

## 2. MetaForum „Innovation in Healthcare“

# Memorandum on Targeted Goals for Innovation in the Healthcare System



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December 10, 2008

## Background and adopted approach

The healthcare system needs innovation at process, structure, product and political levels. A true turning point towards improvement cannot be achieved just by making gradual changes but even small changes run into large obstacles. The aim of the 2. MetaForum "Innovation in Healthcare" 2008 was to work with the most diverse targeted goals in order to reform the system of innovation in healthcare.

The MetaForum lasted two days and comprised of lectures and discussion in plenary sessions as well as three small work groups workshops. Based on the four objectives of overriding importance which resulted from the 1. MetaForum:

- Paradigm shift from an illness-orientated strategy to a health-preserving strategy
- Integrated consideration of the needs and requirements
- Health as basis and chance for all protagonists and political fields
- Focusing the system towards citizens, clients of health insurance companies and patients as being active stakeholders

targeted goals were developed. Precise steps towards realising the goals will be worked out during the 3. MetaForum 2009.

The targeted goals address the following stakeholder groups:

- Patients, clients of health insurance companies and citizens,
- Care providers (physicians, pharmacists, other healthcare professions, hospitals),
- Developers and manufacturers,
- Health politics and other political departments (Education, Research, Economics, Environment),
- Health insurance companies and other payer organisations and healthcare service providers
- Authorities (regulation of market access and monitoring),
- Public research,
- Media, general public.

## Results:

### Targeted goals for Innovation in the Healthcare System

A reformation of the healthcare system<sup>1</sup>, which is supportive of innovation, should orientate itself towards the following target goals:

#### Strengthening and establishing the basic principle of maintaining and promoting health

- Fundamental orientation towards health as opposed to illness
- Establishing competence regarding health matters for citizens of all social groups as well as competence in communication within healthcare professions
- Developing and expanding structures, offers and incentives supporting health in everyday life, school and at work

#### Focusing the system towards helping citizens, clients of health insurance companies and patients to become active stakeholders

- Maximal possible self-determination and personal responsibility
- Considering not only the "objective" needs but also the individual needs, requirements and possibilities for all citizens, clients of health insurances and patients
- Improving understanding of the healthcare and insurance systems
- Systematic involvement of citizens, clients of health insurance companies and patients or their representatives in all decision-making processes (e.g. in research, healthcare regulation, allocation of resources, individual treatment)
- A new understanding of roles by patients and healthcare professions to the point of obtaining broad healthcare management by each individual taking their individual needs and potentials into consideration

#### Transparency in decision-making processes

- Optimal provision, targeted processing and use of knowledge from scientific studies and from quality management procedures in all decision-making processes
- Research and Quality Management directed at patients' criteria for results and at healthcare practice
- Clarification about how decisions are made and which evaluation criteria are used
- Clear definition of what is the duty of the community and what is the duty of the individual
- Transparency of healthcare quality for citizens, clients of health insurance companies and patients

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<sup>1</sup> An understanding of what is meant by "good" or "better" innovations was worked out at the 1. MetaForum 2007 (see [www.metaforum-innovation.de](http://www.metaforum-innovation.de)).

## Changes in the structural conditions

- Improved orientation of the system according to the demographic changes and chronic diseases
- Improved interconnection between healthcare providers and overcoming the sector-specific objectives, fragmented healthcare and complex financing
- Regulating the system in regard to need-orientated and requirement-orientated benefits, quality and possibility of choice
- Re-orientation within healthcare profession in terms of shared decision-making and improved integration in treatment
- Sufficient competence and identification of all parties involved in decision-making, especially on local and regional levels

## Implementing the approach "Health in all political areas"

- Agreement that healthcare is a task for many protagonists and as a cross-sectional task in many areas of politics<sup>2</sup>
- Developing strategies across all departments in order to strongly influence the central health determinants, for healthcare management, health education, health research and for a healthy environment
- Consider the unequal distribution of health chances especially through the association of health politics and education, labour market and social politics
- Compile a social consensus about basic principles for the health system and for health politics (e.g. role of the community based on solidarity, citizens' rights and duties to contribute, transparency of the system)

These target goals will be developed further into target recommendations for all stakeholder groups during the 3rd MetaForum „Innovation in the Healthcare System“ in June 2009.

A detailed documentation of the whole conference will be released at the beginning of 2009.

We would like to thank the participants of the MetaForum for their dedicated contributions to the discussions and the chairman Prof. Dr. Kurt H. Biedenkopf and State Secretary Dr. Klaus Theo Schröder for their contributions, the speakers during the plenary sessions as well as the workshop instructors (Prof. Dr. Ilona Kickbusch, Ms. Andrea Fischer, Prof. Dr. Birgit Vosseler, Prof. Dr. Klaus-Dirk Henke, Mr. Jens Kaffenberger, Prof. Dr. Jürgen M. Pelikan, Prof. Dr. Friedrich Wilhelm Schwartz), Dr. Albrecht Kloepfer for moderating and MSD SHARP & DOHME GmbH, the Kaufmännischen Krankenkasse and Fa. B. Braun Melsungen AG for their unlimited financial sponsorship.

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<sup>2</sup> Examples: Sport sponsorships, alcoholic-beverage tax, tobacco tax, advertising, a combination of health and consumer protection, employment legislation and accident insurance (avoiding illness and accidents, promoting health to employees), environment protection, promoting a "health economy".