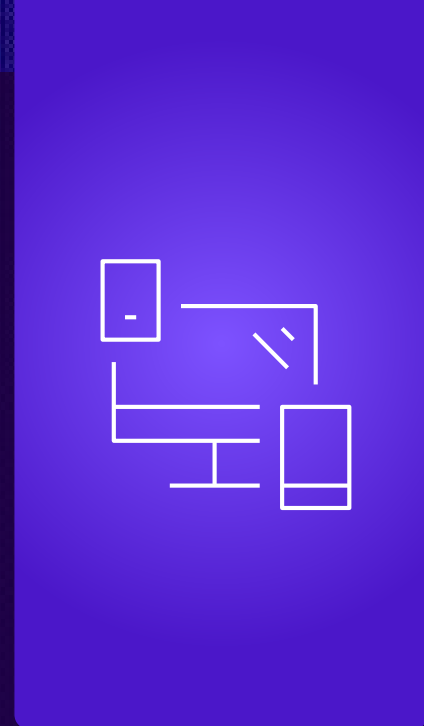


# High Tech , High Touch Webinar

João Bocas  
CEO at Digital Salutem

Working  
together to  
**impact**  
society,  
humanity &  
**people**



# Digital Salutem – Healthcare Uncomplicated



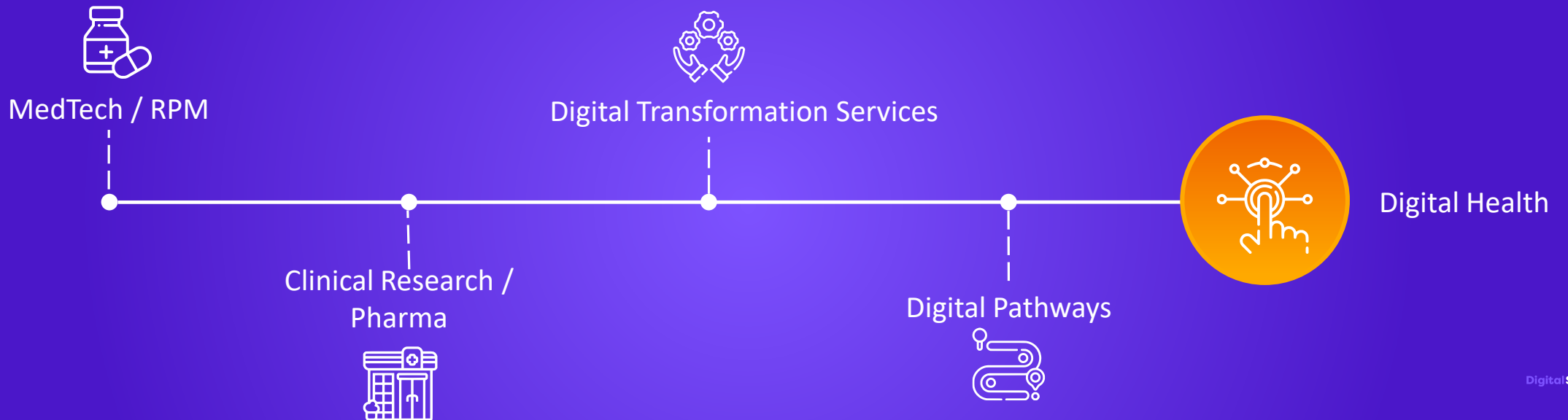
Technology pedigree with origins in the US



Experience in innovative healthcare solutions and services



Healthcare Connections Worldwide



WHAT NOW ?

# THE FACTS

## COVID19

**244 million infected**  
**~ 5 million deaths**

# Global Digital Health challenges

Vulnerability of large  
populations with  
undiagnosed NCDs and  
those at increased risk  
of NCDs



Pandemic impact on  
prevention and  
treatment services



Fragmented or lack of  
reliable and accurate  
timely data





# Challenges are opportunities

## DIGITAL HEALTH

- ✓ New Partnerships ( Crucial Need )
- ✓ New Business Models
- ✓ Shaping existent Health Systems
- ✓ Digital is the “ Norm “
- ✓ Digital Health NOT a nice to have – a MUST have
- ✓ Time is right, mass adoption ( i.e. Telemedicine )

# Wearable Technology



Fitness Tracker



Smartwatches



ECG Monitor



Blood Pressure Monitor



Biosensor



Assault Protection



Smart Ring



Wearable Speaker



Wearable For Blinds



Helmets For Cycles



Smart Clothes



Smart Glasses



Smart Belt



Sleep & Lounge



Smart Shoes



Smart Contact Lenses



# 159 pages Health Wearables Engagement Report

## FINDINGS

# User Related Barriers



1

Lack of Intrinsic Motivation

No purpose, lack of motivation, WHY ?



2

Privacy / Security / Ethics

Not trusting, data wrong hands, wrong doing



3

Human Errors, Forgetfulness

Stop using it, forgot to charge, lost them

( top of the fridge )



4

Losing the Device

Modified Behaviour, lost interest



5

Sense of no Value

Not seeing the point

# Device Related Barriers



1

Interoperability

Compatible with others  
systems, Integrations Issues



2

Battery Issues

Not long as desirable



3

Uncomfortable /  
Bulky

Size, Looks, Design,  
perceived as not cool



4

Lack of  
Personalization

One Size fits all,  
application in several  
diseases



5

Lack of Support  
( Direction )

Guidance, Usage, Education

# Why Wearables ? The True Value

## WEARABLES / MEDICAL DEVICES

- ✓ Disease Management i.e. Diabetes
- ✓ Prevention
- ✓ Diagnostics / Diagnosis
- ✓ Risk Stratification
- ✓ Early detection / prediction
- ✓ Supportive other Interventions

WHAT'S MISSING

# Closing the Gaps



1

EDUCATION

Better Patients Resources



2

COMMUNICATION

Better Communication



3

SIMPLICITY

Demystify TECH complexity



4

EYES OF PATIENT

Patient Perspective, Role,  
Experience



5

STAKEHOLDERS

Stakeholder Alignment



# In Summary .....



## Strategic Partners

Crucial to deploy value at scale



## Redesign Workflow

Redesign clinical pathway, give clinicians more meaningful insights

**BETTER HEALTH OUTCOMES**



## Collaborations

Collaborate with ALL healthcare stakeholders and bring everyone to all parts of the process



## Delivery

Support the delivery of the Healthcare of the Future.

Better data, Better Interventions

# My Vision – Wearables Can Change the World !



# Connect with me

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# KEEP IT SMALL, KEEP IT SIMPLE

transforming neighborhood care - Buurtzorg Overview



**BUURTZORG**

Jos de Blok





social healthcare



focus on relationships



solutions instead of  
indications



separated care and back  
office processes



buurtzorgweb- and square,  
knowledge, information,  
communication



scale of the  
neighborhood

# RESULTS POLICY ON HOMECARE 2006

- *Fragmentation* of cure, care, prevention
- *Standardization* of care-activities
- *Lower* quality / *higher* costs and wrong incentives: delivering *much* care against *low* cost is profitable
- Big *capacity problems* due to demographic developments
- Information on costs per client/outcomes: *none!*
- Clients confronted with *many* caregivers
- Professionals were very *unhappy*





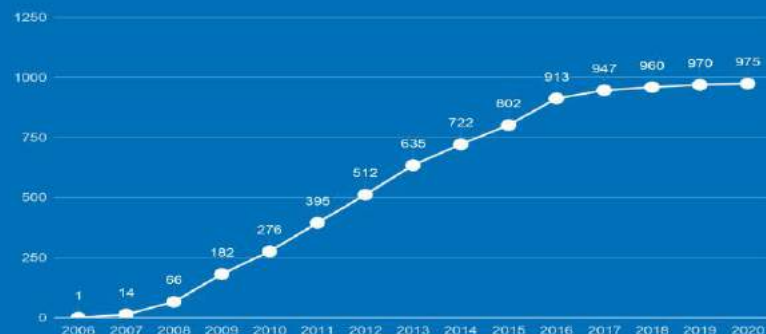
# START 2007

- Starting an organization and care delivery model for community care with:
- **independent teams** up to 12 nurses
- Working in a neighborhood of 5.000-10.000 people
- Teams responsible for the organization and the **complete process**

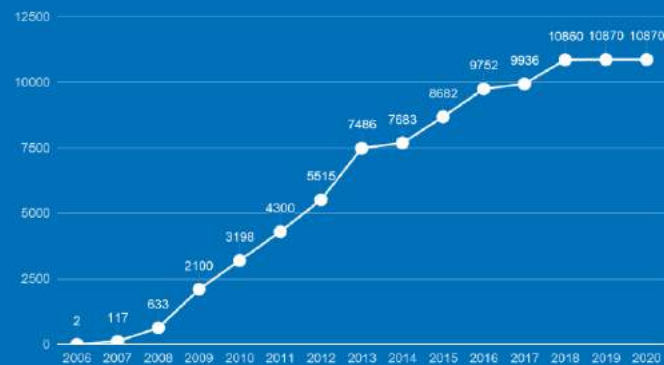


# BUURTZORG 2007 - NOW

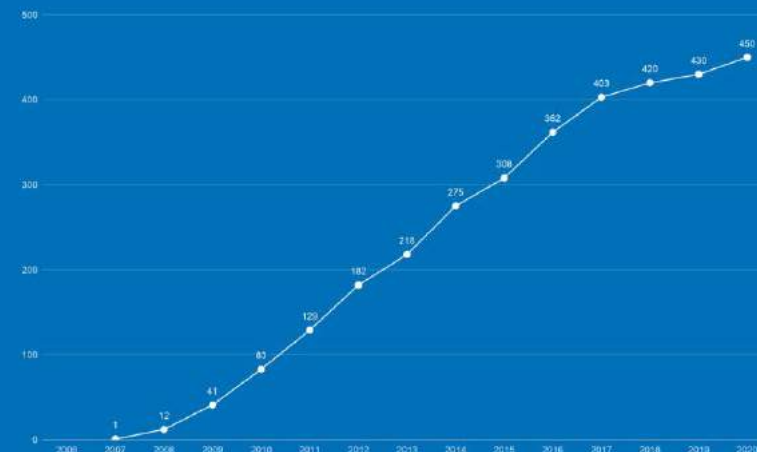
## TEAMS



## NURSES



## TURNOVER



50 - 100 new nurses a month

100.000 + patients a year

450.000.000 turnover a year

15.000 nurses



# AN EXTRA EXISTING ORGANIZATION...

## BUURTDIENSTEN

since 2016

4000 extra colleagues

successful

BUURTZORG

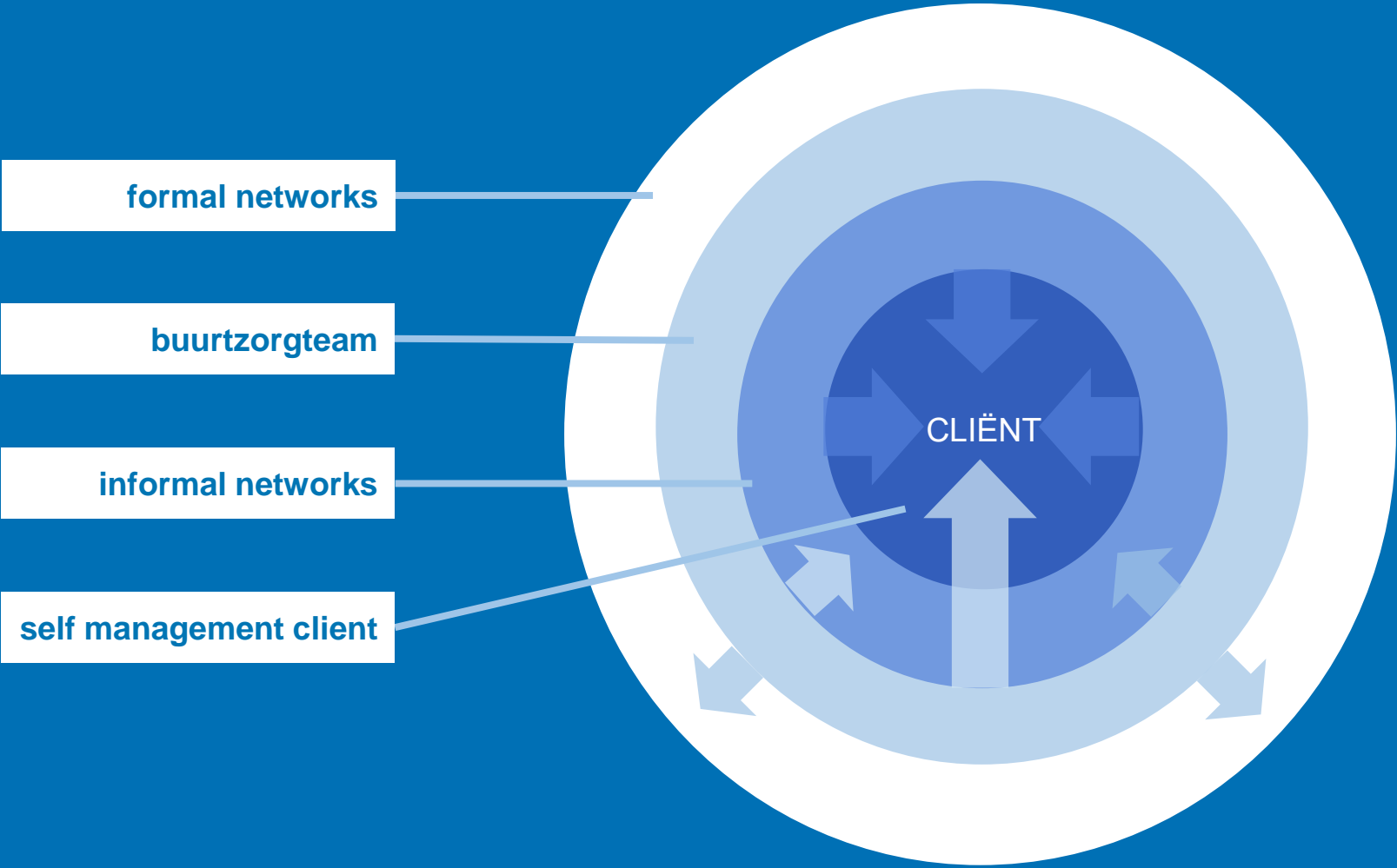


# AND MORE...

- Patient satisfaction: 9.3
- Employee satisfaction: 9
- 5 times best employer of the year
- overhead 8%
- 1200 new colleagues a year



# ONION MODEL



inside out | empowering and adaptive | network creating | supporting | additional | replacement

# (SELF)ORGANIZATION

- Optimal autonomy and no hierarchy: TRUST
- Reduction of complexity (also by means of use of ICT)
- Generalists: taking care for all type of patients
- 70% registered nurses / 40% bachelor degree
- Own education budget
- Informal networks are much more important than formal organizational structures

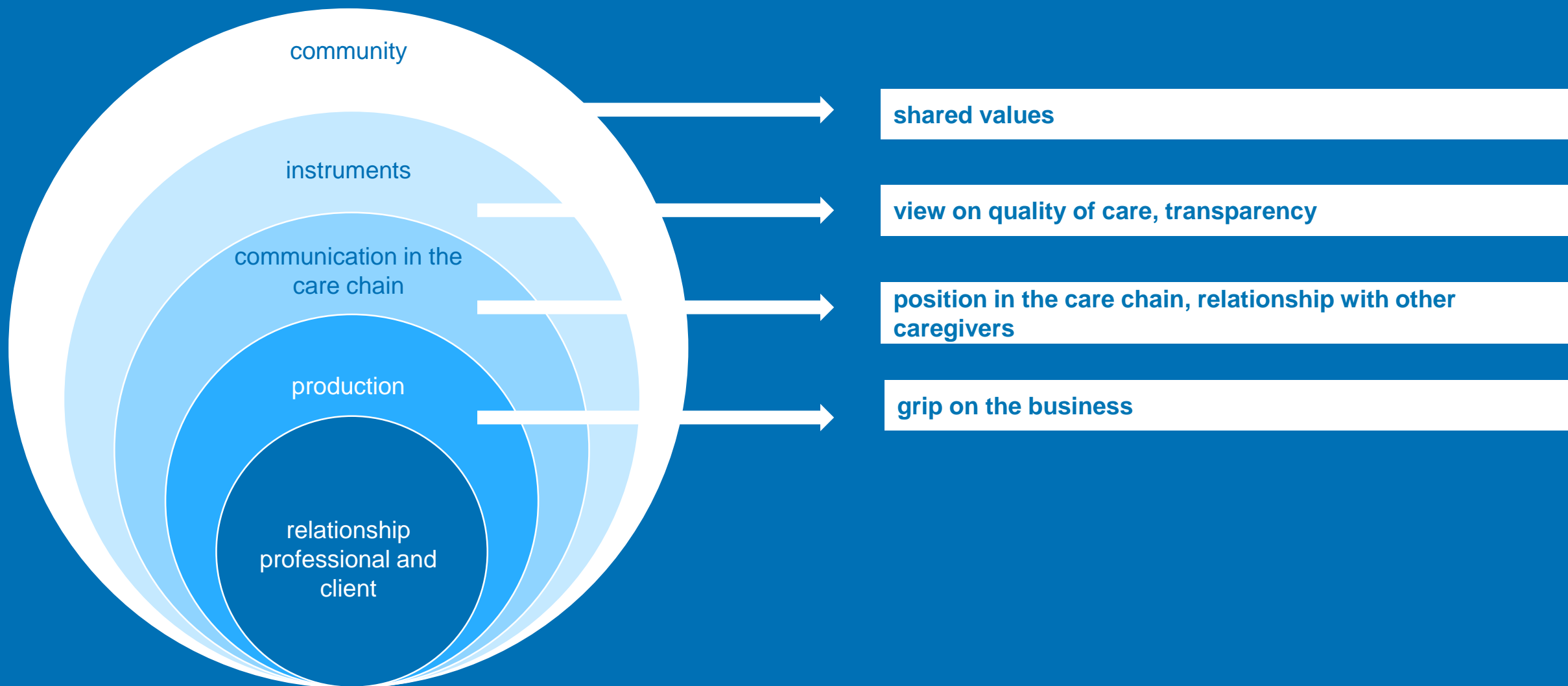




# SUPPORTING INDEPENDENT TEAMS

- 50 people in 1 back office; 21 coaches, managers 0!
- Back office taking care of inevitable bureaucracy, so the nurses won't be bothered with it!
- Tasks of back office:
  - The care is charged
  - The employees are paid
  - Making financial statements







BUURTDIENSTEN

BUURTWONEN

BUURTZORG JONG

BUURTZORG KRAAM

STICHTING MAJA 

BUURTZORGPENSION

BUURTZORG+

BUURTZORGHUIS

BUURTZORGT

BUURTZORG



# COST BENEFITS FOR THE CARE!

- Cost savings up to 40 % (Buurtzorg model leads to more prevention, a shorter period of care and less spending on overhead)
- More satisfied employees and clients



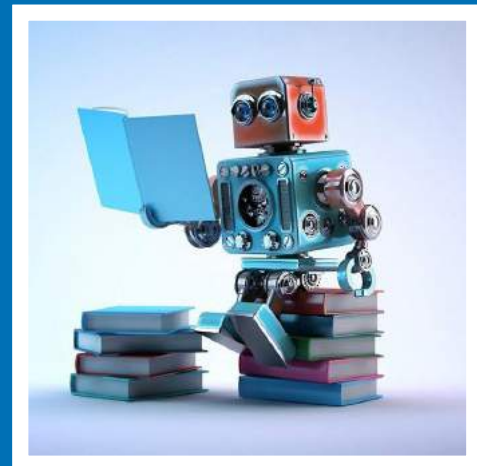
- The government and all political parties are stimulating other care organizations to work like Buurtzorg
- Other sectors are interested in the organization model



# INNOVATIONS



**SUP** 



# BUURTZORG INTERNATIONAL





# EXPERIENCE BUURTZORG!

**VISIT** *one of our International Days*

**BOOK** *an Inspirational visit*

**COME** *to us for a Study visit*

**JOIN** *a Webinar*

**FOLLOW** *a Masterclass*

**INVITE** *us for a Keynote*



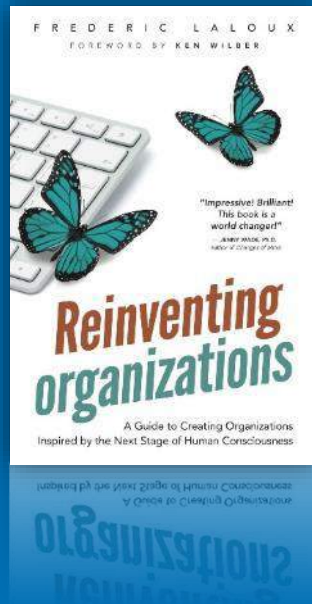
For more information check [www.buurtzorg.com](http://www.buurtzorg.com) or contact us via [info@buurtzorg.org](mailto:info@buurtzorg.org)

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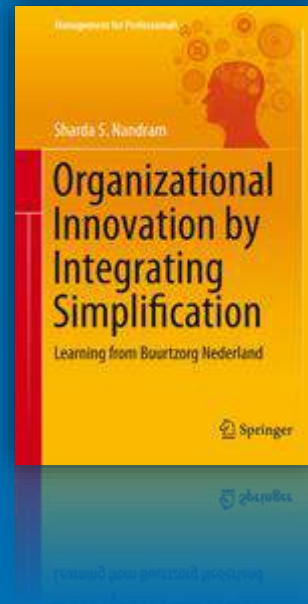
**BUURTZORG**

# BOOKS

**Frederic Laloux:**  
**‘Reinventing organizations’**



**Sharda Nandram:**  
**‘Organizational Innovation by Integrating Simplification’**



**Ben Wenting en Astrid Vermeer: ‘Self-management, How it Does Work’**





KEEP IT

SMALL

KEEP IT

simple

# EXPERIENCE BUURTZORG!

For more information check

[www.buurtzorg.com](http://www.buurtzorg.com)

or contact us via

[info@buurtzorg.org](mailto:info@buurtzorg.org)

