor's offices is a problem - especially when it comes to specialist positions. "New, more flexible conditions are needed, because the younger generation of doctors do not necessarily want to commit themselves to their own practices for the next few decades," emphasises Helmut Hildebrandt.

In a World Café, the participants discussed the conditions under which young doctors would settle in a rural area such as Kinzigtal. It became clear that, under the existing remuneration system in the outpatient sector, the new doctors lack the incentives to settle. The students also pointed out that it is problematic how little one is confronted with the necessary knowledge regarding, for example, the areas of business administration and personnel management in the current training programme. One idea: More sponsorships between practising

doctors and interested students. In addition, the participants created visions of more flexible solutions, such as a settling for a fixed period, or dual concepts from practice and research for practising doctors.

The medical profession will change considerably

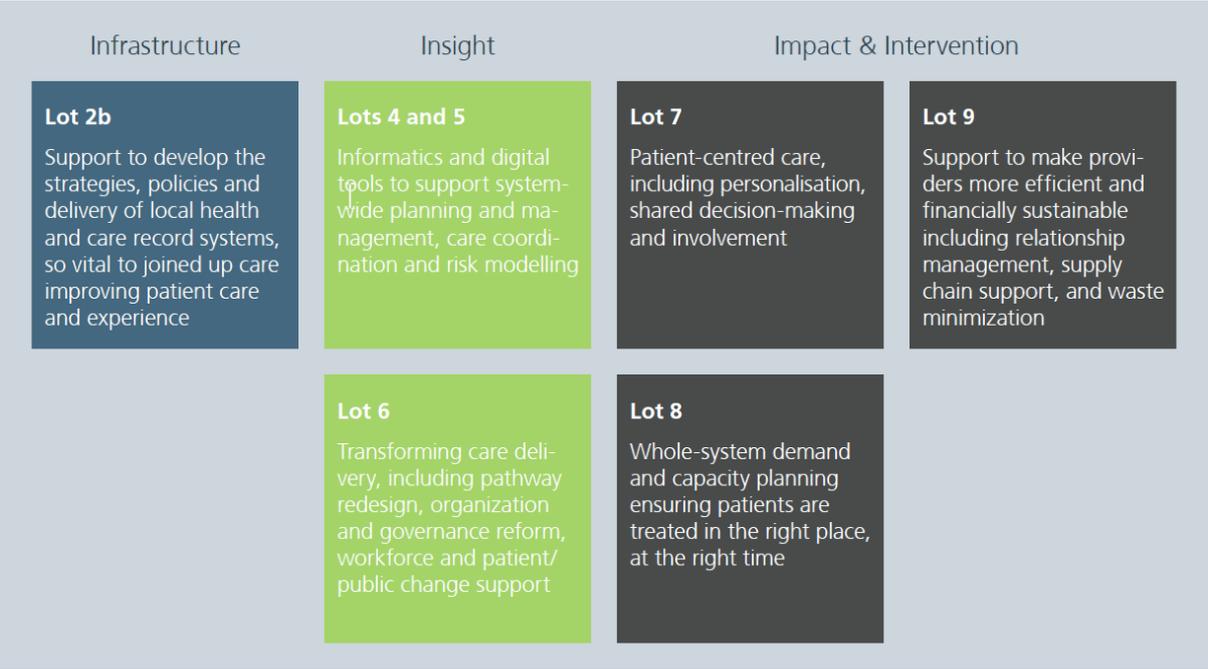
In the context of digitisation in particular, many tasks and processes involved in the daily life of doctors are changing dramatically - there was agreement on this in the discussion on "Medicine 4.0". Positive emphasis was placed on the ever-improving networking possibilities between allied health professions. The conclusion arrived at, was that gaps in care can also be counteracted, at least temporarily, thanks to intelligent telemedicine concepts or mobile practices and specially trained health coaches. "I am impressed by the students' visions and ideas. They look far beyond their own horizons, know a lot about the healthcare system, and want to participate in new, cooperative healthcare concepts," enthuses Helmut Hildebrandt.

There was a reunion at the Future Tones Conference in Hamburg at the end of June - as speakers, three of the medical students gave exciting impulses and insights into their "future". You can read more about the conference [here](#).

OptiMedis-COBIC UK: Successful on the Health Systems Support Framework

Through our UK joint venture [OptiMedis-COBIC UK \(OMC\)](#) we work with local health and care partners across the UK as they come together to take on responsibility for population health and developing integrated care systems. We particularly focus on the "integrator" function which is essential for the successful delivery of integrated care.

NHS England is proposing to accelerate progress towards integrating care for existing integrated care systems. However, it rightly recognises the NHS does not have all the skills, capabilities, tools and experience to deliver this transformation and has therefore established the broadest ever array of commercial partners to help NHS leaders to achieve integration.



OMC has been appointed to provide support to 7 lots of the Health Systems Support Framework. Picture: OMC

We are delighted that OM-C has been extremely successful in its application and has been appointed by the NHS to provide support to 7 lots of the Health Systems Support Framework.

We believe that the detailed process of delivering primary care and community orientated population health management and a new kind of NHS contract can reverse the pattern of the past and can in fact bring communities and all staff together around a common goal of better, fairer health outcomes delivered more effectively and efficiently than ever before.

The values of OMC align closely with the NHS because we share its long-term commitment to create a stable system based on enabling healthier lives. We have an extensive track record of working with GPs and all parts of the NHS. By contrast with most of the companies and consulting firms on the framework that are not able, or do not wish to, commit to equity partnerships with new integrated care providers, we can, and we will.

Read more about what we offer in the new [brochure of OptiMedis-COBIC UK](#).

Integrated care, artificial intelligence, self-management interventions: OptiMedis onboard for exciting EU projects

OptiMedis has started its work for three projects which are sponsored under the auspices of the European "Horizon 2020" Research Programme.

BigMedilytics

With 35 partners from 12 countries, the EU project "BigMedilytics" is implementing pilot projects for the application of artificial intelligence in the fields of public health and chronic diseases, oncology, and process optimisation in health care. Under this project, OptiMedis is working together with the INCLIVA Foundation in Valencia and with Philips in Eindhoven to develop and implement better methods for predicting patient utilisation behaviour. OptiMedis and its partners are evaluating a very comprehensive data set for the Valencia region in Spain, which, in addition to the



Experts from 12 countries are working together on pilot projects for BigMedilytics. Photo: BigMedilytics

usual care data, also contains detailed clinical data and information on individual risk behaviour. Project leader Dr Oliver Gröne: "The application of artificial intelligence offers promising possibilities when it comes to intervention - but artificial intelligence is not an end in itself. We want to examine how it can be used to better manage processes in the health care system, assess benefits and risks, and develop new models of care that arise as a result."

Further information about the project can be found [here](#).

ACT@SCALE

ACT@SCALE aims to identify pilot projects for integrated care in the EU, implement best-practice models in new contexts, and upscale them to larger populations. In doing so, a total of 75,000 citizens and patients will have access to the integrated care models.

OptiMedis AG has two tasks in this project. On the one hand, it will support Gesundes Kinzigtal GmbH (which is also one of the project partners) in its analyses of public health, and evaluate the impact of the Kinzigtal intervention programmes "Gesundheitsberatung" ("Health Counselling") and "Trainingswelt" ("Training World"), for which the so-called "Quality Improvement Collaboratives" have been implemented. These are agile approaches to local identification and the implementation of improvement measures. On the other hand, OptiMedis is to work together with the University of Groningen to develop business plans for the pilot projects, in order to support sustainable implementation and adaptation in other regions.

Further information can be found on [ACT@Scale's website](#).

COMPAR-EU



Partners from five countries are working to enable patients to have access to effective self-management interventions. Photo: COMPAR-EU

COMPAR-EU is an EU project, in which seven partners from five countries work together for five years to provide access to effective self-management interventions for patients with type 2 diabetes mellitus, COPD, heart failure or obesity. The objective is to identify and compare (cost-) effective self-management interventions and, building on this, to develop decision-making support - not just for doctors/patients, but for guideline developers and policy makers as well.

OptiMedis AG is responsible, among other things, for the new project website www.self-management.eu. On this site, comprehensive information on decision-making support for patients and service providers will also be accessible in the future. The site is also to be expanded to form the primary information portal on this topic in the EU. OptiMedis has also devised a data management plan that describes the approach for collecting and processing large amounts of data over the entire duration of the project. The recently completed Communication & Dissemination Plan describes strategies concerning the communication and dissemination of project results. OptiMedis AG will also develop business plans pertaining to the practical implementation of the identified interventions. Dr Oliver Gröne is acting as Chief Innovation Officer for the entire project.

Innovative strategies for health promoting hospitals and health services



In September 2018 the board, the managing team and members of the DNGfK meet up in Hamburg for a general assembly and a exciting symposium to evolve new strategies for the network. Photo: DNGfK

At the beginning of the year, OptiMedis took over management of the German Network of Health Promoting Hospitals and Health Services – known as the "Deutsches Netz Gesundheitsfördernder Krankenhäuser und Gesundheits-einrichtungen e.V" in German, or DNGfK for short. Over 20 years ago, the DNGfK was developed out of an initiative of the World Health Organization, initiated by health reformer Prof. Dr. Ilona Kickbusch. The associated pilot project "Health Promoting Hospitals" has been helping hospitals to introduce health-promoting concepts since the early 1990s.

International cooperation has given rise to numerous networks throughout Europe, in which hospitals, rehabilitation centres and care facilities are networked at either a national or a regional level. Currently, [The International Network of Health Promoting Hospitals & Health Services \(HPH\)](#), which continues to be supported by the WHO, boasts more than 600 member institutions in 19 countries across the globe.

Across sectors

"In times of discussion regarding the skilled worker shortage, health literacy, and regional cross-sector networking, the concept of 'health promotion' in health care institutions holds enormous potential – in terms of business management, ethics, society, and for individual employees or patients," stresses Dr Oliver Gröne, head of the DNGfK's office. "In our service and interface-providing role, we want to seize the opportunity to better integrate inpatient care into regional care structures. If we wish to create added value across sectoral borders, we must establish new collaborative structures and intensively pursue the transfer of knowledge".

At the DNGfK symposium at the end of September, health care institution decision-makers, scientific experts, and project cooperation partners discussed how strategies could look with regards to working towards consistent, cross-patient, cross-employee and cross-sector care that is geared towards the health promotion. Dr. Rainer Christ, scientific advisor to the [Austrian Network of Health Promoting Hospitals and Health Services](#), was present at the launch of the event and provided insights into the Austrian counterpart of the DNGfK.

Utilising international synergies

"Particular support is given to our institutions with regards to becoming smoke-free, 'baby-friendly' and 'age-friendly'. In addition, we are focussing on supporting new primary care institutions on the path towards integrated care," reports Christ, highlighting the many opportunities for cooperation between the German and Austrian networks: "We look forward to exchanging ideas with the DNGfK – in working groups, meetings, conferences and, looking to the longer term, perhaps with shared facilities, as well. In doing so, we can benefit from developments in the international [HPH network](#), where numerous topic-specific guidelines have already been developed".

In order to keep the network members up-to-date on international trends and "best practice" experiences, DNGfK representatives attended the [26th HPH conference on "health promoting strategies to achieve reorientation of health services: evidence-based policies and practices"](#) in Bologna.

Targeting strategic issues, cooperation and member recruitment

Following from the intensive discussions at the symposium, new DNGfK working groups will be set up to work on different issues, including "patient-reported outcome measures". PROMs describe the outcome quality of a treatment from the patient's perspective and are becoming increasingly important regarding the quality of patient-oriented care. The measurement method is one of the three strategic themes of the DNGfK, which supports its members in implementing it in practice. Another focus is on innovative digital solutions, especially in the field of discharge management. In order to help healthcare institutions on their path to digitisation, the network, in collaboration with OptiMedis' [Digital & Health Innovation Centre](#), regularly informs its member institutions about innovative digital solutions and their implementation.

"Health promotion – properly and consistently applied – benefits each individual patient and employee and, at the same time, gives healthcare facilities a decisive advantage in quality competition, all while counteracting profitability problems," so Dr Oliver Gröne, who explains that work is ongoing with regards to gaining new members and establishing strong national and international co-operations, which are important for solidifying social impact and political visibility.

Become part of the international HPH network! For more information, click [here](#).

AT A GLANCE

Views on the provision of health care in Billstedt/Horn and Kinzigal



OptiMedis produced a short film with views on the provision of health care in the Hamburgian districts Billstedt and Horn and the region of Kinzigal, where the OptiMedis model of integrated care is implemented.

Patients, physicians and medical assistants share their thoughts about problems within the regular health care system and think about what would be necessary to produce better Outcomes for them.

Click [here](#) to watch the film.

“Zukunftsklänge”-Conference (Future Tones Conference): Digital, patient and team-oriented work determines the health care of the future

Developing solutions and driving change in conjunction with practitioners of the present and the future - that was the idea behind the interactive Future Tones Conference held on the 29th of June 2018, entitled "Human. As a team. Digital. How do we want to work in the future?" ([to the programme](#)). In collaboration with the Hamburg Network for Health Care Research ([Hamburger Netzwerk für Versorgungsforschung](#), or HAM-NET for short), the guests invited by OptiMedis to the special format include: doctors and MFA, nursing staff, scientists, patient and health insurance representatives, as well as medical students and other specialist groups who will be responsible for the future of health care. In his welcoming address, Dr h. c. Helmut Hildebrandt said: "We want to discuss our utopias, our desires for a combination of health promotion and health care. We want to develop our own solution; for ourselves as agents in the healthcare system, but also as today's patients in the system - or as patients in the coming years."



The executive board at OptiMedis welcoming the conference.



Dr h. c. Helmut Hildebrandt thanked all friends and partners for their generous donations before the benefit concert began.

The day began with a fantastic event that generated great enthusiasm and excitement: Almost everyone participating in the conference came to the benefit concert being staged by the [World Doctors Orchestra](#), composed of around 100 doctors from different nations, in the Elbphilharmonie concert hall. OptiMedis had already reserved a large contingent of tickets for the immediately sold-out concert in advance. This was done in order to give its partners the opportunity to participate in the event, and at the same time to donate to the Kroschke Children's Foundation and the "Heart Bridge"

project that is run by the Albertinen Foundation in Hamburg. As the representative of "OptiMedis and friends", Helmut Hildebrandt had the opportunity to say a few words to the audience.

Paradigm shift overdue: focus on health instead of disease

After the welcoming speech, the conference started with a keynote that was delivered by the well-known futurologist [Matthias Horx](#), who also moderated. He explained, among other things, that health today is much more than just the absence of illness. Loneliness in particular is an underestimated factor in today's world, according to Horx: "Human isolation leads to a whole cascade of problems that have an influence on health". For the future health care system, it is important to also consider adjacent systems, such as the working environment or educational issues. This is because every system is linked to other systems.



Futurologist Matthias Horx moderated the event after a keynote speech. Photos: Bente Stachowske

The audience was then able to vote in an online survey about which causes have the greatest influence on today's healthcare system, being focused so much on illness and so little on health. From the point of view of many, the decisive factor in this matter is that the focus of remuneration is on performance and not on results. That the influence of commercial interests on healthcare plays a major role. And that constant time pressure is a problem.

Optimising health care in Germany and the Netherlands – a bi-national discussion with the Dutch Minister of Health on scaling-up population-oriented integrated care systems

Within the framework of the Economic Mission "Life Sciences & Health Programme" to Germany, Dutch and German decision-makers as well as cooperation partners from the fields of elderly care and health care discussed future topics such as personnel recruitment, digital support systems and the question of how elderly

people can live as self-determined as possible. Dr Alexander Pimperl, Vice Chairman of the Board of OptiMedis and CEO of Gesundes Kinzigtal, and Jurriaan Pröpper, CEO OptiMedis Nederland, had the opportunity to present their approach of population-oriented, integrated care to the Dutch Minister of Health, Welfare and Sport, Hugo de Jonge and the delegation. They reported on their activities in Gesundes Kinzigtal, and other regions in Germany and the Netherlands and discussed means to overcome challenges and legal barriers to scale up such models in Germany and the Netherlands.

ICIC 2018: Care solutions from across the world demonstrate new ways forward



"Value for People and Populations: Investing in Integrated Care" was the title of this year's ICIC in Utrecht. Photo: OptiMedis

The 18th International Conference on Integrated Care (ICIC) attracted more than a thousand scientists, practitioners, managers and interested parties to the Dutch city of Utrecht. The focus this year was on "Value for People and Populations: Investing in Integrated Care". As always, concrete solutions were presented from various countries on the topics of networking, care and drug management, and social investment. Among others, there were also presentations given by OptiMedis and Gesundheit für Billstedt/Horn UG.

"I found the contribution by Gregg Meyer from "Partners Healthcare System" in Boston particularly inspiring. His positive experiences in the optimisation of care and perpetual enhancement gave me great cause for optimism. Another impressive presentation was that on the aberrations of the current system, which was delivered by a patient's relatives and Jodeme Goldhar of "The Change Foundation" from Canada", reported OptiMedis CEO Dr h. c. Helmut Hildebrandt.

Following the conference, Dr Nick Goodwin, CEO and co-founder of the International Foundation for Integrated Care (IFIC), explained: "The focus of the conference was on investing in, and creating, value through integrated care. Many different perspectives were shared, but a recurrent theme was that of the need for social investment. In other words, the need to go beyond the confines of health and social care solutions to embrace and invest in new approaches to care that bring together all available assets within a community to address long-term challenges that promote population health."

Presentations, photos, and videos of the lectures can be found [here!](#)

The next ICIC will take place in San Sebastian, Spain, from 1st-3rd of April 2019. The submission of abstracts has begun. All information can be found [here](#).

Events, where you can meet us

The Commonwealth Fund's 21st International Symposium on Health Care Policy, 14th - 16th November 2018, Washington D. C. USA

Selected Sessions

16.11.2018, 8:40

"Integrated care model of OptiMedis"

Dr. h. c. Helmut Hildebrandt, Chairman of the Board OptiMedis AG

Congress "Towards a future proof healthcare economy", 29 November 2018 in Brugge, Belgium

How can we maintain the quality and affordability of tomorrow's care? And what's the importance of integrated business models with healthcare institutions and companies? On November 29, you can learn about the solutions that the partners of the SHINE project have in mind.

Selected Sessions

29.11.2018, 15:00 - 16:15

"An integrated approach for healthcare"

Dr. h. c. Helmut Hildebrandt, Managing Director Gesundes Kinzigtal GmbH, Chairman of the Board OptiMedis AG

Further information

[Link](#)

ICIC19 – 19th International Conference on Integrated Care, 1-3 April 2019, San Sebastian, Basque Country

A shared culture for change: Evaluating and implementing models of integrated people-centred services

The 19th International Conference on Integrated Care will take place in The Kursaal Conference Centre, San Sebastian, the Basque Region in Spain, from 1-3 April 2019. With the overarching theme 'Evaluating and implement models of integrated people-centred services', the conference is a partnership of OSAKIDETZA – Basque Health Service, Bioef, Ministry for Health of the Basque Government the City Council of Donostia-San Sebastian and the Provincial Council of Gipuzkoa. The conference will bring together researchers, clinicians and managers from around the world who are engaged in the design and delivery of integrated health and social care

Further information

[Link](#)

Publications

Pimperl, A. (2018). Re-orienting the Model of Care: Towards Accountable Care Organizations. *International Journal of Integrated Care*. 2018;18(1):15. [Link](#)

The author describes the reality of the implementation of triple-aims and their obstacles different countries are faced with because of their financial and organizational fragmentation of health service delivery. A possible solution is seen in Accountable Care Organizations (ACOs). In this context, Pimperl explains Core Principles of Successful ACO Models and offers them as a first start for the endeavor to re-orient healthcare.

Gröne, O. (2018). Improving the capacity for learning and improvement in health care. *International Journal for Quality in Health Care*. Editorial, doi: 10.1093/intqhc/mzy064, 159-160. [Link](#)

Audit and feedback are key quality improvement strategies. The assumption that professionals will improve their performance when feedback demonstrates deficiencies in processes or outcomes of care has been well researched in more than 100 studies. These studies demonstrate small to moderate, but systematic effects of audit and feedback on improvements of professional practice. Audit and feedback mechanisms may differ with regard to: the format of feedback, source of feedback, frequency of feedback, instructions for improvement, baseline performance, targeted behaviour or the inclusion of measures that make a difference to patients...

Gröne, O. (2017). Through the patient's eyes: 25 years of quality and safety research and the challenges ahead. *International Journal for Quality in Health Care*, Volume 29, Issue 7, November 2017, 887-888. [Link](#)

Soon it will be 25 years since the publication of the seminal book 'Through the Patient's Eyes: Understanding and Promoting Patient-Centered Care'. This work was a milestone in many ways. Following extensive qualitative and quantitative assessments, including focus groups, surveys and organizational site visits, the authors described how the organization of hospital systems impact on the quality of care—seen from the perspective of patients and their families. The authors also identified a range of practical solutions for a more patient-centered approach, many of which are now—at least conceptually—addressed in institutional policies and health care reforms.

Editorial responsibility:

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