

EHF GASTEIN GAZETTE

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NAVIGATING HEALTH SYSTEMS IN THE NEW REALITY – LOOKING FOR THE RIGHT COMPASSES

FREE-TRADE ZONE EU/US – HISTORIC OPPORTUNITY OR HISTORIC FAIL?

Given the new reality announced yesterday, H. Kluge (WHO EURO) shared 10 lessons how to tackle crisis: long-term approach to healthcare sustainability, fiscal policy, safety net for the poor, efficiency gains, cost-effective public health services, avoiding excessive budgetary cuts, high-performing health system, structural reforms, information and monitor and good governance. Of course, this 'wish-list' does not come for free. The European Observatory set out a framework for Good Governance that support Member States in the process.

But referring to one of the key questions of this edition of the EHF Gastein, what do we know about the implementation of change? And do we need new strategies for a new reality for will the old ones do, fused with fiscal and political pressure to really achieve change? Will fiscal and political pressure result in the changes that were long due, or – as it currently looks like – unproportionally hit the weaker groups in our society? These questions will be answered during today's closing plenary session.

The ongoing negotiations between the EU and the US concerning a Free-Trade Zone, the so-called Transatlantic Trade and Investment Partnership (TTIP), pose new challenges to healthcare. The TTIP is likely to bring benefits to the EU, like the opportunity for economic growth and the possibility for the EU to influence the future standards of the TTIP in terms of solidarity or the possibility for anybody to get access to a high quality health care. However the TTIP brings along issues including the aggravation of the sovereignty in health care issues and aggravations in data privacy laws.



HEALTH FOR WEALTH – HUG A POLITICIAN!

Mr. Pearson (OECD) warned for *overpromising* the financial gains from prevention campaigns, therewith kick-starting the debate around investment in promotion. However it is up to Ministers to decide on how to invest, and he urged them to invest in promotion with support from civil society to defend their choices in front of the electorate. John Ryan of DG SANCO discussed strategies at EU level for prevention and health promotion, and highlighted the need for *continuous* prevention campaigns. Paul Smit of Agathellon argued that it was unrealistic to expect growth in this decade, and that citizens need to become more empowered and stop relying on politicians for improving their own health.

“Public health experts need to find smarter ways to persuade politicians to invest in cost effective disease prevention strategies” - Tessa Richards (@tessajrichards)



“CONNECT – AND FOLLOW YOUR HEART”

When Kristine Sorensen, a European Health Award recipient at Gastein 2012, was asked what message she wanted to convey to other young people at the European Health Forum Gastein she replied: “make the most out of your time here and make sure to use this opportunity to meet new people and really connect with others. Always follow your heart and inner voice in all you do. Let that guide your way through both your career, and private life.’

Many thanks to Kristine and all other delegates for supporting the Young Gasteiners!

YGS INSPIRED ON FOSTERING INNOVATION

The Young Gasteiners met Director-General DG CONNECT Robert Madelin to discuss ways of creating more resilient health care systems & implementation of new innovations. Mr. Madelin outlined that implementation can only succeed when innovations do not get lost in the triangle of values, politics and evidence. He also stated that we need to build a society that is curious towards, and self-confident about innovation – and less afraid to fail.

“Resilience is when you drop something, it bounces back up again”

“Innovation is trying new things to make life better”

(Robert Madelin,
Director-General DG
CONNECT)