



Patient Certificate Scheme

empowers people & patients





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Introduction

Medical treatment and human wellness are in a state of flux. Research in health science has made tremendous progress in addressing acute illnesses in developed countries, but much less attention has been paid to examining the determinants and consequences of people's behaviour. People around the world are increasingly affected by problems to which modern medical treatment is not the appropriate response. Effective resolution may require that people become aware of, and capable of acting on, the health issues that are most critical to their well-being.

The Patient Certificate Scheme (PCS) is being prepared to enable people to become more aware, and to be empowered, so as to take the measures needed to counter pressing health issues and thus promote long-term wellness, whether proactively or when a disease has already struck. The PCS has established a network of partners around the world, including think-tanks, universities and private as well as public agents engaged in health services and communication. An advisory board offers stewardship on research.

As a special feature, the scheme puts distinct emphasis on the individual human being, introduces new means for generating incentives, and opens up new ways of making use of information and communication technologies (ICT) in support of better health and wellness.

Background

Adults today can increasingly look forward to an active later life. Indeed, they will turn out to be the healthiest, wealthiest and best educated elderly generation in history. Medical research and modern hospital treatment have contributed greatly to this state of affairs, and progress in these areas is still needed.

Yet, while the development of new medical equipment, pharmaceuticals and high-end products are the subject of enormous investment and attention, other concerns are coming to the forefront. Millions of people remain plagued by serious disorders. These range from chronic contagious diseases that could be counteracted or treated at low cost, to illnesses caused by conditions such as lack of clean water or sanitation, or self-inflicted consumption patterns.

Around the world, millions of lives could be saved – and living conditions be dramatically improved – if people were informed of and able to implement favourable minor lifestyle changes. This applies to developing and developed countries alike. Obesity, diabetes, cardiovascular diseases, etc., are on the rise in most parts of the world, and generate a host of everyday problems. Current health-care systems display deficiencies in the capacity to address systemic issues, and meet with weak incentives to engage in preventive action. In parallel, costs for new technology and medical treatment are escalating, and insurance schemes encounter growing difficulties, particularly in the United States.



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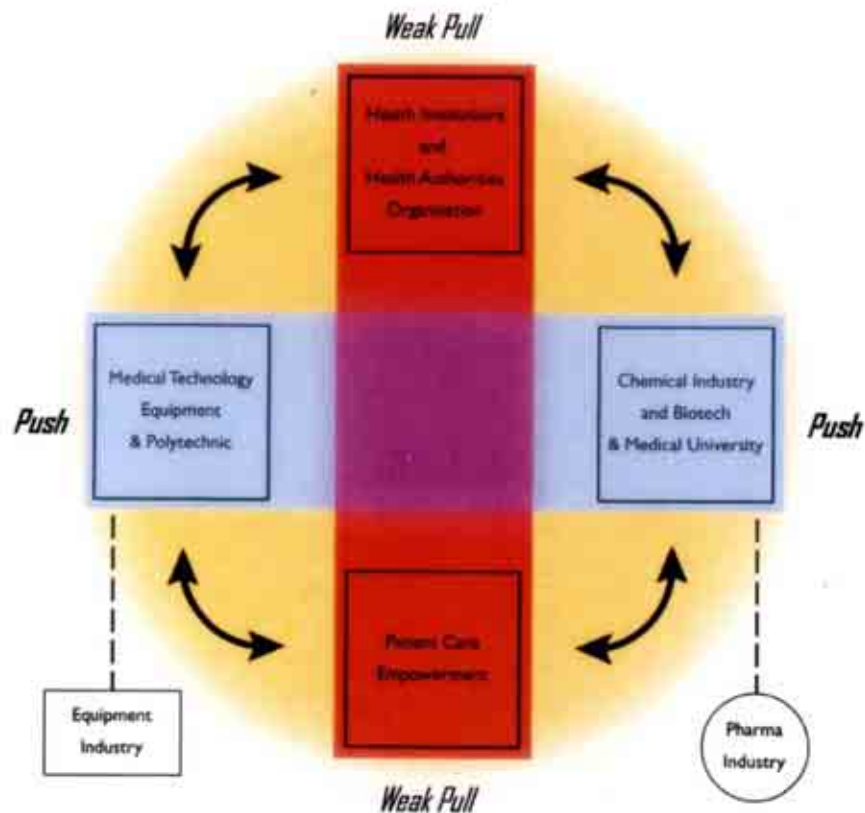
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Today's Global Healthcare Environment

- **Healthcare trends**
 - Ageing population
 - Striving for treatment addressing larger groups
 - Increasingly expensive medical therapies
 - Stretching funding limits
 - Distorted incentives due to legal and institutional issues
 - New types of treatments – demanding cross-area knowledge
 - Globalisation
- **Pharmaceutical and Medical Equipment Industries**
 - R&D investments increasing – productivity decreasing
 - Blockbuster, stratified and individualized medicine
 - Pharmaceutical industry struggling to meet capital market expectations
- **Governments**
 - Push for R&D on medical technology and biotech
 - Organisational change and patient empowerment out of focus



Imbalance in the Health Sector





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Concept

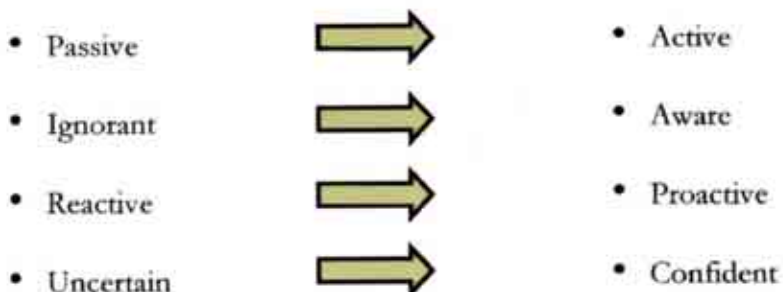
The Patient Certificate Scheme enables the empowerment of individuals to engage in e-learning processes by deploying health certification through specially designed e-packages. It has been developed along two tracks, both of which relate to the objective of empowering individuals by allowing them to gain information and developing their ability to judge how to cope with health issues so as to improve their long-term well-being.

- The first track deals with “people” in a general sense by targeting individuals who belong to certain risk groups. The aim is to induce them to make slight adjustments in their everyday routines so as to avoid the gradual accumulation of effects that ultimately could lead to a major health disorder.
- The second track targets “patients” – individuals who have already developed and been diagnosed with certain widespread health disorders. The objective here is to enable these individuals to learn about their problem and to empower them to take measures to better handle their situation.

The Patient Certificate Scheme has the potential to improve the well-being of millions of people, to prevent the spread of disease, and to reduce society’s costs for medical care and reduced economic activity.

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Crucial for fulfilling the potential of ICT, people on the move...





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ICT: Opportunity and Challenge

An effective response, to strengthen the overall efficiency and relevance of our health systems, requires that people be

given incentives to gain control and to get access to knowledge and basic tools to identify commonplace health issues and how to solve them. People need to shift from a state of ignorance to awareness, from reaction to pro-action, from uncertainty to confidence. The key is for individuals to gain the insight and ability to pursue small but important adjustments in everyday life.

The advancing information and communications technology (ICT) offers new scope for creating a constructive interface between citizens/patients and information suppliers on how best to prevent or counter serious health disorders – in developing and developed countries alike. So far, however, ICT tools have largely been applied for entertainment and pleasure, catering far less for cultural and societal perspectives and issues. Scant attention has been paid to the potential for applying ICT for productive learning, within as well as across societies, on how to counter the most pressing and destructive issues of our time.

Applying Internet-based services and mobile telephony, the PCS is developing the means for user empowerment in the area of health, through inspiration and the constructive interface between technology and human behaviour. Special emphasis is laid on designing incentive structures and tools for training and monitoring that can be applied effectively in the context of specific cultures and health disorders.

The Mobile Phone—an Everyday Companion



The mobile team

- Trial and error
- Experiential learning
- Incentive studies / Studies of incidents



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Network

The PCS is attracting interest from multiple actors. These include healthcare providers, not-for-profit associations, think-tanks and universities engaged in related research and training, as well as businesses relevant to the implementation and diffusion of the concept.

The initiators of the concept are based in Sweden and in Saudi Arabia. In addition to these countries, actors currently considering pilot projects to calibrate and test the PCS in practice are based in, e.g., Bangladesh, Greece, India, Japan, Pakistan, Tanzania, the United Arab Emirates, the United Kingdom and the United States.

The scheme will serve to free innovation and entrepreneurship in response to issues that at present appear overwhelming to many. Public-private partnerships are needed to finance, diffuse and expand implementation of the scheme.

PCS Partnership Constellation





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International Advisory Board

- Professor Thomas Andersson, President, Jönköping University, Sweden
- Dr Sultan Bahabri, CEO, Ebram Investments, Saudi Arabia
- Dr Giuseppe Fattori, Director of Communication and Health Provision, Modena, Italy
- Professor Tokio Amne, Tsukuba University, Japan
- Eva Stålldal, Director General, Vårdalstiftelsen, Sweden
- Elly Plooij-van Gorsel, Chair, Kids in Balance, Amsterdam, Netherlands
- Dr Jonathan Lord, Humana Inc., United States



