



## Transforming the challenge of an ageing population into an opportunity. The experience of the European Regions

*Strategic Focus on Health and Welfare  
- What makes it work? -*

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Henriette Hansen  
Region of Southern Denmark  
South Denmark European Office (SDEO)  
hha@southdenmark.be

# A strategic Focus

## - A long and important proces -

### It all started in 2007 with the Structural Reform

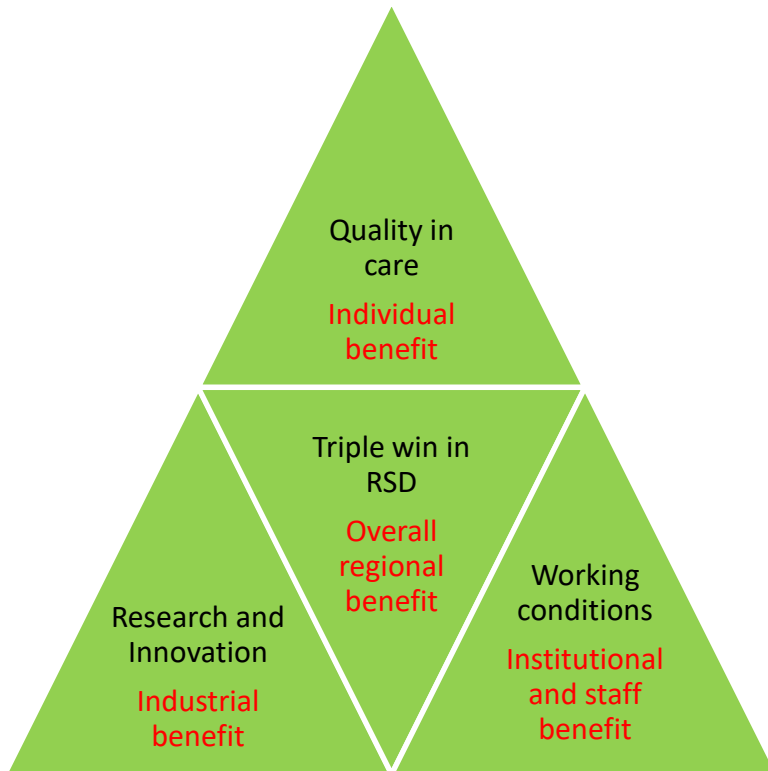
- A major argument for the reform was improved efficiency and quality in the health care system
- 14 counties were merged into 5 regions
  - RSD is a merger of 4 counties
- 271 local authorities were merged into 98

### Responsibilities and competences

- **The state**; Sets the overall strategic frame for the society
- **The regions**, Have the responsibility for primary care and overall development plans for the entire region.
- **The local authorities**; Have the responsibility for assignments close to the citizen (education, labour market, health promotion, rehabilitation, culture etc)

# The strategic process

«Integration and integrated care does not evolve naturally» (Blueprint)



## 2007: The Healthy Life

- Very broad and everything was possible
- Small projects and not so much effect

## 2009: Welfare Technologies and Services

- Very technology oriented
- WTR is established to support innovation and private business development

## 2012: Health and Welfare Innovation

- More integration and breaking down of silos
- Focus on the system and how it can support the development and innovation process
- The triple win concept
- Bringing all actors together in an eco system

# What makes it work

«New government models are needed»

«Lack of sustainable models for health and care in Europe» (Blueprint)

- Financial incentives
  - Supports health promotion and rehabilitation
- Strong agreements
  - Between the Region and the GPs
  - Between the Regional and the Local Authorities
- Strong and broad collaboration
  - Ensured by the advisory council
  - Coordinating and sharing knowledge
- Strong IT system (SAM:BO)
- Education and training
  - Professional training and
  - Training in innovative thinking and collaboration

# Models that are working well

## Paying models – Clear responsibilities and promoting incentives to prevent

- **Responsibilities for the region**
  - Primary Care; hospitals and GPs
  - Funding comes partly from the state and partly from the local authorities
- **Responsibilities for the local authorities**
  - Prevention and rehabilitation
  - Pay to the region when citizens go to hospital
  - Incentives to use more resources on prevention and rehabilitation
    - Creating a market
  - Multidisciplinary homevisits – e.g. to prevent falls
  - Active senior policies (50 +)
  - Improved focus on loneliness and social inclusion

# Models that are working well

## Rehabilitation – A paradigm shift from passive services to selfhelped citizens

- Lifelong living – maintaining independent living as long as possible
- Paradigm Shift on a General Level
  - Focus on the entire organisation – from politicians to practitioners
- Everyday rehabilitation
  - Focus on regaining independence in everyday life
- Meaningful goals for every day activities - “The citizen’s Plan”
- Care provided in a “training way”
- Cross-professional teams
  - Occupational Therapist; Nurse, Physiotherapist
- Intensive help in the beginning
  - An investment for the local authority to profit after

# Crucial for succes is.....

- Strong political agreement on the vision
- Communicating the vision on many levels
- A cultural change that makes sense for everybody
- Interdisciplinary collaboration
- Development of competences
- Persistent leadership
- External evaluation of effects
- Ad. hoc committees with representatives from unions, trade organisations, stakeholders, educational institutions and research departments

# What didn't work

«Co-create together with Champions» (Blueprint)

**The Shared Care Platform**

- Sharing information
- Hospitals
- GPs
- Social Care
- Patient

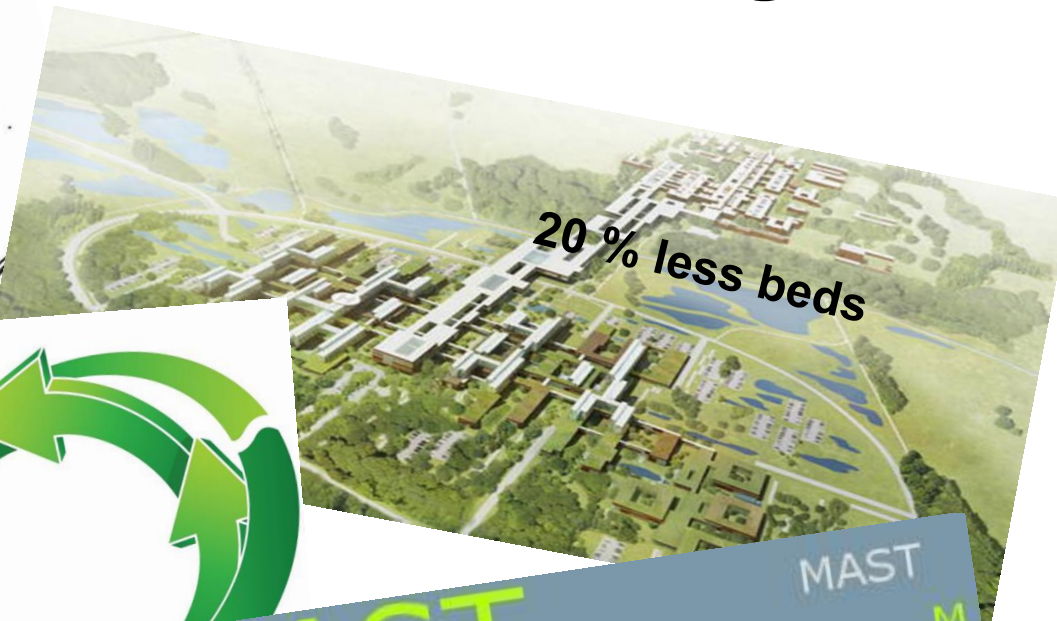
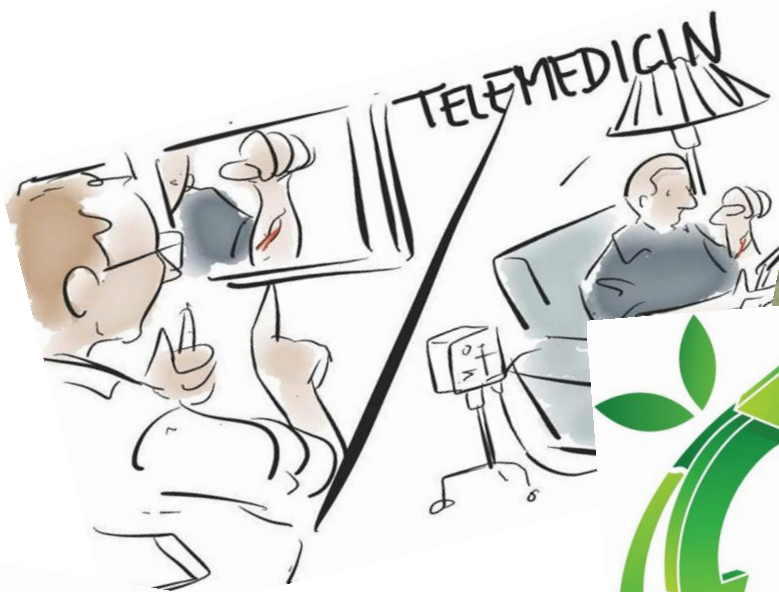
## Why didn't it work?

- Really a good idea 😊
- We hadn't ensured broad collaboration from the beginning
- Not prepared integration in different systems and different cultures
- Too much a bottom up process / isolated process
- Didn't co-create enough with end users and professionals

**Now we are developing almost the same solution but in a broad collaboration and in a co-creation process**



# Benefits of European Collaboration Reinforcing innovation and strategies



# Experiences to remember

- A strategy has to evolve based on knowledge and relations
- It takes time to bring people together
  - And you will make mistakes
- The SYSTEM (collaboration, culture, education, management etc) comes before the TECHNOLOGY
  - If you want it to work
- Clear government models and clear agreements
- Use the European collaboration to move forward
  - Helps to work strategically on a regional level
  - Not only for the money but as much for the acquisition of knowledge and the opportunities it brings to put forward the innovation process



# Active and Healthy Ageing in the Region of Southern Denmark

## Contact details in RSD

**Christina Wanscher**  
South Denmark Health Innovation  
[cew@rsd.dk](mailto:cew@rsd.dk)

**Henriette Hansen**  
South Denmark European Office  
[hha@southdenmark.be](mailto:hha@southdenmark.be)

