



be *Leef*   
festival

## Opening

*Saskia Paulissen*

*Dagvoorzitter & flirtcoach*

## Opening

*Marcel Visser*

*Bestuur Jeroen Bosch Ziekenhuis*

*Mike Korst*

*Bestuur Bossche Specialisten Coöperatie*

*Stephanie Klein Nagelvoort - Schuit*  
*Machteld Huber*  
*Janet van Kuilenburg*



*Stephanie Klein Nagelvoort - Schuit*  
*Machteld Huber*  
*Janet van Kuilenburg*



Federatie  
**Medisch  
Specialisten**

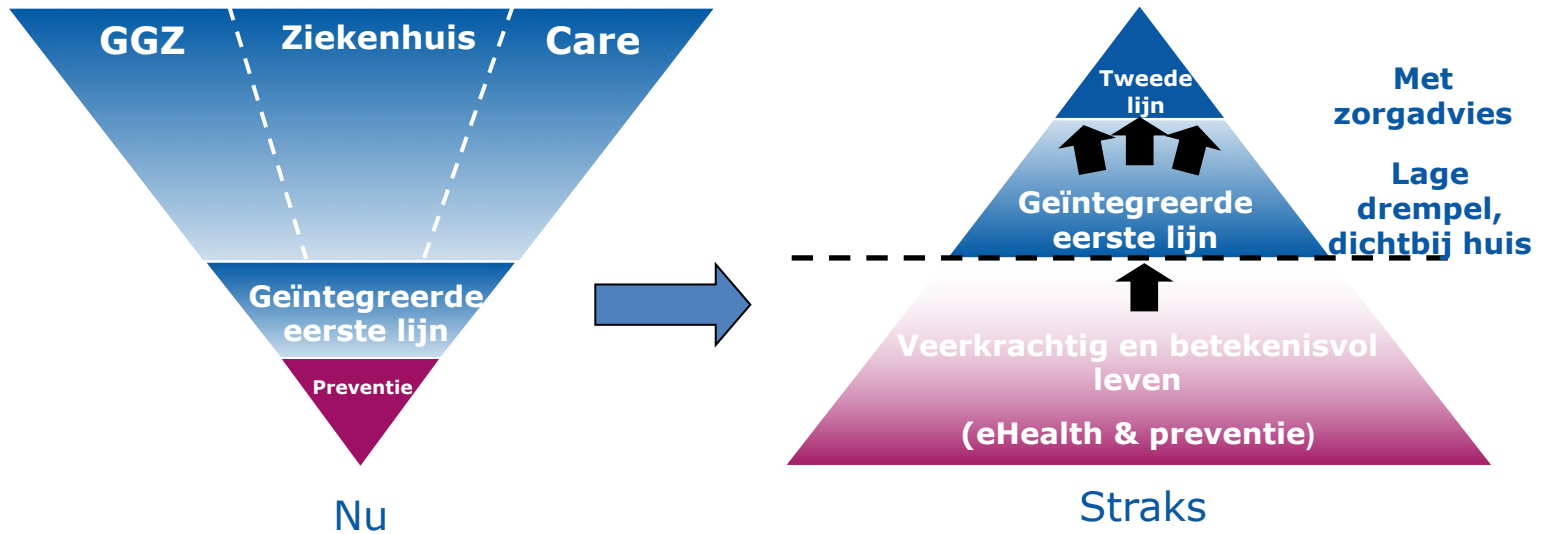
Stephanie Klein Nagelvoort-Schuit

*Stephanie Klein Nagelvoort - Schuit*  
*Machteld Huber*  
*Janet van Kuilenburg*

# Hoe versterk je *Positieve Gezondheid* in de regio?

BeLeef Festival JBZ – 16 mei 2018  
Dr. Machteld Huber

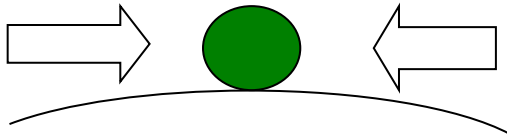
# VISIE OP (BETAALBARE) ZORG IN DE TOEKOMST - DE KOSTEN



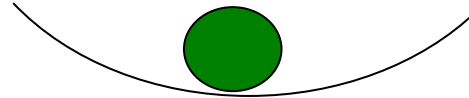
# NAAR 'VEERKRACHTIGE SYSTEMEN'

## DOOR EEN ANDERE BENADERING:

**Controle model**  
*gangbare* benadering



**Adaptatie model**  
*'veerkracht'* benadering





## WELKE VISIE OP GEZONDHEID PAST HIERBIJ?

**‘Health as the ability to adapt and to self manage,  
in the face of social, physical and emotional challenges’**

*of*

**‘Gezondheid als het vermogen om je aan te passen en  
je eigen regie te voeren, in het licht van de sociale, fysieke en  
emotionele uitdagingen van het leven’**

**ONDERZOEK NAAR DRAAGVLAK HIERVOOR .....**

**ADVIES:**

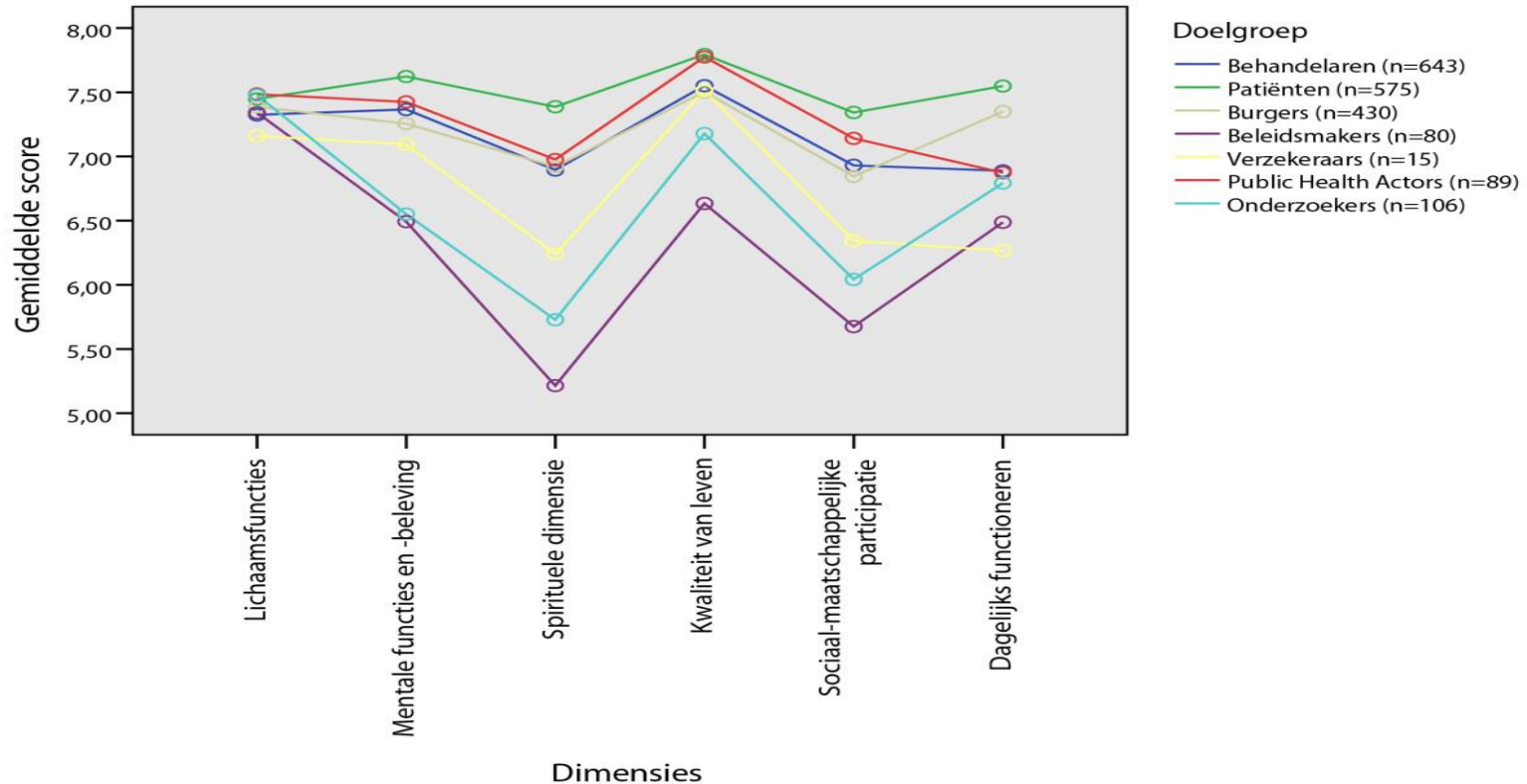
*Neem gezondheid niet als doel op zich, maar **als middel...**  
namelijk opdat **iemand 'zijn/haar ding kan doen'**.*

***Het moet gaan om betekenisvol leven!***



# RESULTATEN KWANTITATIEF ONDERZOEK

Gemiddelde score per dimensie voor de verschillende doelgroepen



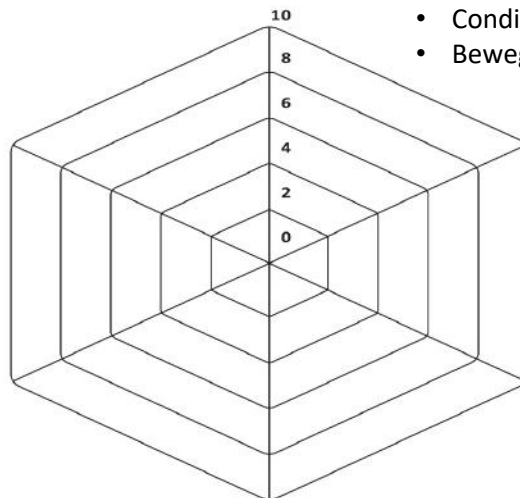
- Zorgen voor jezelf
- Je grenzen kennen
- Kennis van gezondheid
- Omgaan met tijd
- Omgaan met geld
- Kunnen werken
- Hulp kunnen vragen



- Sociale contacten
- Serieus genomen worden
- Samen leuke dingen doen
- Steun van anderen
- Erbij horen
- Zinnige dingen doen
- Interesse in de maatschappij



- Je gezond voelen
- Fitheid
- Klachten en pijn
- Slapen
- Eten
- Conditie
- Bewegen



- Onthouden
- Concentreren
- Communiceren
- Vrolijk zijn
- Jezelf accepteren
- Omgaan met verandering
- Gevoel van controle



- Genieten
- Gelukkig zijn
- Lekker in je vel zitten
- Balans
- Je veilig voelen
- Hoe je woont
- Rondkomen met je geld

- Zinvol leven
- Levenslust
- Idealen willen bereiken
- Vertrouwen hebben
- Accepteren
- Dankbaarheid
- Blijven leren

# Werken met Positieve Gezondheid

## Gaat om drie elementen:

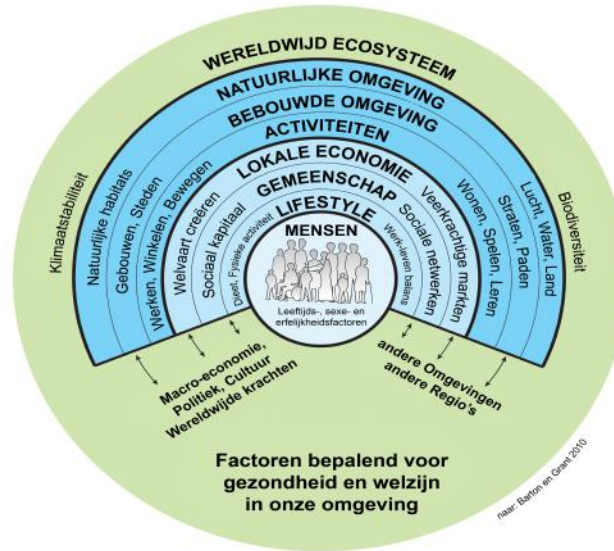
1. *De brede blik naar binnen - ‘Mijn Spinnenweb’*
2. *Het ‘andere gesprek’ - **Wat is voor u echt belangrijk?**  
**Wat zou u willen veranderen?***
3. *Beschikbaarheid & vindbaarheid van ‘**Handelingsperspectieven**’  
en iemand daarbij dan begeleiden/coachen.*

# En de regio?

*Het bevorderen van 'veerkrachtig en betekenisvol leven'....*

*.... in een gezondheidbevorderende omgeving!*

*Dat vraagt om samenwerking!*



# Prof. dr. Jet Bussemaker in haar oratie:

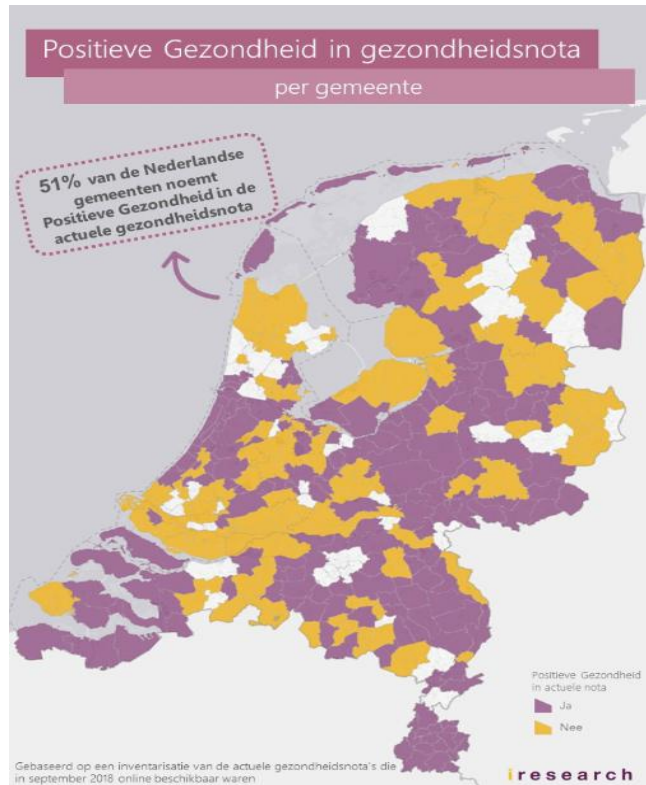
*“Voor een succesvolle, brede,  
vernieuwende transformatie is een  
gezamenlijk gedragen visie nodig.”*

# Basisvoorwaarden invoering Positieve Gezondheid:

- *Een visie van organisaties die op basis daarvan **kiezen** voor Positieve Gezondheid.*
- *Invoering ervan **vraagt een proces met scholing en coaching.***
- ***Medewerkers** moeten het **willen**, je kunt het niet opleggen.*
- ***Leiderschap** van bestuurders nodig.*
- ***Besef dat Positieve Gezondheid:**  
✓ gaat over **gedrags- en cultuurverandering**, over transformatie in de organisatie en transformatie van de samenwerking met anderen;  
✓ en dat het **een proces van lange adem is**, met scholing en coaching voor **operationele medewerkers, (midden)management én top.***
- *In **PG getrainde vrijwilligers** (zoals vanuit verenigingen) kunnen helpen, waardoor inwoners met informatie en workshops kunnen meegroeien in het anders omgaan met gezondheid en hun leefsituatie.*

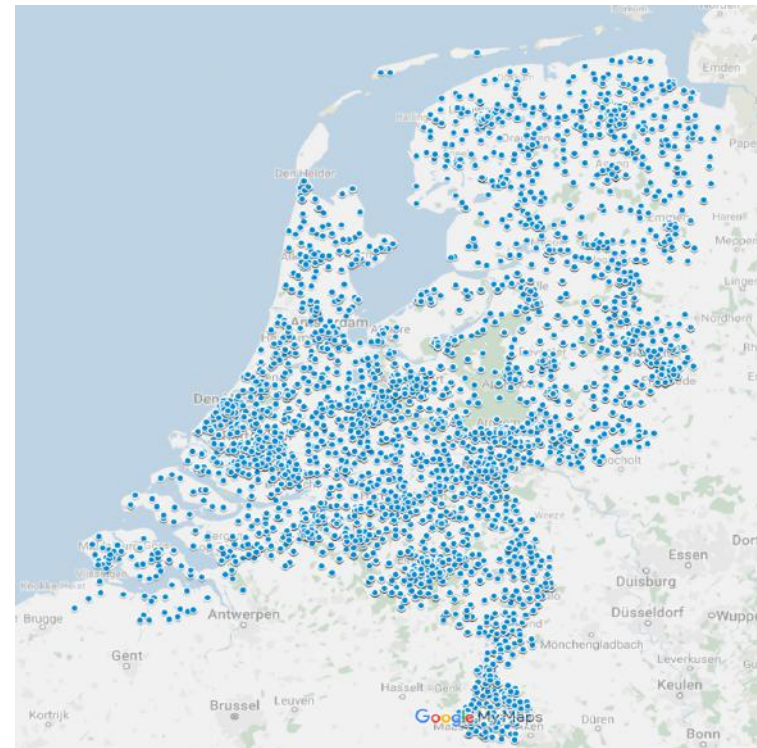






## iresearch\_2018:

51% NL gemeenten benoemt PG in actuele gezondheidsnota



## Institute for Positive Health\_2019:

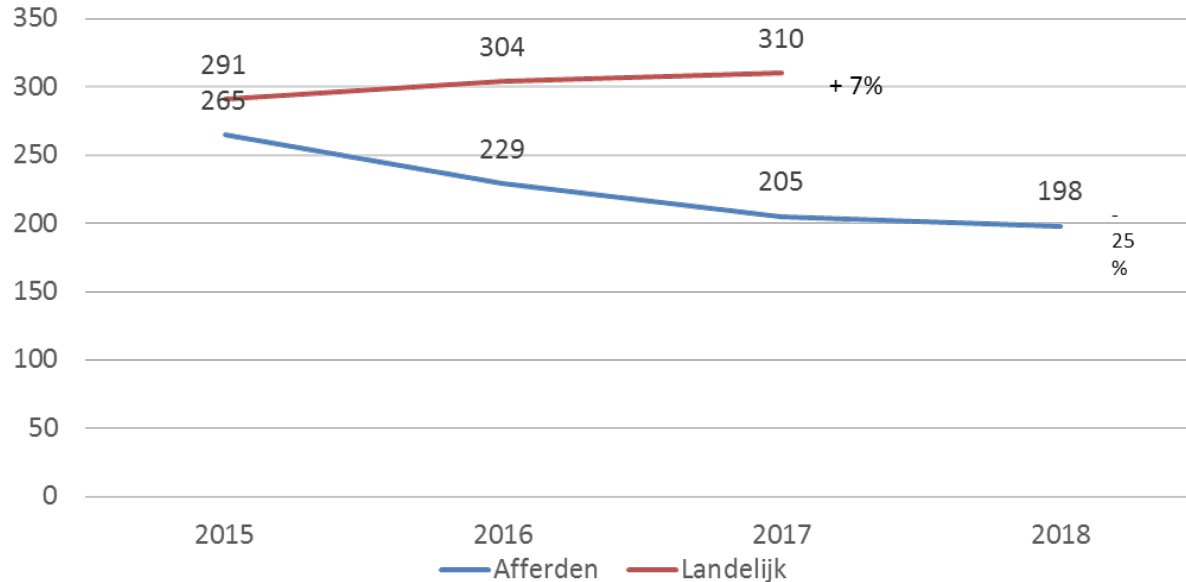
65.711 Volwassenen tool MPG

5.402 Kind tool

381 Jongeren tool

# Het heeft consequenties!

Aantal verwijzingen Afferden per 1000 patiënten:

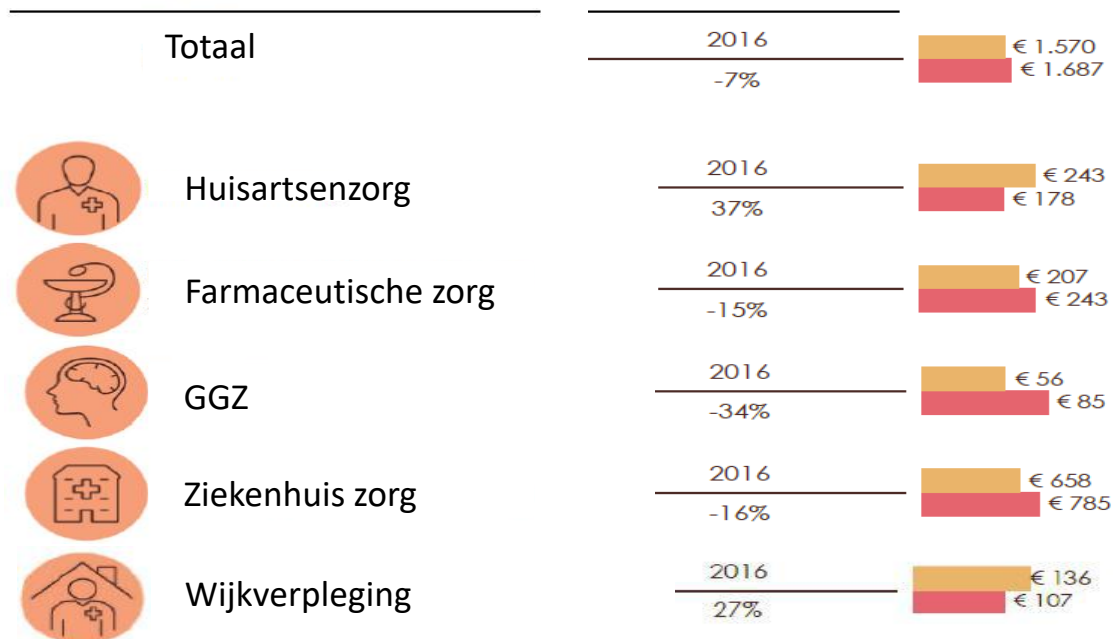


Publicatie in Huisarts en Wetenschap, jaargang 2018, nummer 3



# Totale ziektekosten per patient in huisartsenpraktijk Afferden.

## Werkelijk (bruin) ten opzichte van Verwacht (roze)



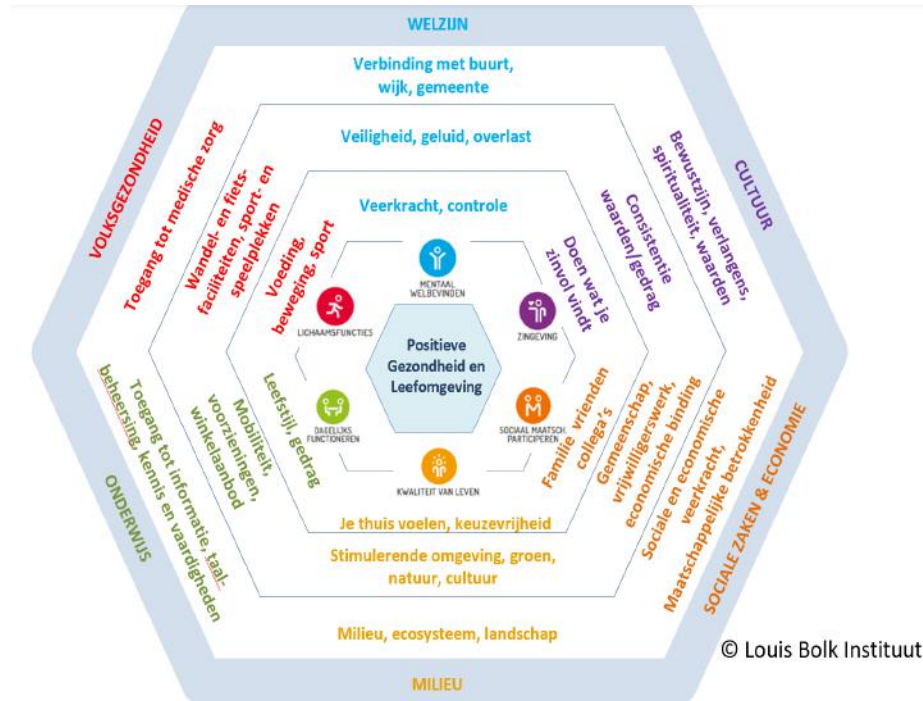
**Besparingen 2016**  
**totale praktijk € 325.000**

# INTEGRAAL MODEL POSITIEVE GEZONDHEID EN LEEFOMGEVING



woning  
straat  
wijk

# INTEGRAAL MODEL POSITIEVE GEZONDHEID EN LEEFOMGEVING

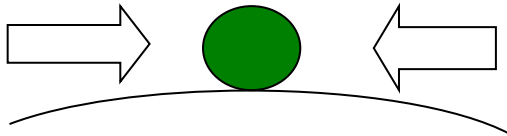


© Louis Bolk Instituut

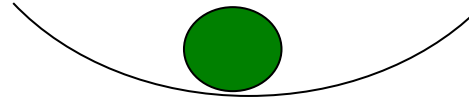
# NAAR 'VEERKRACHTIGE SYSTEMEN'

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**Controle model**  
*gangbare* benadering



**Adaptatie model**  
*'veerkracht'* benadering





INSTITUTE  
FOR POSITIVE  
HEALTH

**Succes en  
dank voor jullie aandacht!**

[www.iph.nl](http://www.iph.nl)

[mijnpositievegezondheid.nl](http://mijnpositievegezondheid.nl)

[kind.mijnpositievegezondheid.nl](http://kind.mijnpositievegezondheid.nl)

[jongeren.mijnpositievegezondheid.nl](http://jongeren.mijnpositievegezondheid.nl)



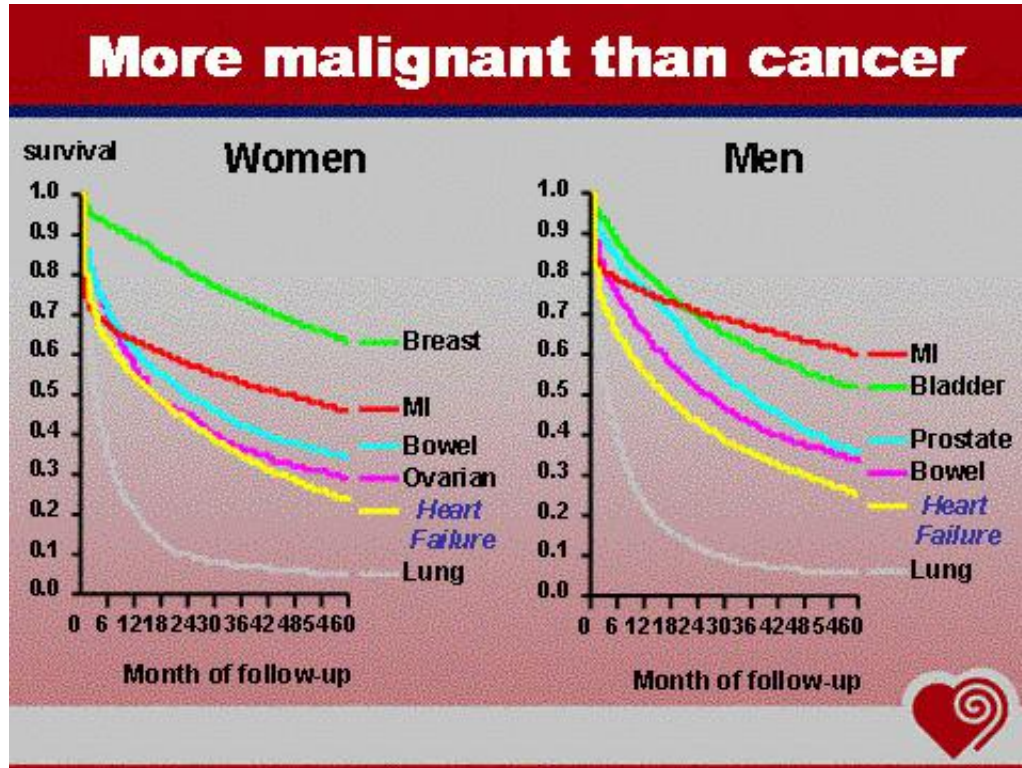
*Stephanie Klein Nagelvoort - Schuit*  
*Machteld Huber*  
*Janet van Kuilenburg*

# Jeroen BOSCH ZIEKENHUIS



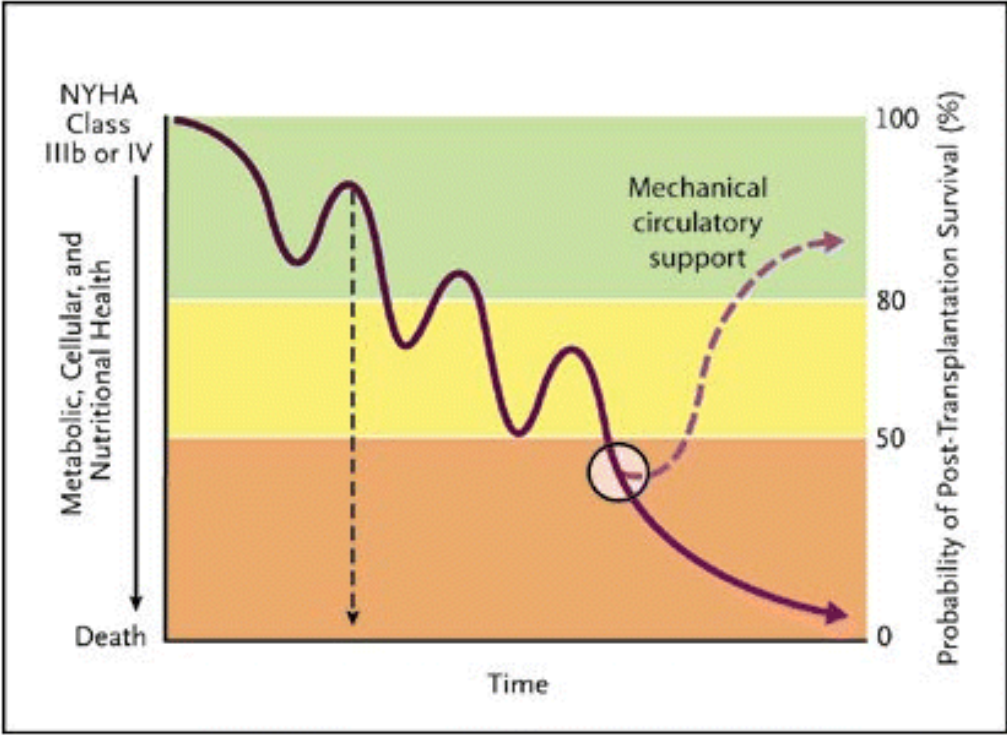
he *Leef* festival 

# Hartfalen is bad news





# Ziektebeloop in de tijd



# Positieve gezondheid = netwerkzorg

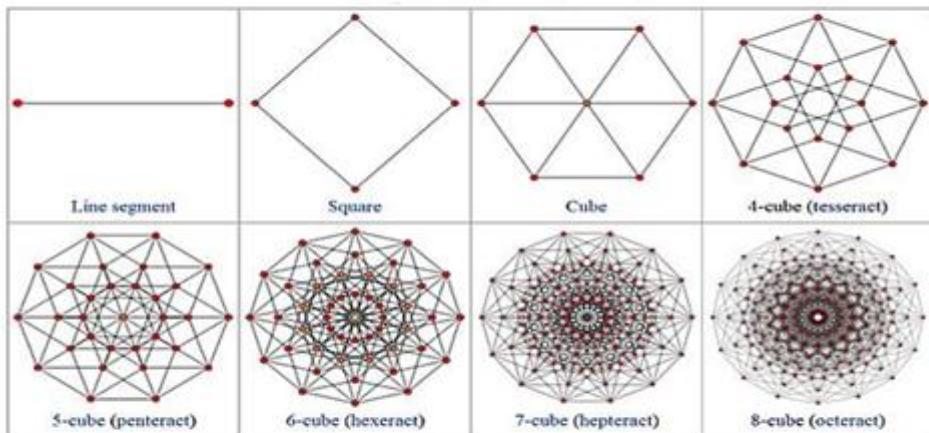
- Patiënt
- Huisartsen en kaderhuisartsen CVRM
- Cardioloog
- Apothekers
- Verpleegkundig specialisten
- Palliatief team
- Fysiotherapeuten
- Sportarts
- Internist/geriater
- *Thuiszorg*

# Hartfalen netwerkzorg

- Afspraken verwijzen/terugverwijzen
- Uniformiteit van handelen, naadloze overgang
- Medicatie (apothekers)
- Zinnige zorg, op de juiste plaats en juiste moment
- Kwaliteitsbehoud/-verbetering
- Scholing
- Awareness
- Proactieve zorgplanning
- Verpleegkundig specialist casemanager
- Wat doet er toe/coping, gesprek nav spinnenweb
- Aanspreekpunt voor thuiszorg, verpleegkundigen afdeling, etc.



## Netwerkgzorg is complex



### Dimensies:

1. Prevalentie (**hoog**/midden/laag)
2. **Acute/chronisch**
3. Type integratie
  - horizontaal/**verticaal**
4. Monodisciplinair VS **multidisciplinair**
5. Samenstelling zorgprofessionals
  - **specialisten/generalisten**
6. Niveau van activiteiten
  - (Inter)nationaal, **regionaal, lokaal, patiënt**
7. Organisatie van zorg
  - **Keten**/shared care/ multidisciplinair samenwerken
8. Focus
  - **Expertise vergroten/ organisatie van zorgverlening/ keurmerk/ belangenbehartiging/ onderzoek/innovatie**

## Organisatie van netwerken

# Eigen regie in gezondheid



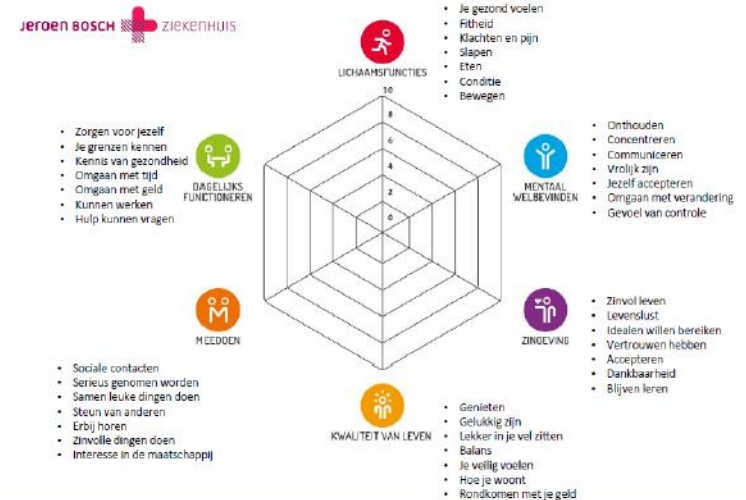
Model geïnspireerd op Vlind

# Telemonitoring

- Pilot 25 patiënten met hartfalen
- Bloeddrukmeting, hartslag, gewicht, klachten
- Zelfmanagement/eigen regie
- Haalbaarheid
- Kwaliteit van leven
- Tevredenheid hartfalenzorg
- Symptomen hartfalen

# Zelfregie bevorderen

- Telemonitoring
- Actief informatie over gezondheid opzoeken/Mijn JBZ
- Op Hartfalenpoli het gesprek aangaan: verwachtingen/eigen rol
- Wat zijn doelen van een patiënt
- Proactieve zorgplanning/het andere gesprek









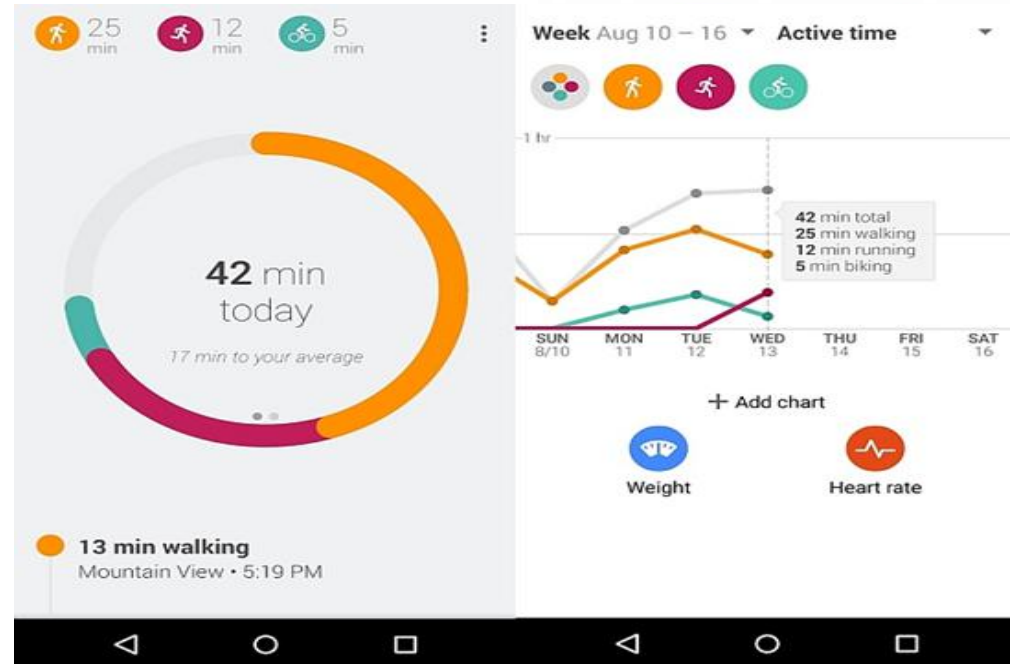
# Eigen regie

- Zelfredzaamheid
- Patiëntgerichtheid
- Zelfmanagement
- Wat doet er voor iemand toe?



# Secundaire preventie

- Patiënten na een hartinfarct/CABG
- Noodzakelijke leefstijlverandering
- Lange termijn
- Positieve stimulatie
- Netwerkpartners gezocht!
- Sportclubs, winkels, kookclubs, enz.



# Vooruitkijken..

- Preventie is onze belangrijkste taak
- Telemonitoring bij andere patiëntengroepen toepassen
- Thuis behandelen van hartfalen
- Meer maatwerk leveren
- Huidige netwerken uitbreiden



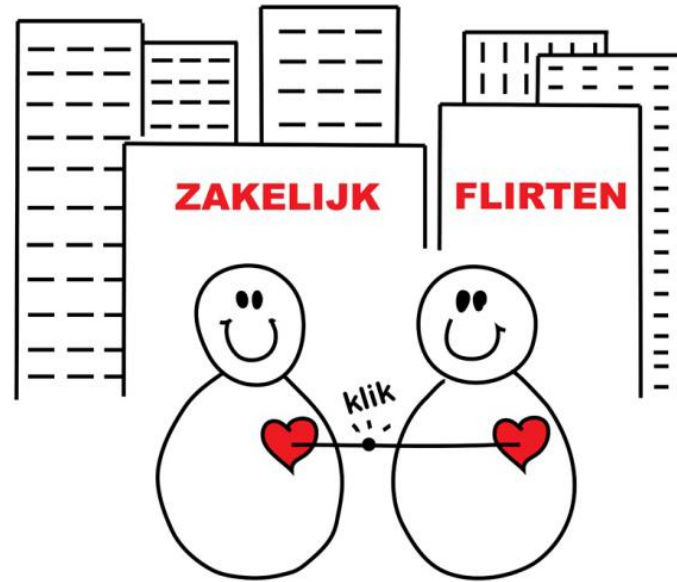
**ZOU DE TOEKOMST  
OOK DROMEN  
OVER ONS**

*Loesje*

Postbus 1045  
6801 BA Arnhem  
[www.loesje.nl](http://www.loesje.nl)

# *Saskia Paulissen*

*Dagvoorzitter & flirtcoach*



**Saskia Paulissen**



**SPEELS**

**NIEUWSGIERIG**

**ONBEVANGEN**



# FLIRTFASE 1

## Flirtfull zijn



# *Jeannette Welp*

*Muziek & het brein*



be *Leef*   
festival

# *Saskia Paulissen*

*Dagvoorzitter & flirtcoach*



## FLIRTFASE 2

# Aandacht richten

DE EERSTE  
INDRUK





Halo & Horn Effect

**De roze-bril-behandeling:**



**Wat fascineert mij in jou?**

# *Lucien Engelen*





no conflicts of interest, no shares, non-prescribing, not a MD, not a Nurse

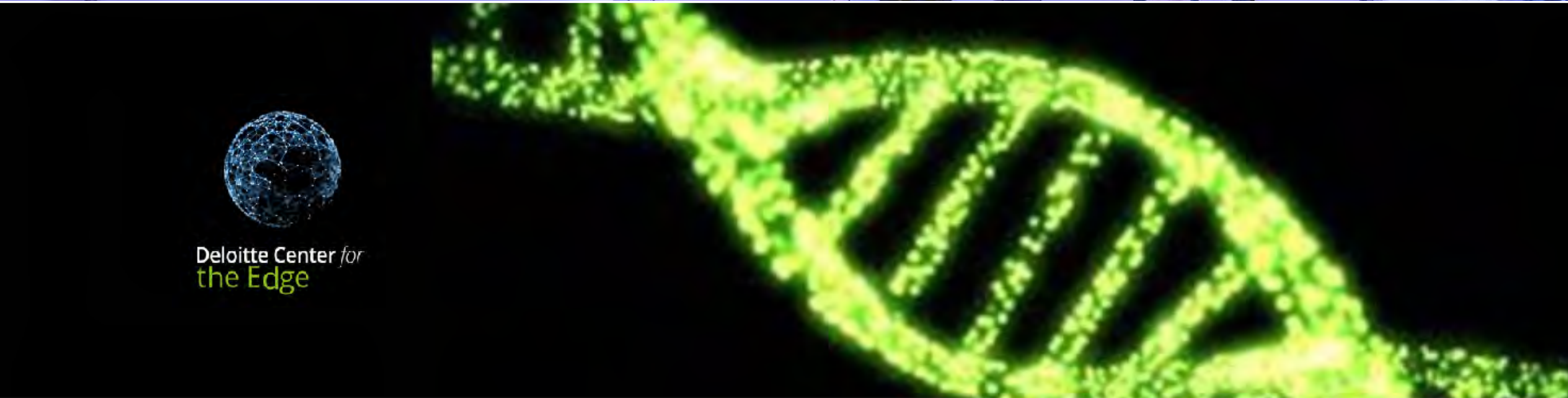




Reshape Center  
**Radboudumc**



Radboud University  
Medical center  
Founding Director  
REshape Center  
**until 31/12/18**




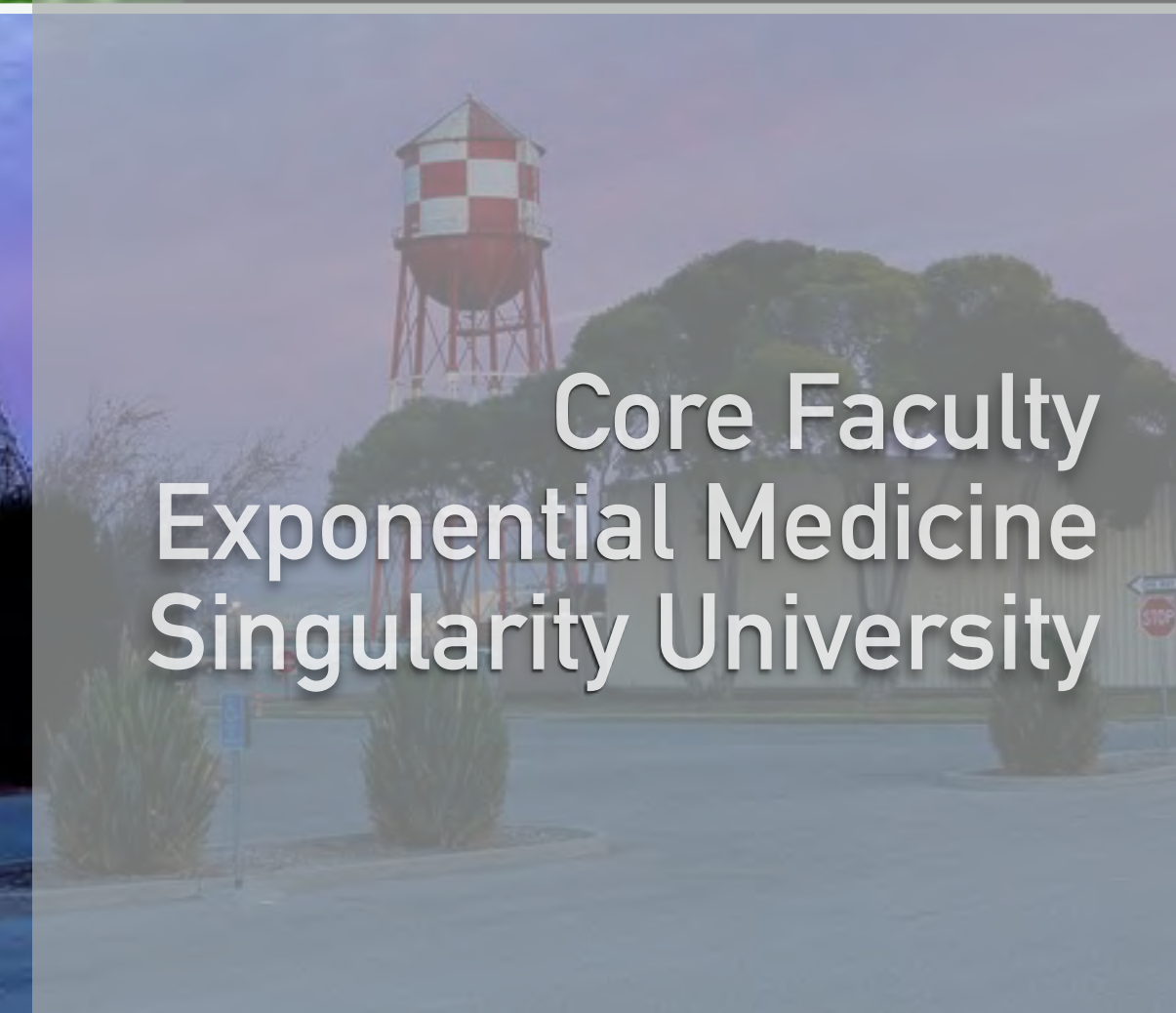
Deloitte Center for  
the Edge



Fellow  
Center for the Edge  
Global Strategist  
Digital Health



 SingularityU



Core Faculty  
Exponential Medicine  
Singularity University





(112) 23 101

**AMBULANCE**

AmbulanceZorg Limburg Noord

71-ZHT-5



# RADBOUD UNIVERSITY MEDICAL CENTER



- ▶ 800 beds
- ▶ 13.000 employees
- ▶ 1B\$ revenue
- ▶ 1 of 7 UMC in NL



## **So, now you will become an accountant?**

Not really : 'Global strategist digital health'



## **But They do audits, right?**

Sure, next to that Global #1 leader Digital Strategy & Transformation

## **Where is your office?**

Amsterdam, Melbourne, San Francisco ...

## **So now commercial?**

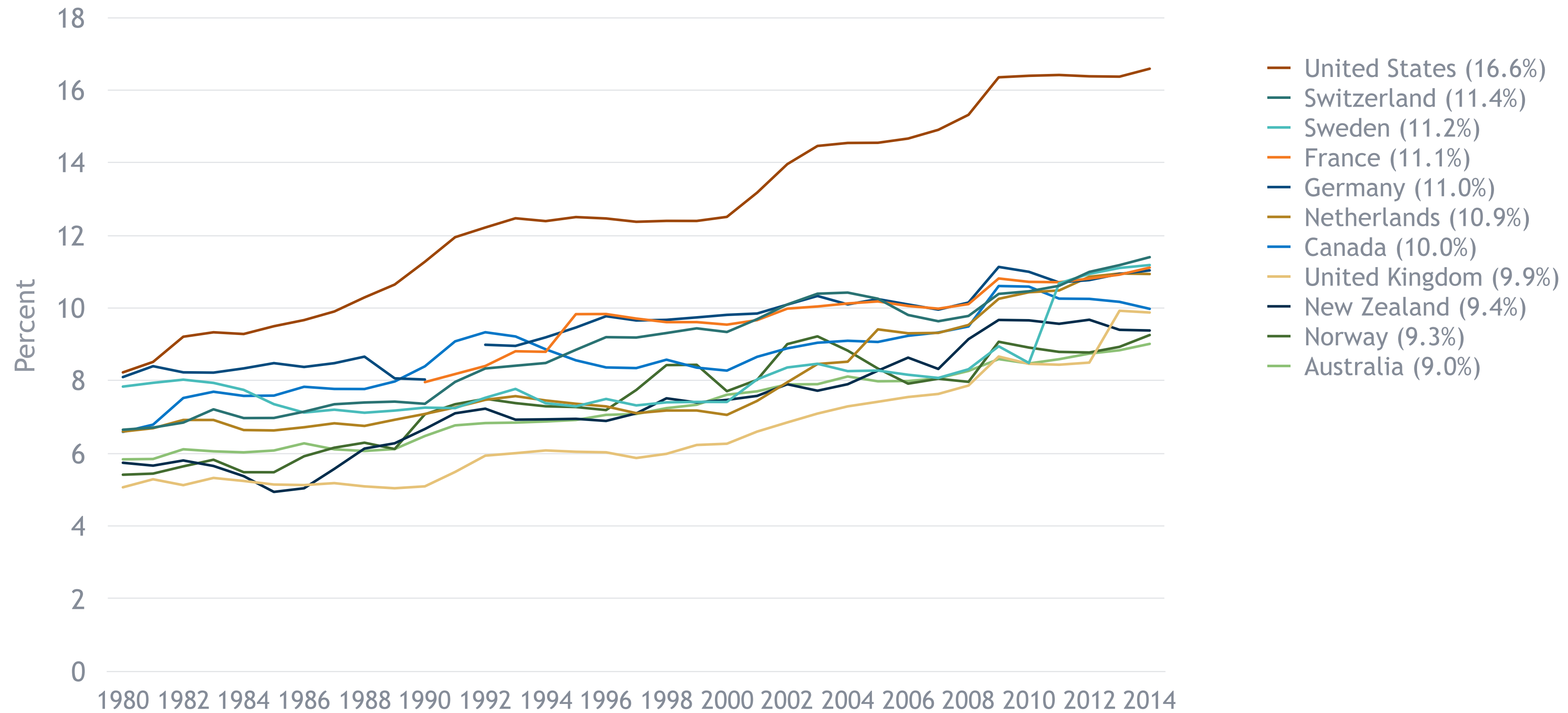
Nope, as Edge Fellow you can't buy anything with me.



**Slides will  
be available**



# Health Care Spending as a Percentage of GDP, 1980–2014



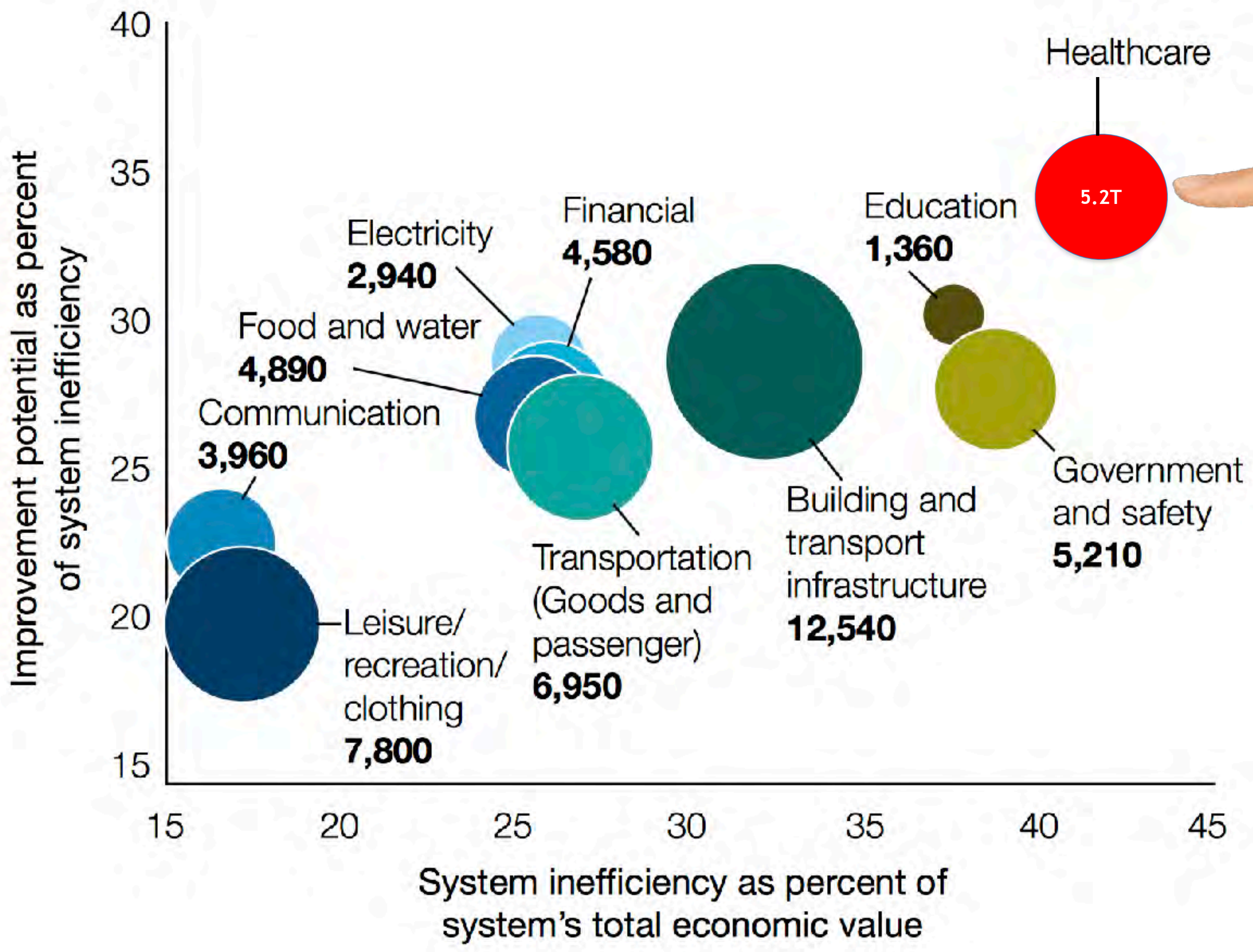
GDP refers to gross domestic product. Data in legend are for 2014.

Source: OECD Health Data 2016. Data are for current spending only, and exclude spending on capital formation of health care providers.













5



This ECG does not show signs of atrial fibrillation.





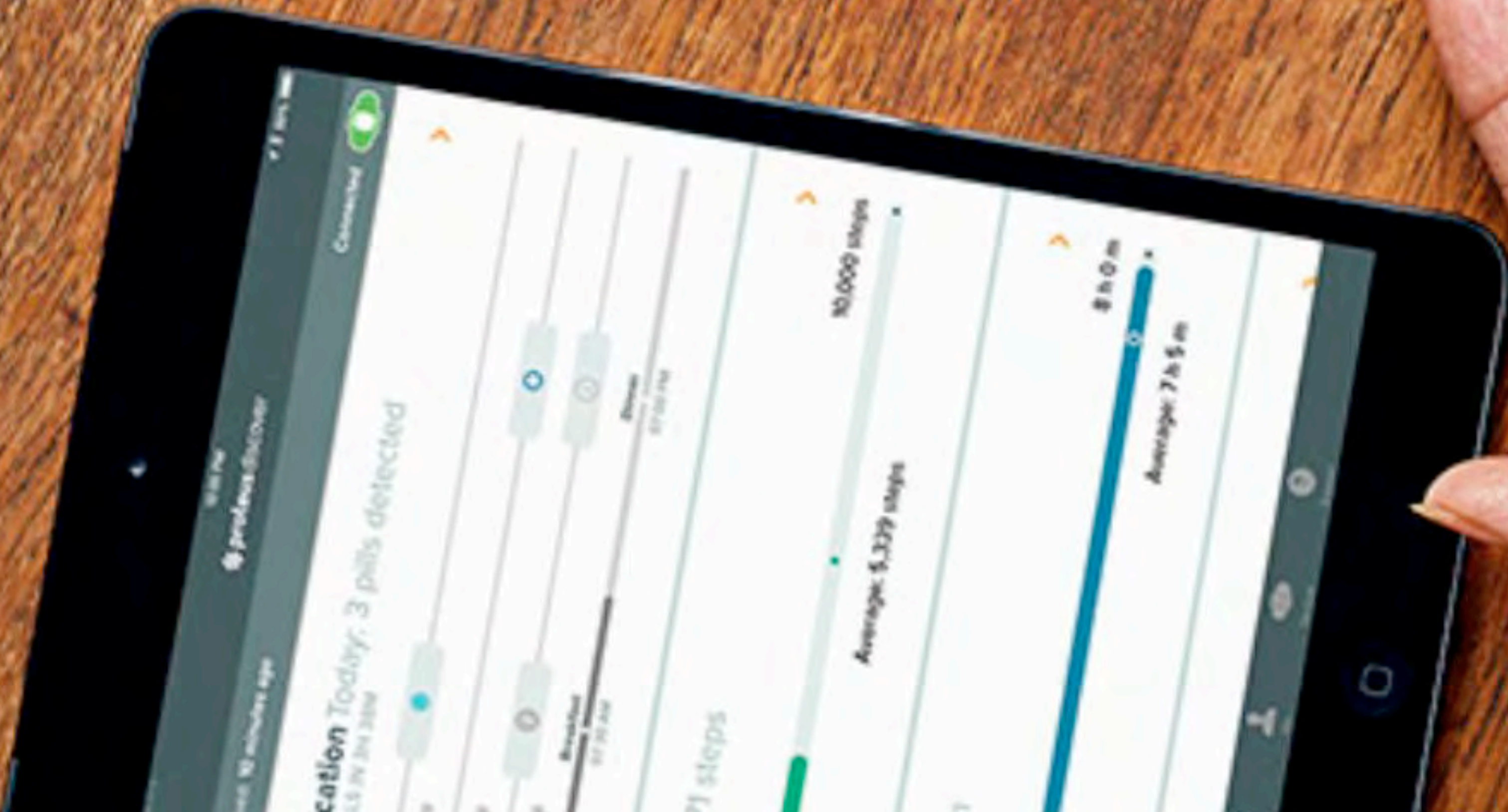




# Blood Pressure



# FDA APPROVED







# Ultrasound



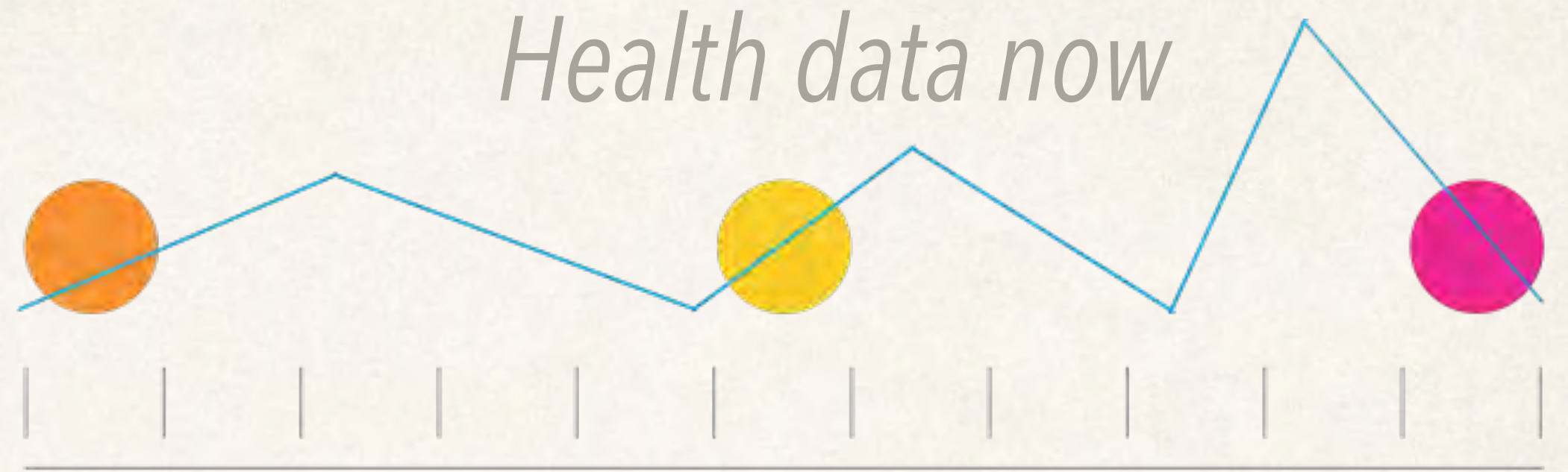
# Live vitals in clinical patients

*Spot-measurement*

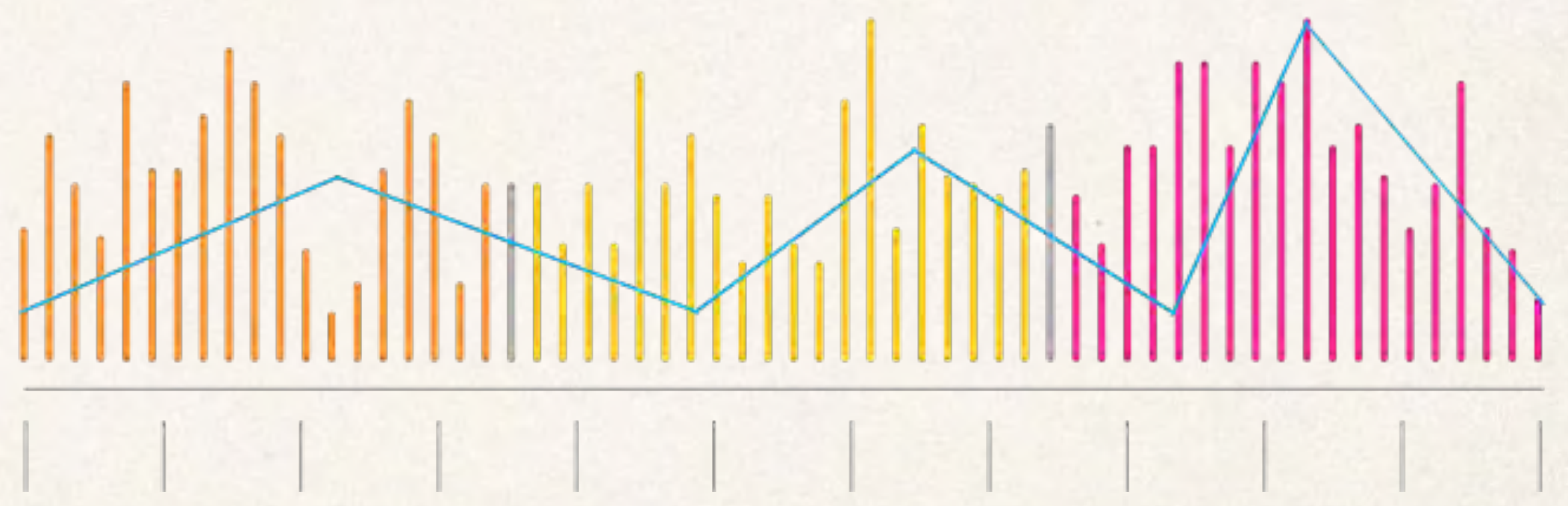


# Live vitals of patients Triple A

*Anytime, Anywhere, Always*



*... when they need to be  
Continuous & Proactive*



*From three times daily to  
24/7 continuous monitoring*



**Medical**



**Observational**



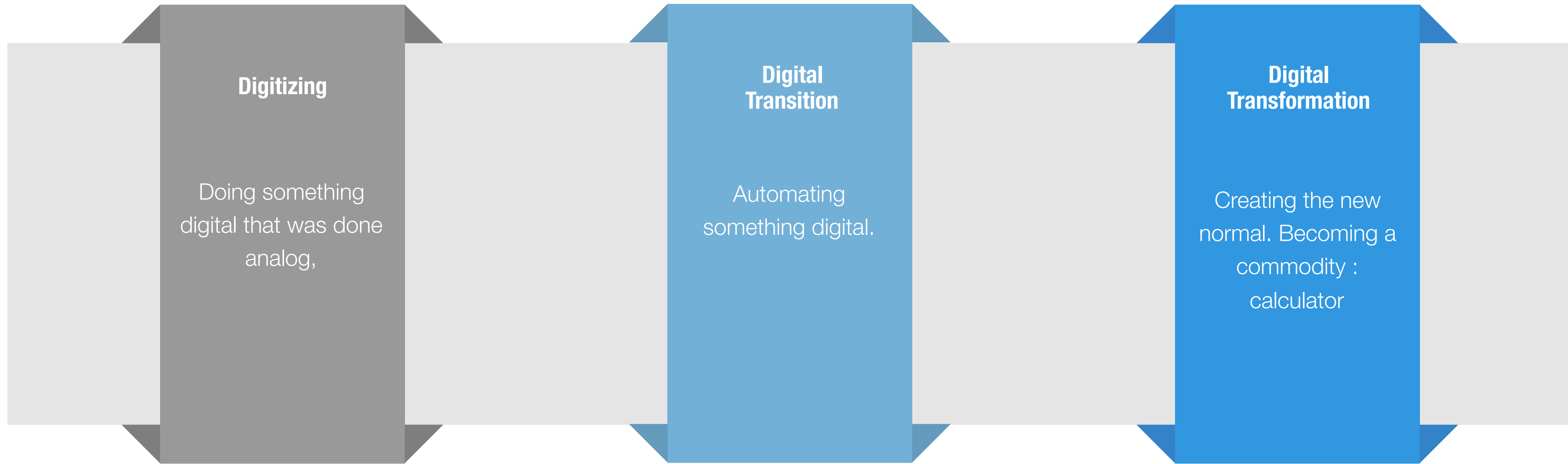


# SCIENCE FICTION IS NOW BECOMING SCIENCE





# The Digital healthcare Transformation



Cahier > App

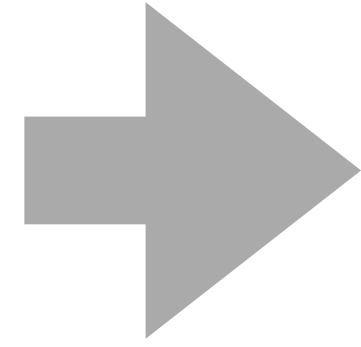
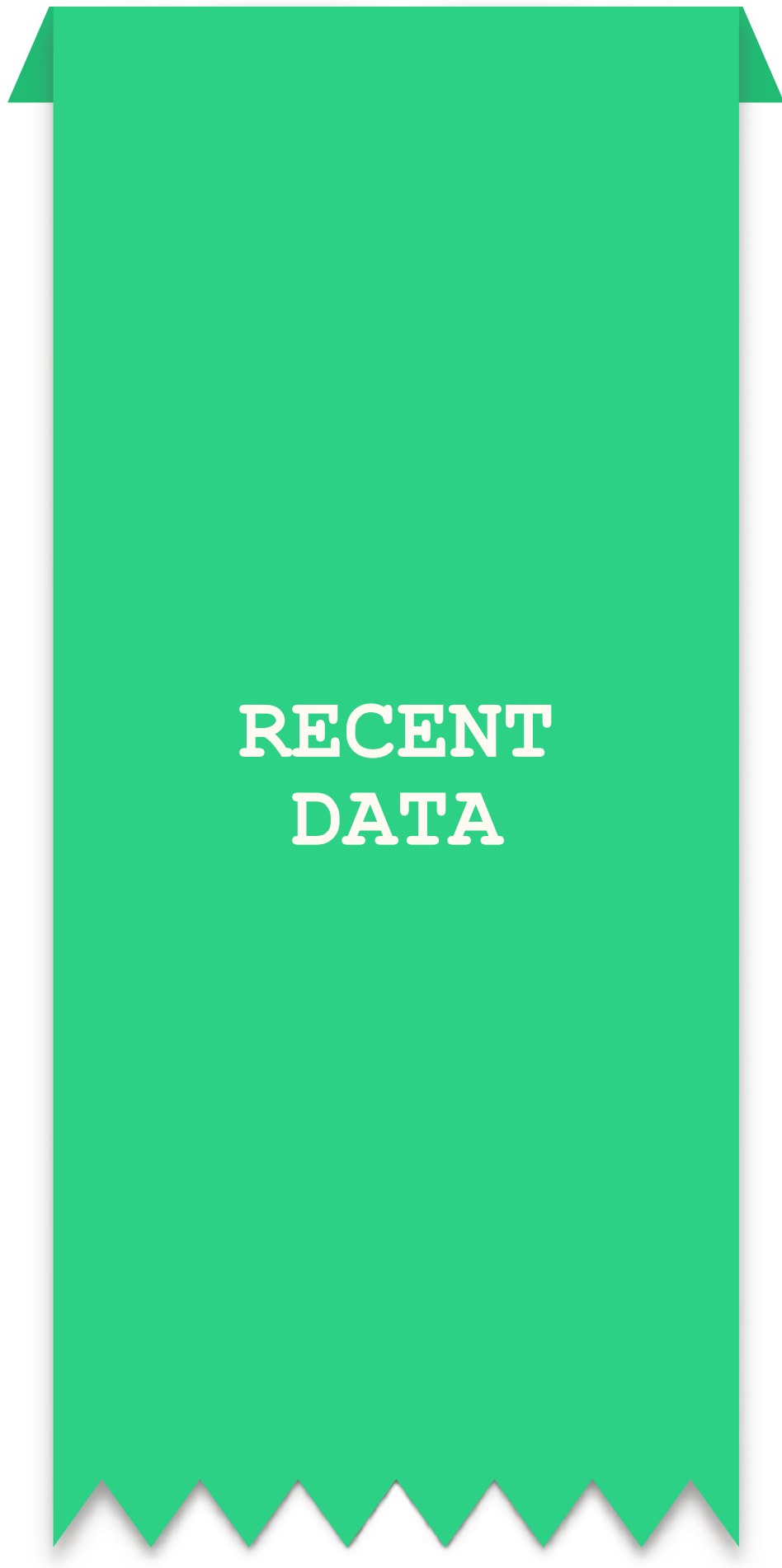
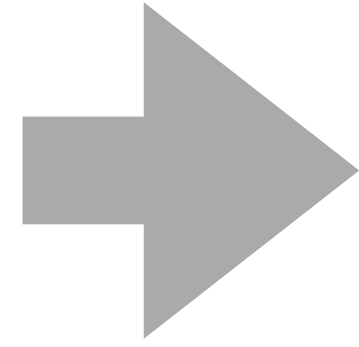


App > Smartphone



Part of Operating System

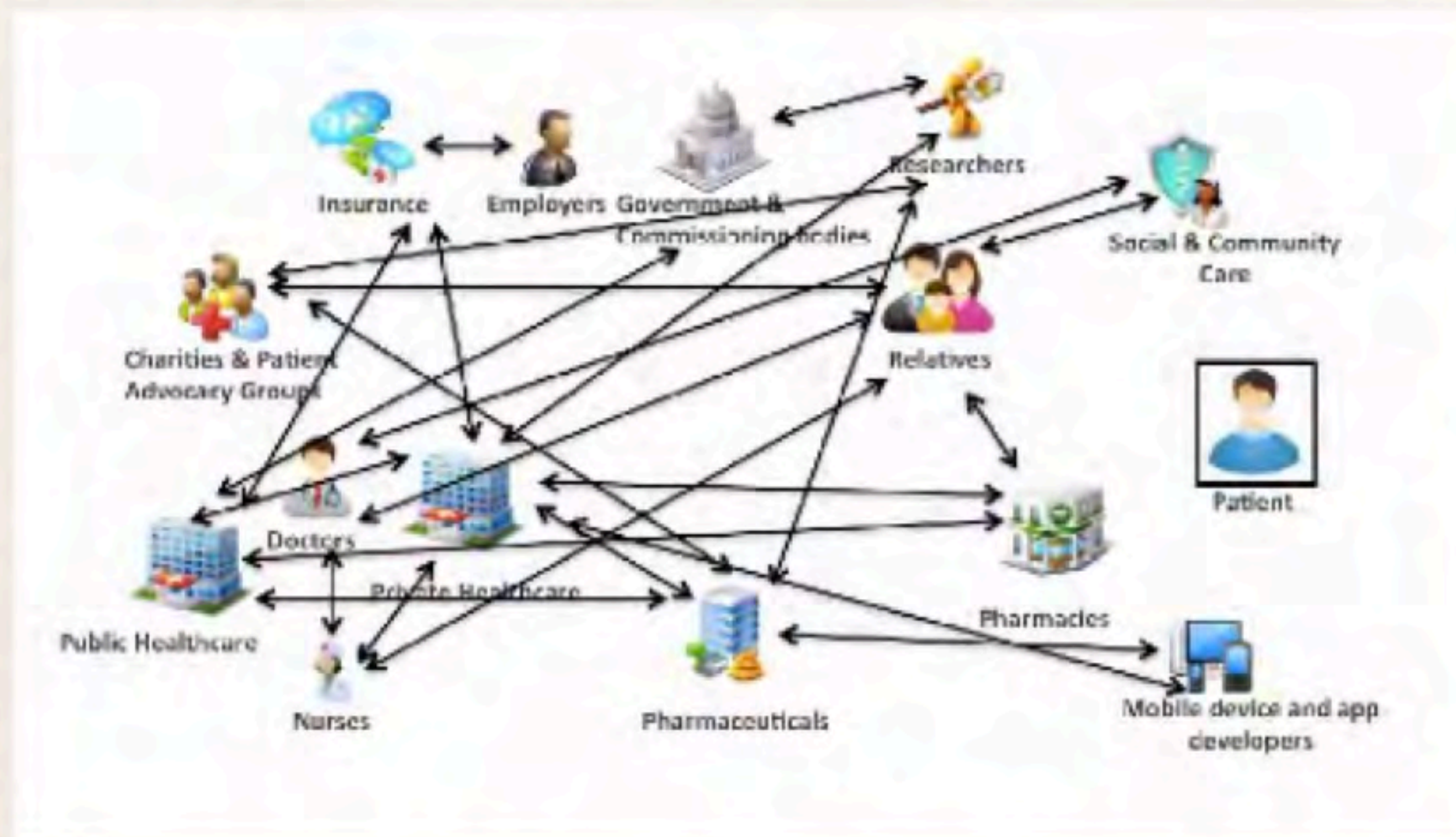
# New data segway?





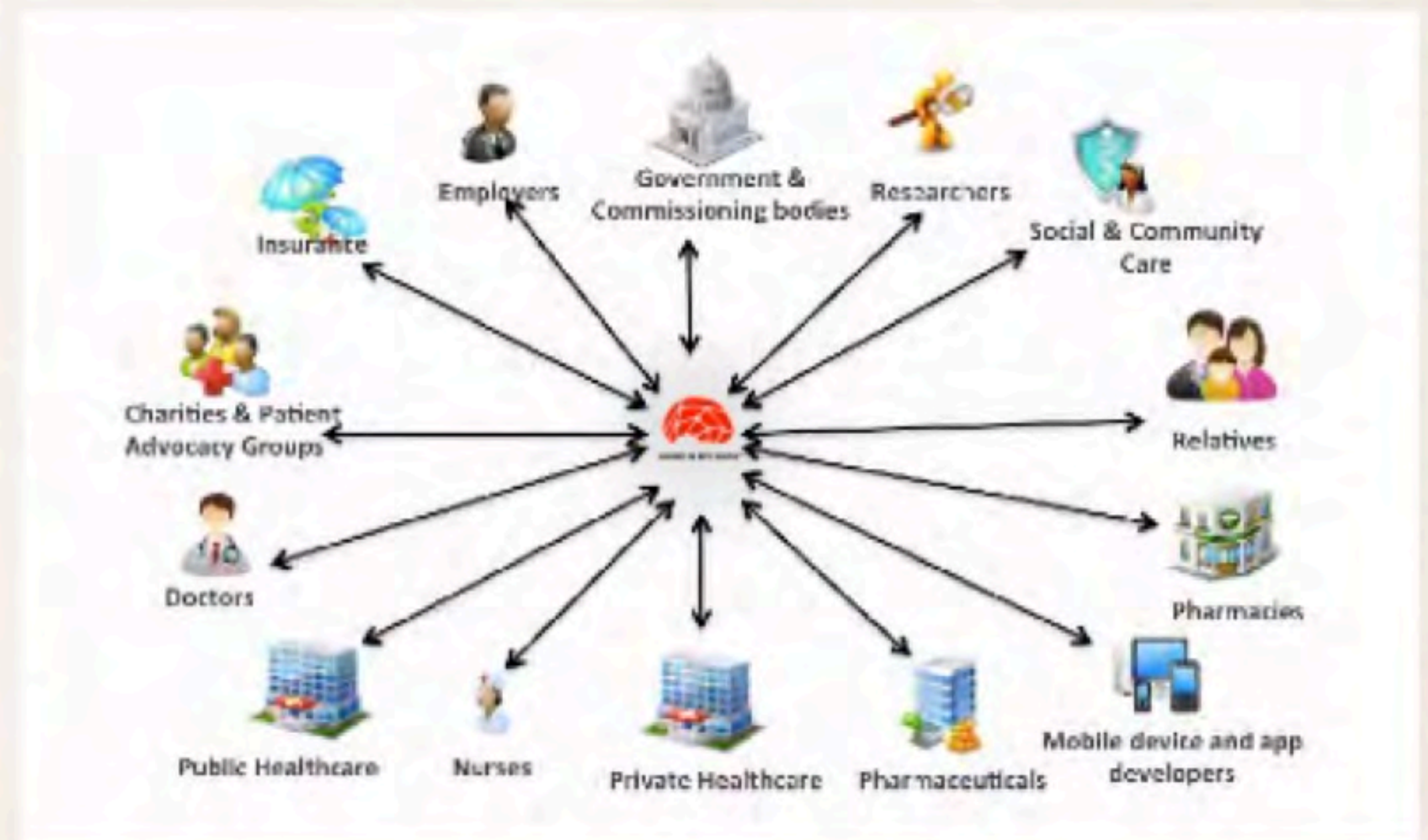
# Patients able creating own n=1 communities

via HC IT systems



eGo

Via the patient



eCo

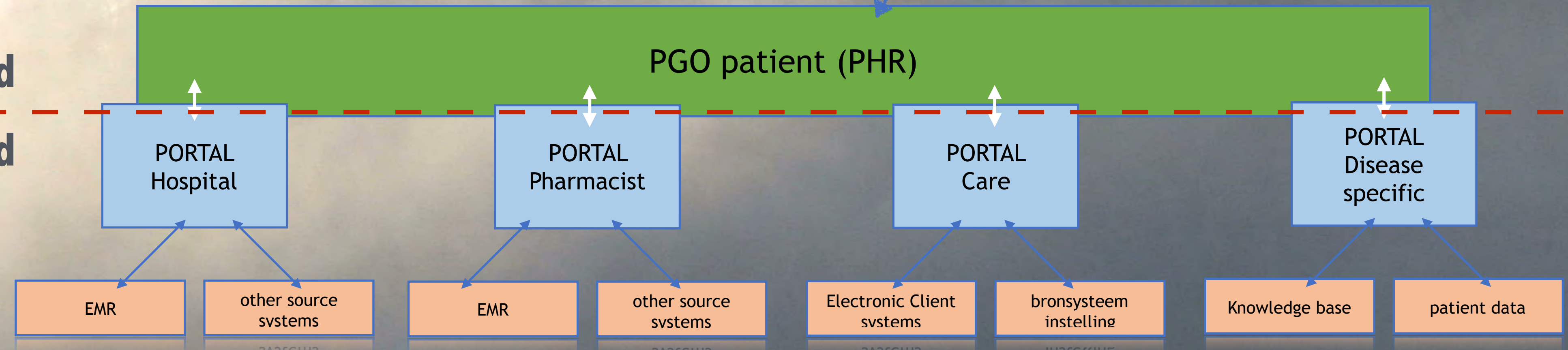


# Shift in mindset



Source systems patient

**Patient-owned**  
**Institution owned**





# CHANGE IN HEALTH(CARE)

FROM EXISTING SOLO-WORKERS INTO NEW NETWORK-WORKERS









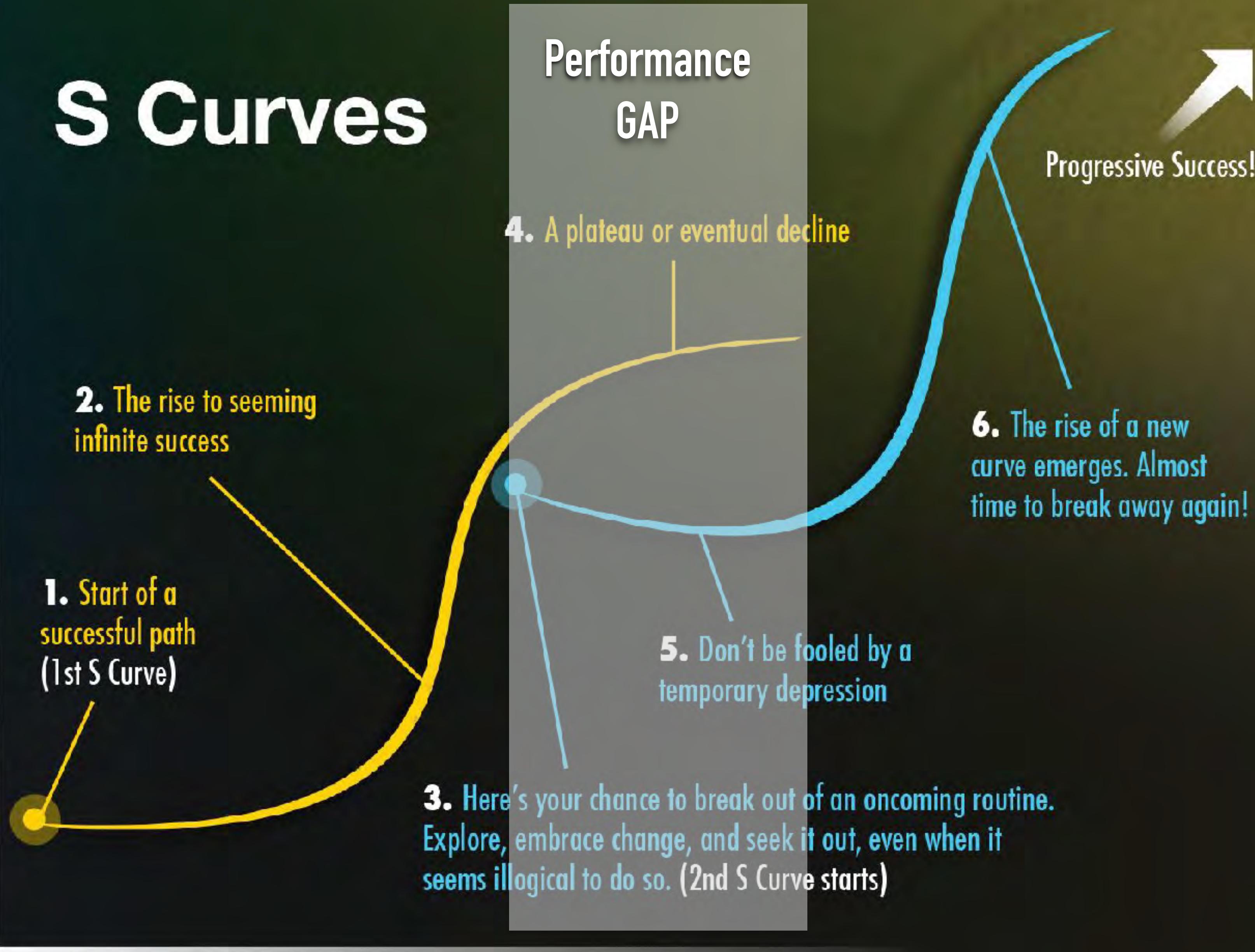






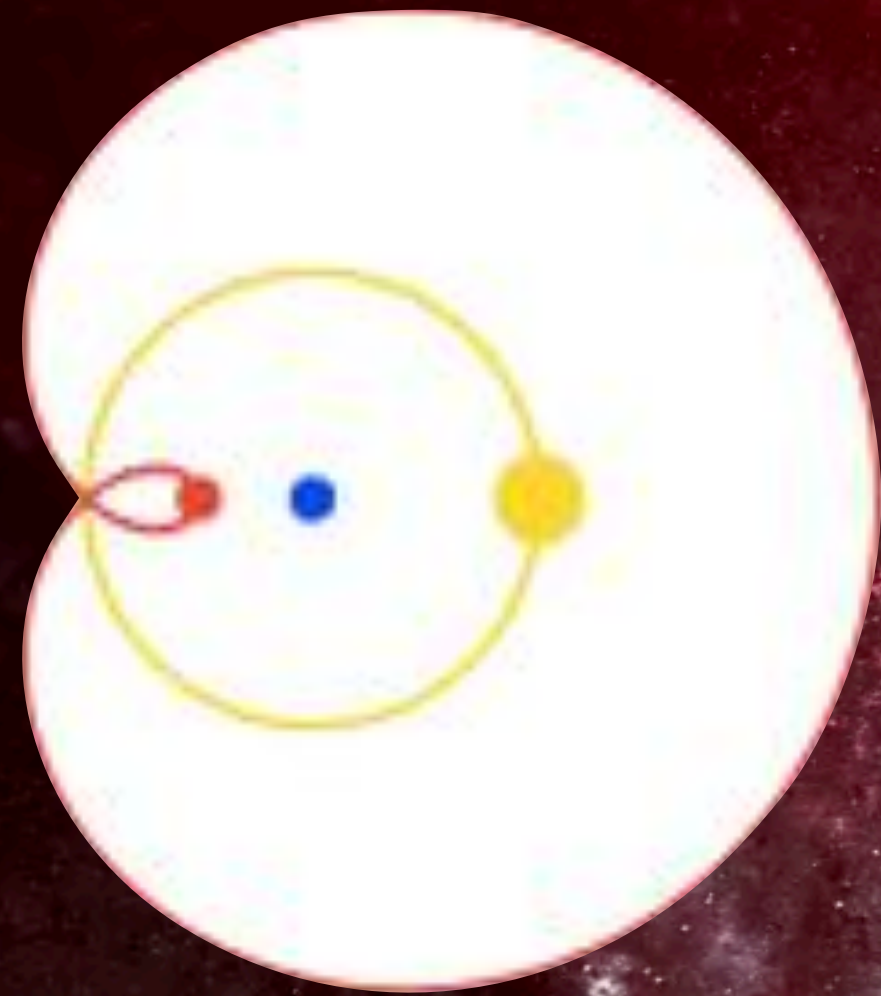
# S Curves

Progress

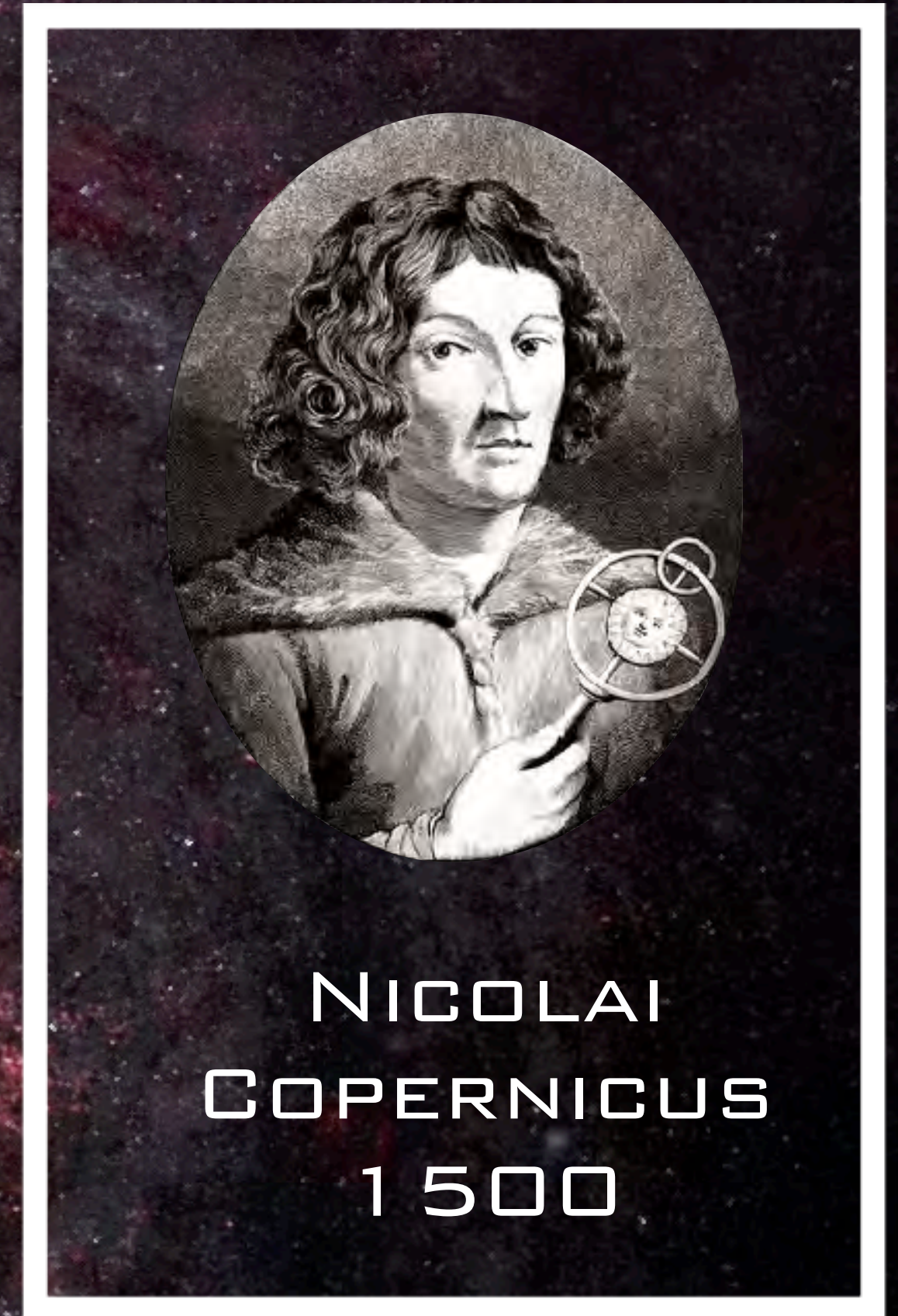
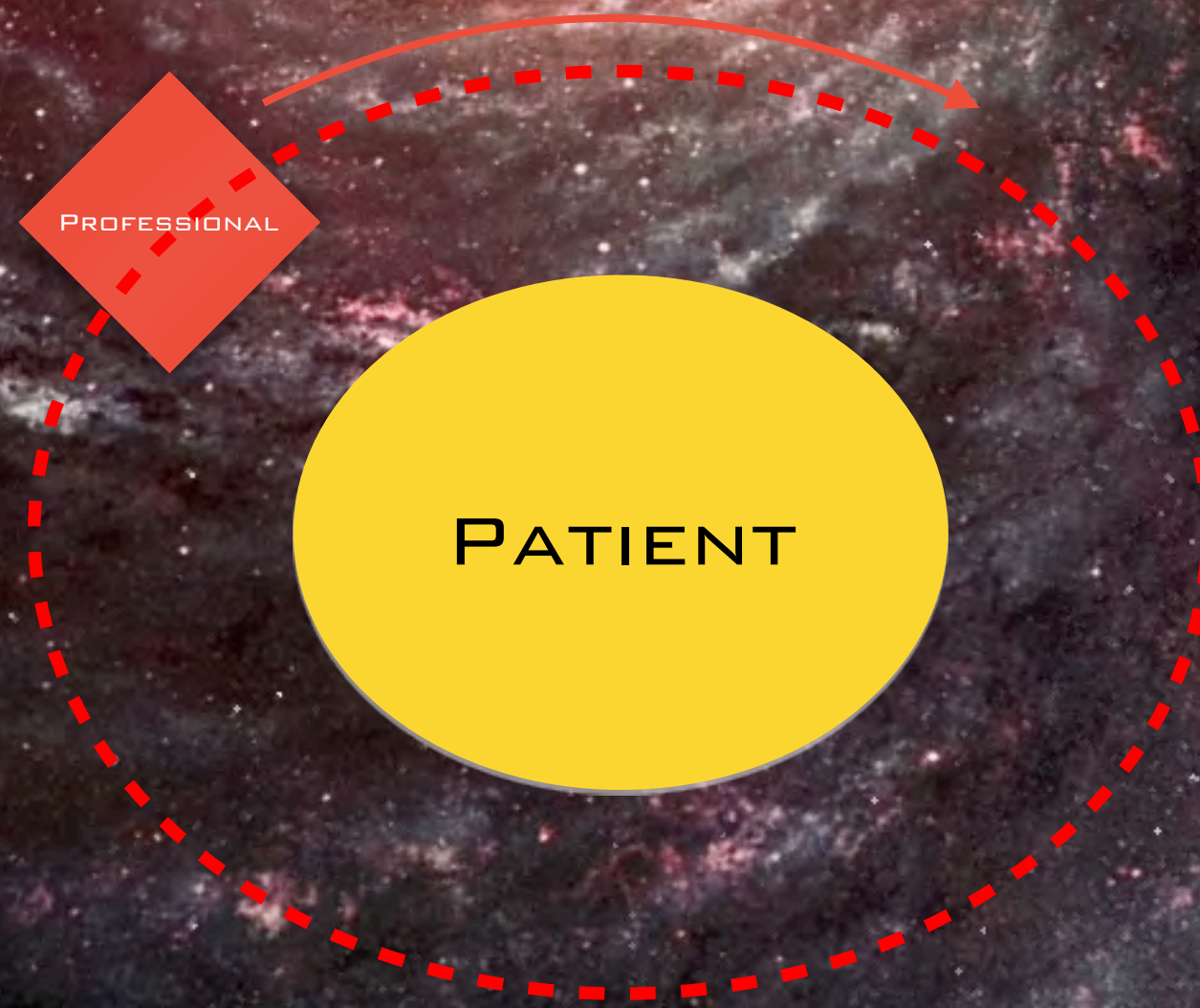
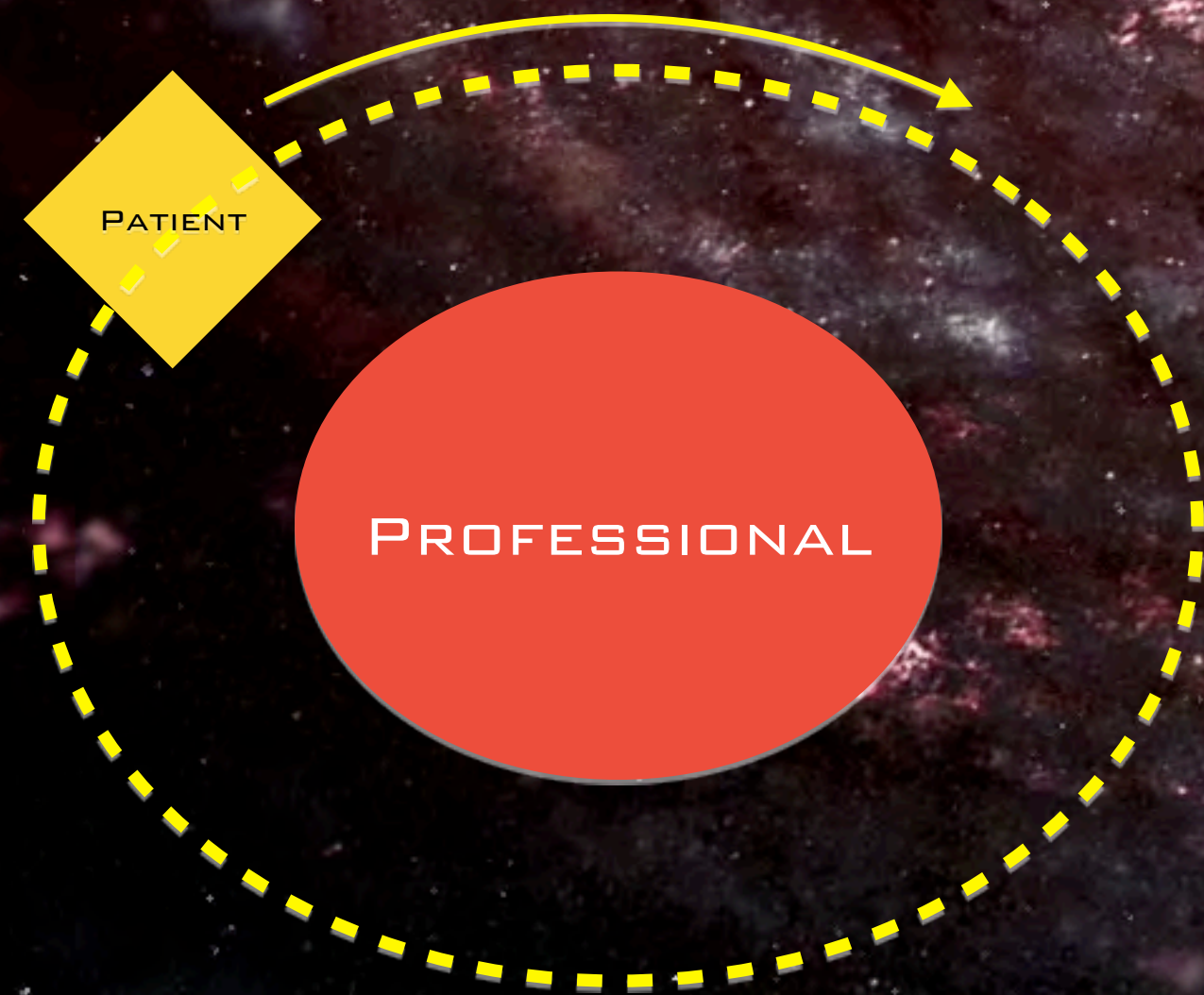


Time





# Health(care)'s Copernican moment

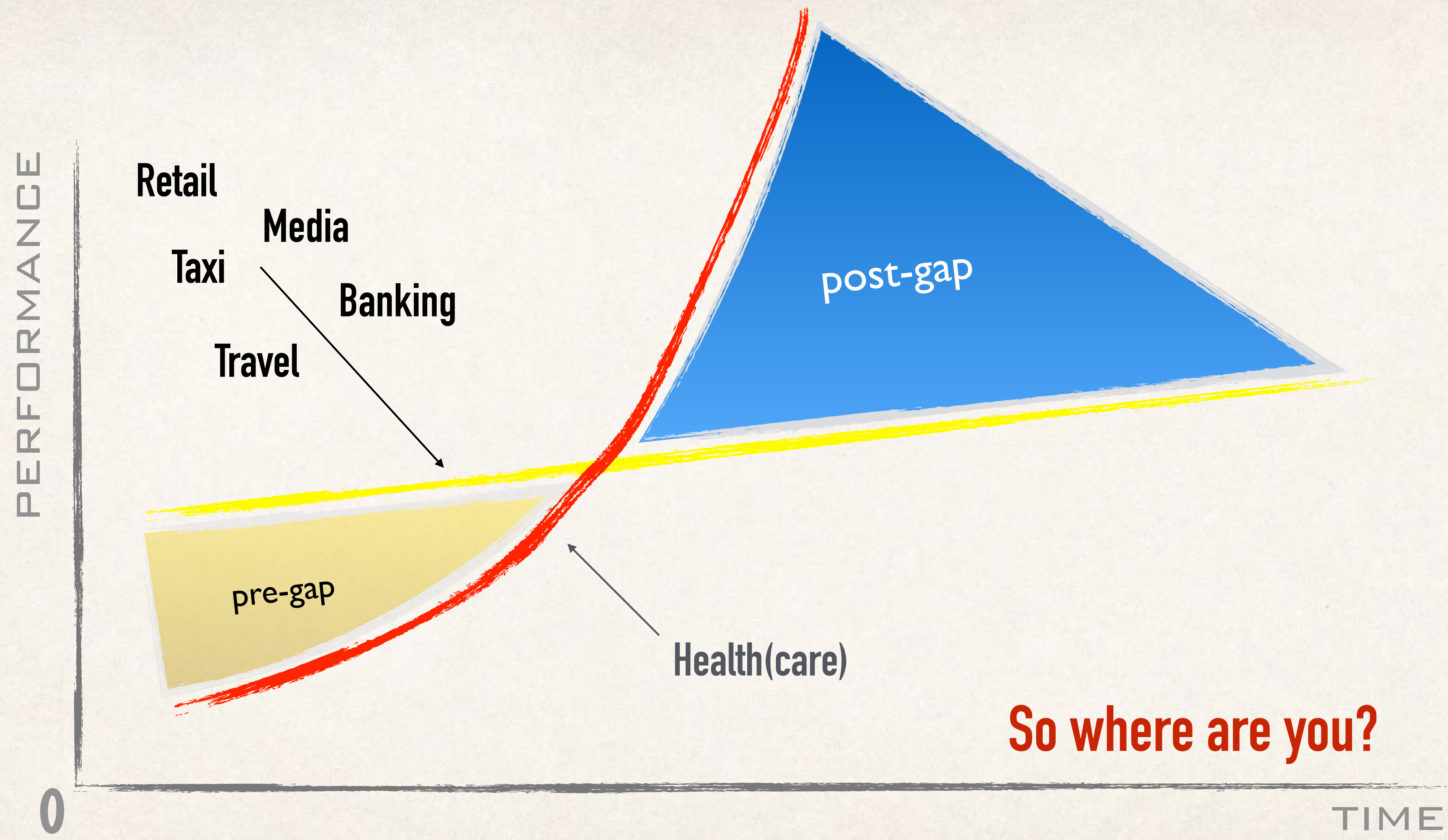




Digital strategy is **not** translating  
what you do now, digitally.

It is completely rethinking  
your model grounds-up

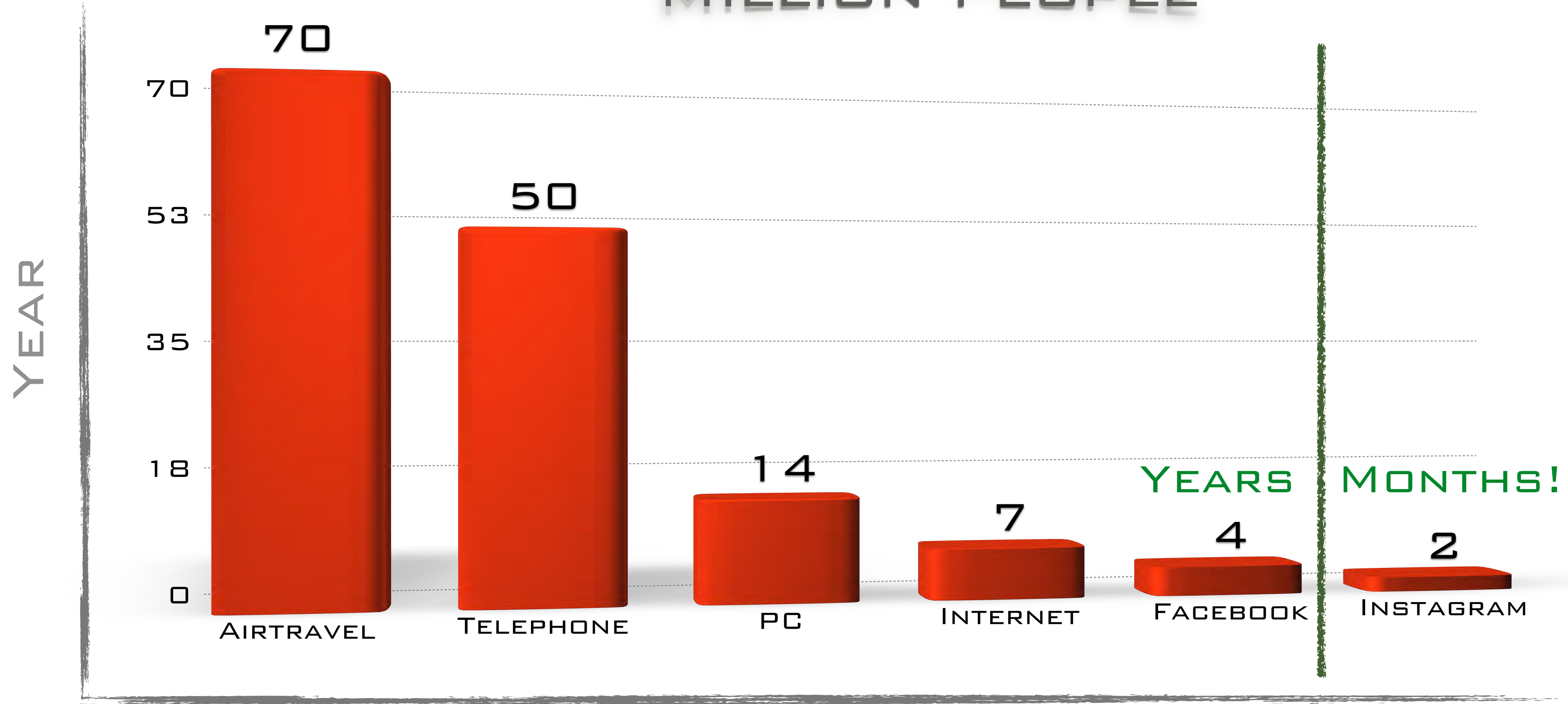




**So where are you?**



# YEARS TO REACH 100 MILLION PEOPLE





800 Million to date





**4 DAYS!**

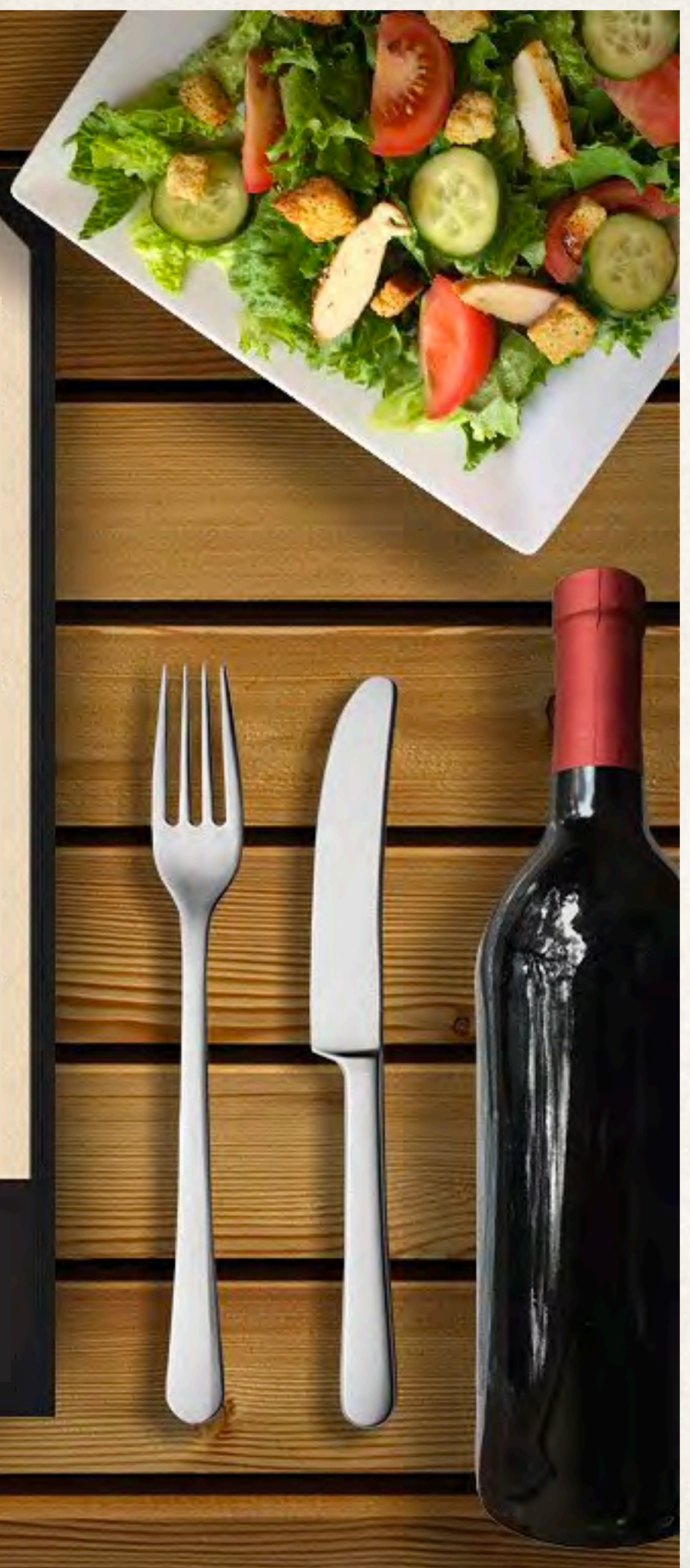


**researchers estimate it added 144 billion steps to U.S. physical activity. That's 143 roundtrips to the moon**



WINTER  
IS  
COMING









# Transform.Health

THE END OF THE BEGINNING

## ONE YEAR TIMELINE





**BusinessWire**  
A Berkshire Hathaway Company

HOME SERVICES NEWS EDUCATION ABOUT US

Search

## Amazon, Berkshire Hathaway and JPMorgan Chase & Co. to partner on U.S. employee healthcare

*Goal is to improve U.S. employee satisfaction while reducing overall costs*

January 30, 2018, 07:00 AM Eastern Standard Time

SEATTLE & OMAHA, Neb. & NEW YORK—(BUSINESS WIRE)—Amazon (NASDAQ: AMZN), Berkshire Hathaway (NYSE: BRK.A, BRK.B) and JPMorgan Chase & Co. (NYSE: JPM) announced today that they are partnering on ways to address healthcare for their U.S. employees, with the aim of improving employee satisfaction and reducing costs. The three companies, which bring their scale and complementary expertise to this long-term effort, will pursue this objective through an independent company that is free from profit-making incentives and constraints. The initial focus of the new company will be on technology solutions that will provide U.S. employees and their families with simplified, high-quality and transparent healthcare at a reasonable cost.

"Our people want transparency, knowledge and control when it comes to managing their healthcare"

Tackling the enormous challenges of healthcare are among the greatest issues facing society. The group of the world's leading organizations into this group hopes to draw on its combined capabilities to bring a fresh approach to these critical matters.

"The ballooning costs of healthcare act as a barrier to providing the care that our employees and their families need."

fresh approach to these critical matters. The group hopes to draw on its combined capabilities of the world's leading organizations into the effort to bring a fresh approach to these critical matters.

Tweet this

# HAVEN

VISION CAREERS CONTACT

IT'S TIME FOR BETTER.



transform health care to create better overall experience, as well as lower costs for families.

Get the right care, every time so that you can live the life possible.





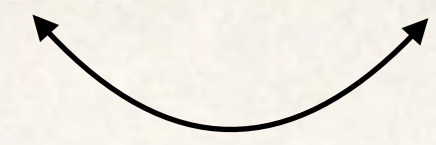








Processes & Technology



**Culture**

Strategy

Leadership

The need  
The will

Demolition-team





# The world as we know it has changed and so have the demands placed on our people



## 24/7 - On Demand

**We are constantly connected.** In our hyperconnected world, employees expect to work from anywhere. We are instantly reachable and hyperconnected, with our smartphones, laptops, and tablets.



## Change - A new normal

**In a disruptive environment, agility for individuals, teams and organisations is king.** Individuals need to be adaptable and resilient to cope with the constant change faced in their role.



## People are working more hours

**People are exhausted and many employees work more than 50 hours per week.** As such, more free time is on the benefits wish list of many employees to “clear the clutter” and get time to think.

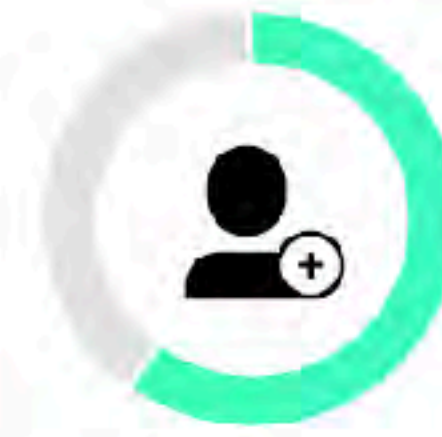


# People are routinely overwhelmed, overloaded and stressed



**40%**

of all employees face high stress in their jobs, negatively affecting their productivity, health and family stability. \*\*



**60%**

of employees aren't fully present when they show up at work.\*



**74%**

of employees feel work is the leading cause of stress.\*



**32%**

of employees are highly disengaged in their jobs.\*



**17%**

of young employees (25-35) has a burn-out in the Netherlands.\*



**96%**

of U.S. CXOs feel burn out.\*





Professional journey



Institution journey



Patient journey

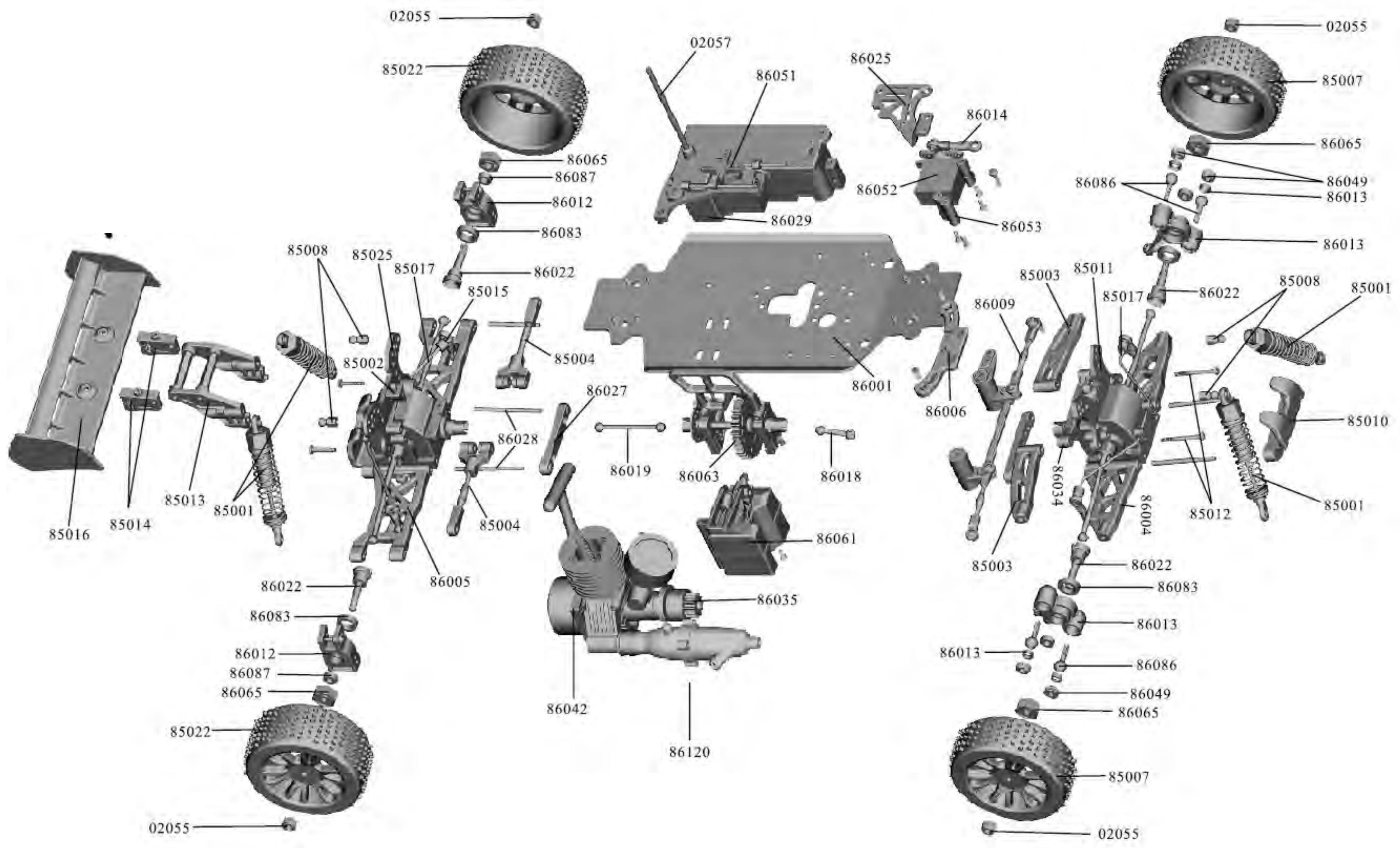


Journey of life





# Health(care) is the sum of parts







Someone already **IS** looking from the egde



What is  
YOUR JOB  
in 10 years  
from now







- Digital transformation IS hitting your breakfast table
- not Technology change, **cultural change!**
- Intertwine **innovation & learning**,
  - but with a **different** governance/funding/team.
- **Whole system** in the room
- **RE-calibrate** with society



I wish you all a soft landing into the future





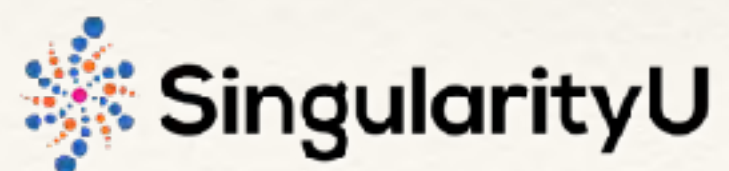


Images simulated



**Deloitte.**

Center  
for the  
*Edge*



@lucienengelen

Lucien Engelen  
CEO Transform.Health / Fellow Center  
for the Edge Deloitte : Global Strategis...

**Lucien Engelen** influencer  
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# *Saskia Paulissen*

*Dagvoorzitter & flirtcoach*





# FLIRTFASE 3

## Contact maken



Wat is het meest eerlijke  
deel van ons lichaam?











# Het vervolg

16.30 uur Foyer 1<sup>e</sup> etage  
Begane grond

**Speeddates & Health Check Box**  
**JBZ draait doorr** over 'samenwerken in  
de laatste levensjaren'  
**Participatie-kliniek**

17.30 uur Foyer 1<sup>e</sup> etage

**Afsluiting** met wethouder Ufuk Kâhya  
& Machteld Huber

17.45 uur Foyer 1<sup>e</sup> etage

**Netwerkborrel**





be *Leef*   
festival