



# Que Será, Será

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# Societal paradigmshifts

*In order to continue success ...*



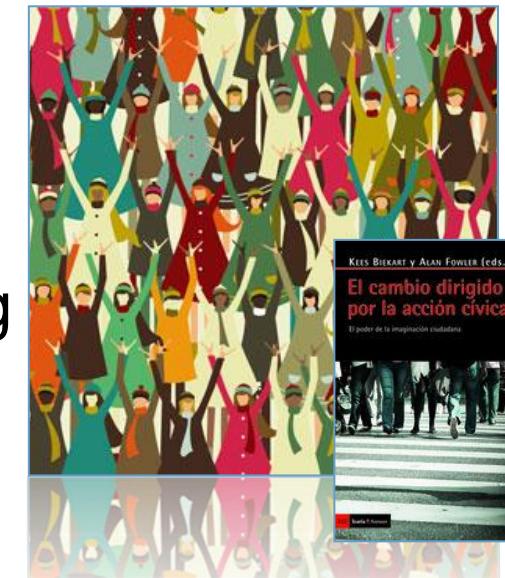
Illness, cure and care

Top down  
Push

Behavior and health

Pull  
bottom up

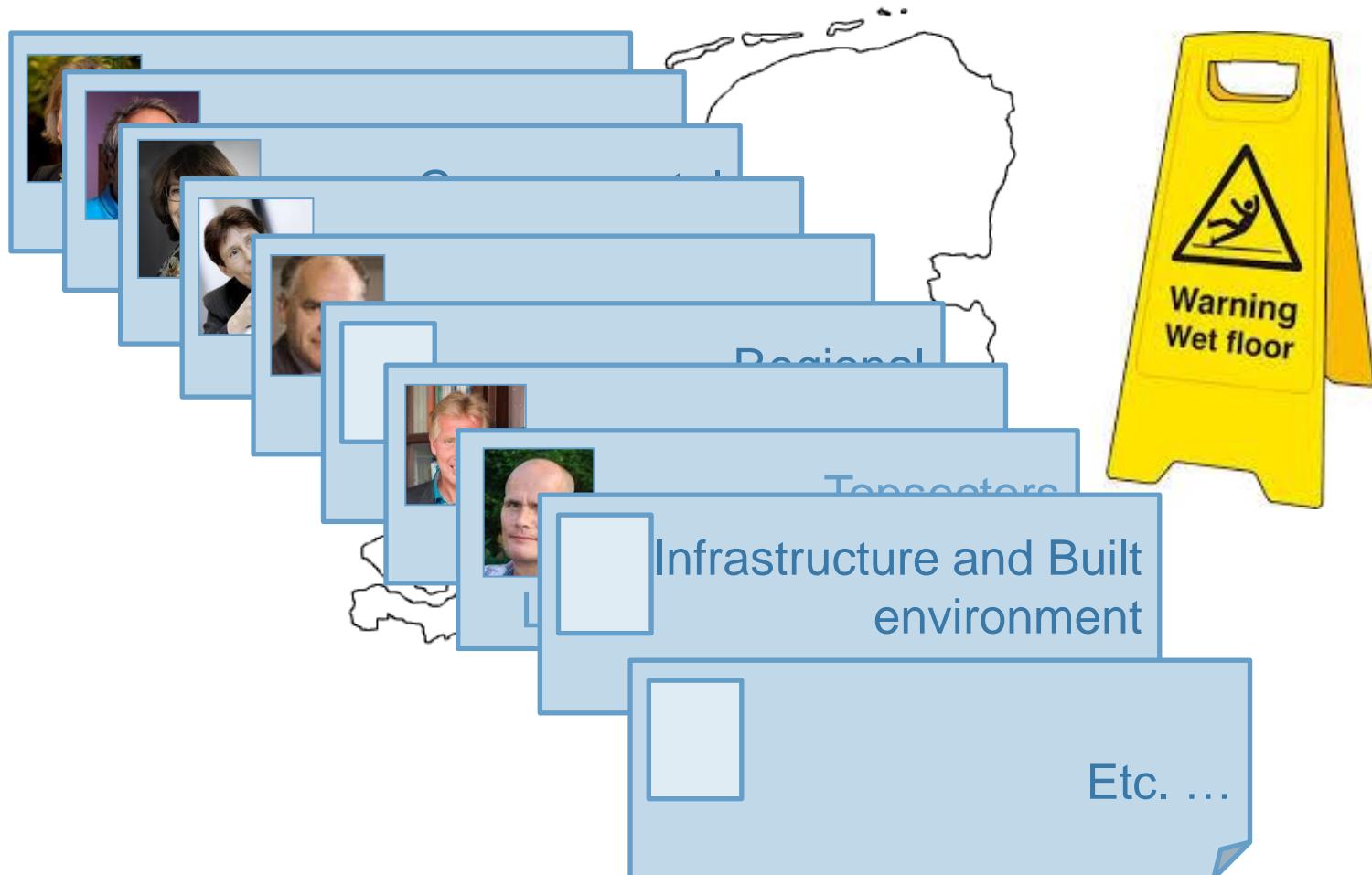
Prevent vital functioning





# Macro level

*New, nation wide ... top down ...*





# Meso level

*Holland: Living-Lab-Land ... bottom up*

- › Leadership
- › User led
- › Co-creation
- › Coalition
- › Learning community
- › Open innovation
- › Action Research

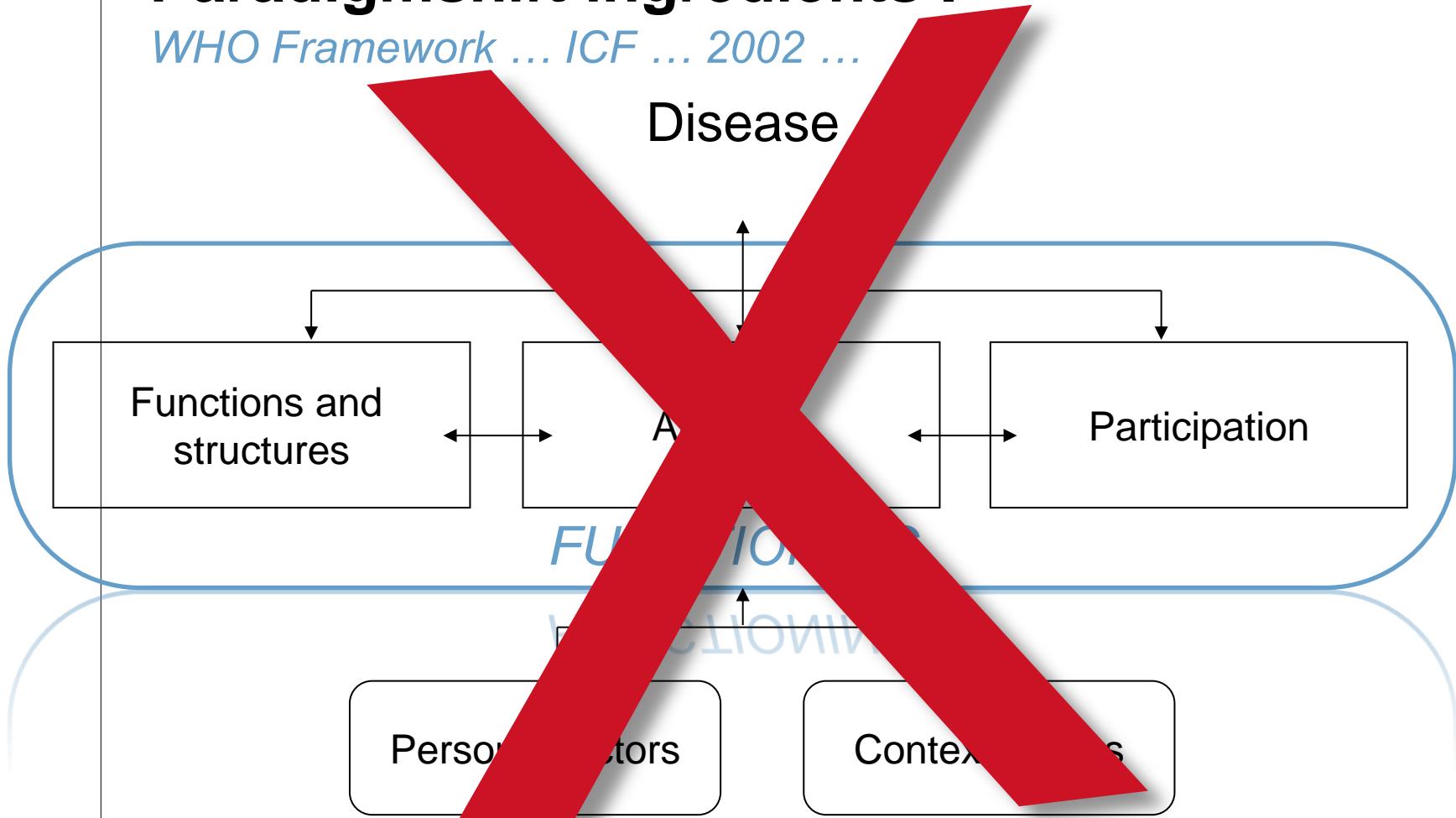


- › Round about-metaphor
- › <http://timreview.ca/issue/2012/september>



# Paradigmshift ingredients I

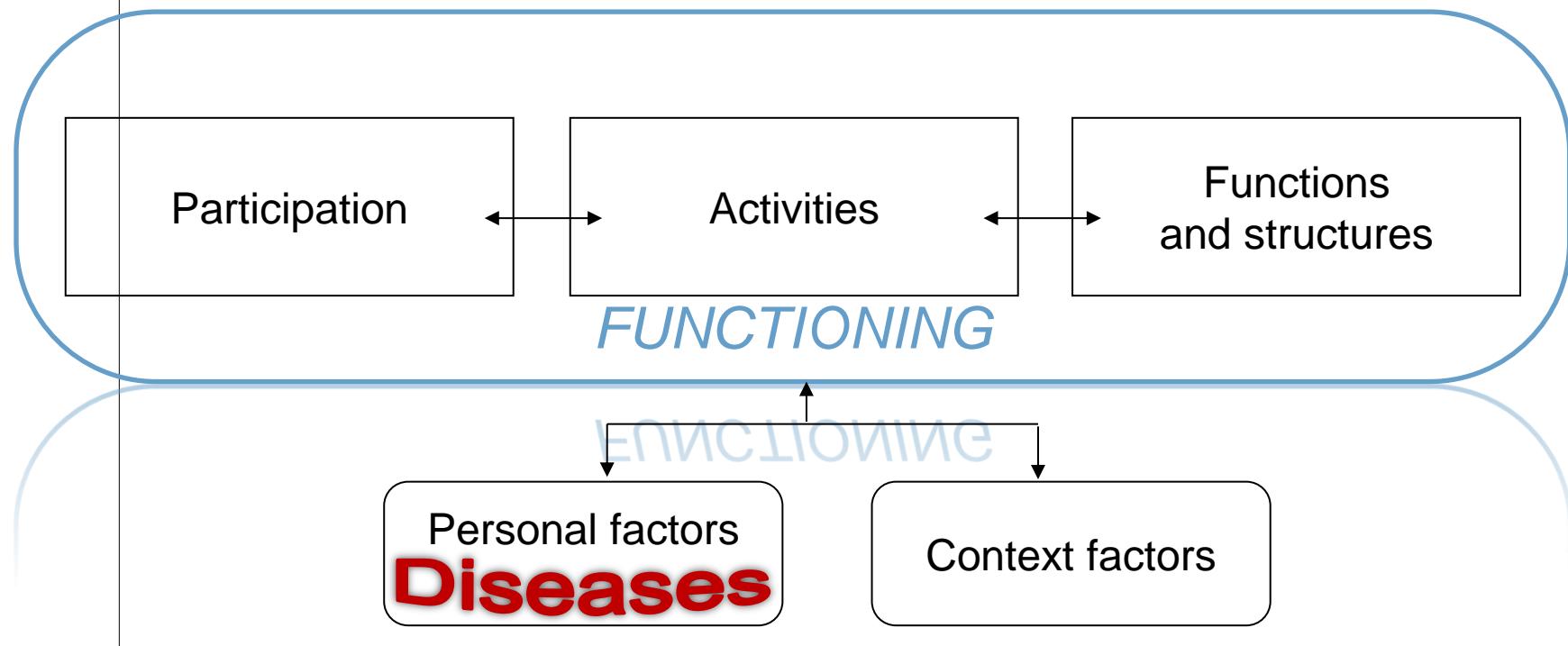
WHO Framework ... ICF ... 2002 ...





# Paradigmshift ingredients I

WHO Framework ... ICF ... 2015 ...





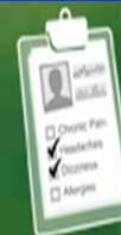
## Paradigmashift ingredient II

P4 ... vital functioning life span ...



### Predictive

*Integrative Health diagnosis including genomics and molecular biomarkers will alert possible undesired future events.*



### Personalized

*Each individual will have a contextual diagnosis tailored to their own unique molecular and psychological profile*



### Preventive

*Integrative optimal Health advice will enable patients to make the choices that fit their unique situation best*



### Participatory

*The passive patient will be transformed into the engaged consumer who takes ownership of his or her own health. Healthcare will become enjoyable, actionable, and effective.*

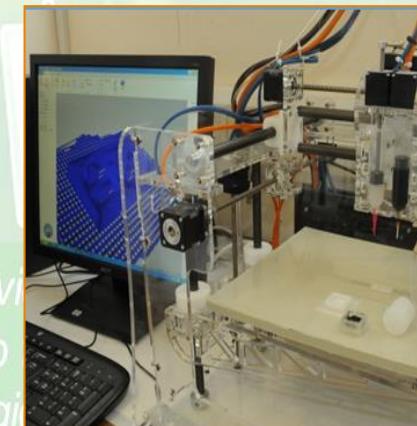


## Paradigmashift ingredient II

*P4 ... vital functioning life span ...*



Integrative genomics will make it possible to predict individual's vital functioning. Sensors will alert



Each individual will receive a personal diagnosis and treatment plan tailored to his/her individual and psychological needs.



Integrative genomics will enable patients to receive treatments that fit their individual needs.

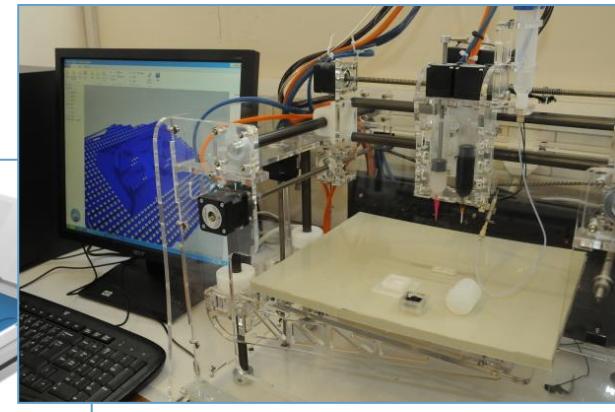
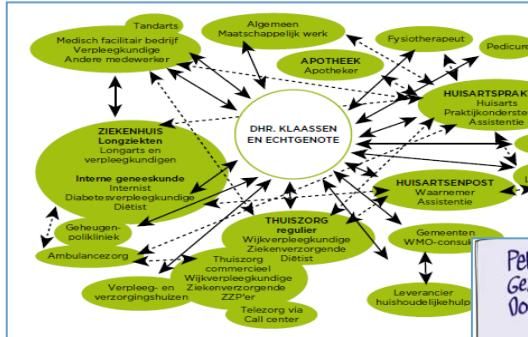


The passive patient will become an engaged consumer who is responsible for his/her own health. Healthcare will become more accessible, affordable, and effective.



# Paradigmashift ingredient III

## *Participatory technological innovations...*

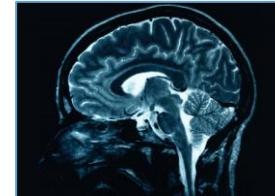




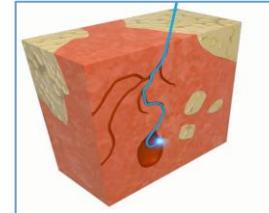
# Technological innovation

*Private-public partnership ...*

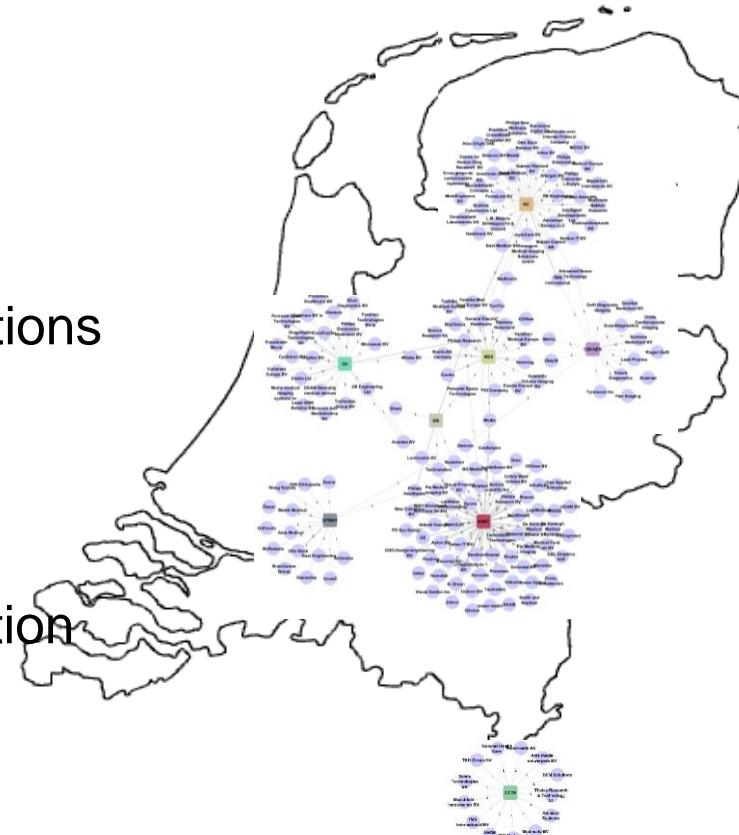
› Imaging



› Minimal invasive interventions



› Home care and rehabilitation





# Micro level

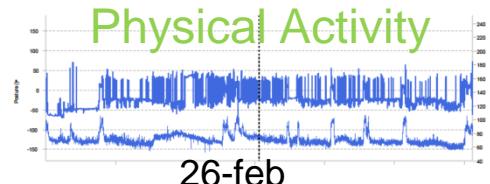
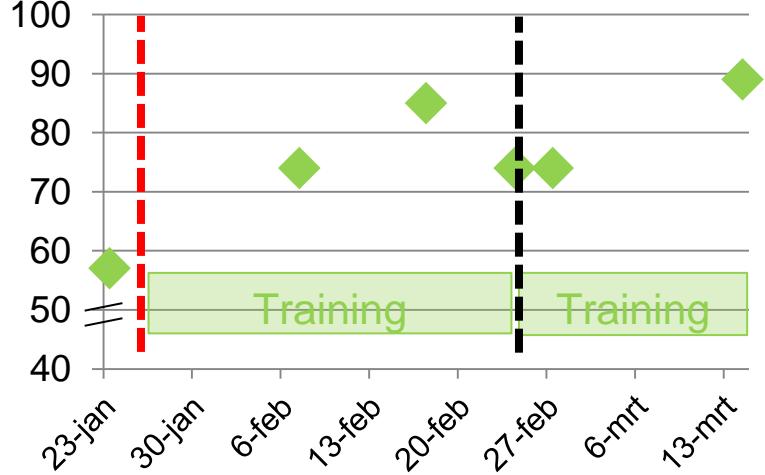
*"My patient", vital functioning and deciding ...*



Parelproj  
ZonMw

Physical Functioning  
(DEMMI; Jans et al, 2012)

♀ (71jr, BMI: 41) TKP  
*Adaptation↑: "chaos" home (pre)rehab*  
Hospital stay: 1,5 day





## Micro level

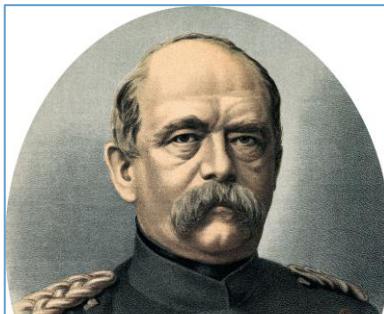
*Changes: culture and infrastructure (past and future) ...*





# Societal paradigmshifts

*In order to continue success ... together ...*



Illness, cure and care

“If ‘I’ is replaced by ‘we’,  
even *illness* turns into *wellness*”



Prevent vital functioning

