

# Health is not for sale, is it?

dr. Thomas Plochg, dr. Saba Hinrichs

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B2G: Government has been the only customer willing to pay for health!?

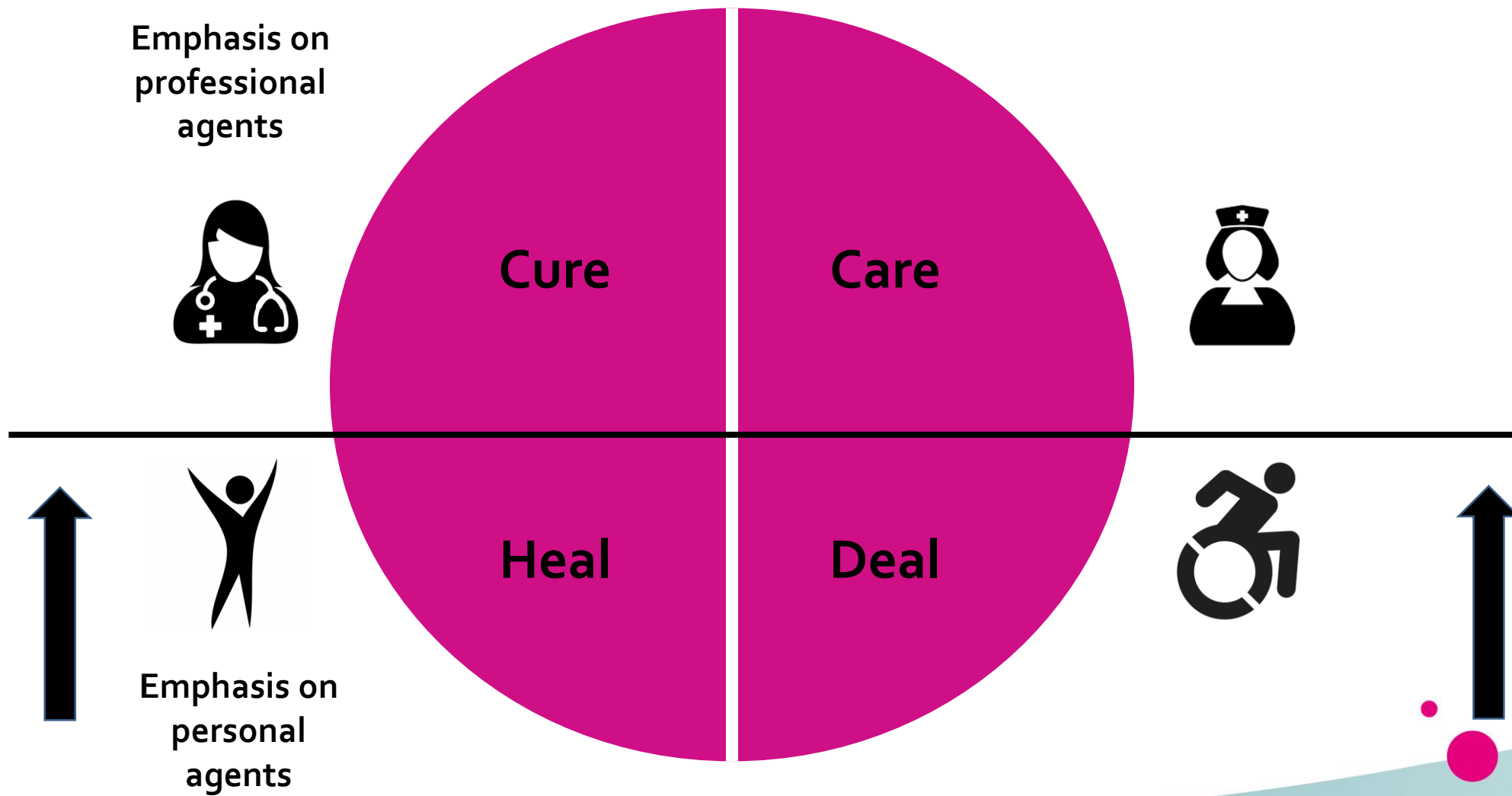


**'A consumer  
market for health  
is emerging (B2C)  
as an alternative  
for healthcare.'**





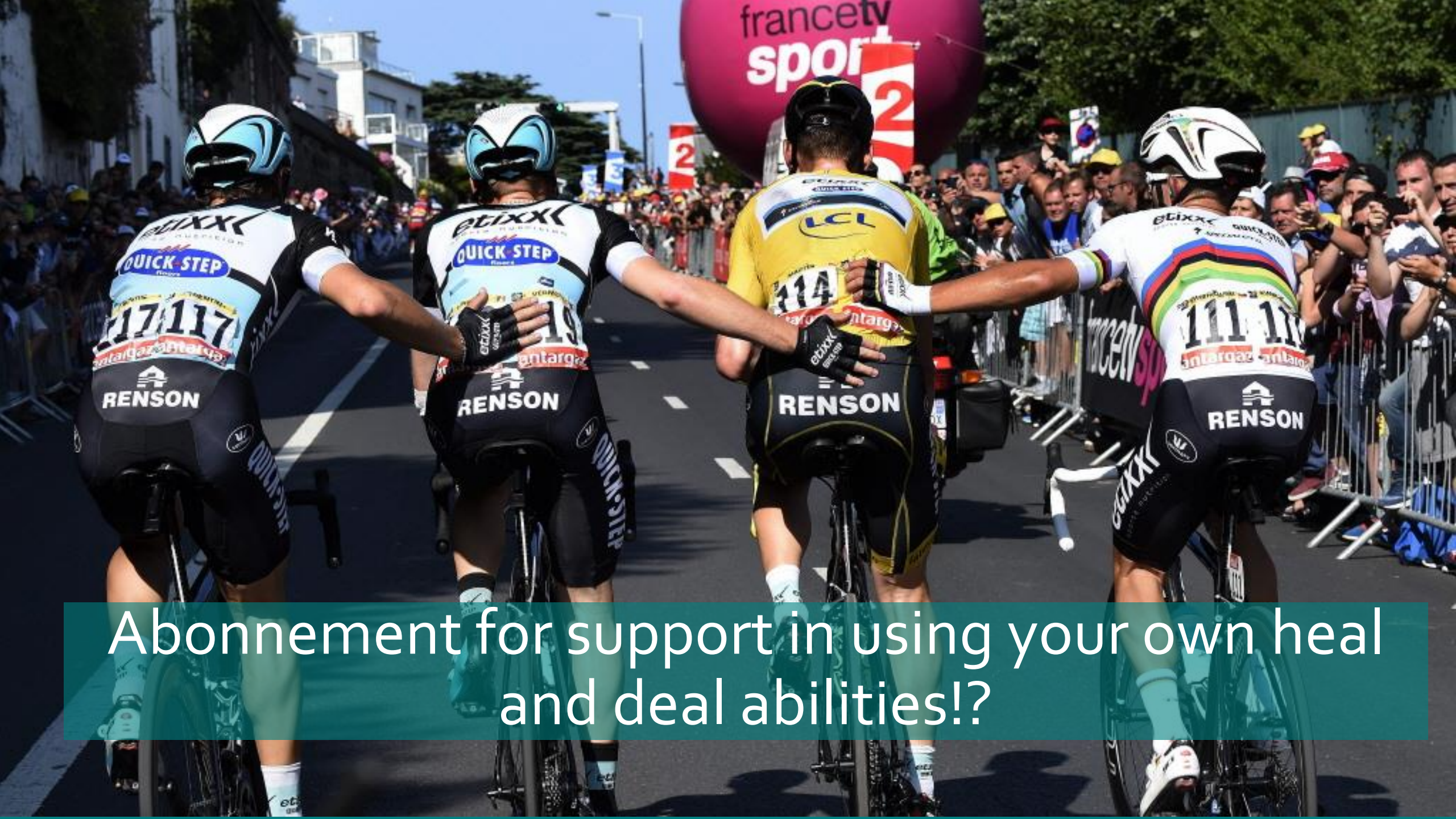
# The quantified self & Artificial Intelligence





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The paradigmshift: “sell a longterm relationship”



Abonnement for support in using your own heal  
and deal abilities!?

# 10 guiding principles [1]

1. The citizen (consumer) and health provider enter into a long-term relationship, manifested in the form of a subscription.
2. This relationship between consumer and healthcare provider is open, honest and reciprocal. They enter into an agreement or contract with rights and obligations for both the consumer and the healthcare provider;
3. The consumer is a co-producer of 'health' within this agreement. They must keep themselves fit and health, and understand that they will be helped by the health provider to do so. According to the principles of positive health, this means that the consumer is enabled to develop and use their self-healing and dealing/self-management ability. For the health provider this means that he / she can listen well, can personally contact and have an overview of the consumer's health state;
4. Both the consumer and the provider have something to gain and lose. Both invest financially and expect changes in the consumer's health. The subscriber is therefore held accountable for their own active role in continuing to remain fit and healthy; they lose in terms of health and vitality and incur higher costs if they do not fulfill this role. The healthcare provider runs entrepreneurial risk in terms of time and income if he / she is insufficiently able to adequately support the subscriber;
5. The vitality contract exists in addition to the basic insurance. If the consumer becomes ill, they can simple use their basic insurance for care. This also means that there is a link between the vitality contract and the health care system. The revenue from investments by the citizen/consumer and health provider is (partly) returned to them in the form of lower healthcare insurance premiums (for citizens) and income (for health provider);



# 10 guiding principles [2]

6. It is based on the concept of Positive Health and forms the umbrella for a wide range of healthy-minded services that are integrated and modularly set up and offered. Offering is both online (eHealth) and offline, and both unlimited access and recipe;
7. It is local / regional embedded in the neighborhood or neighborhood to ensure customization;
8. It involves public-private cooperation, involving citizens and cooperatives, providers, governments and businesses and investing;
9. It can be closed at both individual and collective level. Consider collections of employers, health insurers, municipalities and civil cooperatives;
10. It is based on an inclusive earnings model : this means that the health provider is out on profit and goodwill. Nobody is excluded from a vitality contract. Anyone may end the vitality contract on the same terms



Thank your for your  
attention!

