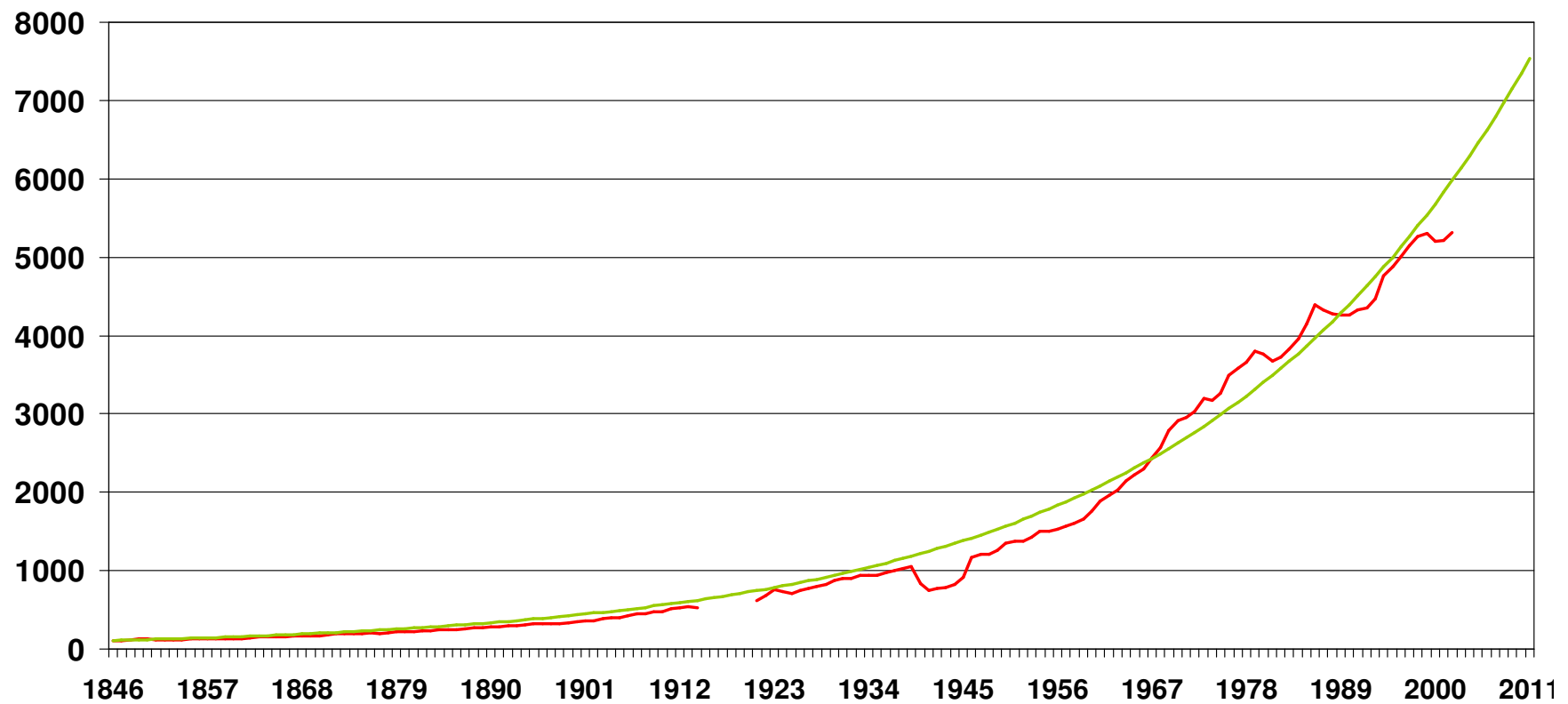


The future of health:

**Patients becomming health experts
&
Clients becomming consumers**

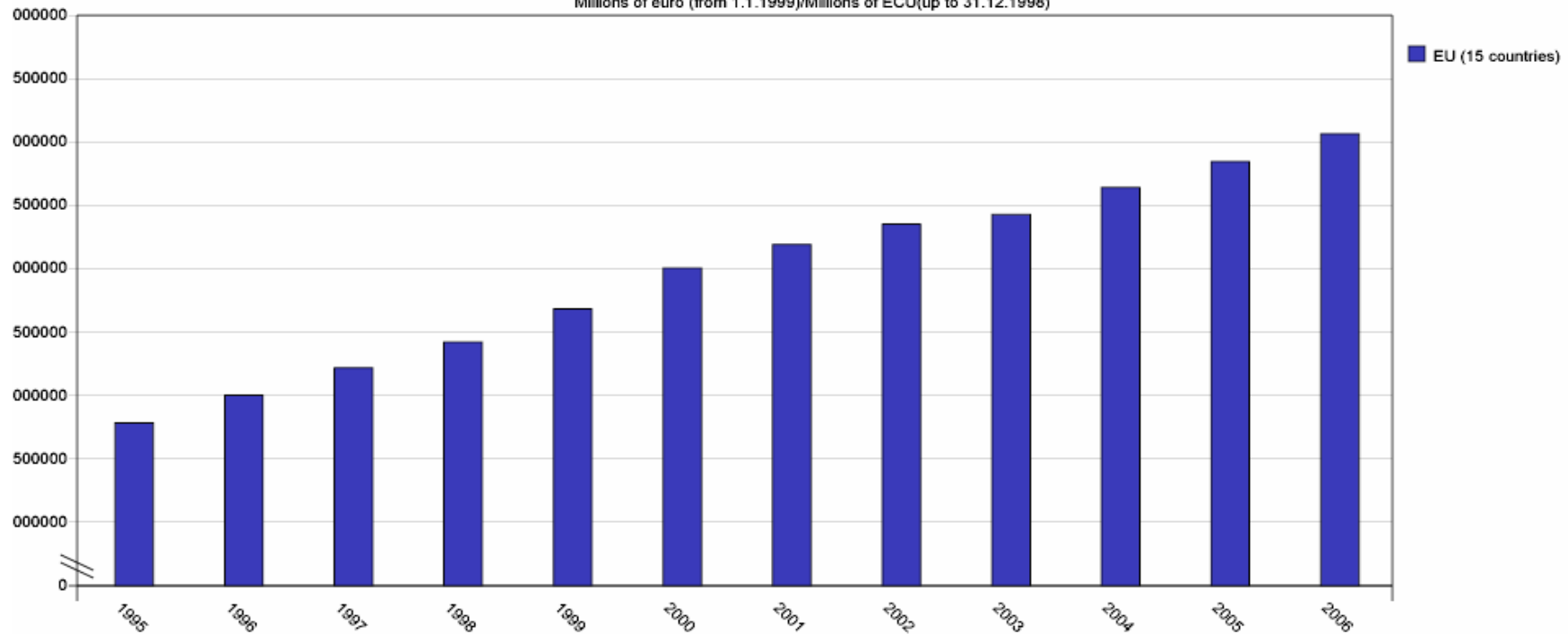
■ **By Jesper Bo Jensen**

Private consumption



Consumption in the 15 old EU members

Final consumption expenditure of households and non-profit institutions serving households
At current prices
Millions of euro (from 1.1.1999)/Millions of ECU (up to 31.12.1998)



Source: Eurostat/CH: Secrétariat de l'Etat à l'Economie/US: Bureau of Economic Analysis/JP: Economic and Social Research Institute

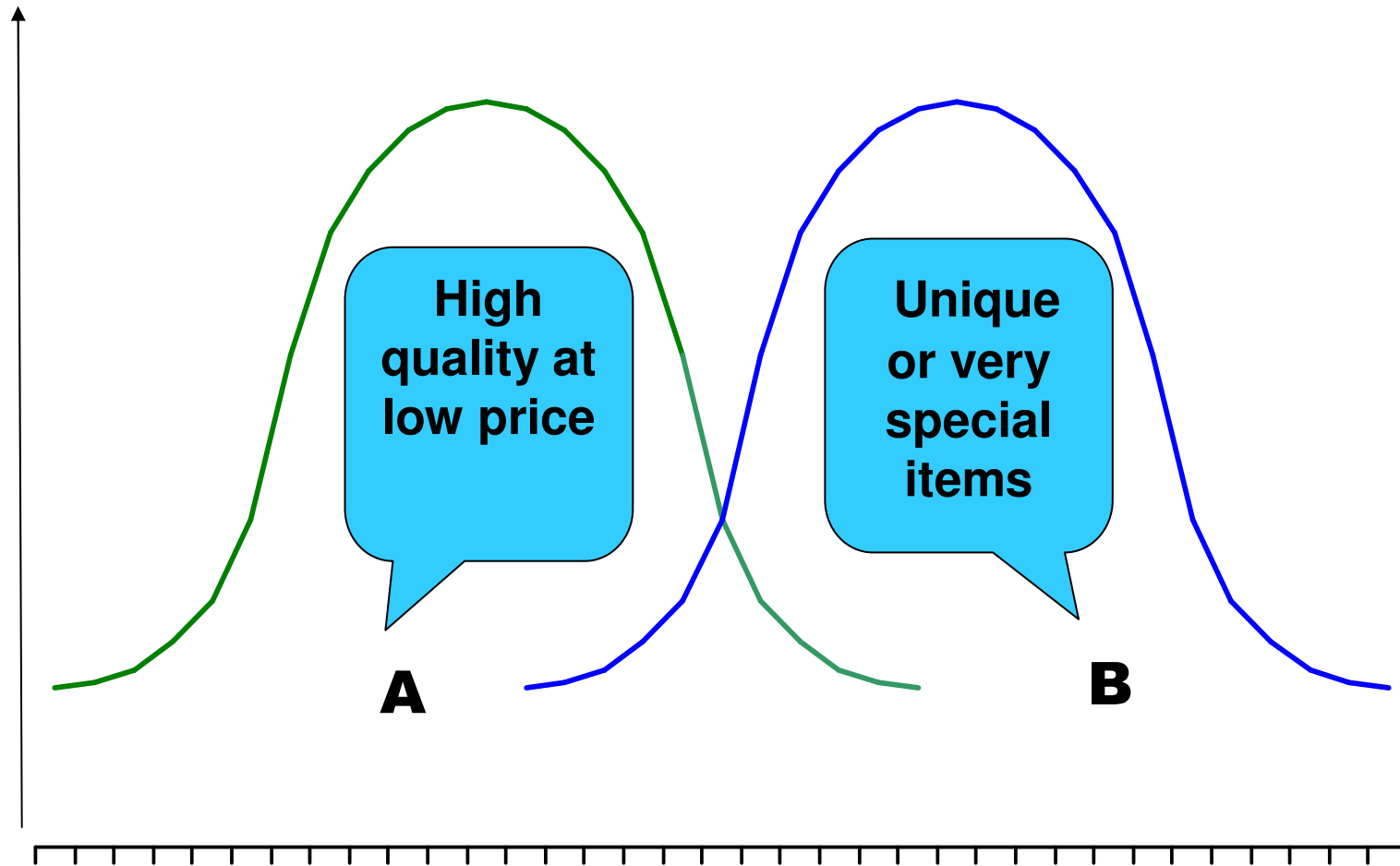
Situational consumption: The outcome of getting richer



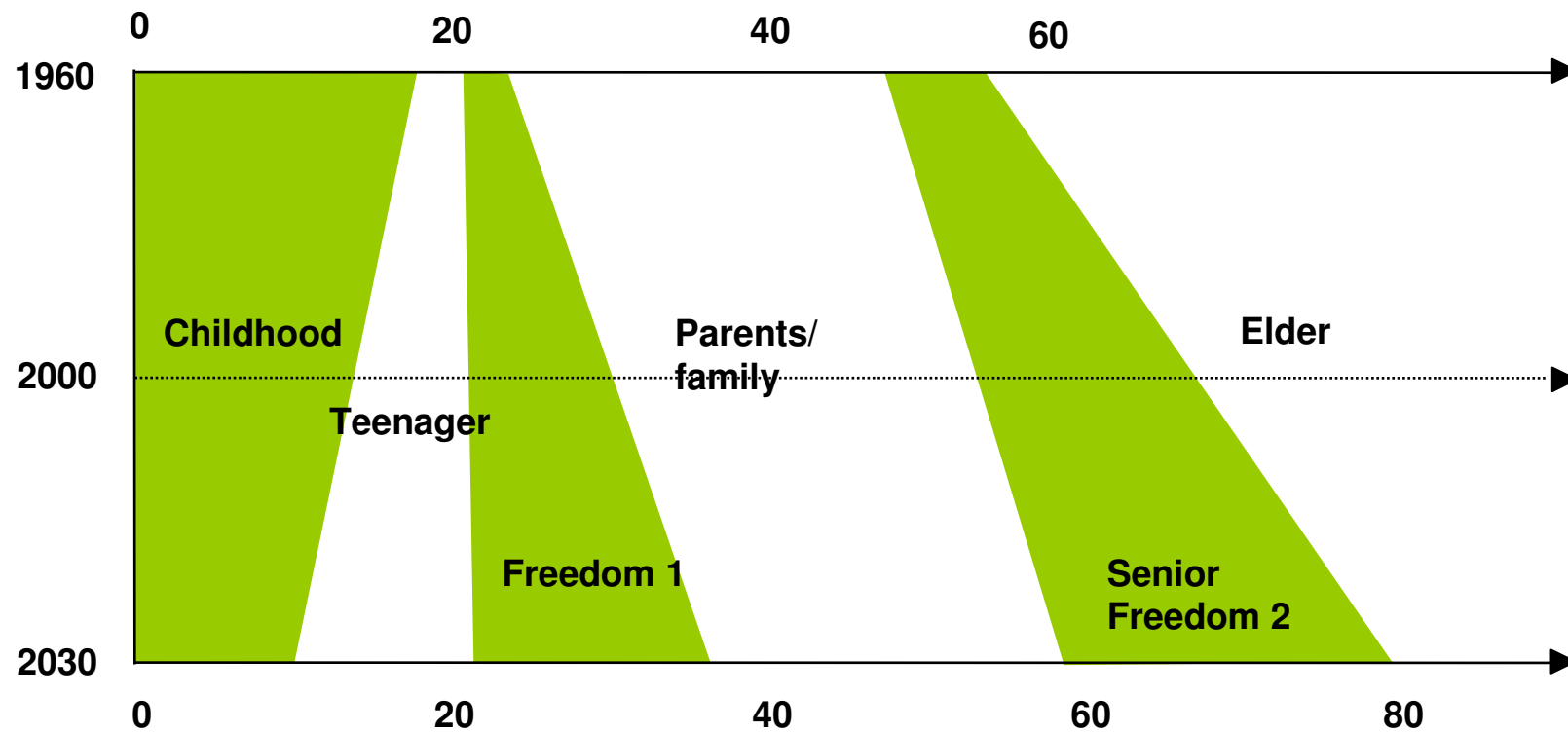
- Private consumption doubles every 30-odd years
- Consumers do not buy out of needs, but increasingly by inspiration, temptation or simply by coincident
- Retail Institute Scandinavia research
- The old lifestyle segments are disappearing - everybody buys everything – but not at the same time and day or in the same mood
 - Research on elections, sociology of families and research into the way we raise children all confirms this
 - Consumer segments are disappearing as before them classes and the old hierarchical society

The dual world of modern consumers

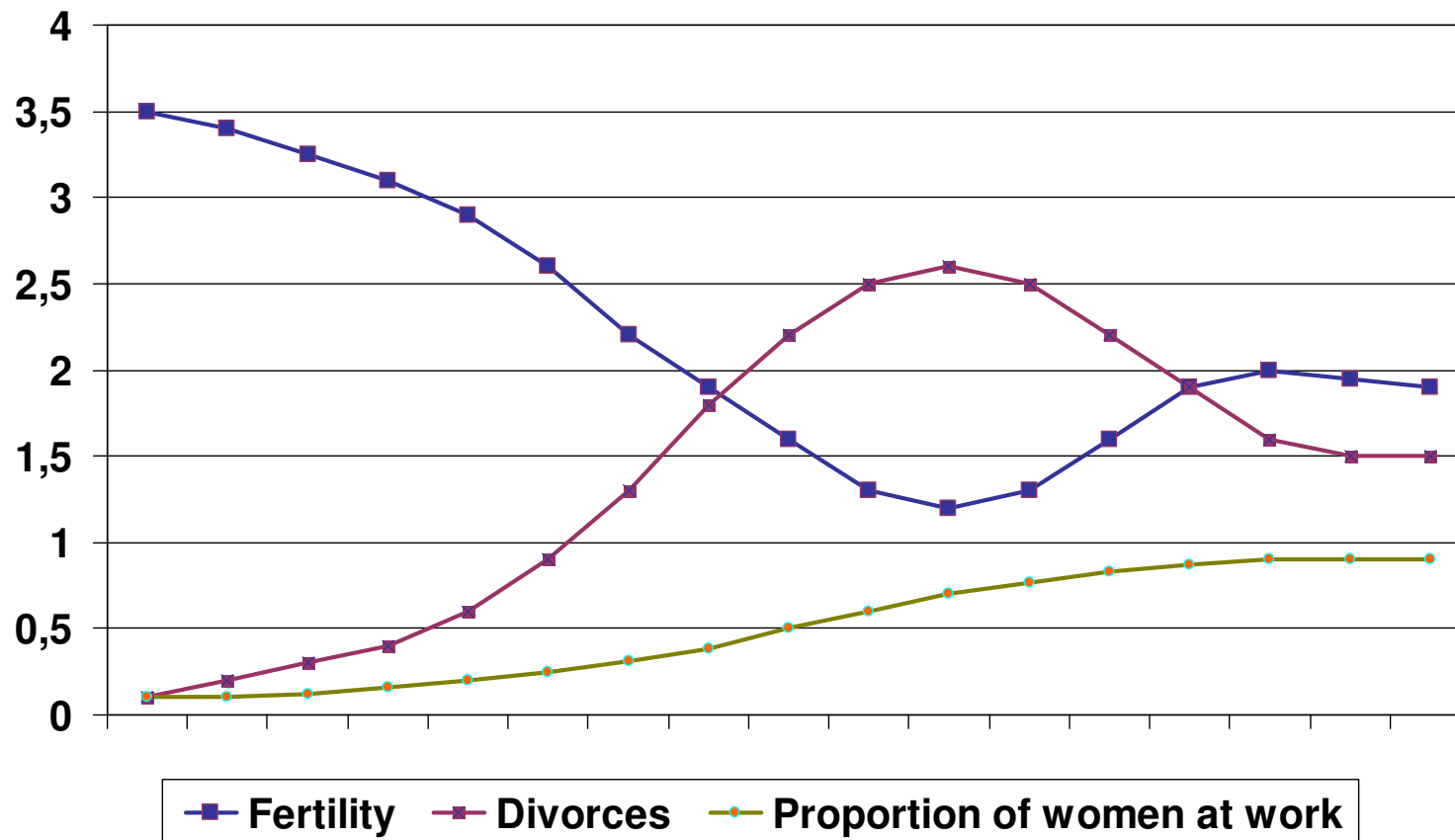
Density



The New Phases of Life



Family Pattern



Average age of marriage - women

NORTHERN EUROPE

Channel Islands

..

Denmark 1970 22,1 2001 30,7

Estonia 1989 22,1

Finland 1970 22,5 2000 30,2

Iceland 1974 21,9 2000 30,5

Ireland 1971 23,5 2002 30,9

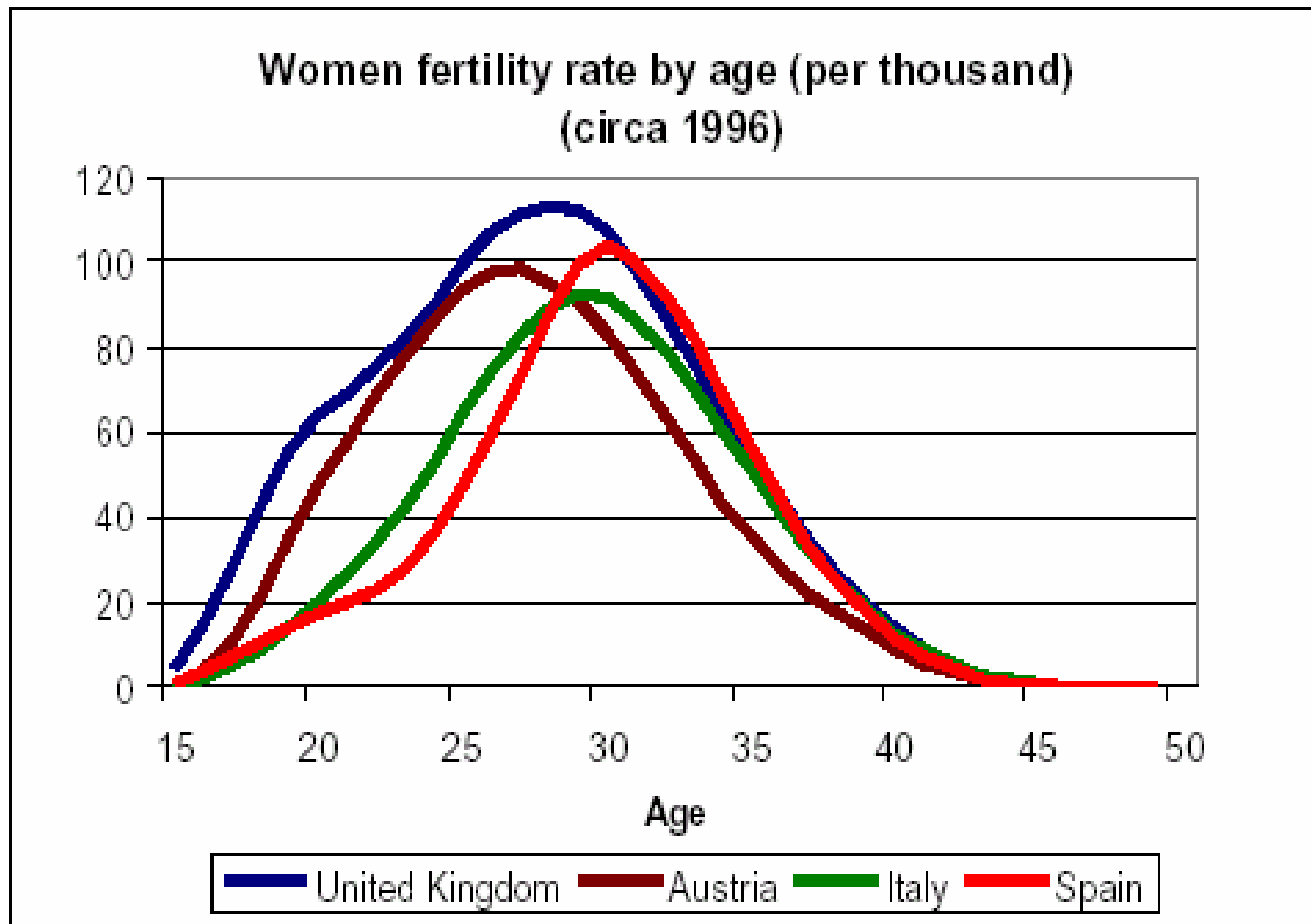
Latvia 2002 26,9

Lithuania 2001 24,8

Norway 1970 21,9 2002 31,4

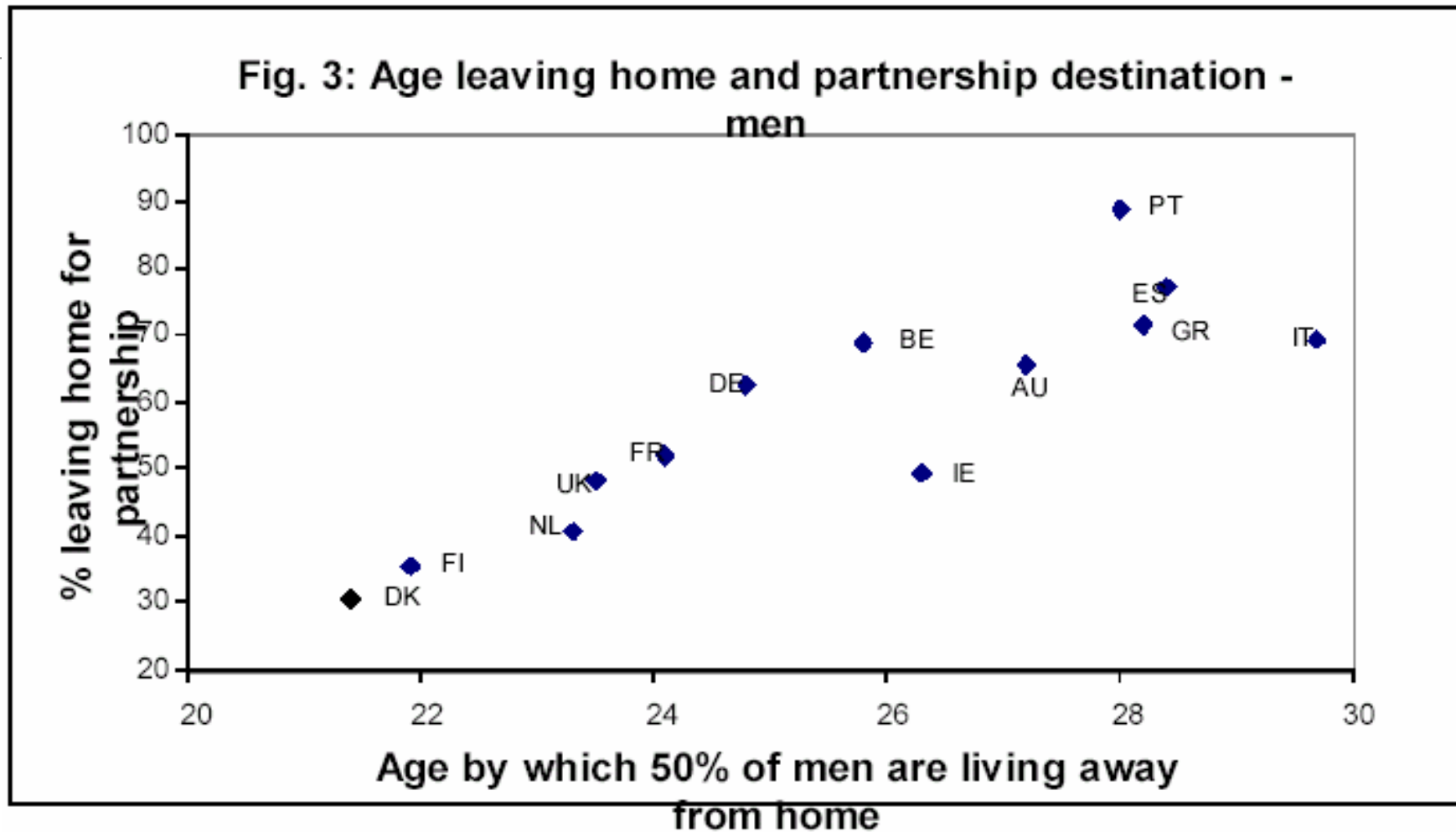
Sweden 1970 23,7 2001 32,3

United Kingdom 1971 21,3 1991 26,4



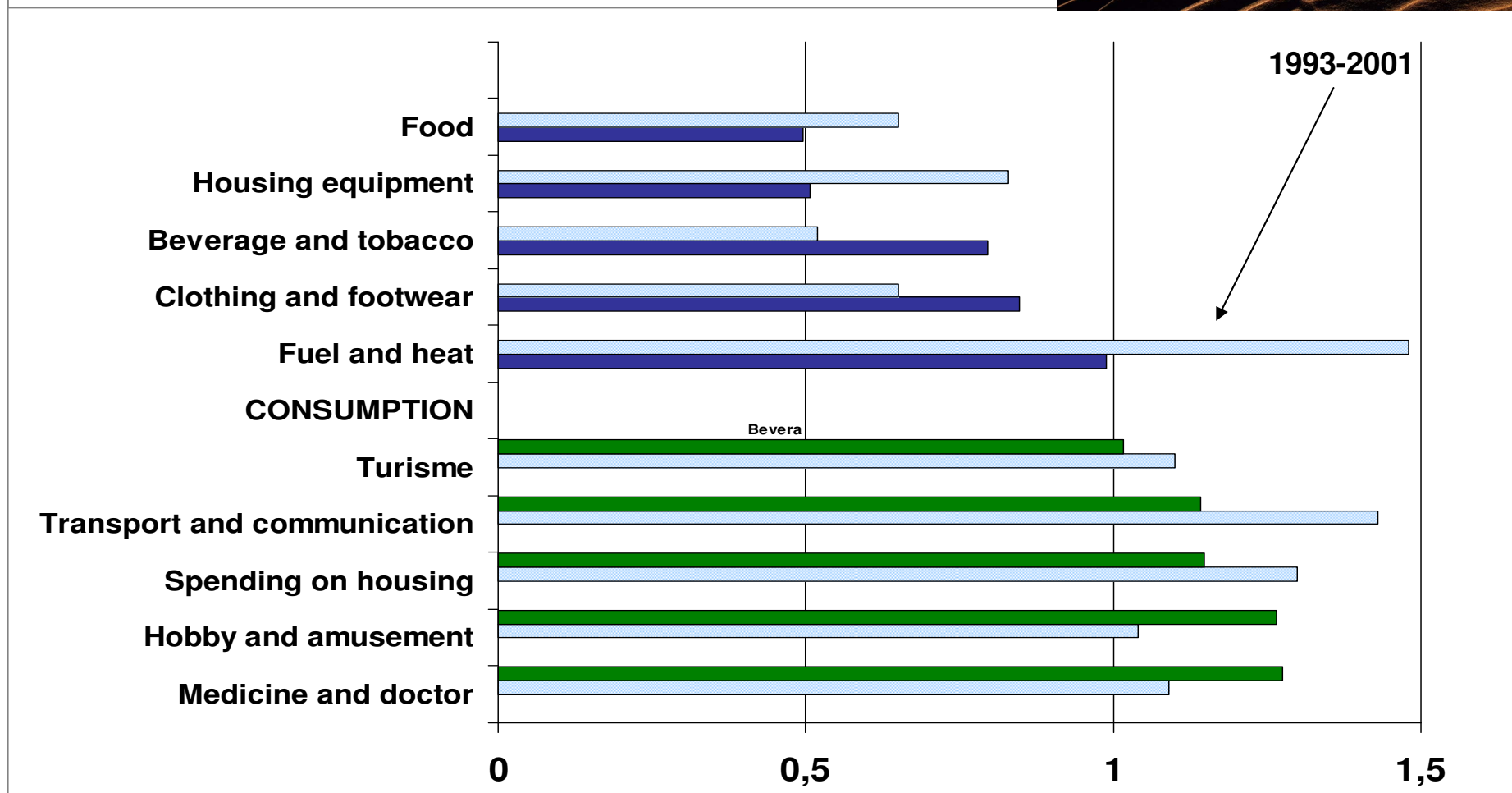
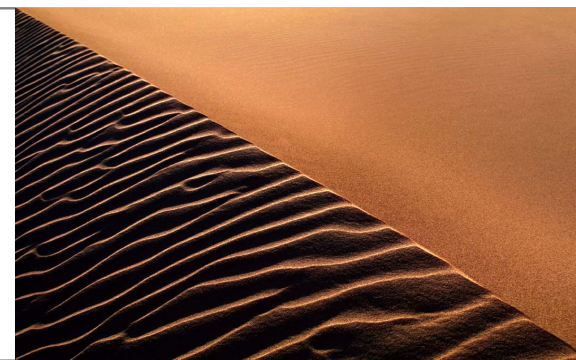
Source: Observatoire démographique européen, St Germain, France
(UK: data only for England-Wales)

To stay at home...

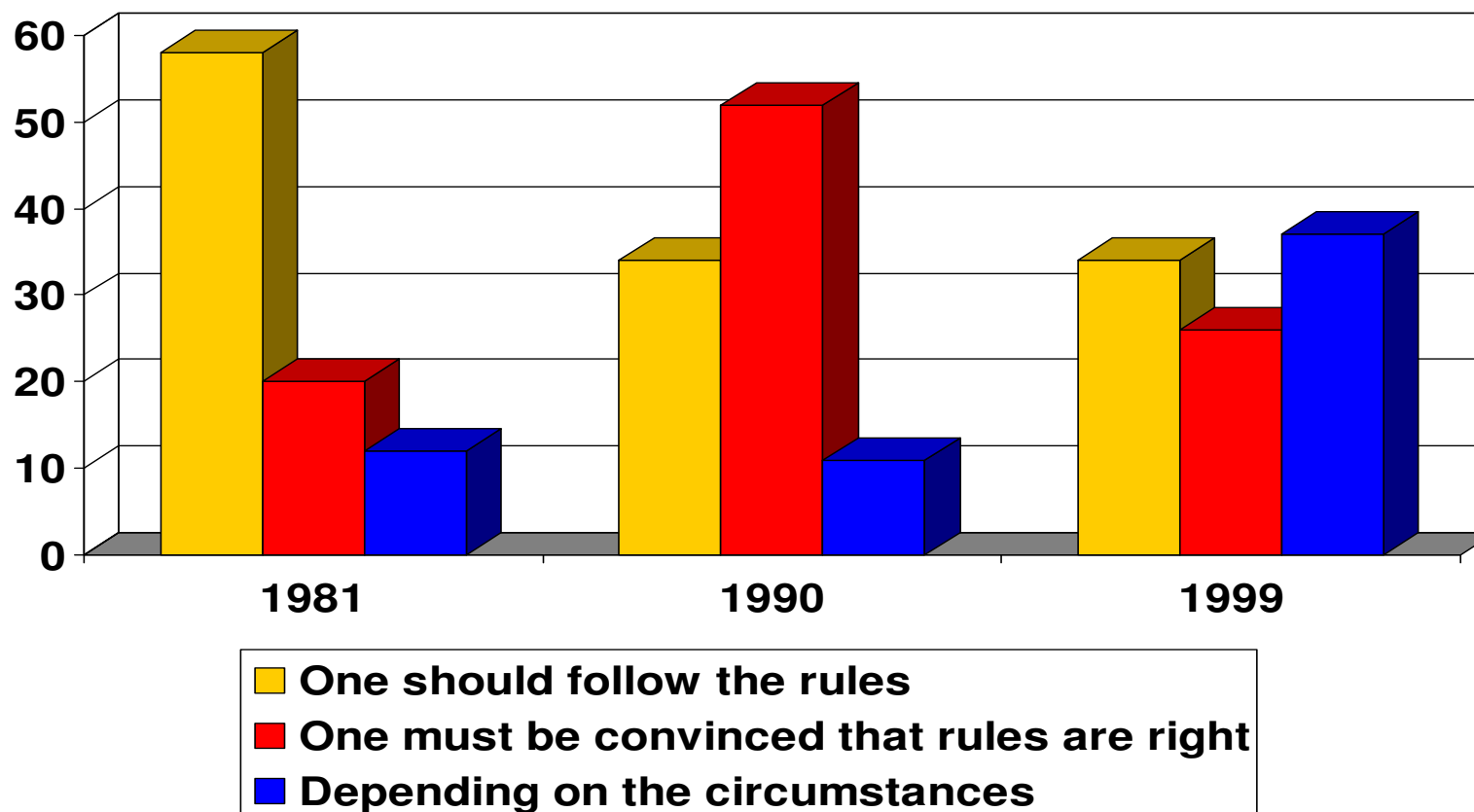


Growing consumption 1% annually

Elasticities 1977-1997 (1993-2001)



Growing opposition to rules - personal moral depending on circumstances



In health care – no longer any authority

- **We do not trust politicians**
- **Neither bank employees**
- **Or schoolteachers**
- **We do not trust doctors – not even our own general practitioner**
- **We have become our own expert on our health and well-being**
- **Every day people do not follow their doctors instructions and recommendations**
- **That 's not always the case - for instance the art of raising a child or building a home**

The average patient in a few years

- **Has been searching the internet and has found his own diagnosis**
- **Is constantly discussing his own treatment with the doctor**
- **Has found several alternatives abroad.**
- **Has already before treatment been in contact with his lawyer, the bank, alternative doctors, health authorities and consumers wacthdog.**
- **Respect – we expect respect and tolerance from the doctor, not the other way around.**

From Illness to health

- In the past you were healthy or ill(maybe a little or severely ill)
- In the future our health condition will be graduated in the same way
 - How healthy are you ?
 - Harmful toxics, smoke, alcohol, food, Skadelige stoffer - røg, alkohol, mad, pollution and so on
 - Healthy activities – sports, mental condition and our general condition
- The needs/demands are growing at an extremely high rate
 - New problems: For instance the need of psychological assistance
 - New treatments: Parkinson, cancer and other damaging illnesses
- Health is much more our own concern and challenge than an illness

Future treatments in healthcare

The doctors white coat has run in to trouble

It's the caring and nursing that patients are fond of

Doctor may end up being automated

Medical treatment will be concentrated on the whole body – tending to be medical displacing surgery



Increased demand for healthcare

- **The increased demand will be more than just healthcare**
- **We want to be more than just healthy**
 - **We want to be perfect**
- **Heart problem will become a demand for a perfect heart**
- **Gynæological problems will develop into a demand for 100 percent functionality**
- **Good digestion, the feeling of well being and futher demands**
- **Patients will have an never ending demand for treatment and products.**
- **Competitors: Every thing else that we buy.**

The future of the public sector !

- **Size: Can it grow more or have we reached the limit of public growth ?**
- **The public sector cannot expand more than the rest of the economy**
 - **In many cases it will not grow as fast as the rest of the economy**
- **We will live longer and that will put restrain on public health expenditure.**
- **There is an never ending demand for treatment from people**
- **The public sector will not be able til meet all these demands**

Future healthcare sectors

- **A public sector that deals with dangerous diseases, serious illness and handicaps.**
 - A large public sector will still provide people with basic healthcare
- **A private sector financed by private insurance where you can get better, faster and more comprehensive treatment**
 - A more comprehensive level of treatment but not a system that can fulfill all kind of needs
- **A pharmaceutical treatment independent of healthcare systems.**
 - Optimal health, maximal treatment
 - Internet doctors, self medication, the patient as his/her own doctor.

New challenges for the pharmaceutical industry

- **New focus on health products People do not expect the same standards in health product as in traditional pharmaceutical products**
- **Intensified normality**
- **Find new ways of substituting surgery**
- **Find the best ways of interactions between nursing and pharmaceutical treatment.**
- **Doing good business: Help people solve their health problems before they turn into real health problems that demand pharmaceutical treatment.**

Future of pharmaceuticals

- **Individualised pharmaceuticals**
 - Screening a persons genes will give us a much better picture of the patient.
 - Pills specially made for Mr. Smith
 - The ideal condition for Mr. Smiths health
 - Do it by ourself products
- **Your own treatment found on the internet**
 - The pharmaceutical industry will get its own "patients" – doctors may not be needed
 - Other companies can take care of the nursing of people.

Future sale of medications and other treatments

- **Traditional sale of physician-prescribed medications**
- **Over-the-counter medications**
- **Untraditional sale of physician-prescribed medications to private clinics and other channels of distribution.**
- **Direct sale of prescribed or ordinary medications to people – even though at present the possibilities are restricted.**
- **Direct, non-legal sale to people.**

**Internet-address:
www.fremforsk.dk**

The screenshot shows the website's navigation menu with the following items: fremforsk, Jesper Bo Jensen, PROFIL, BØGER, ARTIKLER, FOREDRAG, and PROJEKTER. Below the menu is a large image of a child on a swing set. The text on the image reads: "Midt i en mellemtid" - i overgangen fra det gamle til det nye samfund.

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