



KNMG 170 jaar

**Dokter in
verandering**

Jubileumcongres



DOING GOOD

DOING WELL

5 november 2019
NBC Nieuwegein



DIAGNOSE 2030

SMARTER & FASTER is **GOOD**,
more **HUMAN** is **GREAT**

Nieuwegein, 5 november 2019

Ruud Veltenaar & Associates

www.ruudveltenaar.nl | info@ruudveltenaar.nl | +31 681 500 599





LIVE BETTER | HELP MORE | WONDER OFTEN



Philosopher

TED-speaker

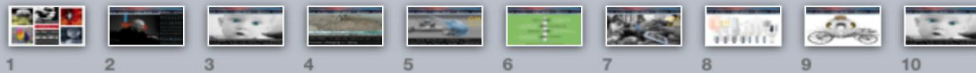
Serial entrepreneur

Impact investor

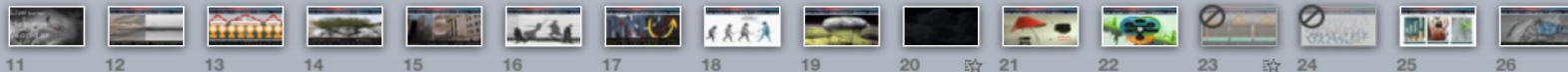
Affiliate professor

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Inleiding (10)



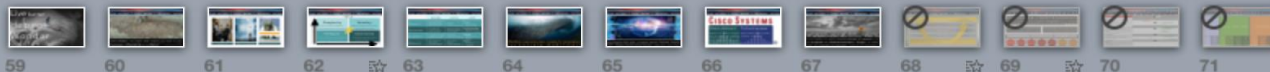
Transformatie naar volgende fase (16)



Exponentiele technologie & disrupties (32)



VUCA World: transformation van HRM naar HBM (13)

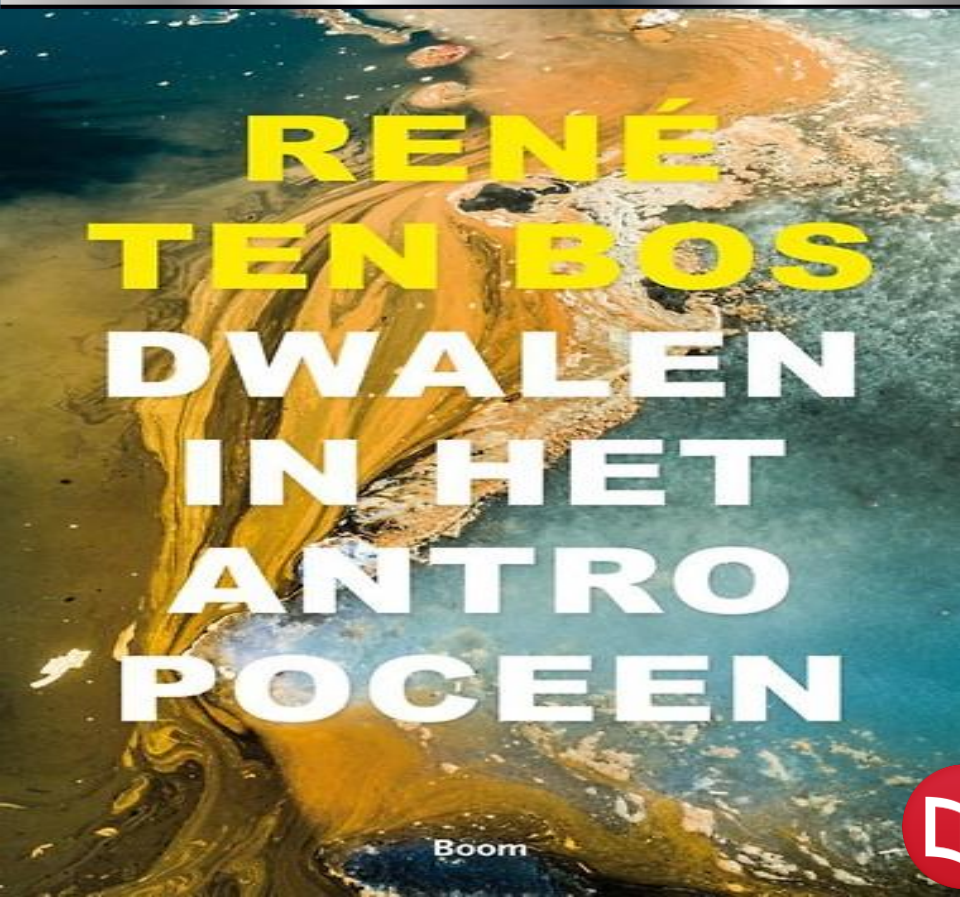


Afsluiting: REFLECTIE?! (9)





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BUILDING
THE FUTURE
we WANT





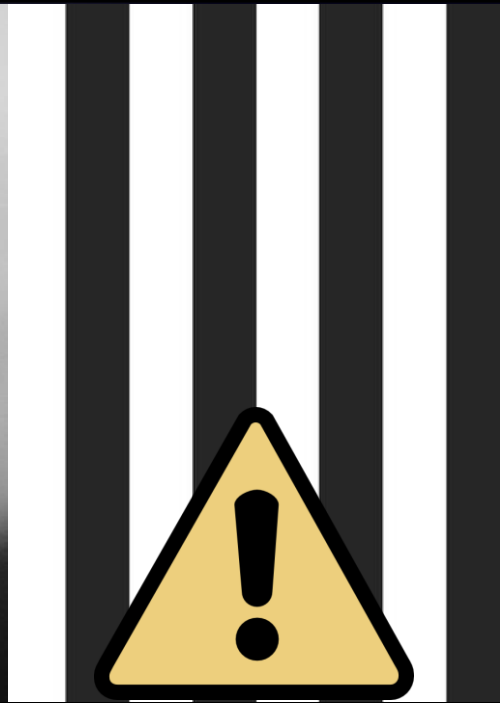
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Transformation to next phase in our civilization
Future based on **value creation** in inter-dependency



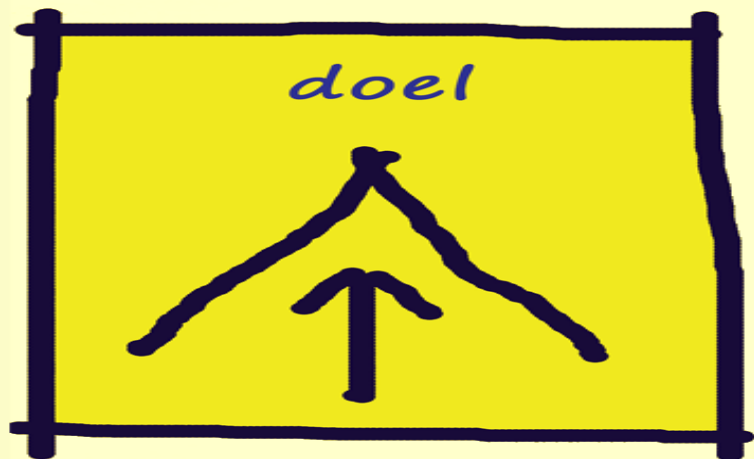
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Those who are awake , live in a constant state of amazement:
Energy for change and transformation

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**WERKEN VANUIT DE BEDOELING
IN PLAATS VANUIT EEN DOEL**





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DOING GOOD

PARADOX of PURPOSE

DOING WELL



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Technique:
deconstruct
challenge to facts
and transform these
facts into new
possibilities





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MINDSET

21^e

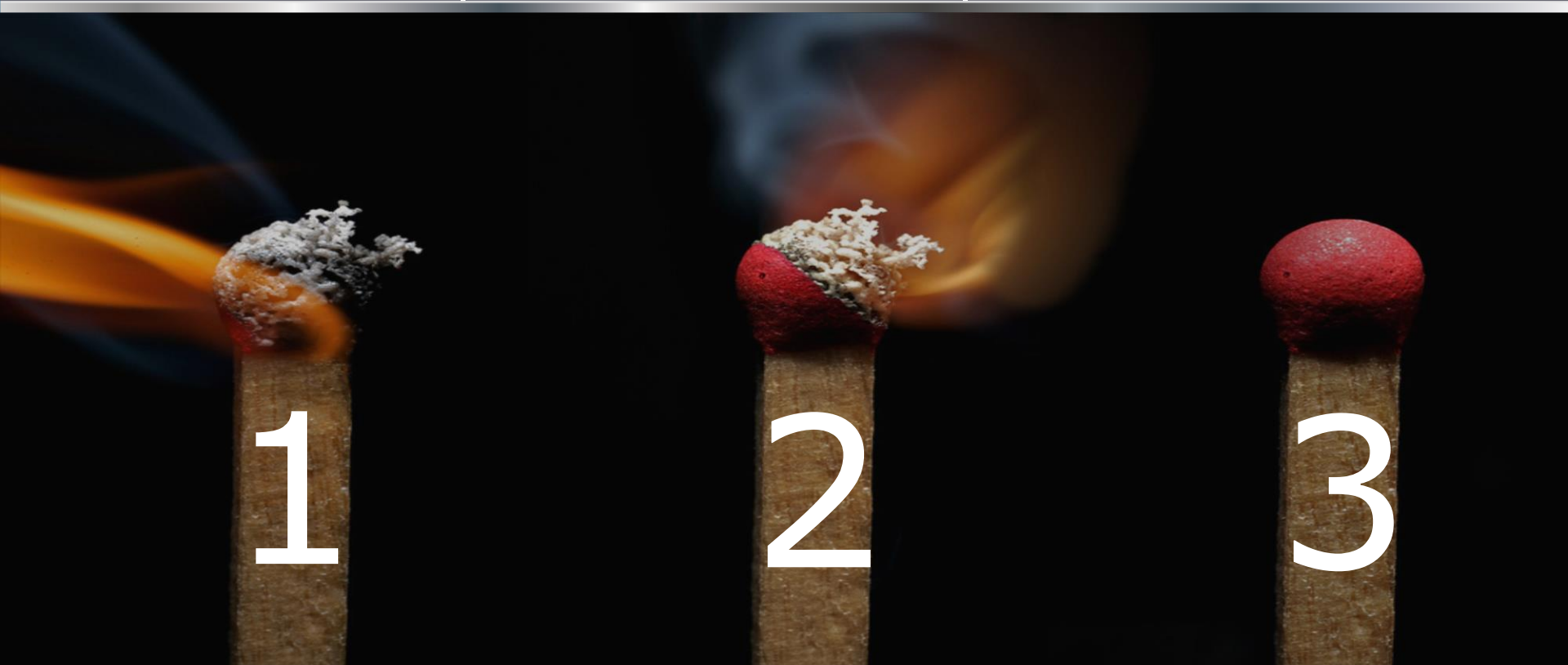
EEUW ?

creating value





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TRANSFORMATION to the NEXT PHASE in our civilization

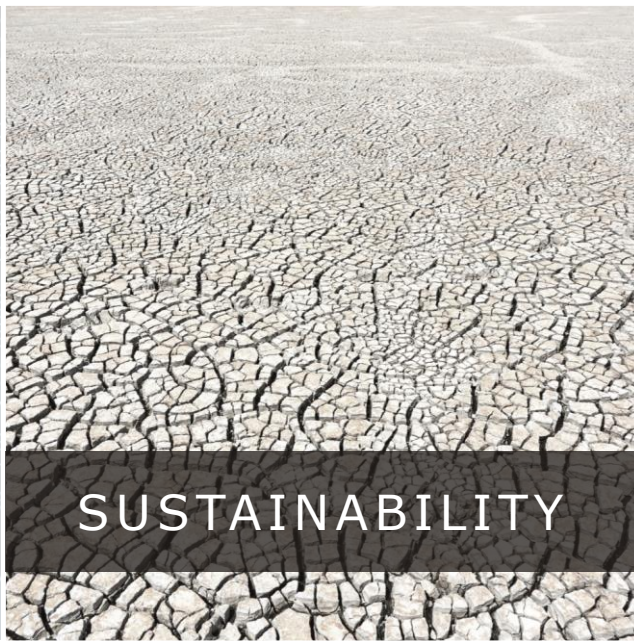
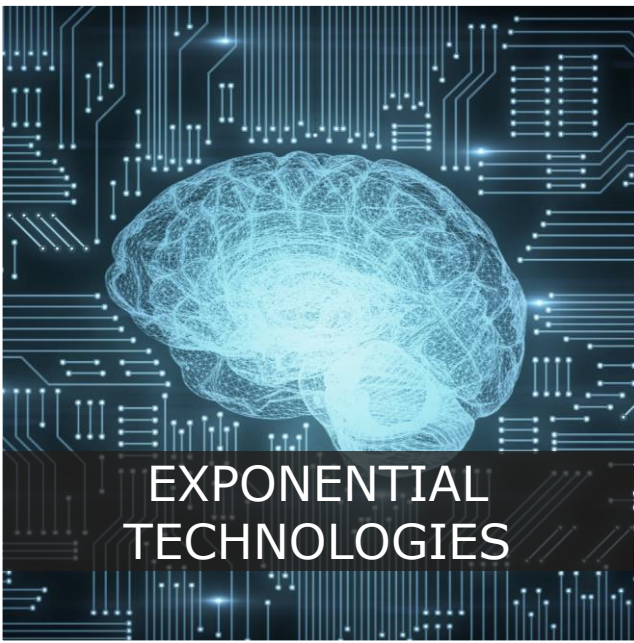
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3 Mega Drivers of Transformation

a recipe for drift, transition and increasing chaos



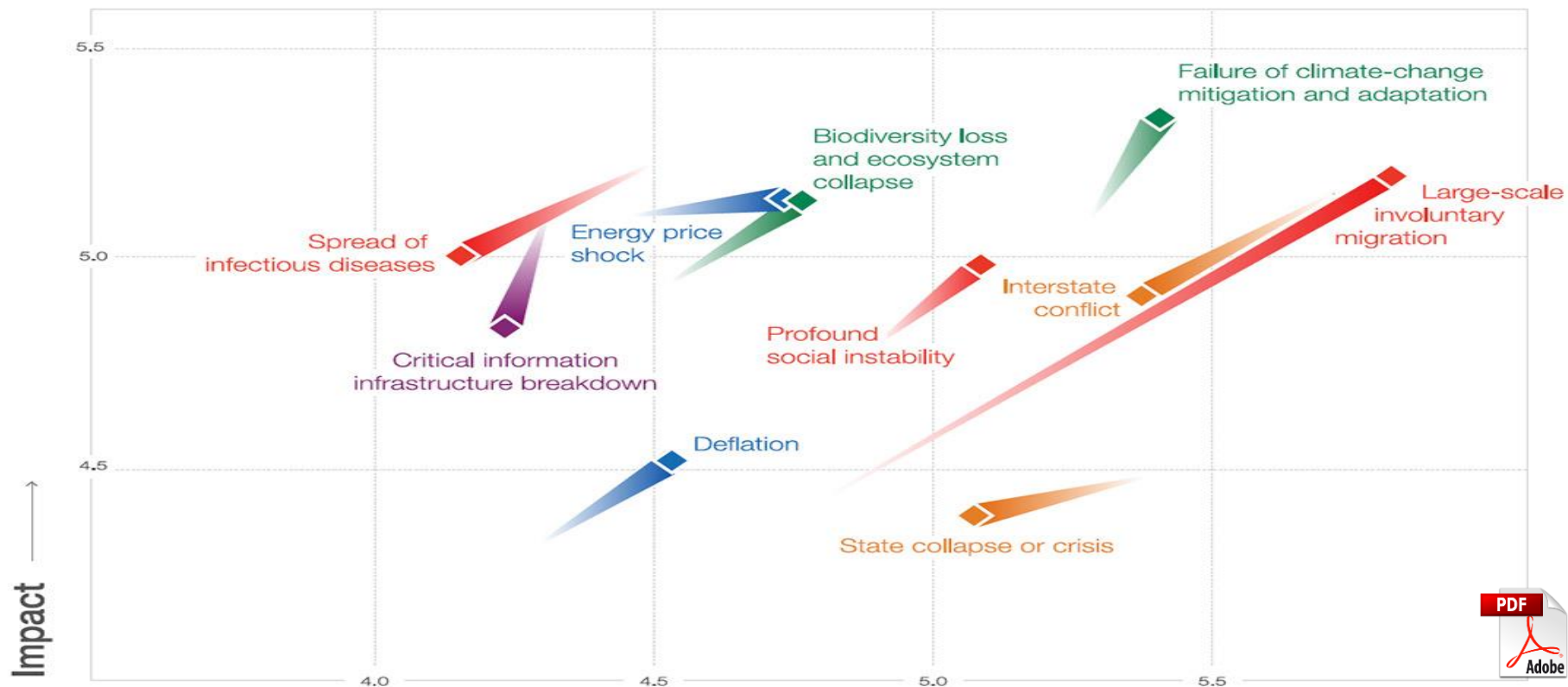


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What are the biggest challenges of mankind in 21st century

The Changing Global Risks Landscape 2016





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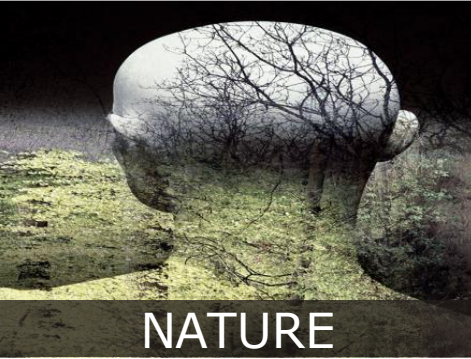


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3 Draconic Disruptors & Crises

a recipe for transformation, reset of living and evolution





NATURE



CAPITAL



OWNERSHIP



CONSUMPTION

8 Institutional Paradigm Shifts

that will characterize the 21st century



TECHNOLOGY



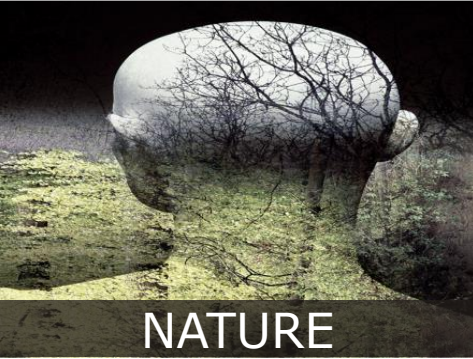
ENTREPRENEURSHIP



LEADERSHIP



GOVERNANCE



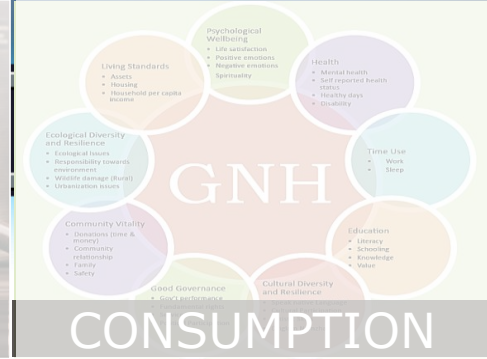
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EXAMPLES that will characterize the 21st century



TECHNOLOGY



ENTREPRENEURSHIP



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GOVERNANCE

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1.5-2.0

WHAT DOES AN INCREASE OF
1.5° OR 2°
IN TEMPERATURE
MEAN FOR THE LIVES OF THE
MOST VULNERABLE PEOPLE
IN THE WORLD?

This is the central question the humanitarian community faces, as we seek to understand how we can use the latest developments in climate science to prepare for the humanitarian challenges ahead of us.

Join us for the first-ever **Climate Science and Humanitarian Dialogue**. We will unpack the findings of the Intergovernmental Panel on Climate Change (IPCC) in its upcoming report on the impacts of 1.5 degree temperature rise above pre-industrial levels.



FRIDAY
12 OCTOBER 2018



9AM-5PM



UNITED NATIONS
PALAIS, GENEVA,
SWITZERLAND

#Talanoa4ambition

#StepUp2018

#ClimateRedi



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



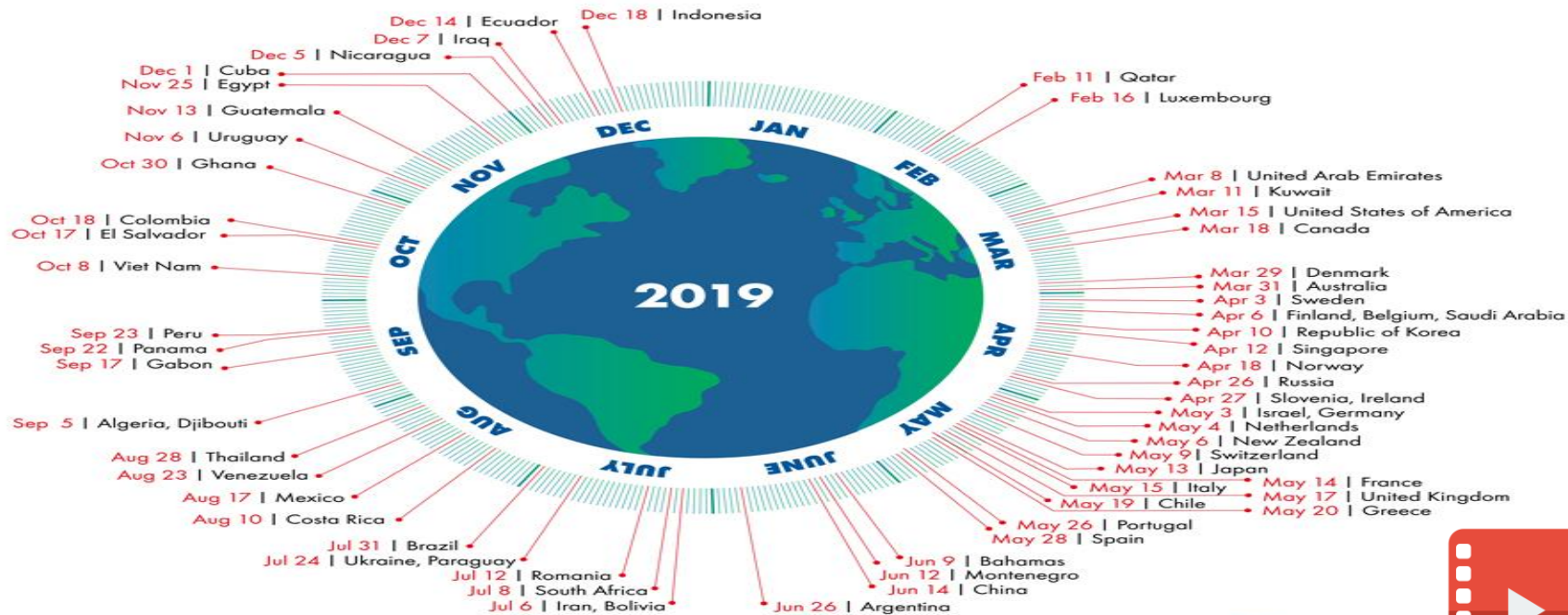
Red Cross of the Mobius Sea



LIVE BETTER | HELP MORE | WONDER OFTEN

Country Overshoot Days 2019

When would Earth Overshoot Day land if the world's population lived like...



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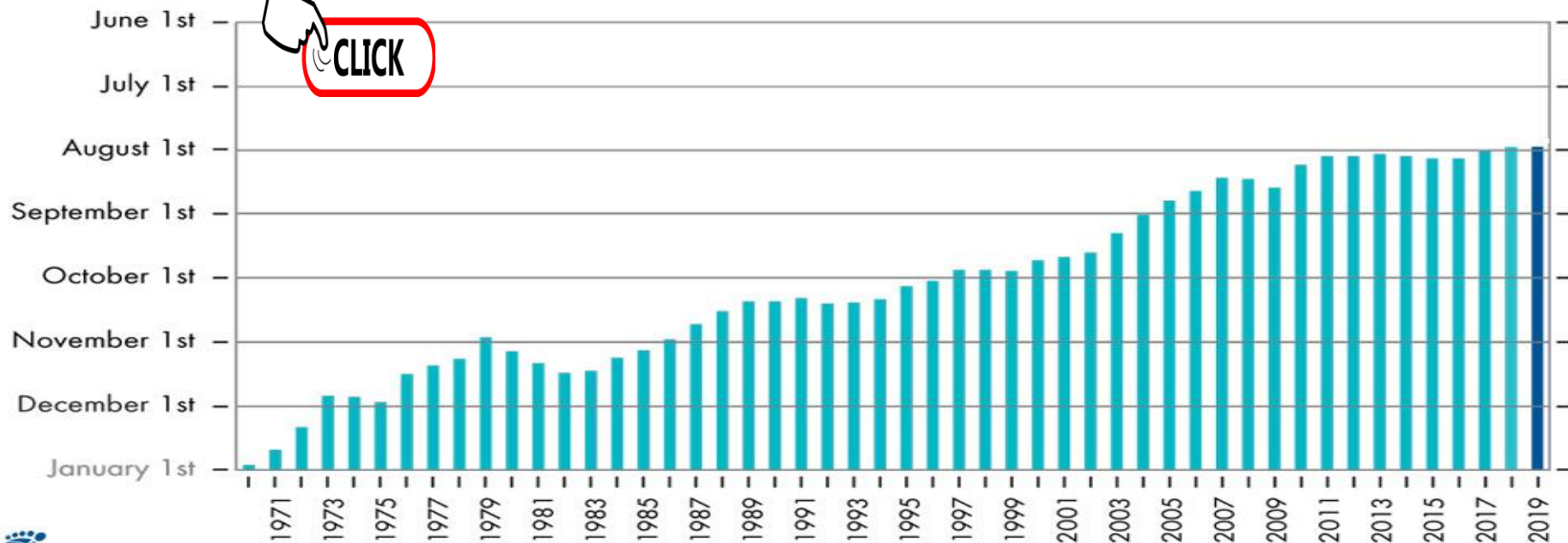


1 Earth

Earth Overshoot Day 1970-2019



1.75 Earths





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FEAR



**Crisis is NOT the essence of our problems: but
our inadequate solutions
and our inability to do something about it**



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Consequences of serious discrepancies in our systems:
less social and political trust



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we are the

BIGGEST

PROBLEM

and the only solution



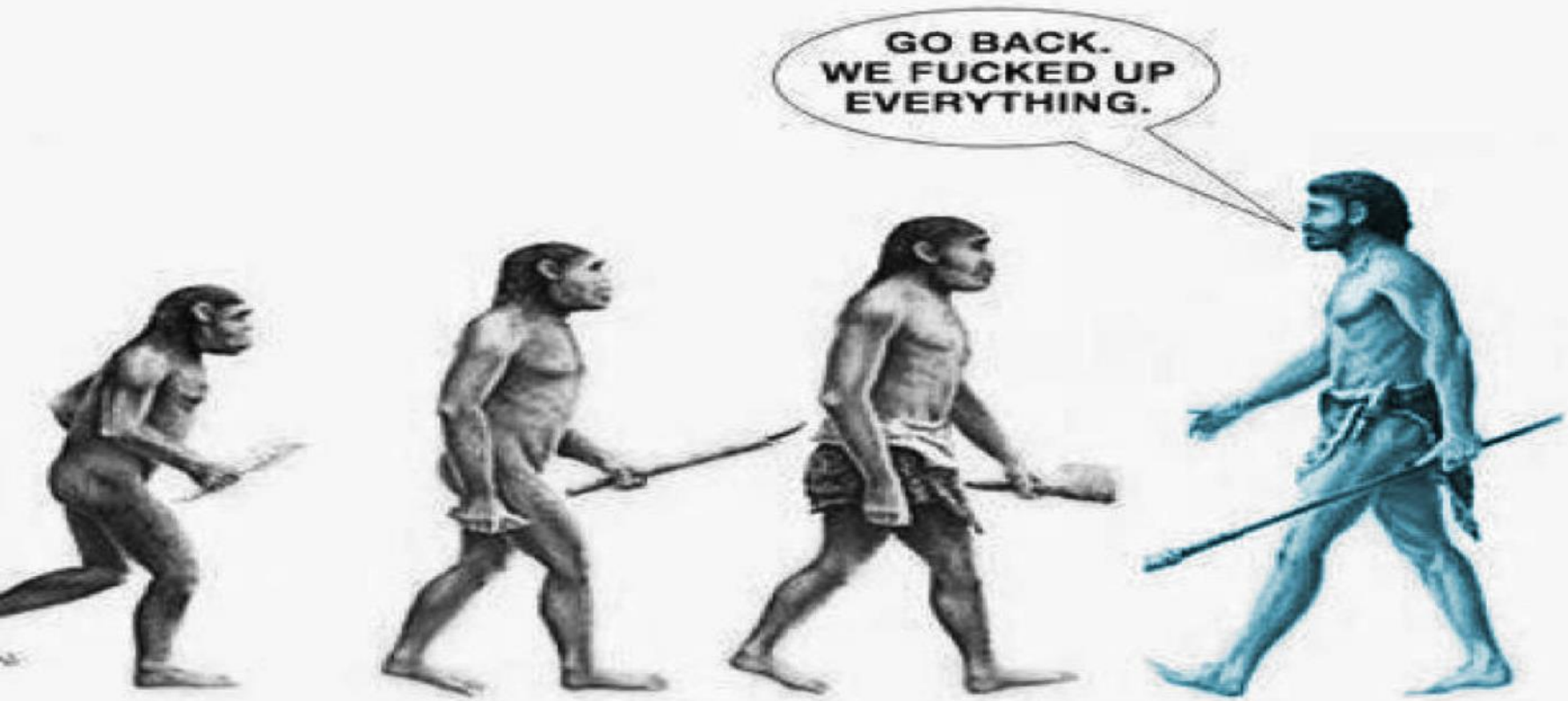
...and we think

we have

PLENTY of

TIME

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LIFE RESET

PRESS TO RESTORE LIFE SETTINGS



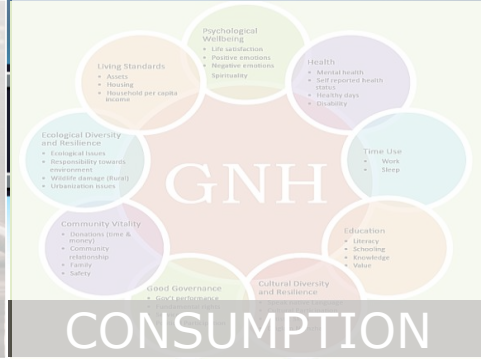
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8 Institutional Paradigm Shifts

EXAMPLES

that will characterize the 21st century



TECHNOLOGY



ENTREPRENEURSHIP



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GOVERNANCE



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Economie en samenleving: Wat is dienstbaar aan
wat?



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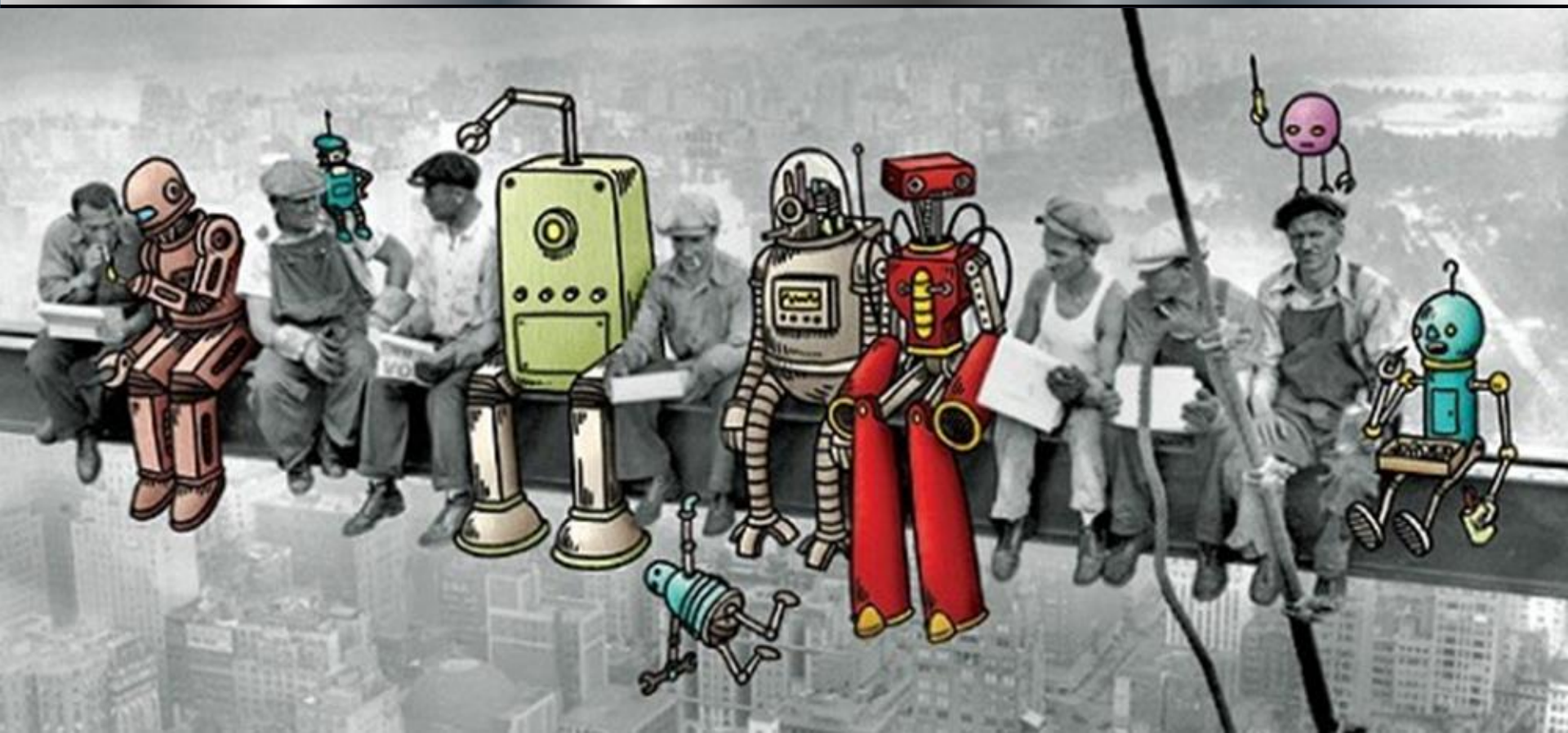
After all, we are...



HOMO ECONOMICUS



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AD

Nieuws

Regio

Sport

Show

Video

Koken & Eten



Abonneren



Binnenland

Buitenland

Politiek

Economie

Gezond

Bizar

Wetenschap

Auto

Digitaal

Lifestyle

Reizen

Bijna dubbel zoveel zelfmoord onder jeugd: dertien mogelijke verklaringen



In 2017 hebben 81 jongeren zelfmoord gepleegd. Dat is bijna een verdubbeling van het aantal suïcides in een jaar tijd. Deskundigen pleiten voor acuut onderzoek naar de opvallende stijging.

Hanneke van Houwelingen en Marcia Nieuwenhuis 03-07-18, 03:00 Laatste update: 10:14



825



Onder de 10- tot 20-jarigen steeg het aantal zelfdodingen met bijna 70 procent, van 48 jongeren in 2016 naar 81 in 2017. De meeste van hen waren 18 of 19 jaar oud, blijkt uit nieuwe cijfers van het CBS.



1.
7. Social Media & Schaamte
8. Gebrekkige voorlichting
9. Minder bedden geestelijke zorg
10. Kwaliteit wijkteams
11. Wachtlijsten
12. Opvang ziekenhuizen
13. Opmars pleidooi euthanasie

Lage autonomie



2007



2017

PERCENTAGE
WERKNEMERS
MET:

Hoge taakeisen



2007



2017

NRC checkt: 'Kosten van burn-out bedragen 60.000 euro'



Dat schreef verzekeraar Zilveren Kruis in een advertentie.

✎ Jeroen Wester ⌚ 19 juni 2017 ⌚ Leestijd 1 minuut



1,8 – 2,4 miljard P/J

Bron: ArboNed - TNO





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FUDAMENTELE WEEFFOUTEN



LIVE BETTER | HELP MORE | WONDER OFTEN



Stop Stealing Dreams: live better – help more – wonder often

WHY?

WHAT?

HOW?





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de
ESSENTIE





LIVE BETTER | HELP MORE | WONDER OFTEN





Stop Stealing Dreams: live better – help more – wonder often



ONTDEK – REFLECTEER – ONTWIKKEL POTENTIEEL
ONTKETEN **PASSIE** IN CO-CREATIE



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oudstanding*



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TRANSFORMATION HEALTH CARE



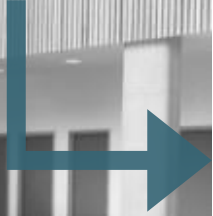
WEEFFOUTEN?

Wat zijn de grootste transitie's in de zorg?

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DIAGNOSE &
BEHANDELING



PREVENTIE & WELZIJN
(G E L U K)
(FOCUS OP STRESS EN VOEDING)

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LIVE BETTER | HELP MORE | WONDER OFTEN



GO DIGITAL
SMARTER & FASTER
IS GOOD,
BUT
MORE HUMAN
IS GREAT

LIVE BETTER | HELP MORE | WONDER OFTEN

FOCUS NAAR WELZIJN:

*Machteld
Huber*

GEZONDHEID ALS HET
VERMOGEN OM JE AAN
TE PASSEN EN JE EIGEN
REGIE TE VOEREN, IN HET LICHT
VAN DE SOCIALE, FYSIEKE
EN EMOTIONELE
UITDAGINGEN VAN HET LEVEN



LIVE BETTER | HELP MORE | WONDER OFTEN

Why Centralized Patient Access Matters for an Ideal Patient Experience

5 STAGES OF PATIENT FRUSTRATION



1

SCARED AND CONFUSED

My physician has referred me for a diagnostic test. I'm worried about my health and confused why do I call, what will my diagnosis be?



2

FRUSTRATED

Stuck on phone, calling multiple numbers and departments, trying to get scheduled. Why can't I manage my healthcare in easily accessible ways?

5

ANGRY

Patient Value =

and care about me



WAITING

Did worried and confused. Why does it take so long for my test?



3

4

SURPRISED

When I finally arrive I get hit with charges I didn't expect. Now, I find out I wasn't supposed eat anything beforehand...so I'm getting rescheduled.

5 STAGES OF PATIENT SATISFACTION



1

REASSURED

I left my doctor's office with my test instructions and I feel good about the testing ahead. I'm well informed and at least I know the plan.



2

RESPECTED

My time is important. I'm glad my test can be at my preferred location, just 5 minutes from home.

Health Outcomes

Cost

off, and my bill made sense. My doctor has results at my home and next steps are clear. I feel good about my care plan and will test. Thanks to get back here.



4

PREPARED

A reminder text confirmed my appointment. There were no surprise bills and I followed the instructions about not have anything to eat or drink before the test.

IN CONTROL

It's time to reschedule or check the instructions or directions ahead of time I can do that from home.



3

Raad 
Volksgezondheid
& Samenleving

Blijk van vertrouwen

Anders verantwoorden voor goede zorg



Voorwoord	4
Samenvatting	9
1 Inleiding	13
1.1 Aanleiding	13
1.2 Vraagstelling	14
1.3 Begrippen en afbakening	14
1.4 Aanpak	16
1.5 Leeswijzer	17
2 Verantwoording ontrafeld	18
2.1 Complex web	18
2.2 Verschillende functies en uiteenlopende waarden	22
2.3 Dominante inrichting	25
2.4 Wat heeft de huidige verantwoordingspraktijk gebracht?	29
2.5 Tot slot	34
3 Analyse	35
3.1 Groeiende complexiteit zorgpraktijk	35
3.2 Onderliggende mechanismen	38
3.3 Huidige beleidsinzet: goede initiatieven, maar er is meer nodig	41
3.4 Tot slot	43
4 Omslag in denken en doen	44
4.1 Verantwoording als middel voor een betere zorg	44
4.2 Leidraad voor een andere verantwoordingspraktijk	45
4.3 Verantwoording en vertrouwen	54
4.4 Tot slot	55
5 Aanbevelingen	56
5.1 Inleiding	56
5.2 Veranderlijn 1: Primaire verantwoordelijkheid bij zorgverleners	56
5.3 Veranderlijn 2: Externe verantwoording sluit aan op de context van de praktijk	57
5.4 Veranderlijn 3: Samen komen tot gedeelde principes	58
5.5 Veranderlijn 4: Andere houding van betrokkenen	59
5.6 Tot slot	60

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Blijk van vertrouwen. Anders verantwoord voor goede zorg.

↳ Kernboodschap

Verantwoorden in de zorg en het sociaal domein moet fundamenteel anders om recht te doen aan de complexiteit en veelzijdigheid van de zorgpraktijk, en om zorg beter toe te snijden op de persoonlijke situatie van de patiënt en cliënt.



Het vertrekpunt moet niet degene zijn die verantwoording vraagt, maar degene die verantwoording aflegt. Verantwoording als kern van het professioneel handelen; gericht op het verbeteren van zorg en ondersteuning.



Dit vraagt ook in relationele zin om een andere interactie tussen de zorgverlener enerzijds en toezichthouder, inkoop en overheid anderzijds. Wederkerigheid staat binnen deze relatie centraal: in dialoog met elkaar, gezamenlijk interpretatieverschillen verkennen en gegevens duiden.

Herontwerp verantwoording

Wie? Het primaire initiatief ligt bij zorgverleners.

Waar? Ingebed in de praktijk, op verschillende niveaus.

Waarover? Gedeelde open principes en verantwoorde opstelling.

Wanneer? Onderdeel van een leerproces, met de blik naar voren.

Hoe? Gesprek op basis van verschillende informatiebronnen.

Raad  Volksgezondheid & Samenleving

↳ Aanbevelingen

1

Zorgverleners nemen verantwoordelijkheid



Zorgverleners (bestuurders en professionals) zetten rijke methodieken in: teamreflectie, visitatie, het in beeld brengen van patiënt- en cliëntervaringen, spiegelinformatie, medezeggenschap en lerende netwerken.

Interne toezichthouders zoeken verbinding met praktijk.

2

Externe verantwoording sluit aan op de context van de praktijk



Uitbreiden van thematisch toezicht. De IGJ en NZa gaan werken met professionele brigades. Het Zorginstituut, de NZa en de IGJ spelen een rol bij ingewikkelde afwegingen tussen publieke belang. Zorginkopers passen hun inkoopbeleid aan.

3

Samen komen tot gedeelde principes



Zorgverleners, inkoopers en patiënten- en cliëntenorganisaties baseren doorontwikkeling van kwaliteitskaders op basis van gedeelde principes en een verantwoorde opstelling. Zorgverleners en inkoopers vullen verantwoording over rechtmatigheid anders in.

4

Andere houding van betrokkenen



De betrokkenen (zorgverleners, patiënten en cliënten, inkoopers, toezichthouders, beleidsmakers en politici) moeten zich voortdurend toetsbaar opstellen. Zij moeten zich bescheiden opstellen als het gaat om het stimuleren van goede zorg buiten de praktijk en om het uitbannen van risico's. Een voortdurende afweging is van belang: zijn verantwoordingsvragen proportioneel aan het doel van 'een goede zorg'?



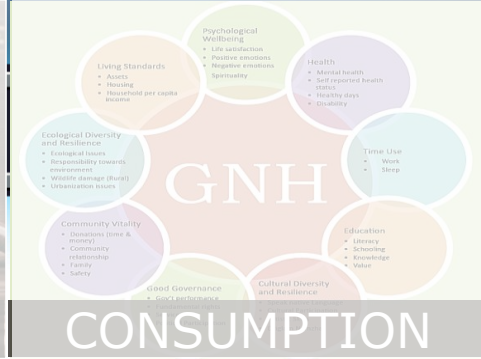
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8 Institutional Paradigm Shifts

EXAMPLES that will characterize the 21st century



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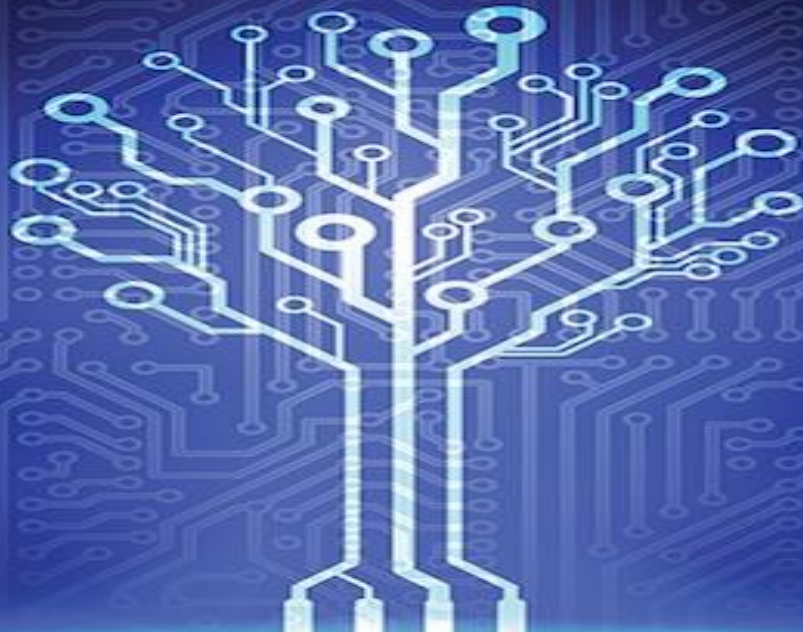


LEADERSHIP



GOVERNANCE

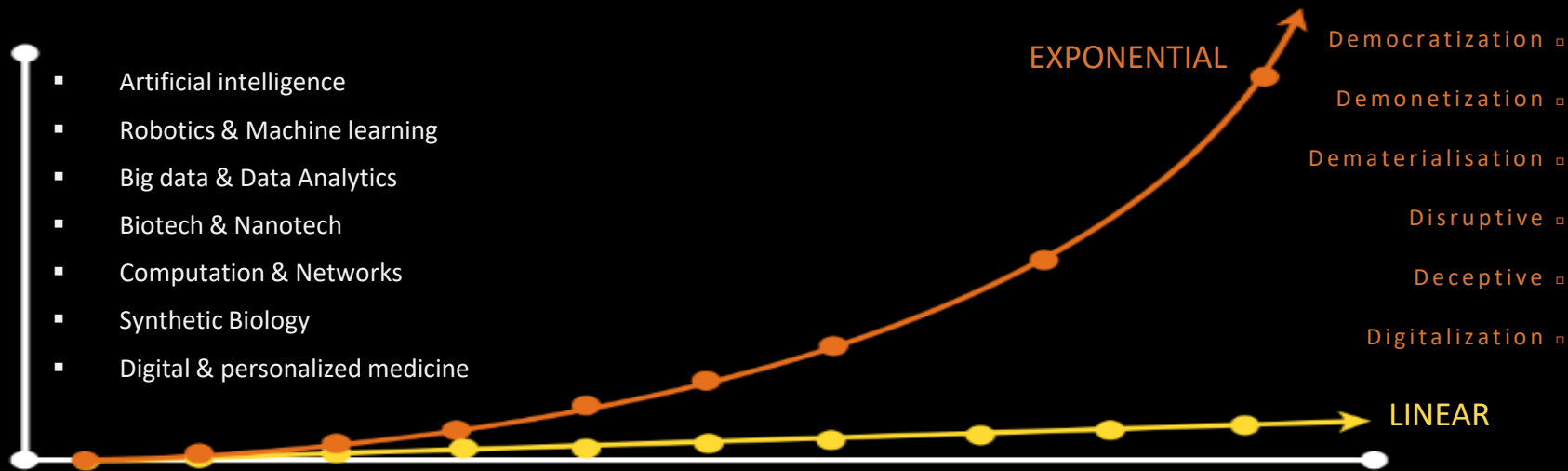
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Reinvent how we develop technologies. Empower all people to be **makers** and **creators** rather than passive recipients and consumers

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OUR BLIND SPOT COMES FROM THE FACT
THAT WE HAVE LIVED IN A LINEAR WORLD.
BUT TODAY'S CHANGES ARE EXPONENTIAL!





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MASSACHUSETTS INSTITUTE OF TECHNOLOGY

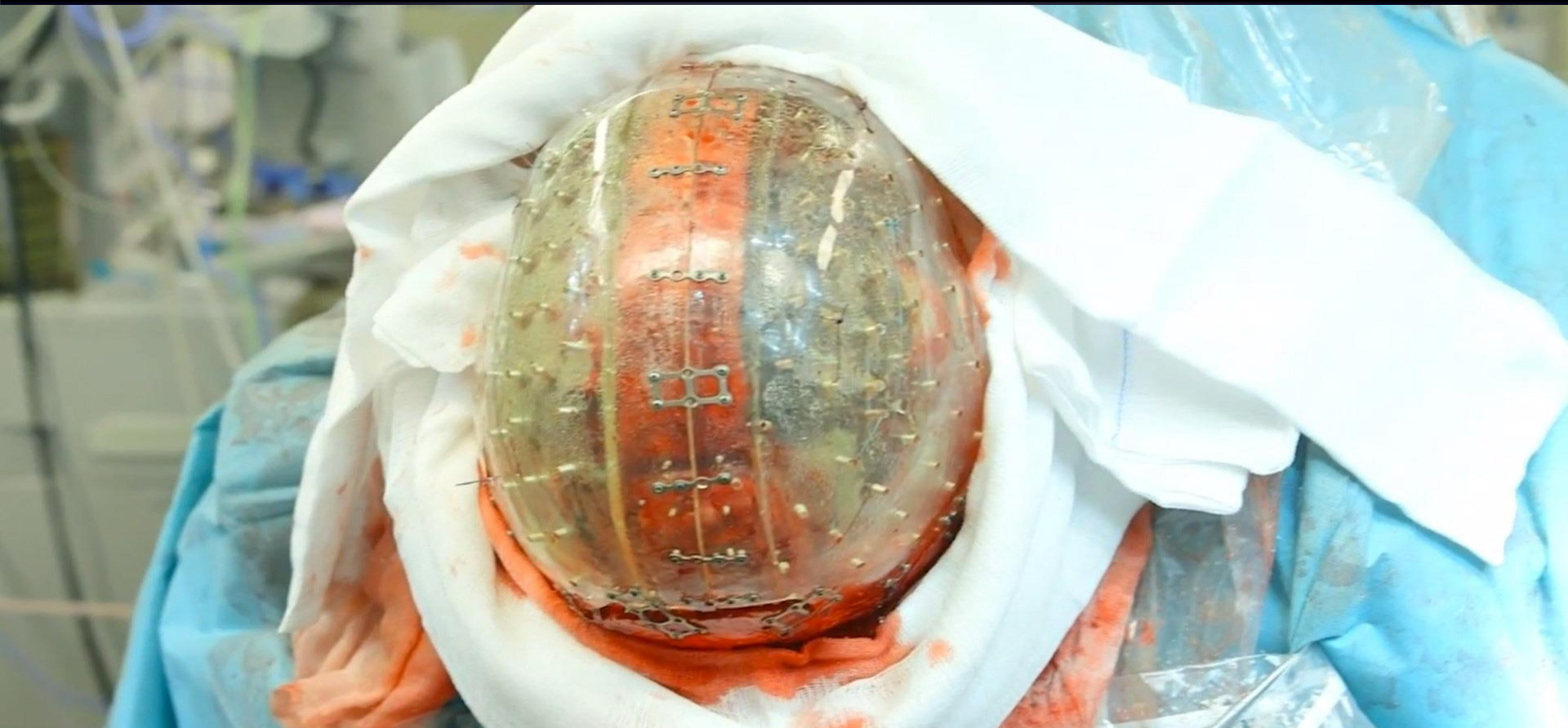


SAMUEL TAK LEE
BUILDING 9

What If?



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sky NEWS HD

Daniel Omar

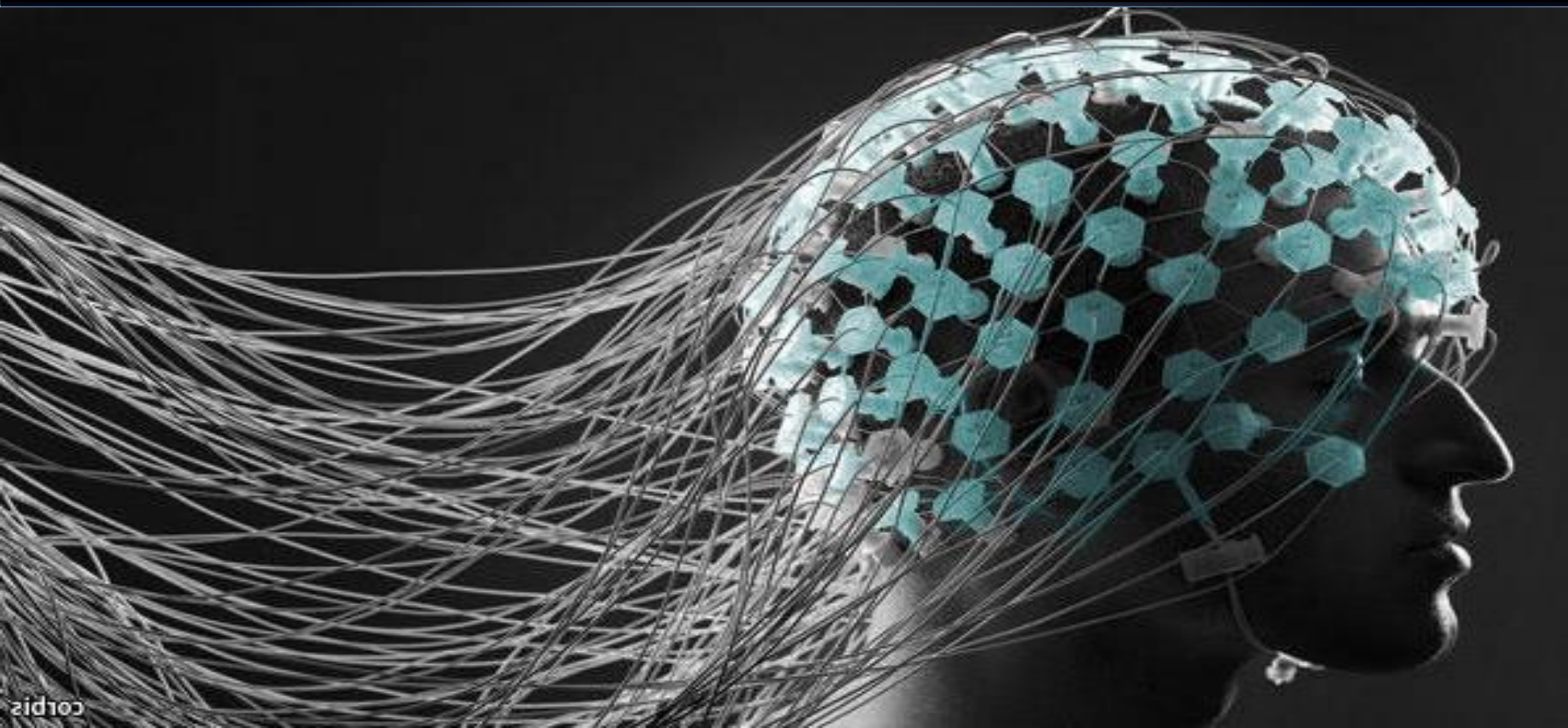
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DEMOCRATISATION of DATA





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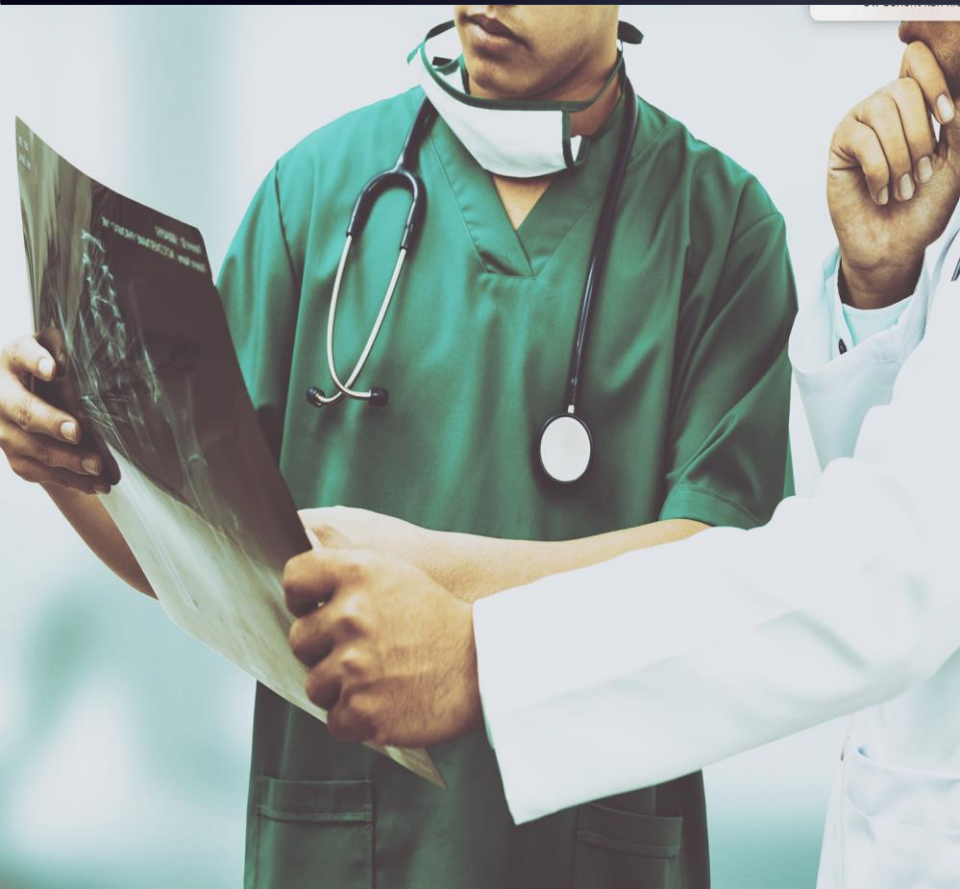
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DEMOCRATISATION of IQ



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THE TECHNOLOGY OF US



GETTING TO THE HEART OF HUMANITY
IN A TECHNOLOGY-DRIVEN WORLD



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DIY

The image shows the letters 'DIY' in a bold, black, sans-serif font on a piece of white lined paper. The paper has three binder holes punched along the top edge. To the left of the 'D', there are purple and blue paint splashes. To the right of the 'Y', there are yellow and orange paint splashes. The paper is held in place by yellow tape at the top left and bottom right corners. The background is black.

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108,000 top doctors

available immediately to help you live a healthier, happier, longer life

DOING GOOD AT SCALE

6.4 billion

Answers served

108,000

Top doctors in network

24,541

Lives saved

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LIVE BETTER | HELP MORE | WONDER OFTEN

[Home](#)[Artificial Kidney](#)[Sorbents](#)[Investor Information](#)[Contact](#)

Improving quality of life of renal diseased patients

Portable artificial kidney

Wearable artificial kidney

Blood purification with nanomaterials



Nanodialysis is bringing innovative products into the market of blood purification and dialysis based on nanostructured materials. Nanomaterials offer a great potential for the detoxification of blood allowing miniaturization of blood treatment and dialysis devices. The focus is on the following product lines.

- Sorption materials and catalytic processes to improve blood purification in current dialysis systems
- Miniature portable artificial kidney for use as a handy home hemodialysis device
- Miniature wearable artificial kidney for continuous blood cleansing via the abdomen

The miniature portable and wearable artificial kidney is an ideal solution for end stage renal diseased patients providing a significant improvement in their health status and quality of life. With many important features for both the patient as well as the healthcare system.

- Improved blood purification via adsorption filtering
- Improved health condition thanks to continuous or semi-continuous treatment
- Increased life expectancy
- Higher mobility and employability
- Less nursing and medical care needed, resulting in lower healthcare costs



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Top 10 health care innovations: Achieving more for less

Top 10 innovations

- ➔ Next-generation sequencing (NGS)
- ➔ 3D-printed devices
- ➔ Immunotherapy
- ➔ Artificial intelligence (AI)
- ➔ Point-of-care (POC) diagnostics
- ➔ Virtual reality (VR)
- ➔ Leveraging social media to improve patient experience
- ➔ Biosensors and trackers
- ➔ Convenient care: Retail clinics and urgent care
- ➔ Telehealth
- ➔ Popular innovations that didn't make the list

Deloitte.





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We may be
the last
generation
that knows
what
'offline'
means





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BUILDING
THE FUTURE
we WANT



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Creating a better world is a life style, not a job nor a project



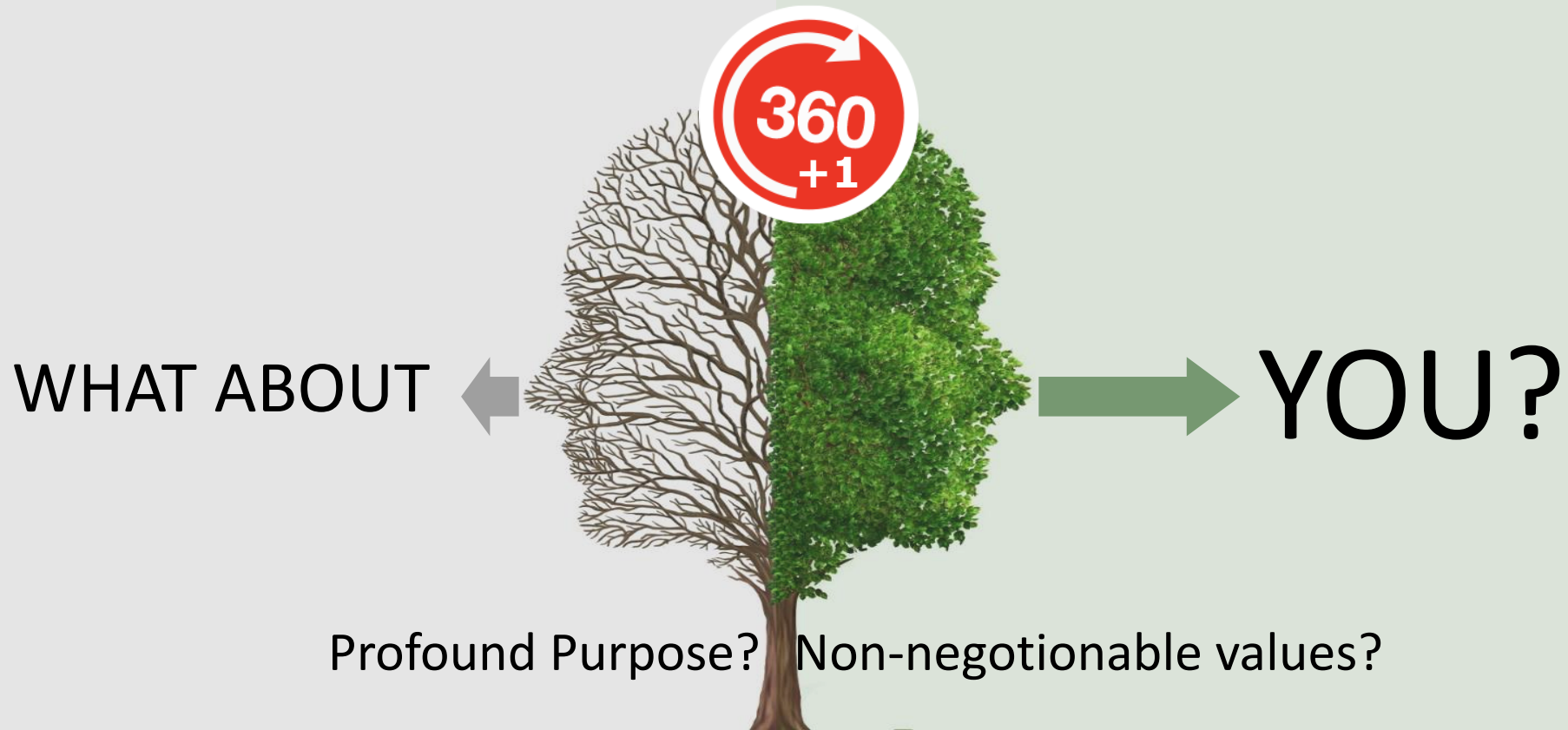
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What's
the Most
Important
Leadership Skill?





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FEAR



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Nothing changes unless we involve ourselves in the choices we make and the changes we want to see



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Leader with character creates leaders,
NOT FOLLOWERS

The don't tell you what to do, but they show how it's done





LIVE BETTER | HELP MORE | WONDER OFTEN



purpose brings you:
strong beliefs -
big dreams -
tons inspiration -

Ruud Veltenaar



KNMG 170 jaar

**Dokter in
verandering**

Jubileumcongres



DOING GOOD

DOING WELL

5 november 2019
NBC Nieuwegein



DIAGNOSE 2030

SMARTER & FASTER is **GOOD**,
more **HUMAN** is **GREAT**

Nieuwegein, 5 november 2019

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LIVE BETTER | HELP MORE | WONDER OFTEN

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