



## HIMSS Nordic Community Session

### Evidence-based implementation of new technology

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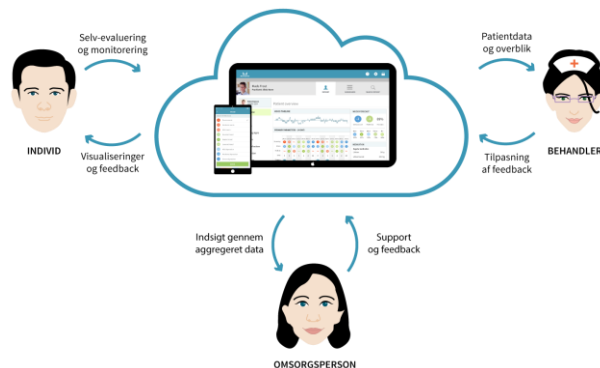
REGION  
SJÆLLAND



*- vi er til for dig*

# Agenda

1. Intro to Region Zealand
2. Concepts
3. Potential impacts of possible innovation initiatives
4. Challenges to introduction of new eHealth solutions and action to overcome barriers
5. Our corporate innovation model and system
6. Cases with e-health and out-come based healthcare
7. Suggestions for more rapid implementation of new evidence-based solutions



# Intro til Region Zealand – main tasks

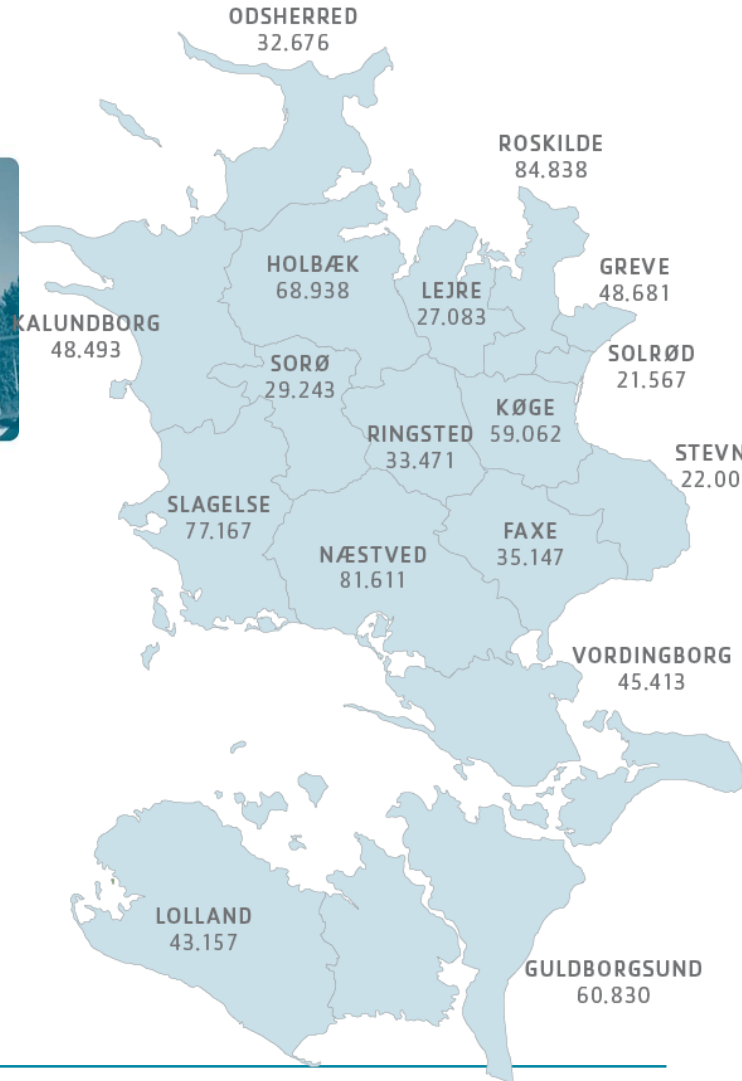
## Health



## Regional Development



## Social institutions



- Approx. 820,000 inhabitants
- 17 municipalities
- 225 km North – South
- Total budget 2017: EUR 2.45 bill.
- Department of ORI
- FIERS

# Concepts

## **eHealth**

- Involves a broad group of activities that use electronic means to deliver health-related information, resources and services: it is the use of ICT for for health

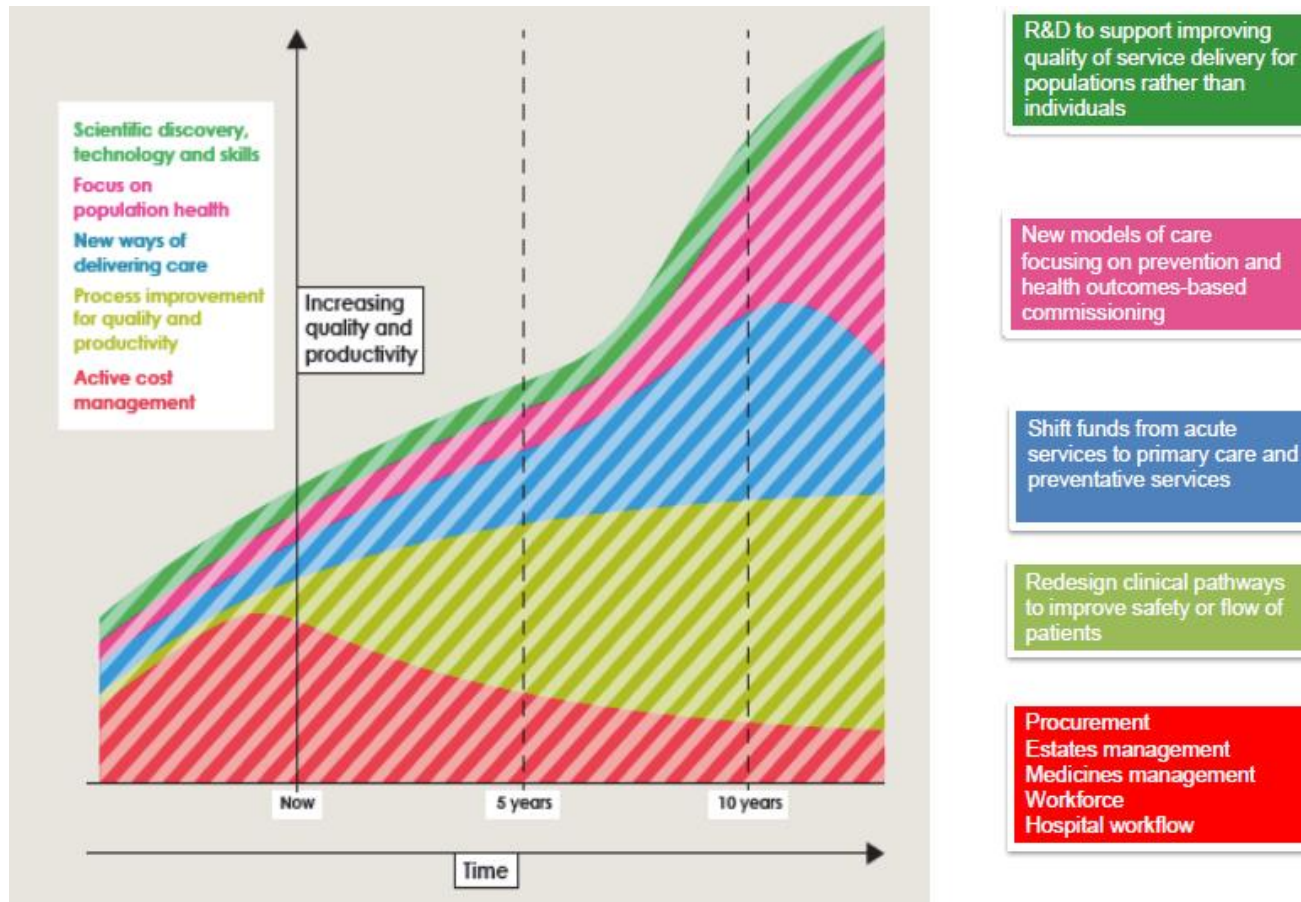
## **mHealth**

- mHealth is the use of mobile technologies to support health information and medical practices (mobile phones and other wireless technology)

## **Telecare**

- Term for offering remote care of elderly and physically less able people, providing the care and reassurance needed to allow them to remain living in their own homes.
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# Potential impact of five areas of innovation initiatives



Source: James Barlow



# Areas of innovation and examples of interventions – incl. role of eHealth

## Scientific discovery, technology and skills

- eHealth can play small role

## Focus on population health

- eHealth can play a large role

## New ways of delivering health care

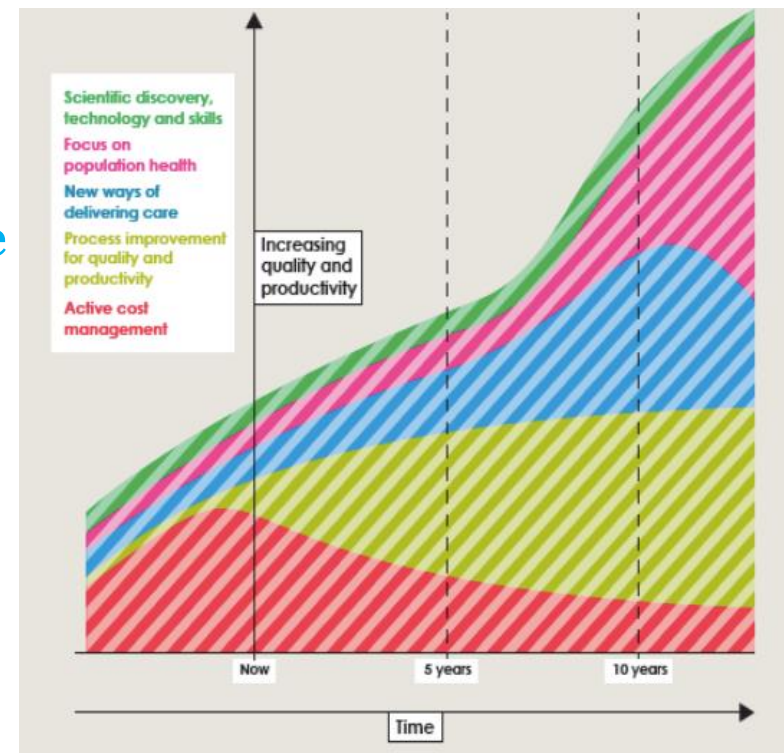
- eHealth can play a large role

## Process improvement for quality and productivity

- eHealth can play some role

## Active cost management

- eHealth can play a small role



# Challenges to introduction of new eHealth solutions and action to overcome barriers (political level)

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## Challenges

- Successful investment in eHealth as a means to prevent citizens from developing illnesses and diseases and subsequently entering the healthcare system requires more than just the acquisition of technology

## Action

- Introduction of eHealth *requires coordinated approach to policy development, planning, implementation and evaluation*
  - Need for *stronger political commitment to eHealth, backed by sustainable funding*, and for effective implementation of policy that is protected from frequent changes
  - There is a need to take a *holistic approach to developing framework conditions conducive to wider introduction of eHealth solutions*
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# Challenges to introduction of new eHealth solutions and action to overcome barriers (operational level)

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## Challenges (primary source: James Barlow)

- The complexity of the health and social care system
- It's easy for healthcare organisations to say “no” to innovation
- Better evidence is a necessary, but it takes more to convince clinicians to accept ☹ and implement, hence limited scaling-up
- Suitable business models are unclear for both technology suppliers and healthcare providers

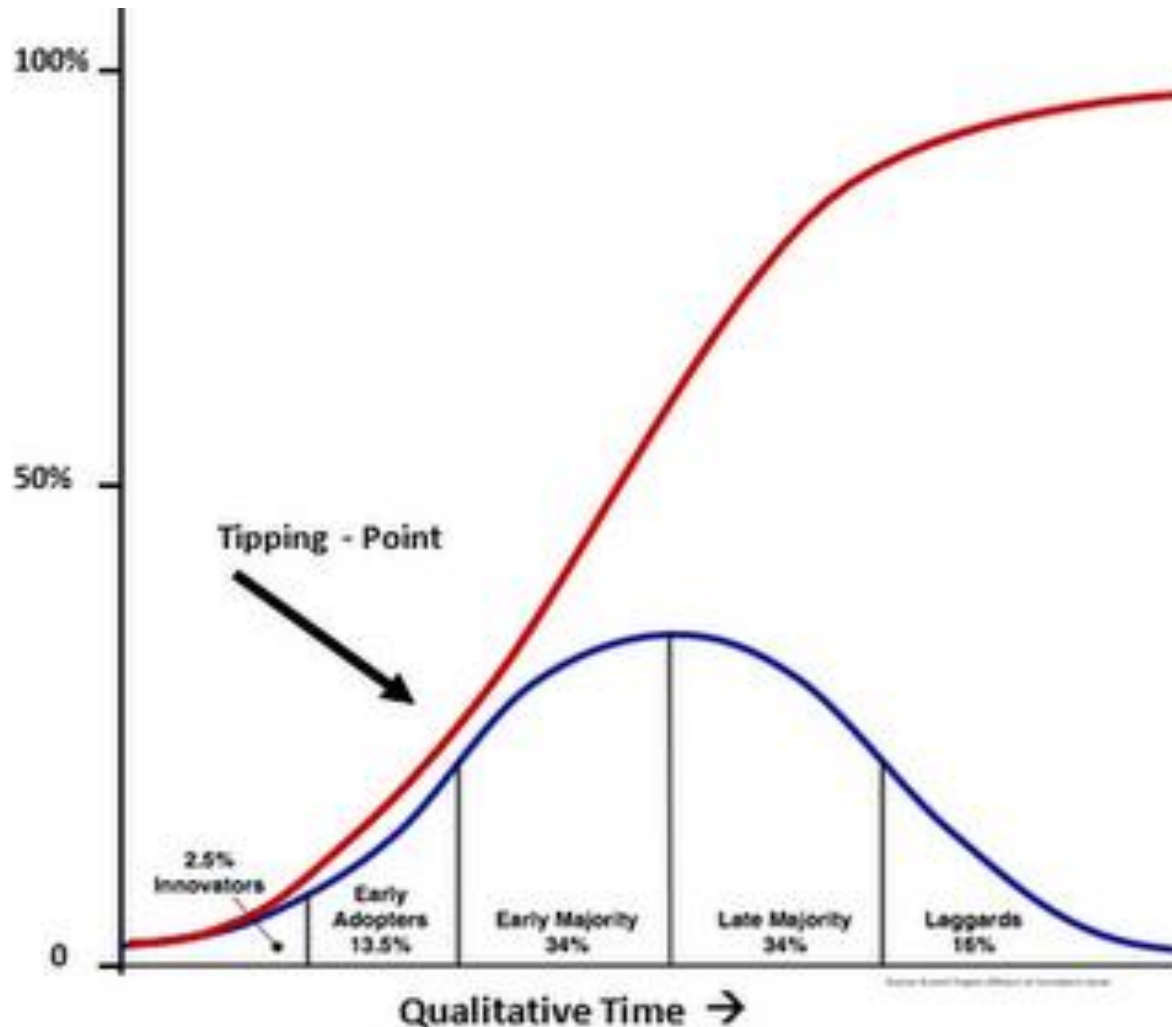
## Action

Should identify and implement changes in the following areas to promote introduction of eHealth solutions:

- Organizational processes
  - Structures, roles and standards (and legislation at higher level)
  - Culture of those who will be utilizing the eHealth (citizens, patients and healthcare staff)
  - Models for remuneration of healthcare service providers
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# Diffusion of new innovative solutions - general



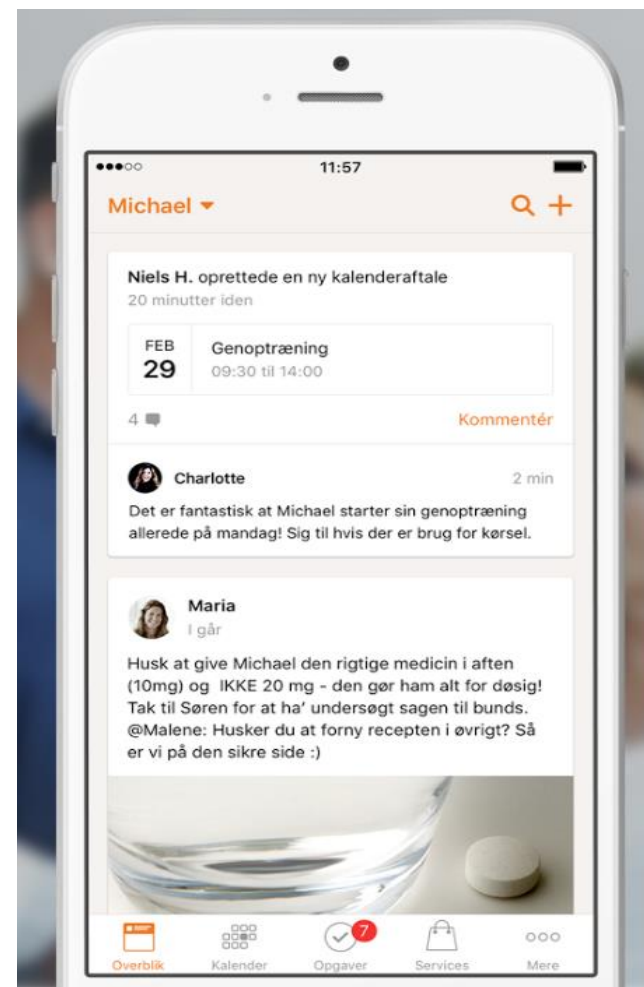
# Region Zealand – corporate innovation model and system

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- **Innovation board – CEO lead**
  - **Innovation investment pool – 0.8. mio. EUR/yr**
  - **Infrastructure and support for innovation - local responsibility for implementation**
  - **Stage-gate model in 3 phases (DIA)**
    - **Discovery:** clarify fit to existing set-up and conceptualize
    - **Incubate:** build prototype, test and experiment
    - **Accelerate:** define business-model, commercialize, buy/scale
    - Easily admitted initial phase (Discovery) < 10.000 EUR
    - Gradually increased requirements for documentation of value (building evidence along the way)
  - **Portfolio of approx. 15 on-going projects**
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# Case 1: Innovation in Region Zealand – Relabee

- **A risk-sharing model with KMD Ventures**
- **Aims:**
  - Test leads to new business concepts and models
  - Data from Relabee is shared and used between hospital, GPs and municipalities



# Case 2: Innovation in Region Zealand – Accu-chek Guide”

- **Both eHealth + outcome-based healthcare with Roche**
- **KPI's:**
  - Reduced HbA1c
  - Improved satisfaction (clinical and patient)
  - Reduced time use (change from outpatient treatment to digital information exchange)



# Region Zealand's suggestions for more rapid implementation of ehealth solutions

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1. Enhance the use of innovation models and methods as a way to gain evidence along the way/gradual implementation, i.e.:
    - Depart from classic linear innovation model and combine the development (incubation) and implementation phases
  2. Change approach of innovation - to disrupt the system with a view to advance the process of implementation of new solutions
  3. Combine innovation with procurement – challenge procurement department
  4. Implement and test outcome-based healthcare solutions and business models
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# Thank you!

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