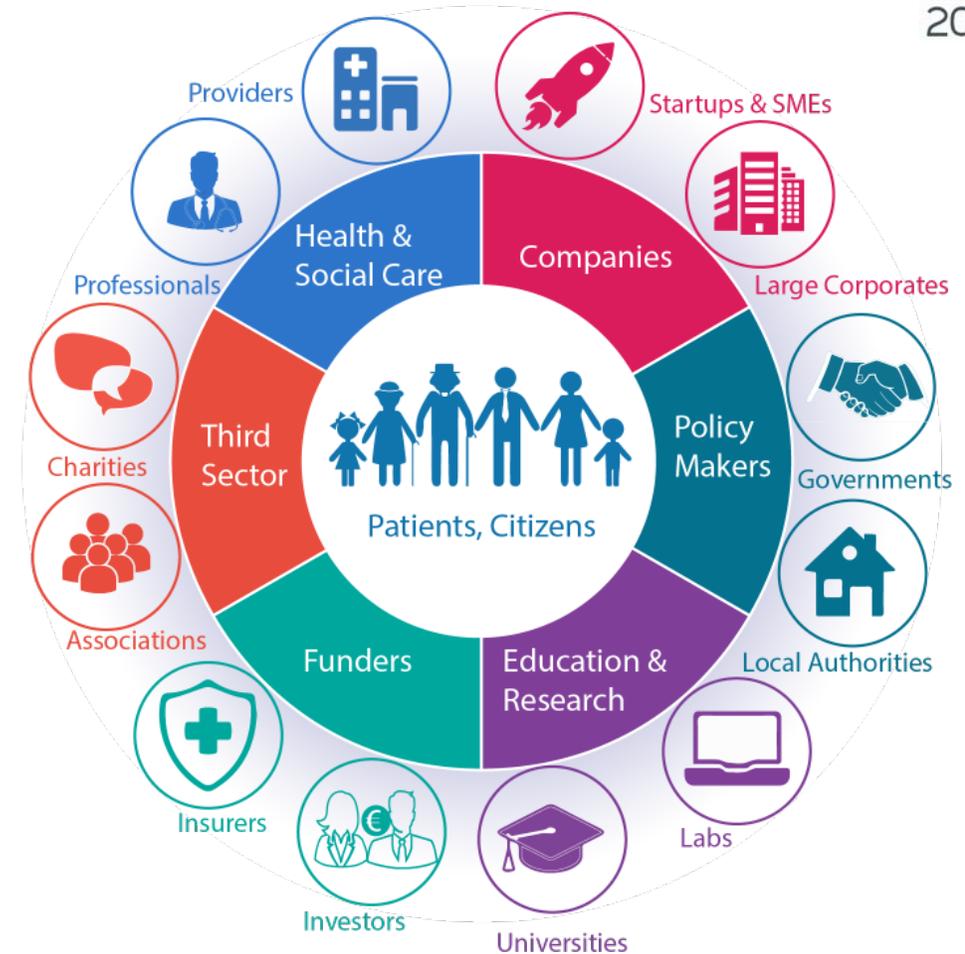


# The healthcare ecosystem and stakeholder management

Tamás Bereczky

# The healthcare ecosystem

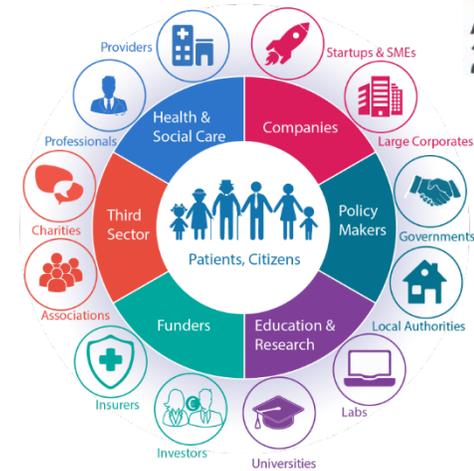
- Why an “ecosystem”?
  - Complexity
  - Variety of stakeholders
  - Web of interconnectedness
  - Diverging and converging interests
- Ageing populations – complex challenges
- Social policy, health policy and politics are interconnected
- Role of data and big data
- Balance needed between a global economy and local needs



<https://echalliance.com/ecosystems/>

# Who are these people? - Stakeholder groups and players

- Patients and citizens
  - That's you – patients AND citizens
- Companies
  - Start-ups and SMEs
  - Large corporations
- Policy makers
  - Governments
  - Local authorities
- Education and research
  - Labs
  - Universities
- Funders
  - Insurers
  - Investors
- Third sector
  - Charities
  - Associations
- Health and social care
  - Professionals
  - Providers

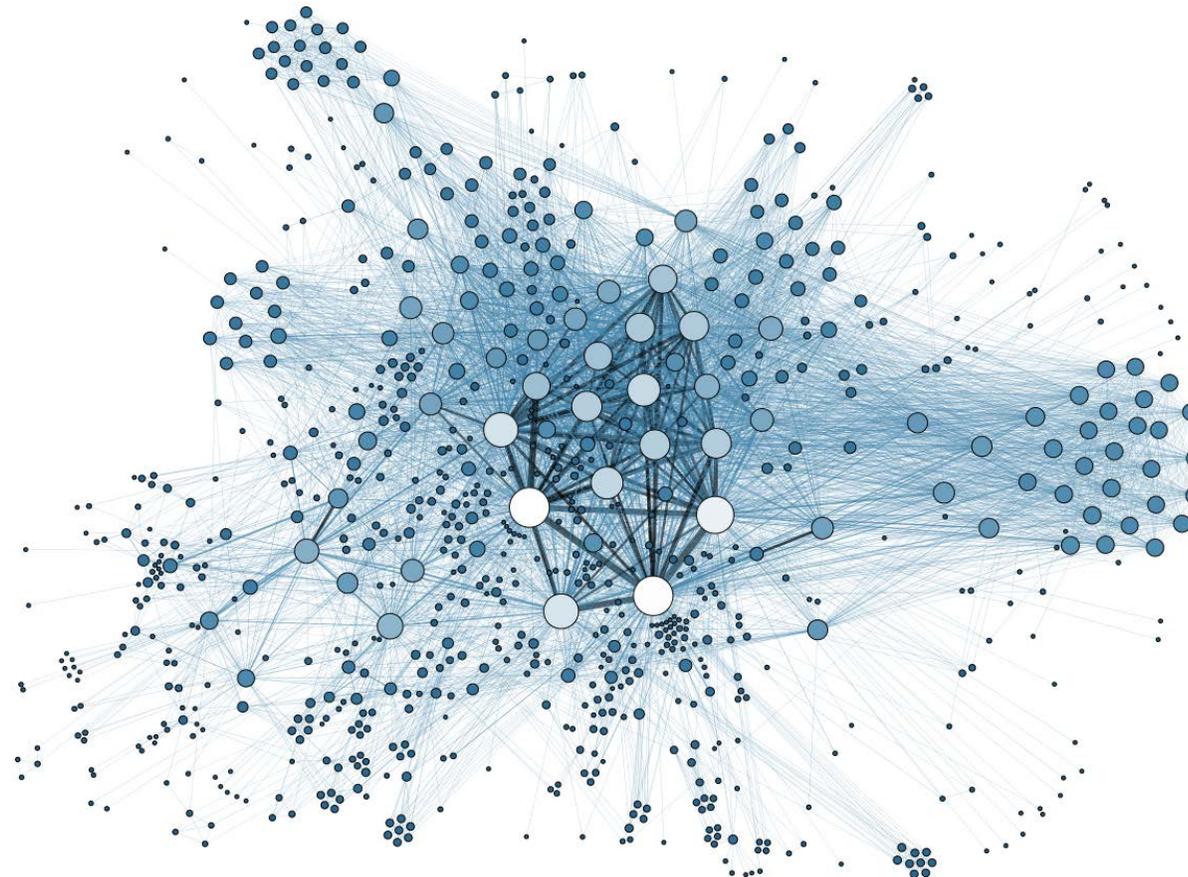


**Who is connected to whom  
and how?**

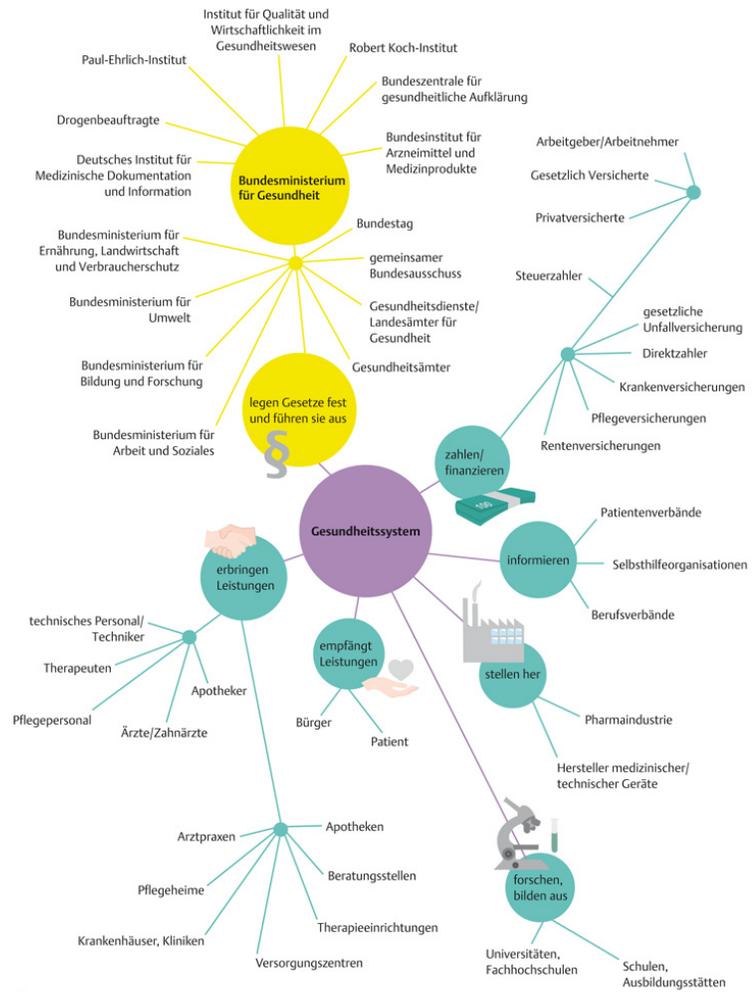
# Who are these people? - Stakeholder groups and players

## Who is connected to whom and how?

- Patients and citizens
  - That's you – patients AND citizens
- Companies
  - Start-ups and SMEs
  - Large corporations
- Policy makers
  - Governments
  - Local authorities
- Education and research
  - Labs
  - Universities
- Funders
  - Insurers
  - Investors
- Third sector
  - Charities
  - Associations
- Health and social care
  - Professionals
  - Providers

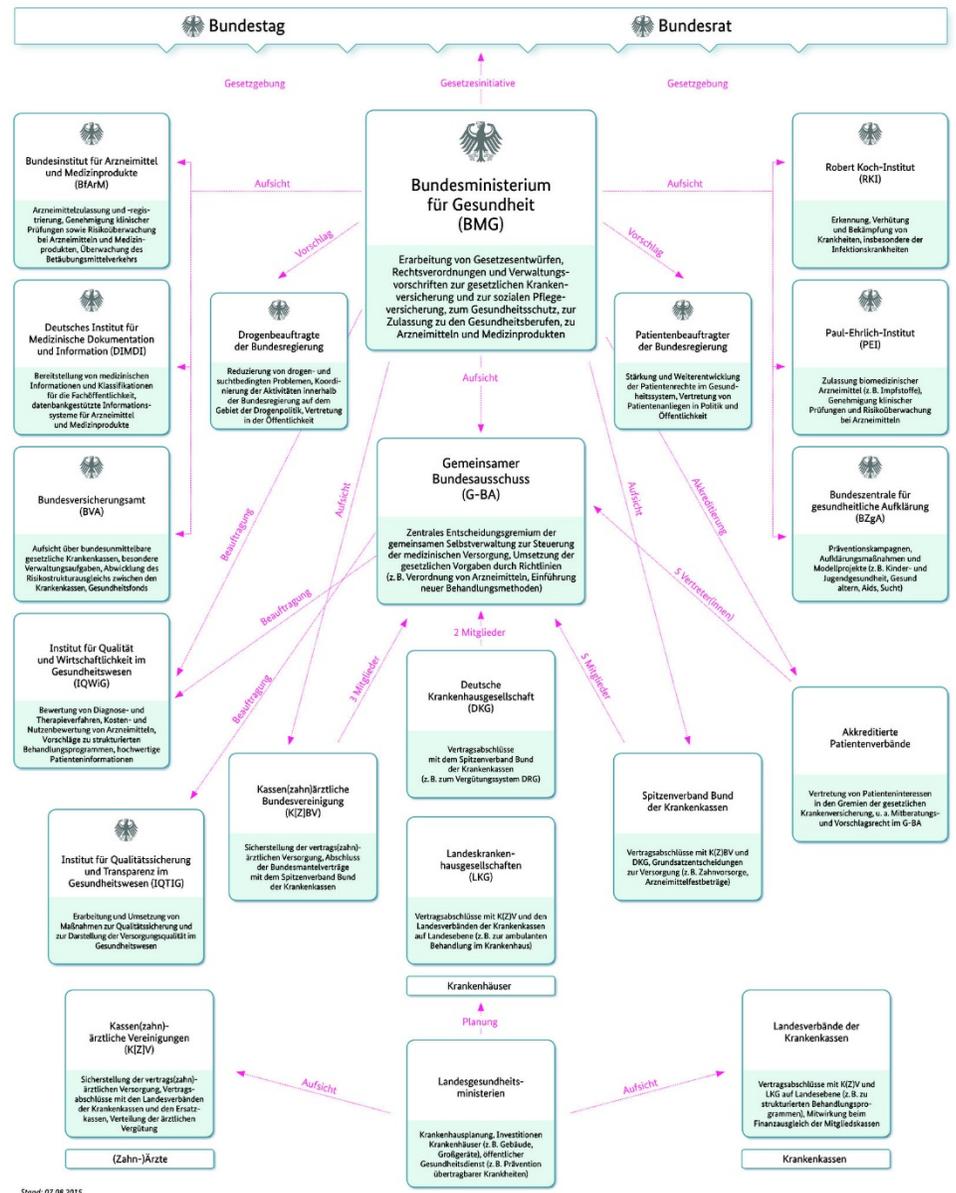


# The German healthcare sector



Copyright Thiemer Verlag, Stuttgart - New York  
Lern-Platz 2015

## Das Gesundheitssystem



Stand: 07.08.2015



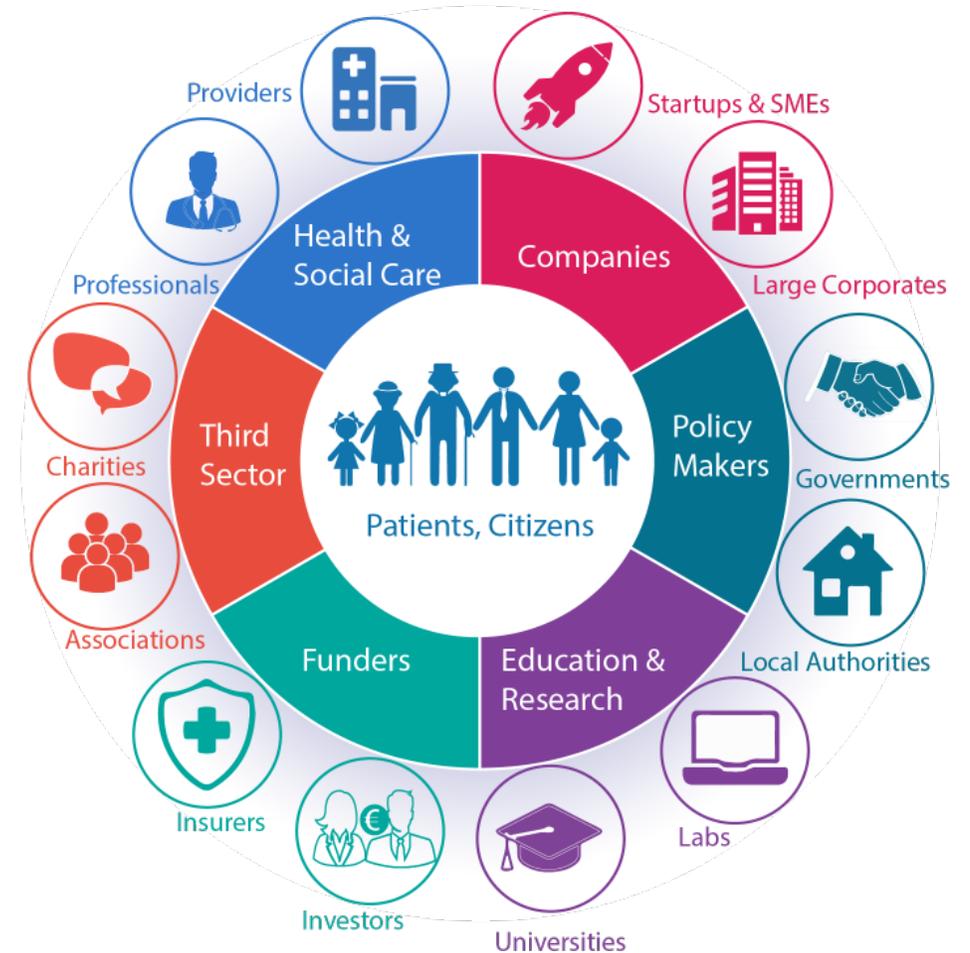
[https://www.thieme.de/statics/dokumente/thieme/final/de/dokumente/tw\\_pflegepaedagogik/abb-09-06-das-deutsche-gesundheitssystem.jpg](https://www.thieme.de/statics/dokumente/thieme/final/de/dokumente/tw_pflegepaedagogik/abb-09-06-das-deutsche-gesundheitssystem.jpg)

<https://www.philhartmann.de/gesundheitswesen/>

# Different interests (not only industry has interests, everyone does!)

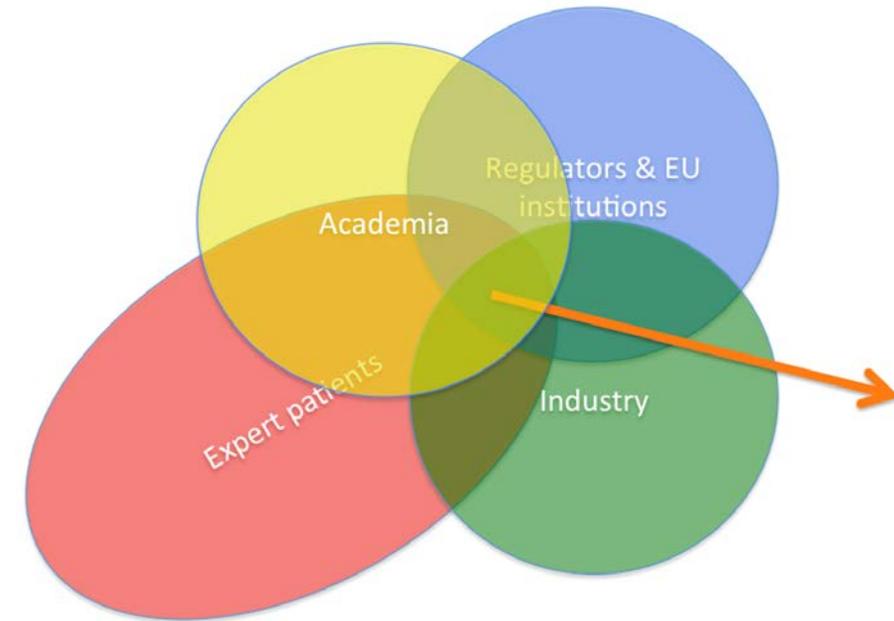
## YOUR TURN!

- What can be the interests of the different stakeholder groups (7 of them)?
- Describe three fundamental interests of each stakeholder group (7)
- Put them on PostIt notes (21 interests)
- Let's do the mapping



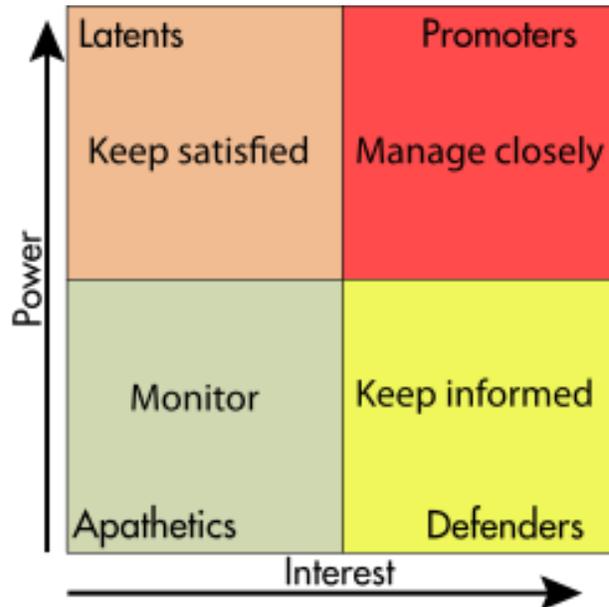
# How can you to manage the interfaces to the different stakeholder groups as a patient advocate or patient advocacy organisations?

- Potential solutions all require
  - careful coordination
  - priority setting
  - a strategy
- One example: community advisory boards
  - **Patient-run community advisory boards** where leading patient advocates set the agenda and invite researchers, academics, authorities, pharma
  - **Two-way dialogue** to improve patients' well-being and
  - **Address key challenges** patients face in accessing diagnosis, monitoring, treatment, care
  - **Discuss** clinical development pipelines, regulatory issues, collaborative challenges
  - **Build capacity and knowledge** in patient community
- What other examples can you think of?

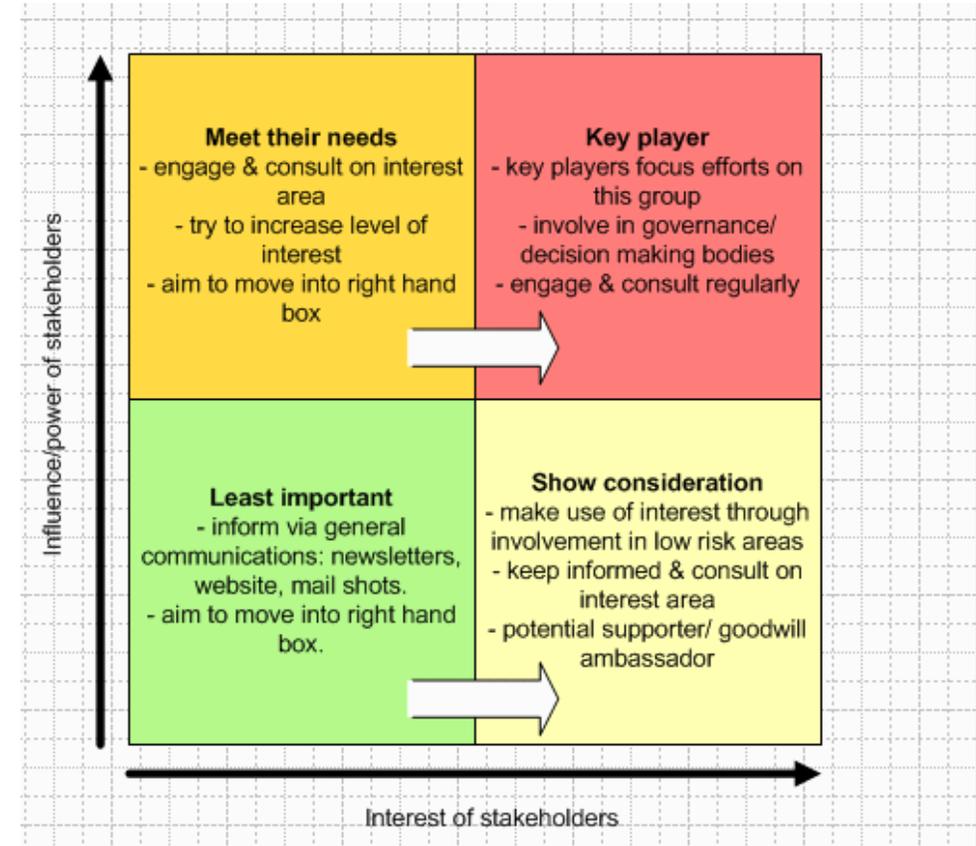


# Long-term interactions, ongoing relationships

- Strategic planning
- Stakeholder mapping
- Setting priorities
- Alliances, cooperation, umbrellas



[https://en.wikipedia.org/wiki/Stakeholder\\_analysis](https://en.wikipedia.org/wiki/Stakeholder_analysis)



<https://www.stakeholdermap.com/stakeholder-analysis.html>

# Know your trees – and bark up the right one

Think about who you'd like to influence:

- EU level vs. national level  
(e.g. EMA, HTA/reimbursement)
- Medical societies vs. study groups vs. individual clinicians
- Companies (→ drugs) vs. industry associations (→ systems)
- Disease-specific action (→ Osteoporosis)  
vs. cross-disease joint action (→ healthcare system)
- Know what you can do, and what your umbrella organisations can do best,  
within the limits we all have



# Conclusions

- **Extremely complex field** – don't try to influence and change everything at once
- **Cooperation is key** – look for alliances and likeminded organisations
- **Don't believe that health is a zero-sum game** and that saving one person's life must be at the cost of another's
- **Focus on what's your unique point** as a patient or person living with or affected by an illness
- **Pick your battles** – set priorities and avoid dispersing your resources



