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## Health waiting for a revolution?

**Concerns about cost, efficiency, regulation, partnerships are not sufficient for success in the industry. A transformation of vision and practice has to take place, is what experts say**

Suddenly you are struck by illness, pain, discomfort and malaise becomes part of your day. After the onset of symptoms, you wait a few days in hopes of it passes because you can not lose a day's work - that would have a financial impact at home. The probability of more than one day lost is significant - after all, the lines for care in clinics and hospitals are kilometers long. When you finally manage to pass a doctor, an examination is requested. Another odyssey is about to start.

With surveys in hand, you wait a few more days to return to the doctor. While all this happens, the discomfort persists. When looking at the results the doctor cannot determine the problem and refers you to a specialist. Back to square one.

And so on . . .

You probably do not identify with the saga described above. If so, chances are you're part of about 20 percent of the world's population that has access to quality health care. Such a scenario was put forward by healthcare industry leaders who gathered for the World Health Care Congress Latin America on Oct. 24-25 in Rio de Janeiro. The panel on "Global Innovation" came to a consensus that without a global revolution in the way health care is offered, thousands of people will remain excluded from the system - without access to the most valuable asset to humanity.

"We have to stop and think every day about how we can help change the current model, not only think about cheaper production, the efficiency of hospitals and regulatory barriers - you need something bigger, something truly revolutionary," said James Hogan, president for Medtronic in Latin America.

The culture that surrounds the form of assistance is now behind any obstacle that could be listed. For the municipal health secretary of Rio de Janeiro, Hans Dohmann, the key is to put the patient at the center, being served with personalized medicine, where all agents participate in a harmonic system.

"In Rio de Janeiro we are undergoing a significant change, promoting access to basic health care to more than 400,000 people. It is impressive to see how the behavior of the population has changed the face of new health facilities. When we reached the innovation, all parties have a rapid transformation," explained Dohmann.

While the cultural revolution, and more than that, the transformation of mistaken vision does not happen, other “minor” factors are still considered essential for innovation: collaboration in the form of partnerships, business support, fundraising, shared knowledge, patent protection unified and regions in regulatory terms.

“The health of people is the most important decision. The finance can not override it. If we continue as we are, the world will go bankrupt,” said Hogan.