

# Embracing the digital transformation

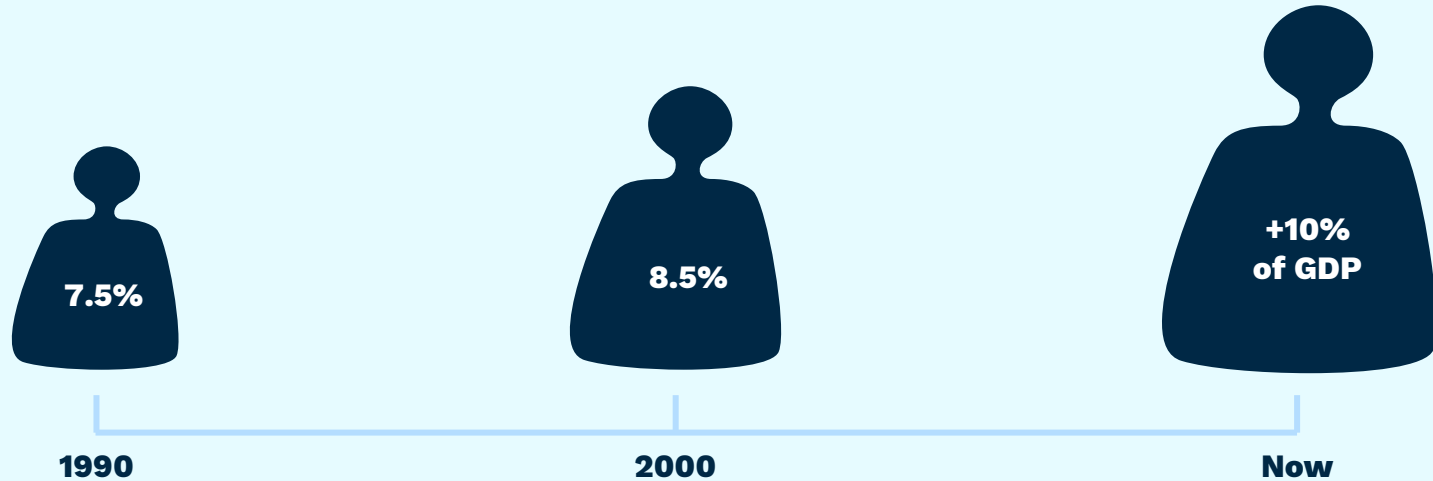
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**kry livi**

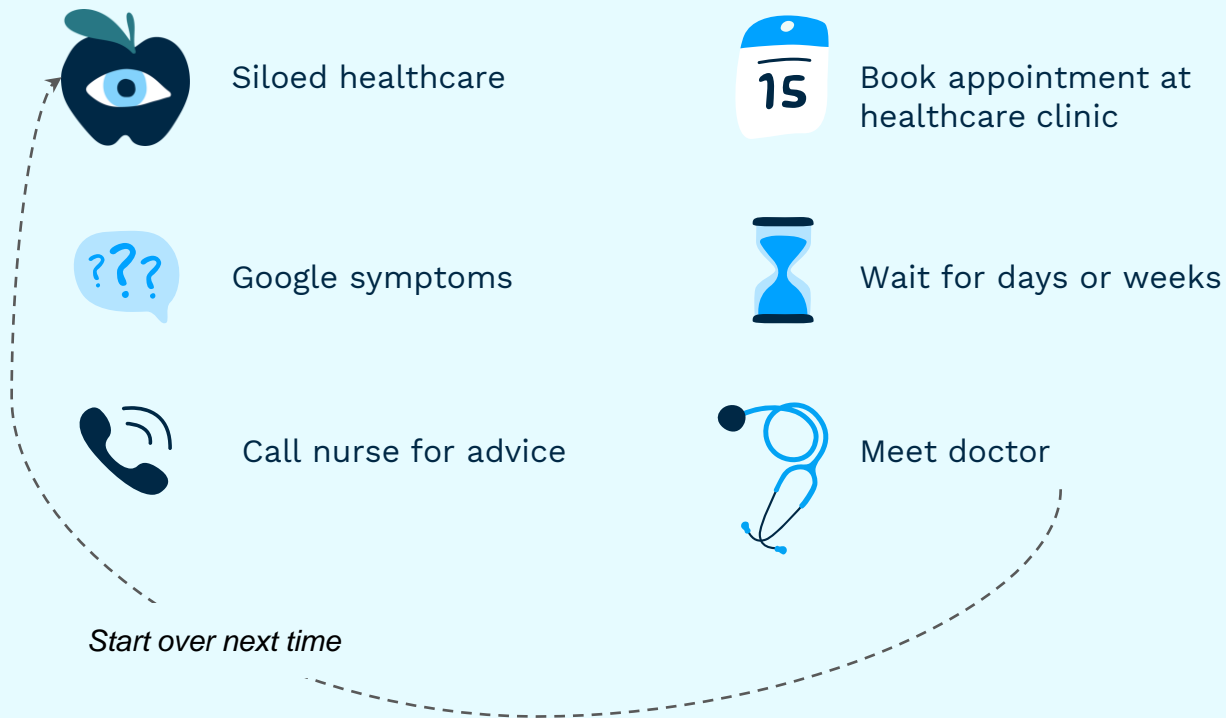
# Healthcare spend is at an all-time high in Europe



EC Eurostat, Healthcare expenditure statistics, 2020  
[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Healthcare\\_expenditure\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Healthcare_expenditure_statistics)

Pre year 2000: NCBI, Health Expenditure Trends in OECD Countries, 1990-2001  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4194835/>

# Healthcare is a fragmented road - often to nowhere

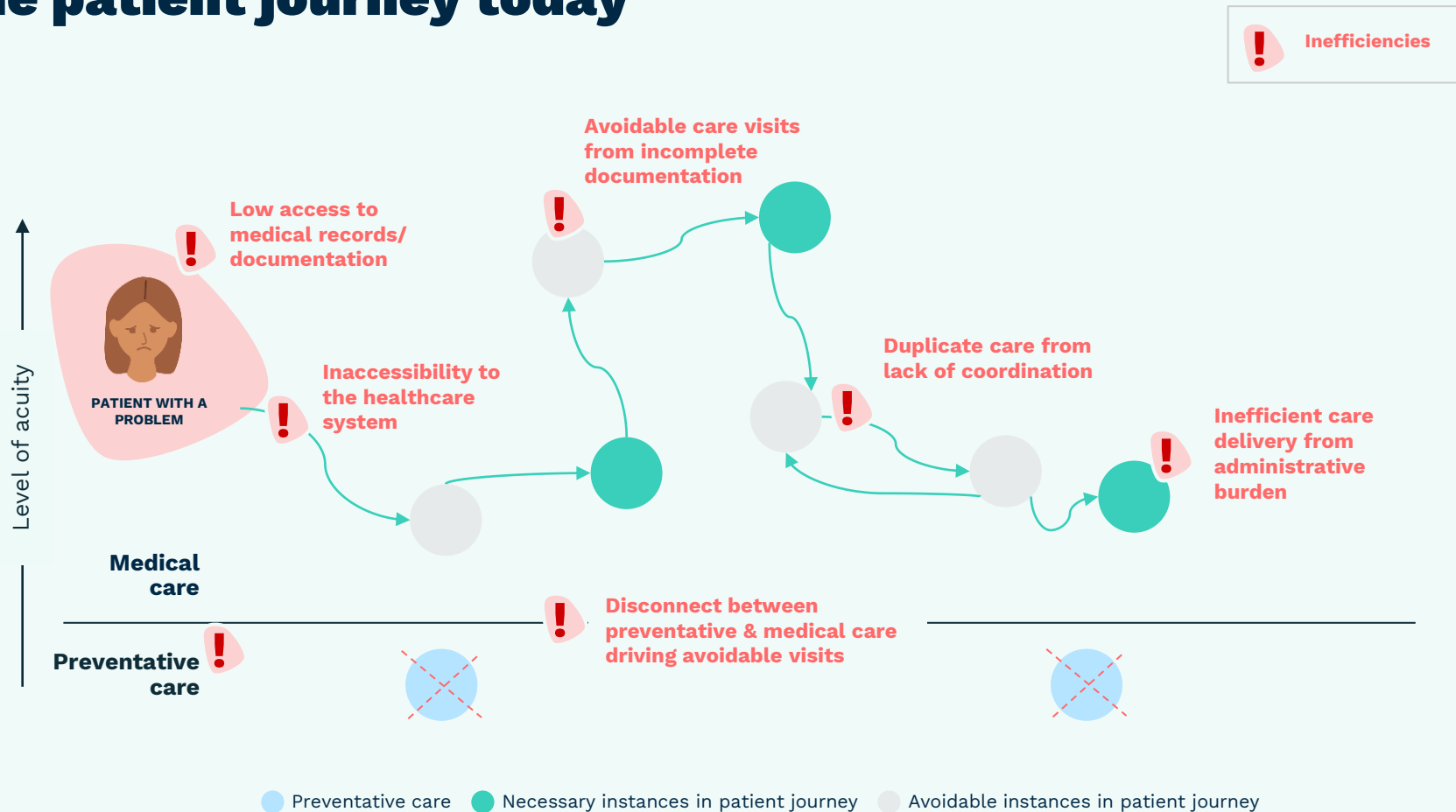




**Are we resilient?**

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# The patient journey today



# Embracing digital transformation for a future care model...

## Front doors



App



Physical clinics



Website

## Services



GP digital meeting



Physical hub



Testing



Mental Health



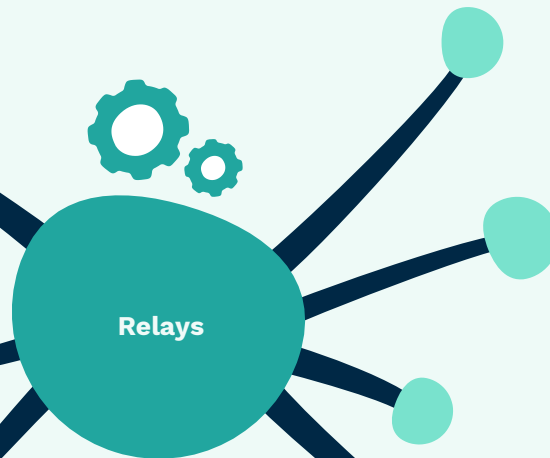
Physiotherapy



Specialist (Kry Livi and partner)



Selfcare



Tech:

Not helpful

Can solve real problems

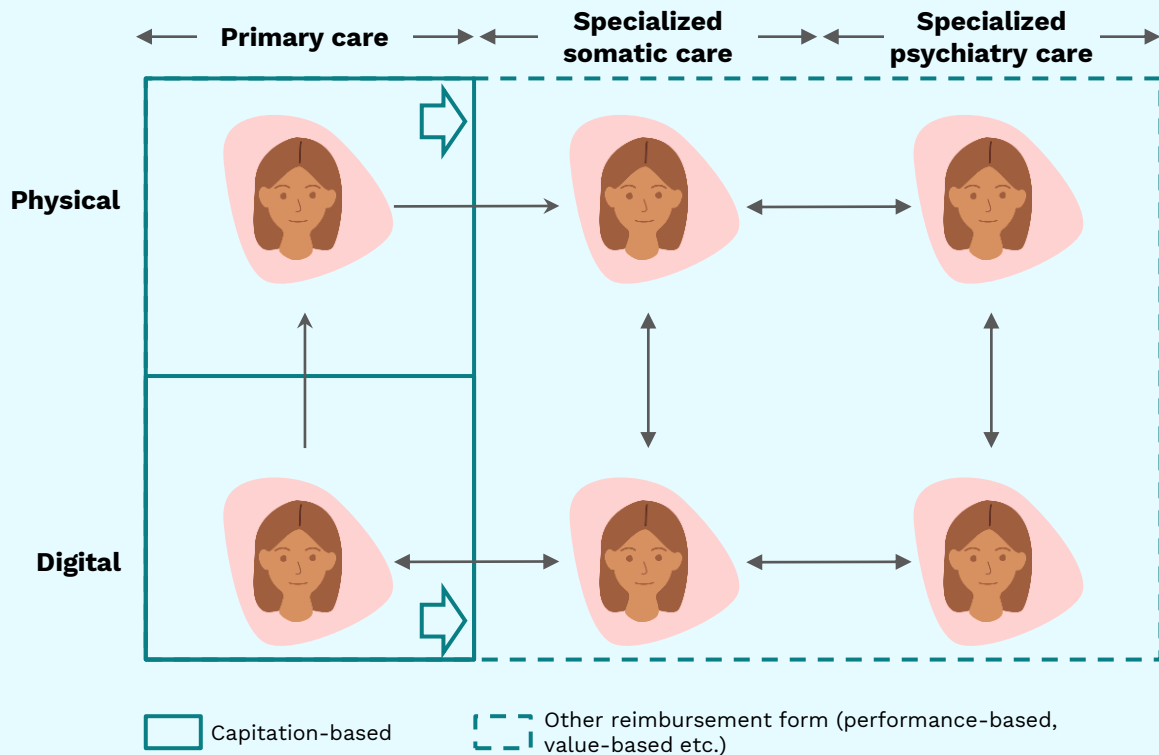
Unhelpful

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**Are we driving  
towards a digital  
transformation of  
healthcare?**

# What about capitation?



In Sweden (and in Europe) we capitate care givers, not patients

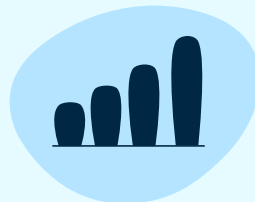
- **Patients continuously move across care levels and types**
- **Varying reimbursement structure** across care levels creates incentives and **behaviours conflicting with patient care need & care efficiency**
- **We don't reimburse for treating patients** - We reimburse for political ideas of procedures to perform
- **Procure technology** - to lock society for decades to the business that won the "offentlig upphandling".



# Incentives and regulations we face with today



Make sure you **minimise digital care** and do more physical



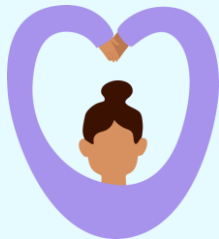
**Don't innovate** innovations do not preexist as a code - can therefore not be reimbursed



Send the patient **out from primary care to specialised care** asap



Spend time on **following up KPIs** and **collect metrics**. - Pays much better than seeing patients.



**Do not let the patients choose**  
Decide for them (and for the Doctors) - Close down the market.

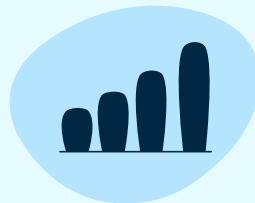


If (public) care is underperforming - **feed them more money**

# Incentives and regulations for the future



Healthcare demands both digital and tacit skill and they belong to a **common health system architecture**



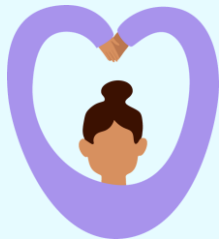
**Digital technologies can benefit to improved treatment efficacy and efficiency** with lessons learned from the pandemic



Digital solutions **support productivity** with a positive effect on education and social protection



**Well-motivated and supported health workforce** that can conduct appointments both digitally and physically



**Digital technologies are the new determinant of health**



Digital technology **widens access and meet demand** with efficiency and clinical effectiveness, including vulnerable groups

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**Let's discuss!**

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