

Prevention is better than cure



86%

of deaths in Europe are due to **non-transmissible diseases**

Francine, diagnosed with Type 2 diabetes
Eight weeks on an 800 calorie a day diet, and after nine months of maintaining a healthy lifestyle she had lost 19kg and her diabetes was in remission.



Primary care – key to a cost-effective healthcare system

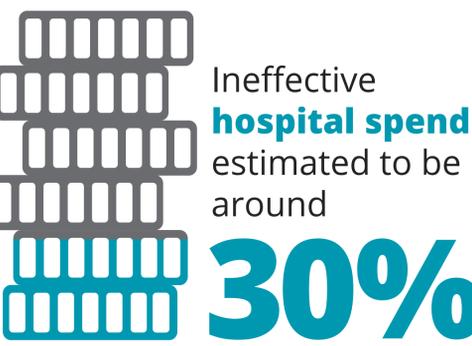
Wide variation

in achieving good quality of **integrated care** across Europe

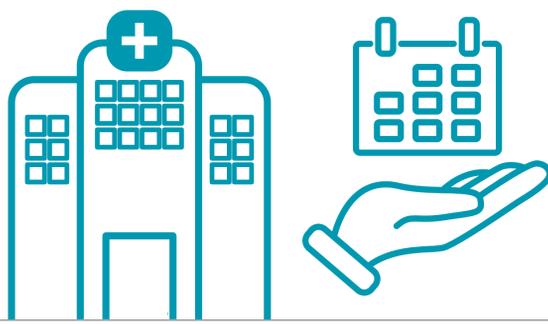
In the **Netherlands**, home-care nursing teams provide holistic care to patients whilst reducing administrative burden and improving quality of care and employee satisfaction.



Productivity in hospitals – specialist care in a lean, connected, high quality system



Derrick, a stroke survivor
On admission at hospital, Derrick quickly received the specialist care required, his rehabilitation needs were assessed and a care plan created.



Palliative and end-of-life care – dying your way matters



Urwin, who has end-stage lung cancer
Urwin's 'Coordinate My Care' package alerted medical staff to his wishes. They stayed with him as he passed away at home as intended.



Patient engagement and empowerment – engaged patients have better outcomes



Sofia, diagnosed with breast cancer
By gathering information from various sources, she was able to make an informed decision on her treatment plan on diagnosis.



Population Health Management – improving whole person health today and tomorrow

Patients with complex multiple co-morbidities use largest proportion of resources.



In **Germany**, an innovative Population Health Management model resulted in only 10.2 increase in emergency hospital admissions vs 33.1% in neighbouring regions.



Partnerships – between industry, providers and academia to improve outcomes

Vast scope for European countries to improve business and government funding for **health related R&D**

In **Denmark**, a cross-sector accelerator has resulted in faster adoption of new technology strategies. For example, a diabetes management system.

