

Basque Country: Managing Increased Chronicity Through Public Health Transformation



High performance. Delivered.

Client background

The Basque Country Health System provides public healthcare to over two million inhabitants in the region. Of these, nearly 18 percent are already over the age of 65. Life expectancy at birth (according to 2005/2006 research) is 77.2 years for men and 84.3 for women, placing the region third in the world after Japan and Hong Kong. As a direct result of this aging population, chronic disease prevalence and complexity have increased along with total health expenditure.

Business challenge

Chronic patients often receive less focus from traditional health systems which are reactive, focused on patients with acute symptoms. Today, eighty percent of patient interactions with the Basque public health system are related to chronic diseases, which use up around 77 percent of the total health budget. Patients with more than one chronic condition cost six times more than those with only one and, at current rates, health expenditure is expected to double by 2020.

Chronic illness requires a different approach. Health management using innovative technology offers continual care throughout a person's life, and potentially prevents unnecessary hospitalisation and reduces costs. A key challenge is to increase clinicians' efficiency: many types of consultations can be done from anywhere. In order to meet the challenge of rising chronicity, key aspects of the Basque Country's health transformation strategy are to:

- Focus on stratified population health
- Publicise and prevent chronic illnesses
- Increase patient autonomy and responsibility
- Provide continuous care for chronic patients
- Provide efficient interventions adapted to patient needs

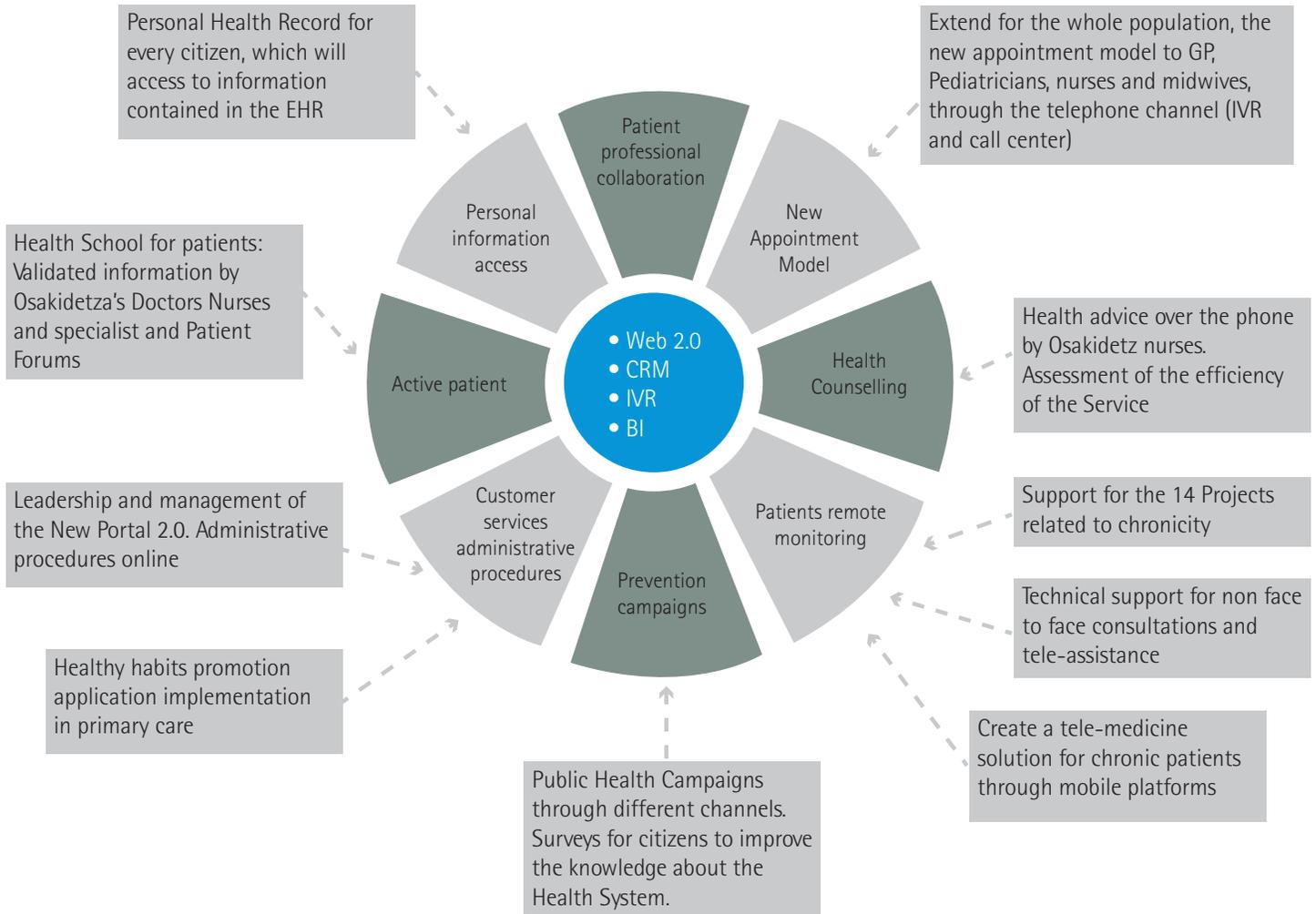
How Accenture Helped

As part of the overall Basque health transformation strategy, Accenture has collaborated on two key projects. It provided project management and all required technical advice for a Multichannel Health Services Centre that allows access to healthcare through several innovative communication channels, and helped the Basque Country build a remote elderly patient monitoring system known as TEKI.

The Multichannel Health Services Centre caters for any health related query that does not require a citizen to go to a health centre. This reduces the cost of care and provides greater agility and more decision making capacity for clinicians. It makes patient access to the system more convenient by enabling a choice of channels, and automating several previously disparate and manual processes such as booking appointments and managing patient medication, diet and exercise.

The proposed service portfolio for the Multi-channel Health Service Center consists of 8 service sets which are described in the following chart:

Service portfolio

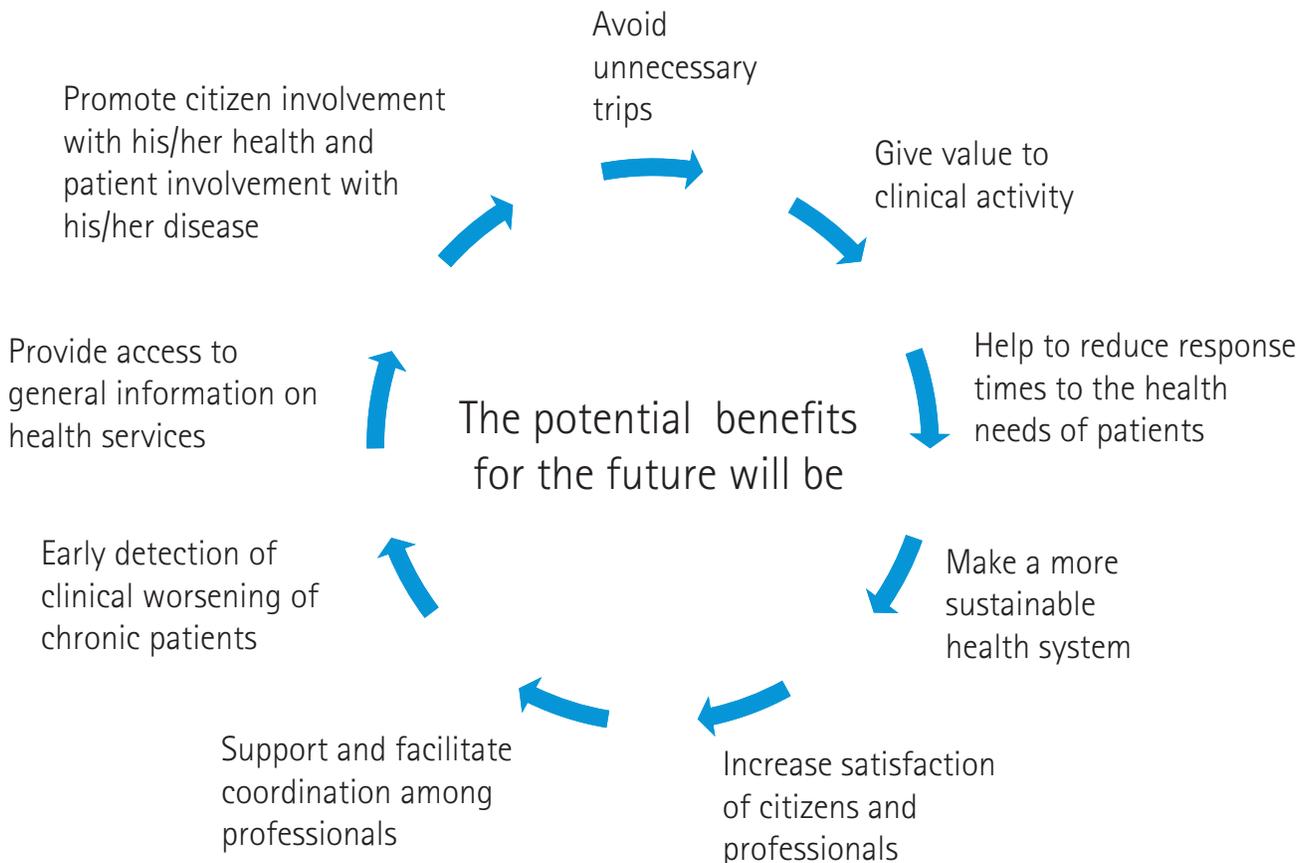


TEKI uses Microsoft technology originally designed for gaming to monitor and manage the health regimes given to elderly patients. All the patients using TEKI are monitored remotely from the multichannel centre. Both the Multichannel Centre and TEKI improve the accessibility and universality of health services by applying ICT and tele-medicine.

High performance delivered

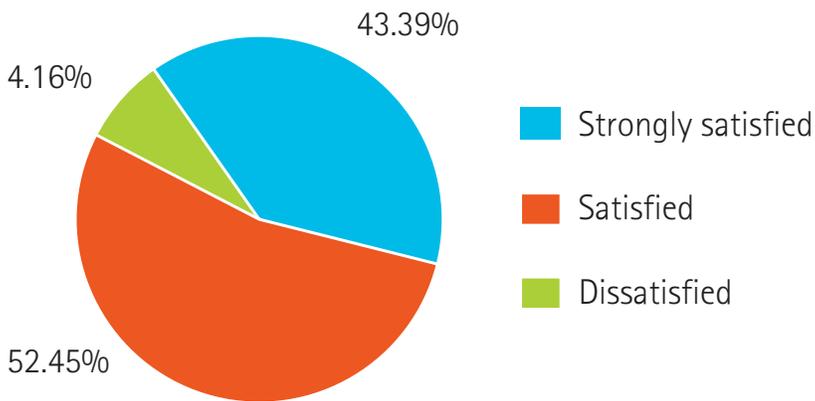
Both the Multichannel Centre and TEKI were delivered to the Basque Country on time and within budget. Using these platforms the Basque Country, with Accenture's assistance, aims to minimise the number of patient/doctor interactions that require face to face meetings, and channel as many consultations as possible to alternative communication channels. Apart from reducing the cost of health services, this

strategy helped improve patients' quality of life as they feel their conditions are under control through more regular interactions. These communication and health management platforms also help reduce the number of emergencies, readmissions and the need for patients to travel. It makes clinicians more efficient, since a greater proportion of their consultations can be done remotely.



These solutions are highly innovative, even in global terms and, while the reduction in the proportion of face to face consultations with doctors will most likely take a few years to settle down, it has already started decreasing. Accenture's assistance directly contributed to several key benefits:

- Some 18 percent of total interactions between primary healthcare professionals and patients are now telephonic.
- Total telephonic interactions increased by 60 percent during 2011, from ten to 16 percent of the total number of consultations.
- In terms of appointments set up via the web in 2011, 43.39 percent of patients were strongly satisfied, 52.45 percent were satisfied and just 4.16 percent were dissatisfied.



As part of the Basque country's broader interventions to tackle the challenge of chronicity, these projects also contributed to these benefits:

- Almost 4,000 iPhone and Android apps were downloaded by users (enabling them to obtain mobile appointment confirmations, medical advice, access their personal health folders).
- The multichannel centre has handled more than 100,000 calls for medical advice in the last 12 months.
- Without any marketing, 9,000 accesses to personal health records were recorded in the first two months of operation. More than 20,000 accesses were recorded in the first two days after the public announcement of the new service.
- An increment of 162 percent in the number of visits to the new web portal.

As part of the Basque Country's Chronic Patients Strategy, the Multichannel Centre and TEKI are part of a new order of care organisation aimed at improved healthcare outcomes, patient satisfaction, patient and carer life quality, and overall sustainability of the region's public health system. This fundamental structural transformation will probably require between two to five years for the final impact on the system to be known.

Insight Driven Health

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