

Robuust



Strategic alliances towards Integrated Care

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Introduction Robuust

Where do we stand for? What is our believe?

We believe in creating healthy regions for healthy residents by working together as health and social support organisations.

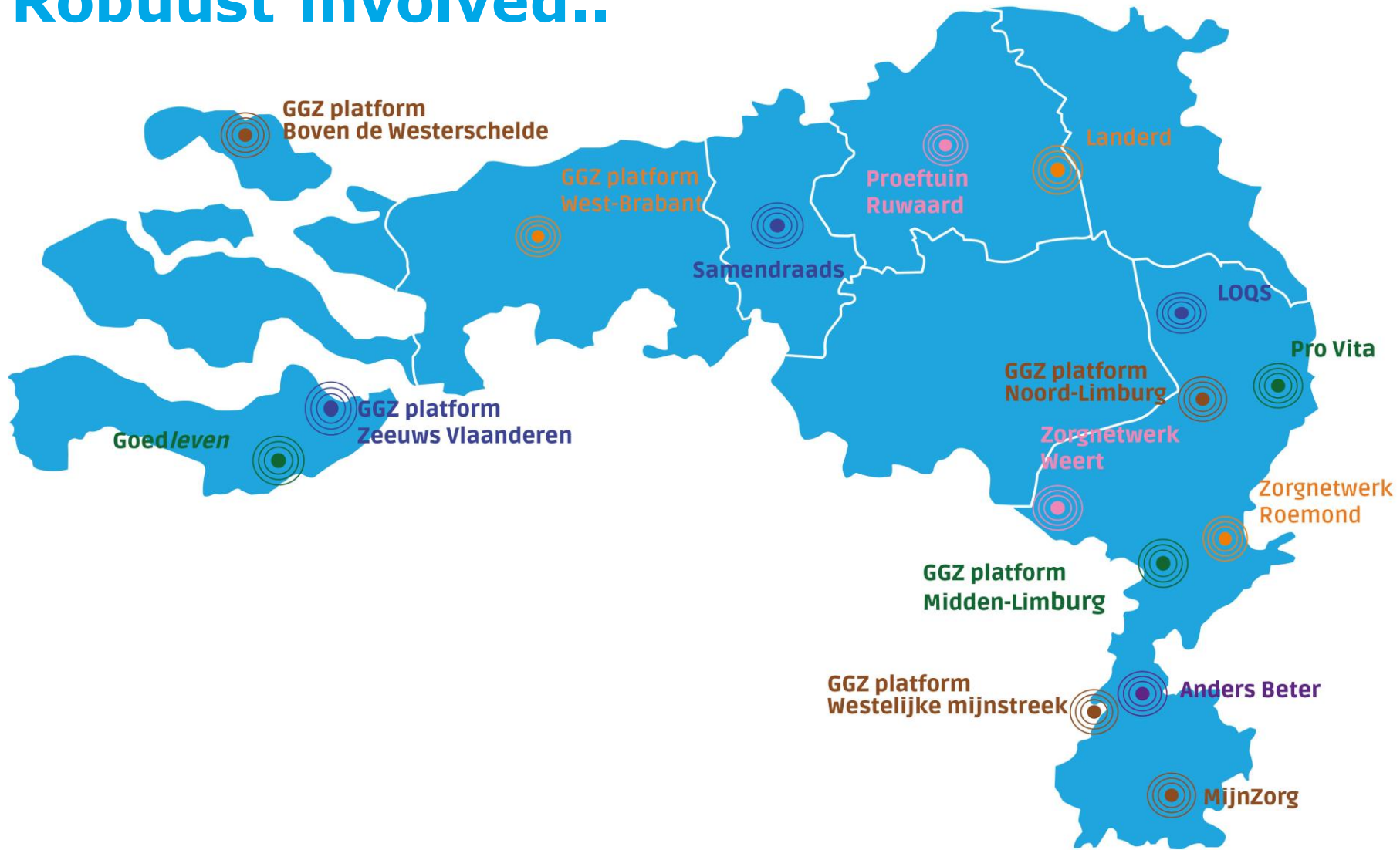
Improving population health and quality of care can lead to a standardization or even reducing costs of social support, care and cure.

Strategic alliances are alliances in change, therefore change agents are on demand to support the change process → Robuust.

Robuust working area



Robuust involved..



Population Health Management

Integrated chain of support, care and cure

- Patient/client centered approach
- Co-design approach
- Building strategic alliances based on population
- Integrated chain is based on population
- Impact/value driven interventions
- Strategic alliances parties responsible

Building strategic alliances (1)

Why? What? How?

Why

- Patient/client centered approach
- Integrated chain of support, care and cure
- Prevention

Alone you go faster, together is smarter

What

- Program
 - Network
- Strategic alliances: integration of public health, health and social care

How

- Shared ambition
- Responsible for outcome and impact

 Transition and change

Building strategic alliances (2)

Who?

Residents (organized and non-organized)

Primary care centers

Hospitals

Public Health

Municipalities

Community nurses

Social support

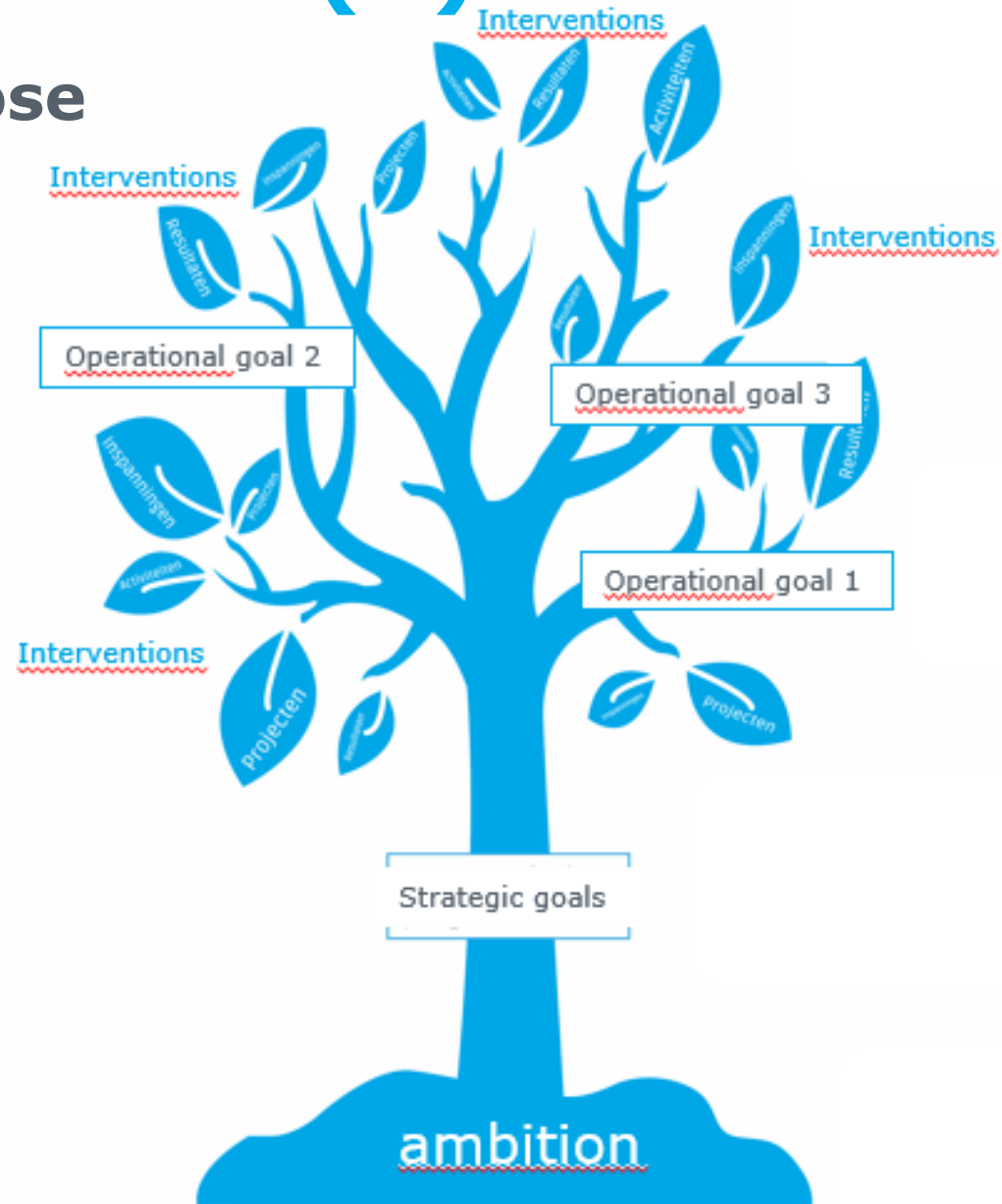
Social care

Home care services

Health insurers

Strategic alliances (1)

Ambition and purpose



For example:

Healthy lifestyle children

Increased physical activity

Sport at school (%up)

Topscore contest

... etcetera

... etcetera

More healthy food habits

Daily breakfast (%up)

Vegetable consumption (%up)

... etcetera

Soft drinks (% down)

'schoolgruiten' jointly fruit/vegetable cons..

Drinking water (%up)

Heathy school cafeteria

Fruit consumpt. (%up)

...etcetera

...

... etcetera

...

... etcetera



Building strategic alliances

Threats

- No shared ownership: assignments versus mission
- Organization = people \neq 1 opinion \rightarrow change starts with people not organization
- Interest own organization comes first in reality
- Interests separate organizations \neq interests strategic alliances
- Regulation and financial guidelines
- Expanding the mission

Building strategic alliances

Do's

- Start from the needs of your population
- To get from a to b, speak the language of b!
- Feel the mission and therefore the assignment
- Shared ambition
- Slow down to go faster in the end
- A change process brings uncertainty, a directing agent brings certainty in the process
- Change needs the right scale in numbers
- Projectmanagers believe in the ambition and lead toward outcome and impact of both the projects and alliances

Conclusions

- Successful strategic alliances thrive through a shared ambition, based on population needs
- Collaboration is a changing process that needs change agents, trust and creative thinkers
- People change, not organizations

Impossible? Do it anyway, just start!!



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**Thank you for your
attention**