



Co-funded by
the Health Programme
of the European Union



Maastricht University *Leading in Learning!*



Health promotion and prevention of risk – actions for seniors

WP7: Financing and cost-effectiveness of HPA for elderly

**WP 7A: Wim Groot, Jelena Arsenijevic,
WP 7B: Heinz Rothgang, Kai Huter**

Kick-off meeting Pro-health 65+
Funding, financing and economic evaluation
Consumers Health And Food Executive Agency (CHAFEA)
Luxembourg
3-4.11.2014

Main research fields and participants in WP 7

WP 7A

Funding and financing
mechanisms of HPA

Wim Groot (**leader**)
Milena Pavlova
Jelena Arsenijevic

Stanislawa Golinowska
Christoph Sowada
Marzena Tambor

WP7 B

Economic evaluation
of selected HPA
programmes

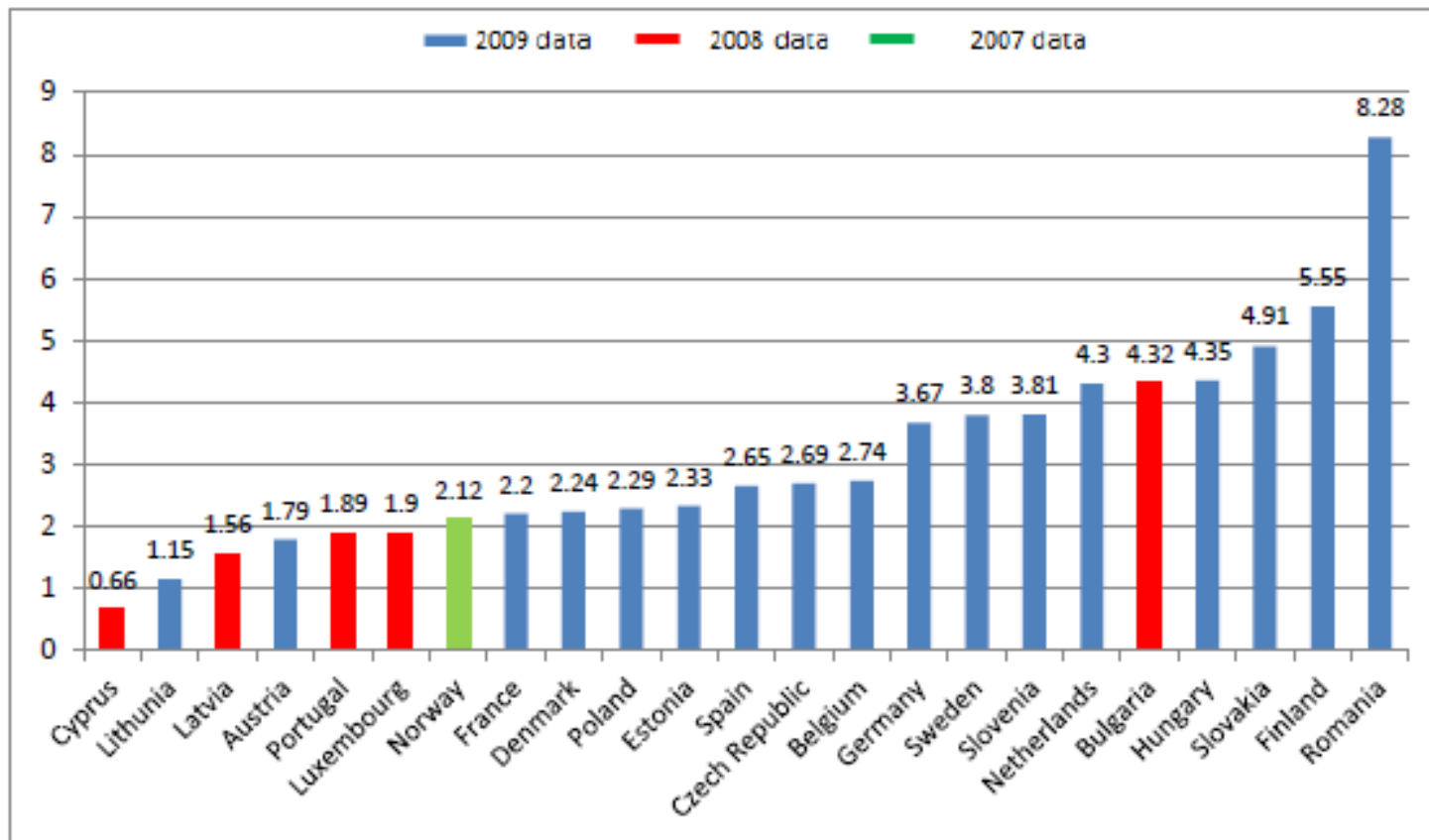
Heinz Rothgang (**leader**)
Kai Huter

Katarzyna Dubas
Ewa Kocot
Katia Kissimova-Skarbek

WP 7 A - Funding and health promotion activities – why are they challenging?

- Evidence suggests that health promotion activities may reduce the medical costs, but in a longer period of time
- Public goods – financial sustainability health care is fragile
- Social benefit may be higher/lower than private benefit
- Insurance companies are reluctant to invest

How much is already spent on health promotion activities in EU?



Source: Eurostat 2012

Additional funding – financial incentives

- Tool to overcome lack of resources
- For providers, consumers and insurance companies
- “pay for performance” can be applied to both consumers and providers

Innovative funding – health promotion foundations

- Austria, Hungary, Germany, Switzerland
- Statutory body with long-term public resources
- Attracting different financial resources
- Co-funding is necessary for financial sustainability
- Solidarity – who should pay?

Health promotion activities for elderly

- Constitute 1-5 % of all health promotion activities
- Local and country specific
- Focusing on both primary prevention activities and elderly-specific activities
- Methodological and conceptual variations
- Different sources of information

Current funding of health promotion programs for elderly

	Number of interventions	Public funding	Private funding	Mixture
Austria	44	37	2	5
Czech Republic	10	8	-	2
Germany	17	8	7	2
Greece	8	8	-	-
Italy	9	7	1	1
Netherlands	20	15	2	3
Poland	6	4	1	1
Slovakia	5	4	-	1
Slovenia	21	17	4	-
Spain	14	6		7
UK	20	14	3	3

Future perspectives...

- Bridging different resources
- Comprehensive overview of current funding in different countries
- Overcoming methodological and conceptual differences: meta analyses
- Country comparisons

Future perspective...

- Possible improvements in current funding

what financial incentives have been applied
which of them are promising

- Providing the evidence for providers and policy makers

Policy paper in cooperation with policy makers and providers

Panel discussions with policy makers

Detailed work plan

- Collection data on funding, financing mechanisms of HPA
 - a) desk research – reviewing Eurostat, WHO, OECD data bases
 - b) Country profiles - collecting primary data using an originally prepared template, with the involvement of country experts
- Data analysis and preparing policy and research papers, report
- Preparing factsheets, cases and briefs

Evaluation indicators

	Process Indicators	Output indicators	Outcome indicators
WP 7A	Reviewing and assessing the evidence on funding, financing, with the involvement of experts and according to the project plan, period: project month: 1-18	1 project report containing the results of the assessment of available evidence on funding, financing, ready for dissemination, latest in project month 18.	70% of the external experts who evaluate the report, give a positive feedback on the report and the policy recommendations defined in the report, project month 19.
	Drafting 1 set of policy and research papers related to funding, financing, with the involvement of experts and according to the project plan, period: project month: 1-18.	1 set of policy and research papers related to funding, financing, ready for dissemination, latest in project month 18.	70% of the stakeholders approached, give a positive feedback on the policy and research papers related to funding, financing, project month 19.
	Drafting 1 set of factsheets, cases and briefs related to funding, financing, with the involvement of experts and according to the project plan, period: project month: 1-18.	1 set of factsheets, cases and briefs related to funding, financing, ready for dissemination, latest month 18.	70% of the organizations approached consider further discussion and implementation of the policy recommendations defined in the briefs, project month 20.