

Oxford Health Alliance

20 years from now

The frontrunners

Danny Abelson, President, The Abelson Company

Stewart Adkins, Managing Director, Lehman Brothers, Equity Research – European Pharmaceuticals

Dr Fiona Adshead, Deputy Chief Medical Officer, English Department of Health

John Bell, Regius professor of clinical medicine, University of Oxford

David Byrne, Senior Counsel, Wilmer Cutler Pickering Hale and Dorr, Brussels

Harry Cayton, National Director for Patients and the Public English Department of Health

Bill Clarke, Executive Vice President, Chief Technology and Medical Officer, GE Healthcare

Ruth Colagiuri, Director, The Diabetes Unit, Australian Health Policy Institute, University of Sydney

Angela Coulter, CEO, Professor, Picker Institute Europe

Finn Diderichsen, Professor MD PhD, University of Copenhagen

Alain Enthoven, Professor of Public and Private Management, Emeritus, Graduate School of Business Stanford University

Shereen El Feki, Healthcare Correspondent, The Economist

Jim Fries, Professor of Medicine, Stanford University School of Medicine

Archie Galbraith, Partner, Accenture, Health & Life Sciences Europe

Pam Garside, CEO, New Health

Nicolaus Henke, Director and Co-leader of Global Pharmaceuticals and Healthcare Practice, McKinsey

Alasdair MacKintosh, Independent Consultant

Robin Murray, Director, Design Council, RED

Jacqueline O'Neill, Commercial Director for Healthcare, Tesco

Ed Penhoet, CEO, Moore Foundation

Thomas Petersson, CEO, Euro Accident

Stig Pramming, CEO, Oxford Health Alliance

Scott Ratzan, Vice President Public Affairs, Johnson and Johnson

Dagmar Roth-Behrendt, Vice President, European Parliament

John Schaeztl, Vice President & Equity Analyst on Research Coverage of Healthcare, GE Asset Management

Bern Shen, Director Health Horizons Program, Institute for the Future

Richard Smith, Chief Executive Officer UnitedHealth Europe, Former Editor for BMJ

Jeremy Stone, chairman, Mediary ® Ltd and Welsh Institute of Health and Social Care

Hanne Tønnesen, Head of Research and Development, Specialist of surgery, Director of WHO Coll. Centre

Katherine Haynes Sanstad, Health Care Consultant, Institute for the Future

Andrew Vallance-Owen, Group Medical Director, BUPA

Dr Paul Wallace, Executive Director, KP Care Management Institute, Kaiser Permanente

Alex Wyke, CEO, PatientView

Derek Yach, Professor and Head Division of Global Health, Yale School of Public Health

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20 years from now

The first quarter of this century will be remembered as the period in which the developed world succeeded in winning the battle against chronic diseases:

not because of discovering new drugs or new treatments, but through the rediscovery of human potential and how to harness it against chronic diseases.

The involvement of the human mind and spirit proved to be the ultimate cure.

It led to a dramatic restructuring of the health-care sector.

Its overall impact on society was so strong that the period was named

The health age

The story about a new mindset

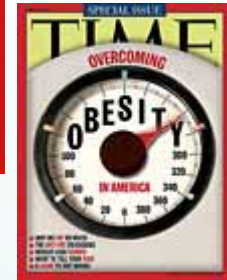
This is the story about releasing the resources
and the energy of the individual.

It all began in the later part of the 20th century and challenged and changed our learning methods, organisational structures, leadership philosophies, political institutions and economic strategies.

It marked the decline of the institutions and the rise of the individual

Around the turn of the millennium it moved its focus to health care.

It was one of the last sectors,
where the institutions still ruled over the individual

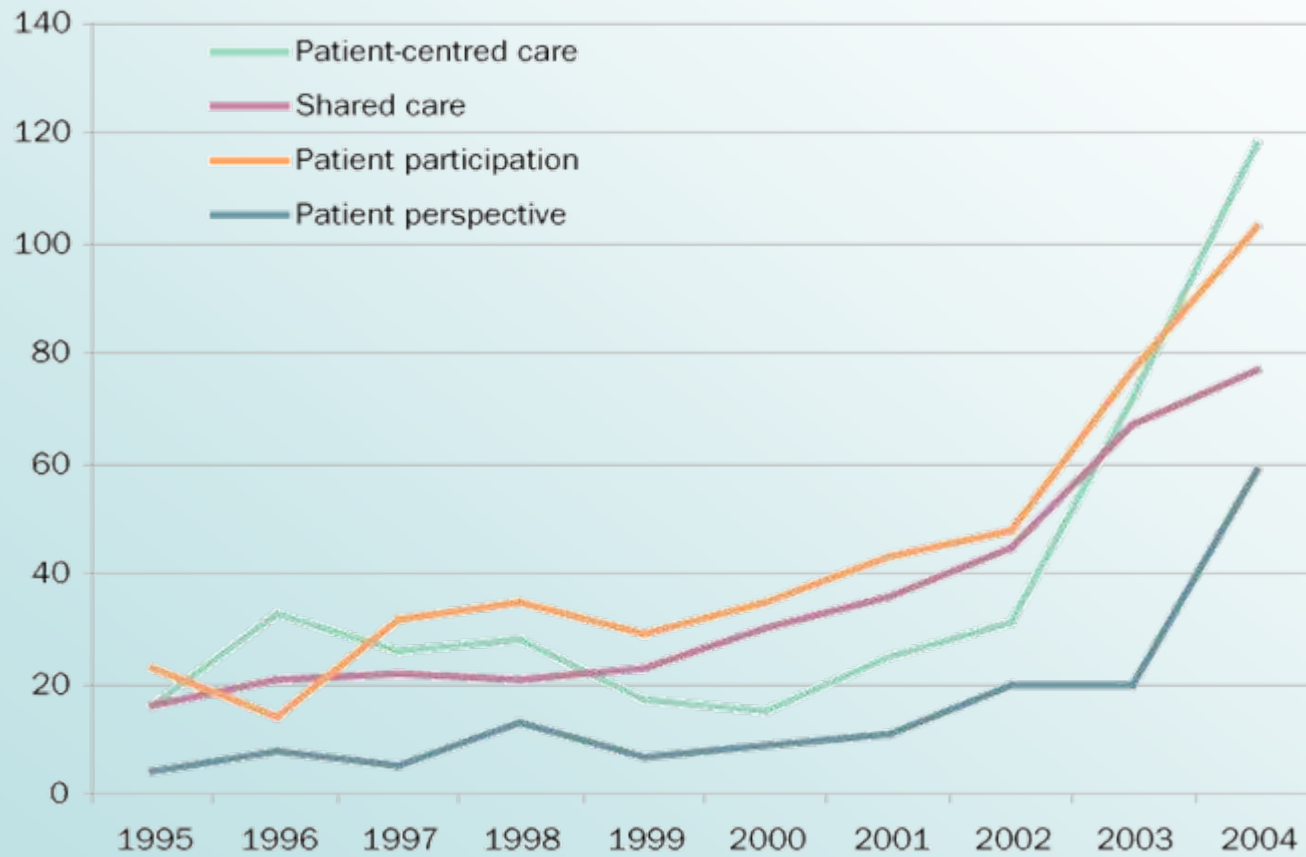


The beginning of Health Age

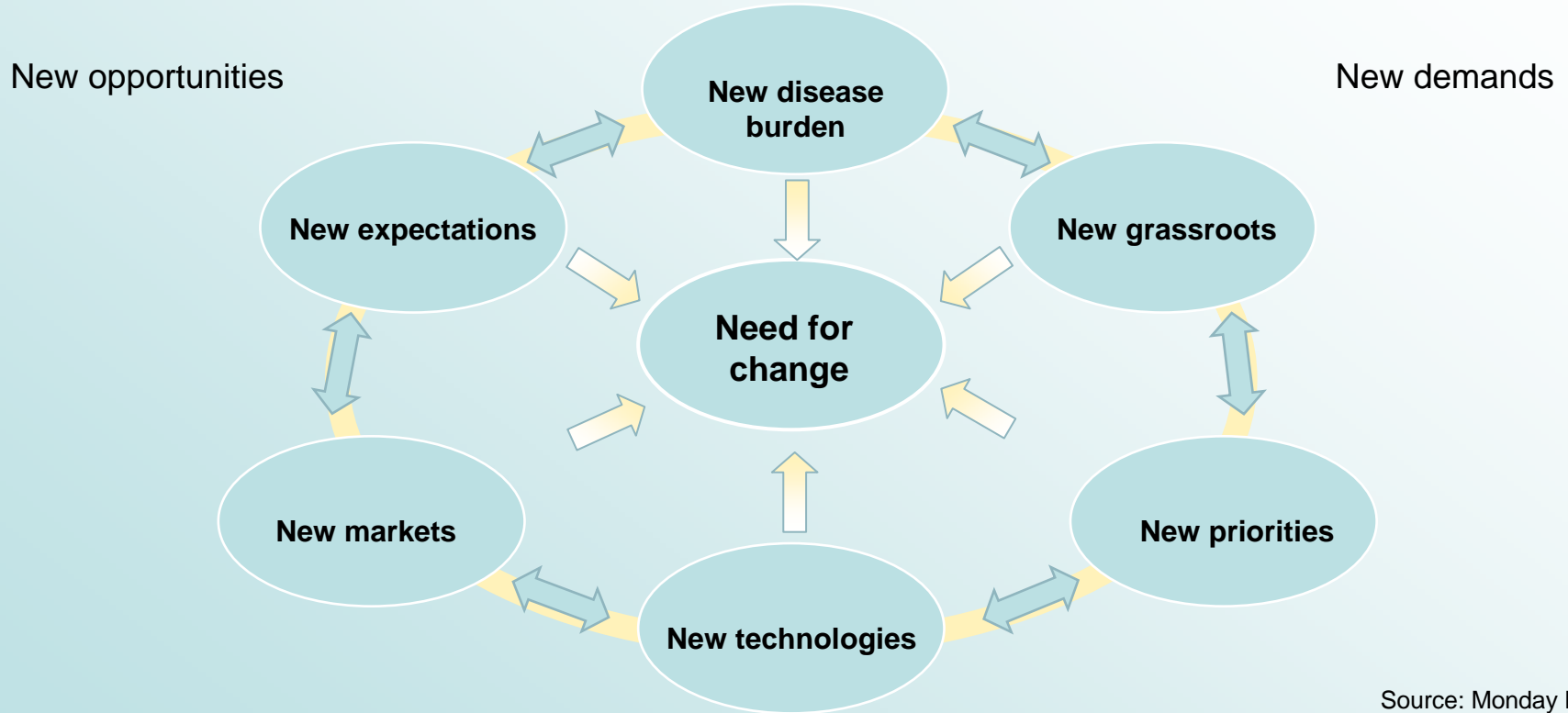


The rise of patient power

Occurrence in the health media



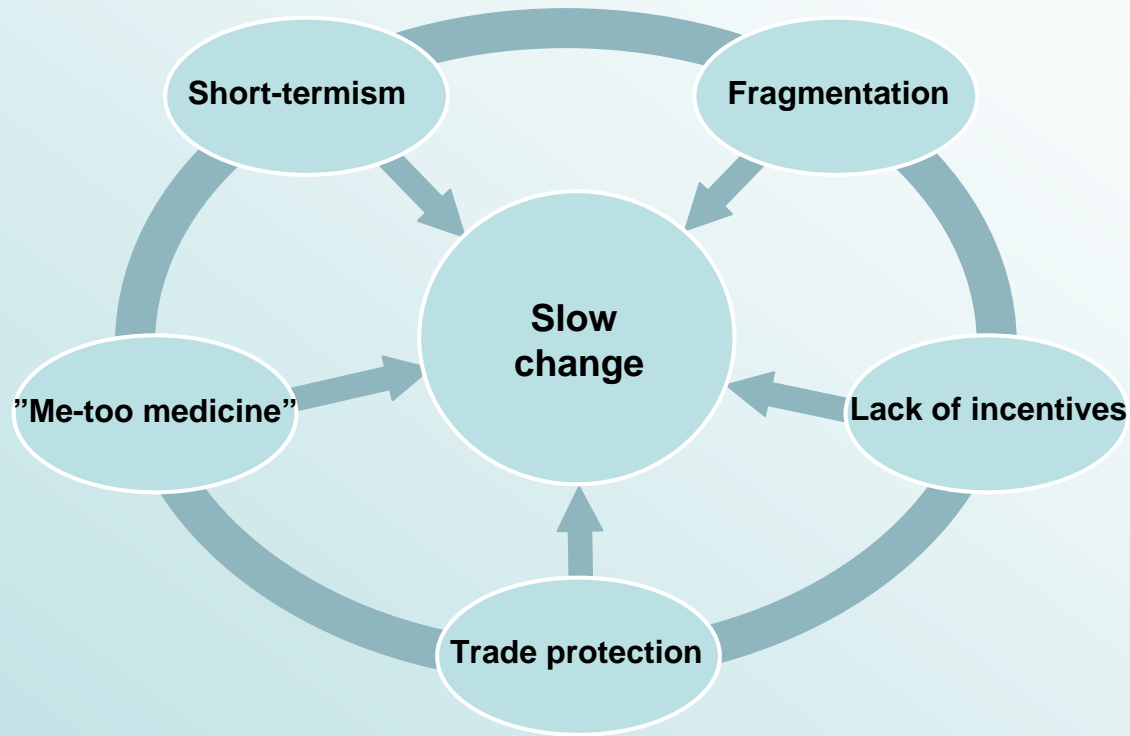
Health care under multiple pressure



“Demographics will draw such economic pain on the G8 countries that finally something will have to change.”

*Bill Clarke, Executive Vice President,
Chief Technology and Medical Officer of GE Healthcare.*

Barriers for change



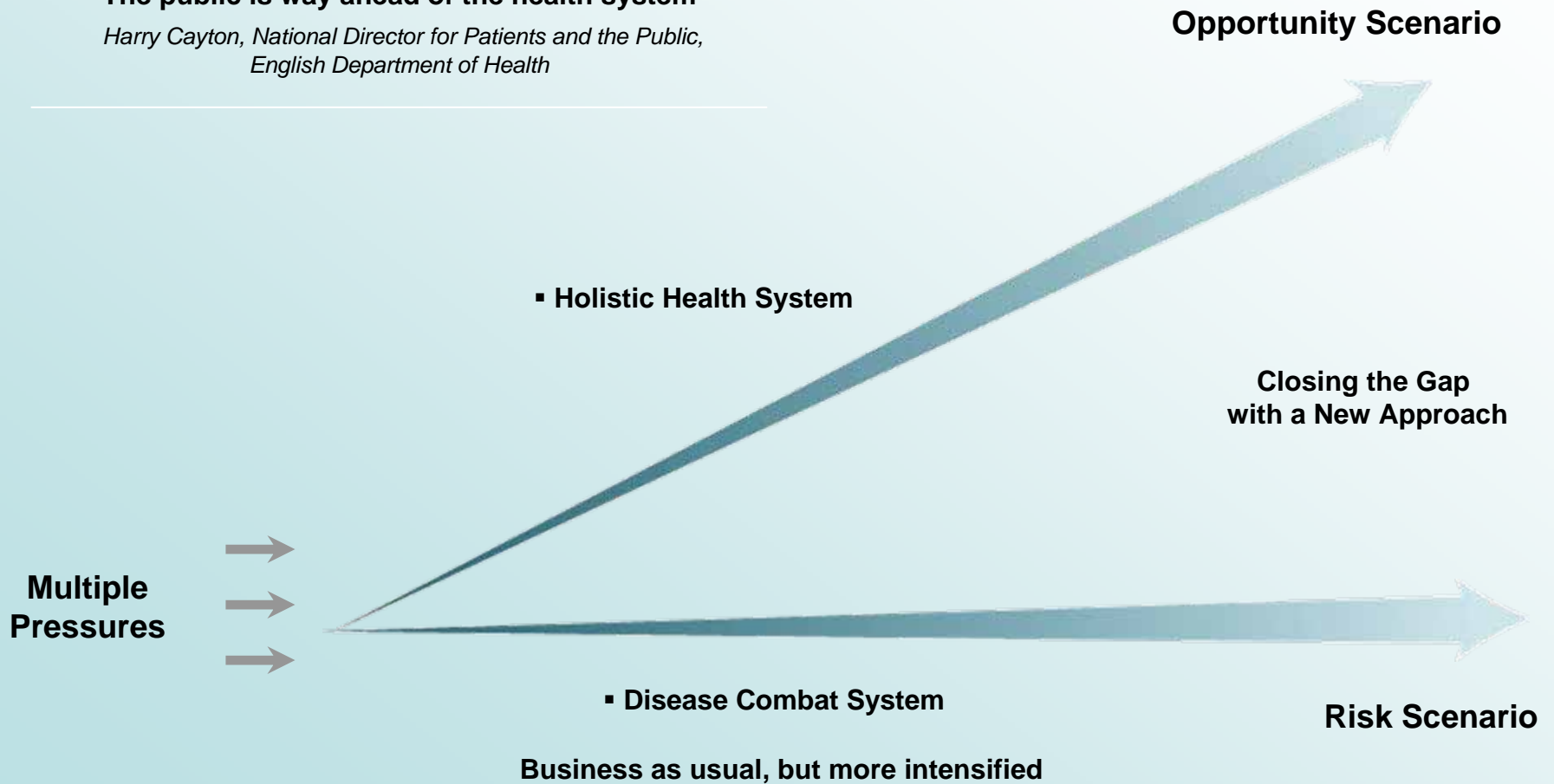
**“Our financial incentives are backwards.
If a healthcare supplier keeps you well it suffers financially.”**

*Alain Enthoven, Professor of Public and Private Management,
Emeritus, Graduate School of Business Stanford University*

The health gap

“The public is way ahead of the health system”

*Harry Cayton, National Director for Patients and the Public,
English Department of Health*



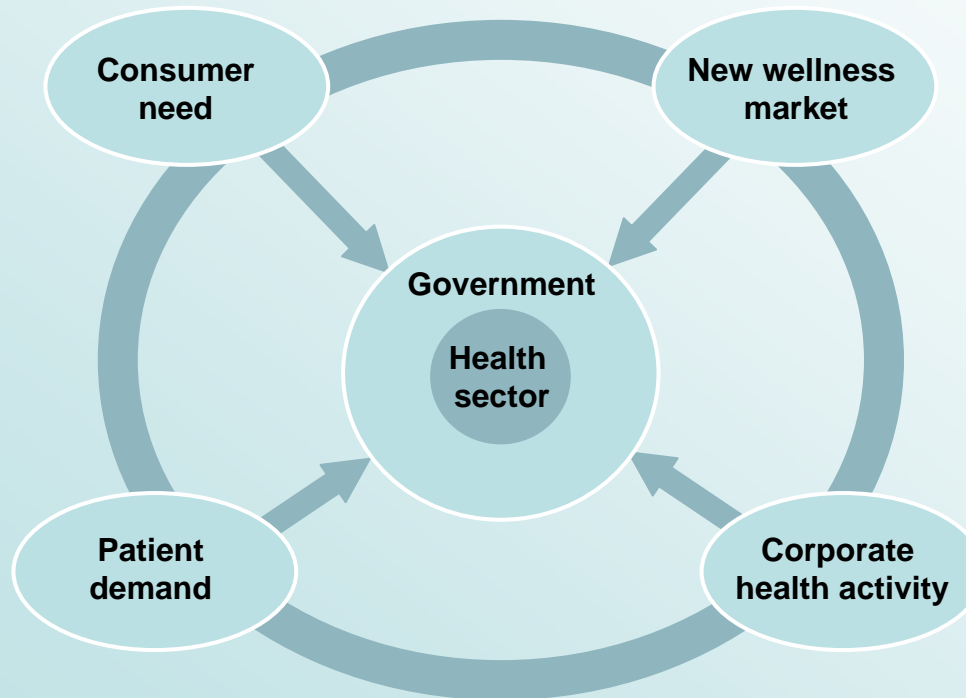
Drivers of Change

“The drivers of change will come from outside the system”

*Paul Wallace, Executive Director,
Kaiser Permanente’s Care Management Institute*

“The retail sector will be among the new health trendsetter ”

*Fiona Adshead ,Deputy Chief Medical Officer,
English Department of Health*



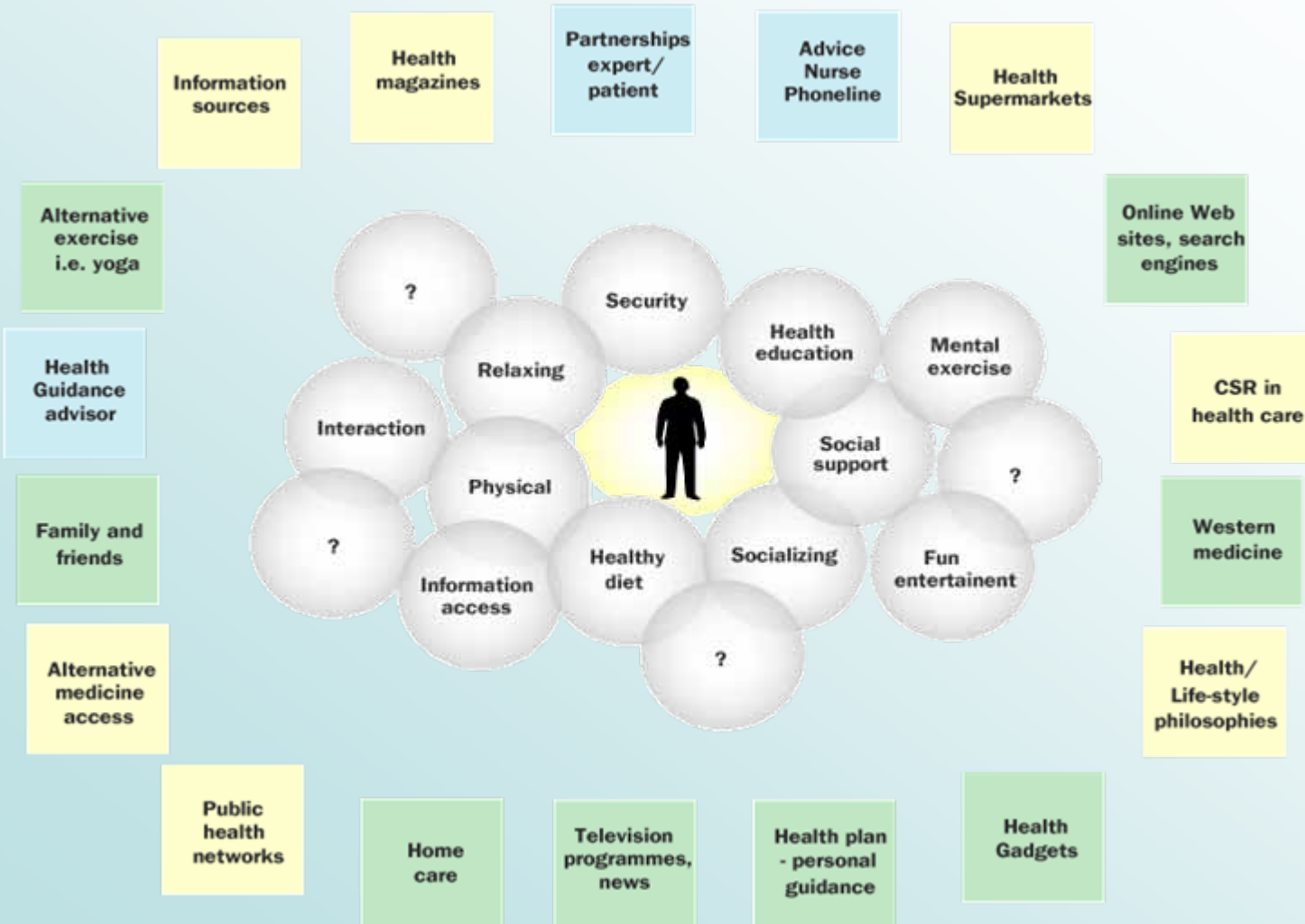
“The internet has had a massive impact on the health climate”

Alex Wyke, CEO of PatientView

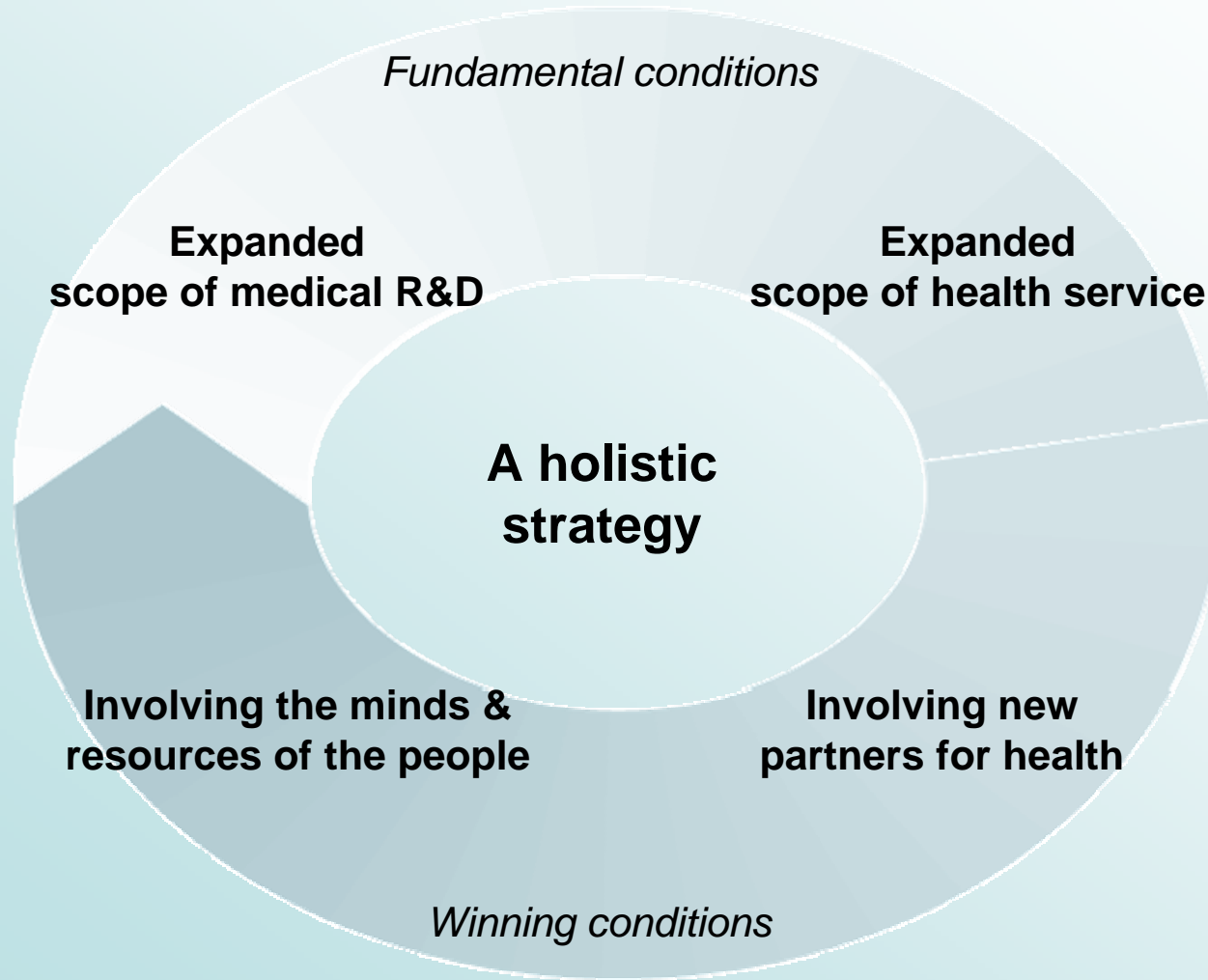
“People will increasingly seek help outside the system”

Thomas Petersson, CEO of Euro Accident, Sweden

The Personal Health Ecology - individualised health care



The new approach



Setting the agenda - what does it take?

A new frontier



A new language



A new understanding



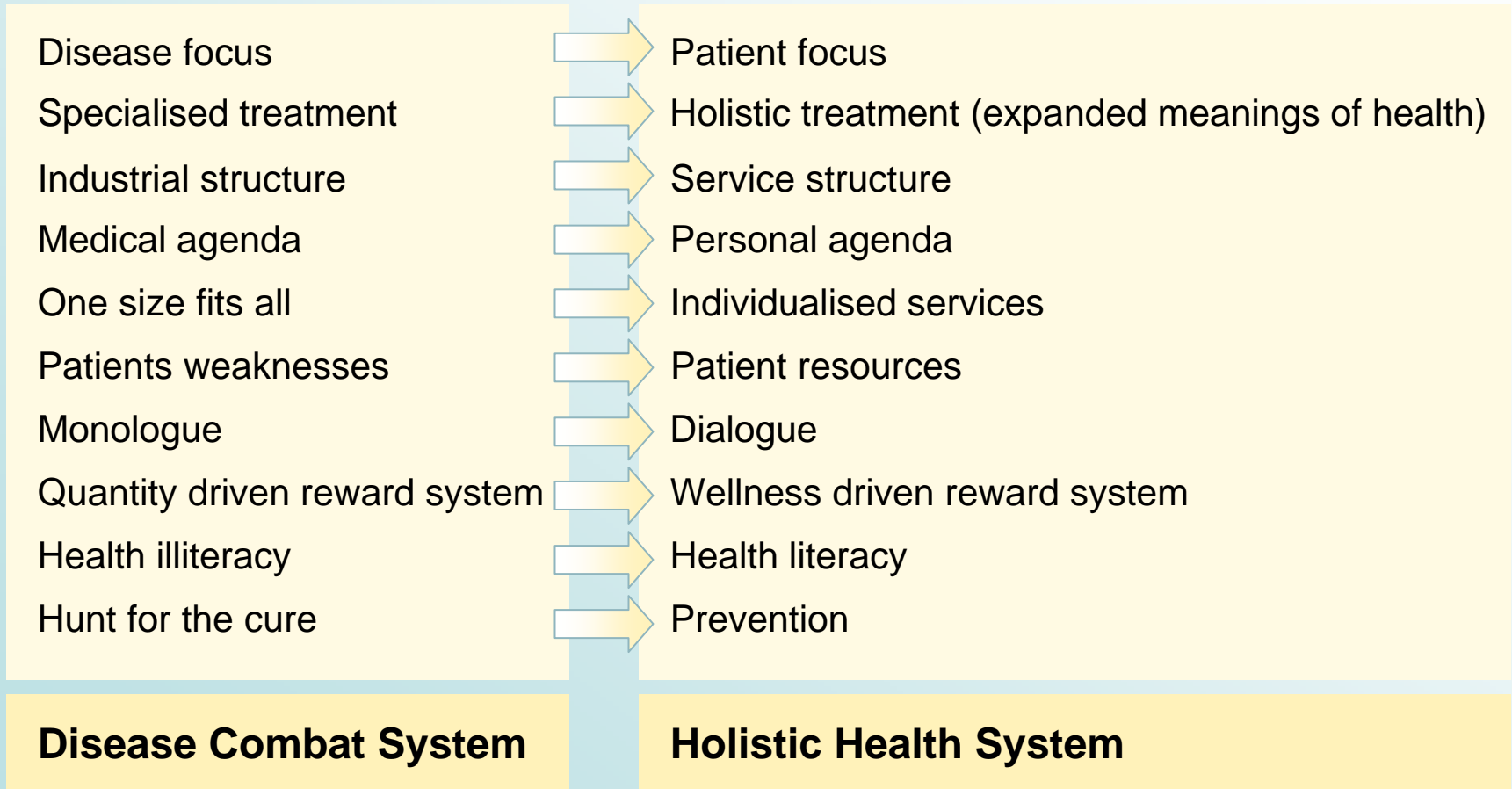
New partnerships



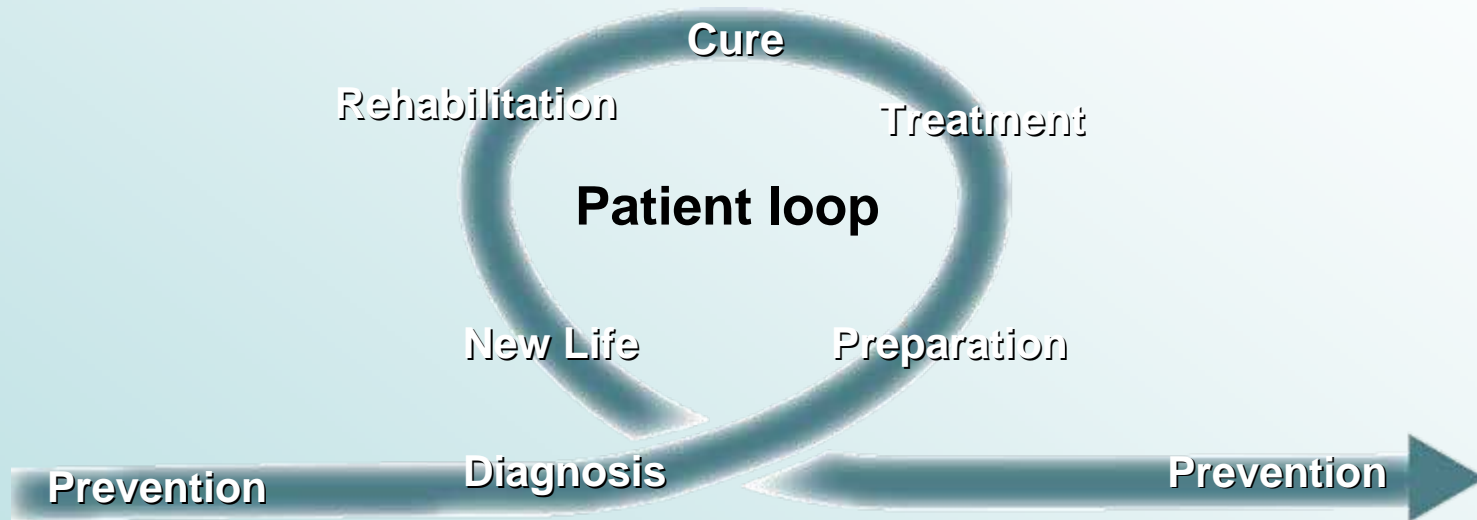
A new action plan

Global health workshop

The new health paradigm



The health journey



**“It is not only about adding years to life,
but adding life to years”**

Andrew Vallance-Owen, Group Medical Director of BUPA
