



European Institute for Health 2011 program

Work group 1

Prevention as a new health paradigm

(Should prevention be integrated in healthcare European strategies?)

Most of European healthcare systems face the same challenges for the next years: first populations are ageing and second they are ageing with one or more chronic conditions. As a consequence, the expected budgets allocated to chronic disease treatments is expected to soar while it already represents 50% to 60% of total spending.

Numerous but preventable factors including lifestyle patterns or nutrition highly contribute to major chronic conditions as diabetes or cerebral vascular accidents. But the time spent by physicians on prevention (as education, communication and support toward patients) is today limited compared to the time focused on diagnoses and cure of existing symptoms or emergencies.

Besides, technologies will offer new opportunities for prevention, starting with new diagnoses technologies (genomics combined with health-data analytics capabilities), new detection and monitoring capabilities with portable devices.

Healthcare systems can then benefit from a better integration of prevention, in term of costs and quality of care and cure. While this statement is most often conventionally accepted (not ignoring that cost/benefit may be challenged when it comes to specific risks and patient segments), it represents nevertheless a paradigm shift and challenge in our existing healthcare "ecosystem".

Sketching the next step for prevention requires to better define the scope of prevention, which implies assumptions on the levers to be activated to best preserve our health, the content of the coaching activity in terms of protocols, roles and responsibilities, and how we will pay for it.

The work group will cover the following topics:

- **Health coaching:**
 - After a first age of communication campaigns, followed by screening campaigns (e.g. breast or colo-rectal cancers), health coaching is emerging in a few European countries through disease management (e.g. diabetes)
 - Disease management deals with preventing patients against worsening conditions and hospitalization.
 - Could we envisage a further step expanding health coaching beyond disease management? What would be the content of such an activity? How this new activity could translate in terms of roles and responsibilities? How this service would be paid for or funded?

- **Nutrition:**
 - The food industry makes attempts to enhance its contribution to nutrition and health with successes and mixed experiences.
 - How could the European food industry play a stronger role in nutrition and conservation of health?
 - How could the European food industry better leverage research and technologies related to nutrition: leveraging new technologies (e.g. nanotechnologies to better track the effects on nutrients, etc.), developing common research-development platforms or joint programs similar to other industries.
 - How the food industry could make this contribution affordable to the vast majority of the European citizens?

- **Incentives:**
 - Preserving our health is a personal and “societal” matter at the same time. The best should fall into both categories drawing on a broad spectrum of values and benefits such as efficiency, pleasure, self-esteem, sense of community, financial benefits, etc.
 - How incentives for prevention can play on both levels? What concrete incentives can be developed?

Organization and schedule

Approach

- Workgroups of 10 to 12 people will meet in during 5 monthly plenary sessions facilitated by external consultants (Accenture)
- Intermediate work group with smaller number of participants may be scheduled upon request

Outputs

- At the end of each monthly workshop, minutes and conclusions will be produced
- The results of the debates will progressively feed the final memorandum
- Results will be presented in Brussels at the European Parliament

Schedule

- The Kick-off session will take place on April in Brussels
- First objective will be to share and refine the scope and initiate the work plan for the next 4 monthly sessions

Tools and support to workgroups

- Deep insights and documented analysis will be provided by our partnering universities (e.g. Technische Universität Berlin, Paris Assas)
- A dedicated online collaboration tool allowing participants to exchange views and data between sessions will be available

Communication and Intellectual property

- Group members can communicate freely on their participation
- They will be owner of the study