

Future healthcare, challenges and directions for innovation

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Healthcare during the 20th century

1. The healthcare professional knows all and knows best
2. Most people suffer from one severe illness or condition before they die
3. People live in families, villages and neighbourhoods
4. The passive pensioner
5. The patient is one of an abstract many.

From patients to people with worries and wishes

The multi media human being

- Education
- Multimedia: television, internet
- From talking to listening
- From central to integration

The human being with multiple chronic conditions

- From one to multiple conditions
- From acute to chronic conditions
- Problems with evidence based medicine
- Problems with present specialities

The lonely human being who wishes to keep participating

- The urban human being
- The human being that is used to an ego centric lifestyle
- The human being that is used to an active lifestyle
- The human being that has problems with being part a of sustainable community

The modern human being who wants to be enabled

- Self management
- The professional as coach
- New technology
- New interventions

The unicity of a person and the specific features of groups

- From standard to uniqueness
- Personal history
- Special approaches for special groups
- Management of diversity