



Health Consumer
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Consumers in Charge: Public Ranking of Health Care

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**A historic, golden moment
to take action!**



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The right time!

- The Chaoulli ruling
- The political situation
- Growing waiting lists
- Increasing costs
- Decreasing health care rating.



The Powerhouse strategy

- Health Consumer Powerhouse – a unique position
- Frog-leaping the political filters
- Empowering the consumer to take action by:
 - Rating tools re health care services – consumer input
 - Guides to better knowledge of pharmaceuticals
 - Consumer press
 - Consumer education/training
- Aim: set the consumer standard!



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Growing consumer values (EU)

- **83% of all poll respondents find waiting-times a good indicator of health care service quality but only 23% are satisfied with the waiting time conditions.**
- **In average, 67% of Europeans think that without reform health care standards will remain the same or get worse in ten years time.**
- **77% say that giving the patients more information about their illness would improve standards of health services.**
- **64% of the respondents ready to go abroad to have a treatment.**

Source: Populus´ research for the "Impatient for Change" report by the Stockholm Network (2004, 8 countries)



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The right time

- Consumer values
- European rights of mobility
- Interaction improves medical outcomes
- Demography
- Production logics re-thinking essential.



EuroHealth Consumer Index

Version 1.0

1	Netherlands	48
2	Switzerland	47
3	Germany	46
4	Belgium	40
4	Estonia	40
4	Sweden	40
7	France	39
8	Spain	37
9	United Kingdom	36
10	Hungary	35
11	Italy	29
12	Poland	25

Healthcare systems, traditionally based on pluralistic financing solutions, which do not discriminate between public or private providers, seem to be doing well in a Consumer Index.



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EuroHealth Consumer Index Version 1.0

		Belgium	Estonia	France	Germany	Hungary	Italy	Netherlands	Poland	Spain	Sweden	Switzerland	United Kingdom
Patient rights and information	Patients' Rights Law	+	+	-	-	+	-	+	-	-	-	+	=
	Provider catalogue with quality ranking	-	-	-	-	-	-	=	-	-	-	-	+
	Direct access to specialist care	+	=	+	+	-	-	-	-	-	-	+	-
	No-fault malpractice insurance	-	-	=	-	-	-	-	-	-	+	-	-
	Right to second opinion	+	=	+	+	=	=	=	-	=	=	+	-
	Access to own medical record	-	+	-	=	+	-	+	-	=	+	=	-
	Access to healthcare in another member state	-	+	-	-	-	-	+	-	-	-	n.a.	-
Waiting time for treatment	Family doctor same day service	+	+	+	+	=	-	+	=	+	-	+	=
	Knee/hip joint	+	=	+	+	-	=	=	n.a.	=	-	+	-
	Cancer	+	=	+	+	=	=	=	n.a.	=	=	+	-
	Heart bypass/ PTCA	+	=	+	+	=	=	=	n.a.	=	-	+	-

EuroHealth Consumer Index Version 1.0, cont.

		Belgium	Estonia	France	Germany	Hungary	Italy	Netherlands	Poland	Spain	Sweden	Switzerland	United Kingdom
Outcomes	Heart infarct mortality <28 days after hospital	=	-	=	=	-	=	+	-	=	+	+	+
	Maternal deaths/100 000 live births	=	-	=	=	=	+	=	=	+	+	=	=
	Breast & colon cancer mortality	-	=	=	=	-	-	+	+	+	+	=	-
	MRSA infections	-	+	-	=	=	-	+	=	-	+	n.a.	-
Customer friendliness	Convenience of payment deferral	+	=	-	+	+	-	+	-	+	-	+	=
	Prescription renewal without doctor appt.	=	-	-	+	-	-	+	-	-	+	+	+
	Web or 24/7 telephone healthcare info	-	=	=	=	=	-	=	-	-	=	=	+
Pharmaceuticals	Rx subsidy %	=	-	+	+	=	+	+	-	+	=	+	+
	Access to new drugs	-	+	-	+	=	-	=	-	=	+	=	+

Reveals weak EU consumers...

The EuroHealth Consumer Index 2005

reveals a weak general consumer position:

- *Only one European country offers a provider catalogue with quality ranking.*
- *Two out of three national systems cannot treat your cancer within three weeks.*
- *In only four you have direct access to a specialist.*
- *The same goes for the right to a second opinion and access to your own medical record.*
- *In every second country paying for better care is impossible/complicated.*



...and dissatisfaction in North America

Weak consumer position in the EU, cont:

- ***Two out of three European governments delay the introduction of new drugs into the reimbursement system.***

The Index findings are confirmed by further research (Powerhouse - Patient View patient advocate interviews in 38 countries around the globe, 2005), satisfaction with/existence of:

- ***Healthcare information 24/7: WE 28%, EE 20%, NA 21%***
- ***Repeat prescriptions: WE 42%, EE 27%, NA 28 %.***
- ***Non emergency doctor: WE 33%, EE 40%, NA 6%.***



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Consumer rating in Canada?

- Building consumer awareness, building political pressure, supporting mobility
- Province level
- Potential rating areas:
 - Waiting times
 - Access to information/knowledge
 - Service level (medical/non-medical)
 - Medical outcomes
 - Pharmaceutical policy.



Build the pressure!

- Equality
- Right to be informed
- Choice – even more in a different future
- Value for money
- Accountability
- Consumers reporting & action.



Health consumer rating, index, press, reports
www.healthpowerhouse.com



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