



# Prevention from the perspective of healthcare insurance

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Start

# This presentation: Menzis' health mission

Why?

How?

What?  
Positive /  
Negative

# WHY? Menzis' mission

As Menzis, we insure good quality and affordable care. **We strengthen every human being's vitality.** It is our mission to do so.



# CEO Ruben Wenselaar

- *As healthcare insurer, it is our duty to provide real benefits for society*



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# HOW?

Traditional focus: organize the **supply** side of care

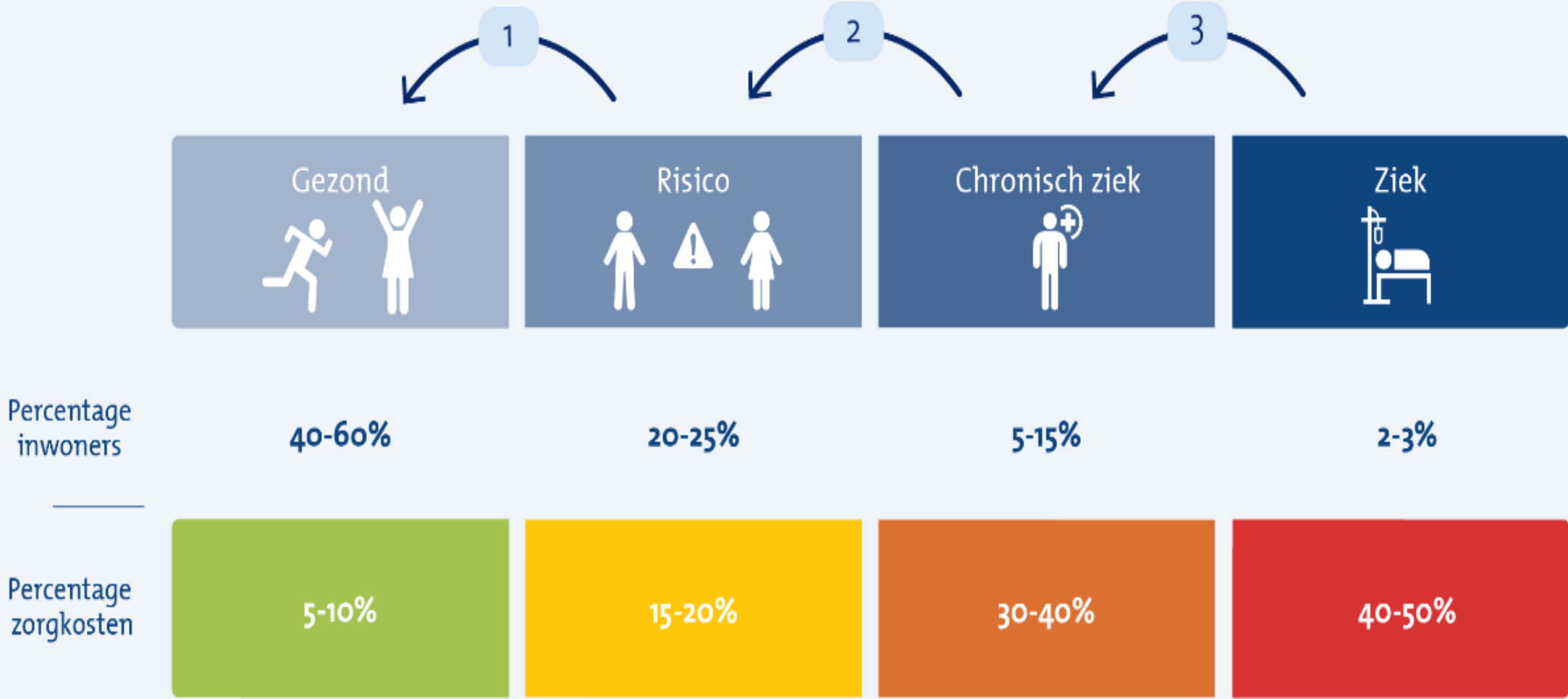
- Higher efficiency
- Lower cost

New focus: reduce the **demand** side of care through **prevention**

- Higher quality of life
- Less waste of human potential



# Prevention for every population segment



# Health platform SamenGezond

- Reward healthy lifestyle
- For the healthy and for those at risk
  
- Results:
  - > 30.000 active users/month
  - who exercise more



SamenGezond



# Diabetes treatment program

- ‘Reverse your diabetes’: Intensive lifestyle program
- For the chronically ill
- Results: 80% reduction of medication



# Prehabilitation

- Physical and psychological preparation on systemic surgery
- For the ill (colorectal cancer)
- Results: reduction of complications (50% > 30%); reduction of days in hospital (10 > 7)



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# What is going well?

- Quit smoking and several multimodal lifestyle interventions now fully reimbursed
- SamenGezond is leading national health platform
- Cooperation with municipalities on social prevention, e.g. debt counseling
- Menzis is recognized as 'prevention insurer' by stakeholders and government
- Highly active in lobby, academic consortia etc.



# What to improve? →

Problem	Solution
Quit smoking and multimodal lifestyle interventions underused	Focus on active guidance and referral
Potential of digital lifestyle and prevention not fully capitalized	Ongoing innovation with end-users
Many promising interventions with clear health and financial benefits difficult to reimburse	Population health management  Cooperation between societal domains (e.g. social and medical domain)  Flexible, innovative solutions
Government investments in healthy living environment relatively low	Active lobby

# Recap: Menzis' health mission

## WHAT

- We have problems left to solve
- Yet we are making progress.

## • HOW

- By shaping the demand for healthcare
- By health promotion and prevention for all, from the healthy to the ill, tailored to specific needs.

## • WHY

- It is our societal duty to promote health
- It is our mission to strengthen every human being's vitality.





**Thank you for your attention**