นโยบายตรวจราชการเขต 8

2562

นพ.ชาญวิทย์ ทระเทพ

คนไทยมีอายุคาดเฉลี่ยที่มีสุขภาพดี (Improved Health) ผลิตภาพต่อช่วงชีวิต (Productivity/Life Span) เพิ่มขึ้นอย่าง ยั่งยืน

Health For All : PHC, UHC

จัดบริการรักษาพยาบาล

ฟื้นฟูสภาพ (Responsiveness, Efficiency)

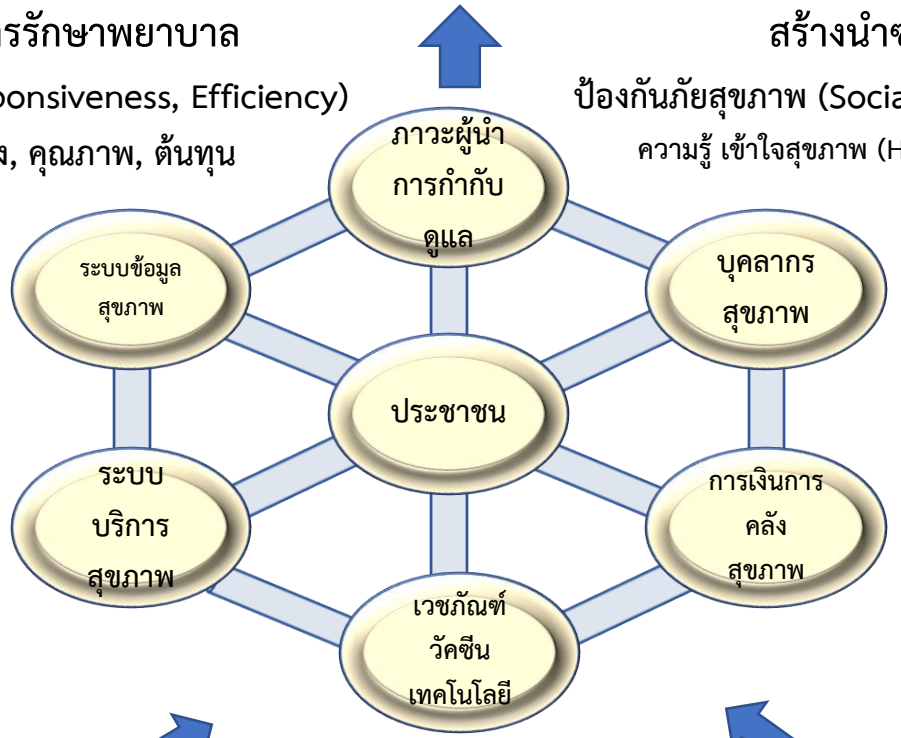
การเข้าถึง, คุณภาพ, ต้นทุน

All For Health : OH, HAP

สร้างนำซ่อม

ป้องกันภัยสุขภาพ (Social, Financial Risk)

ความรู้ เข้าใจสุขภาพ (Health Literacy)

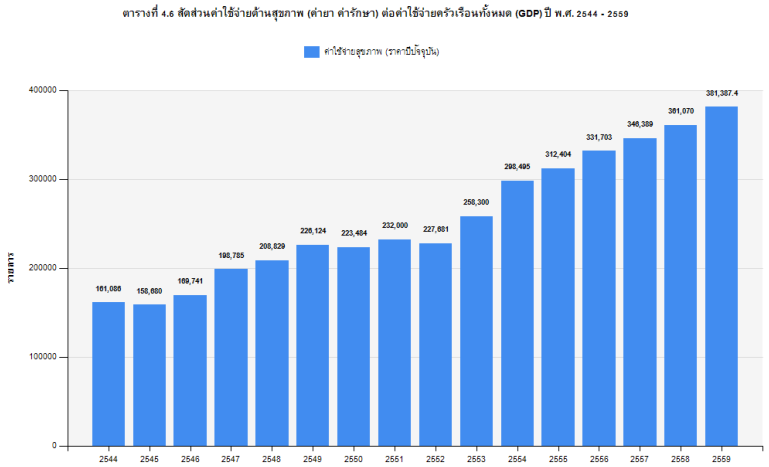


การเปลี่ยนแปลง ประชากร

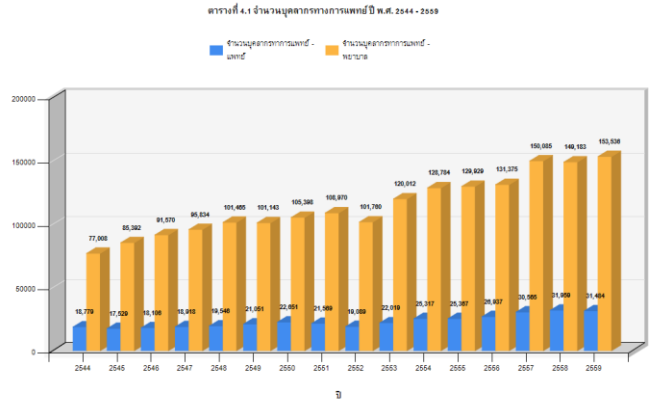
เทคโนโลยีเปลี่ยน

ปัญหา ความต้องการเปลี่ยน

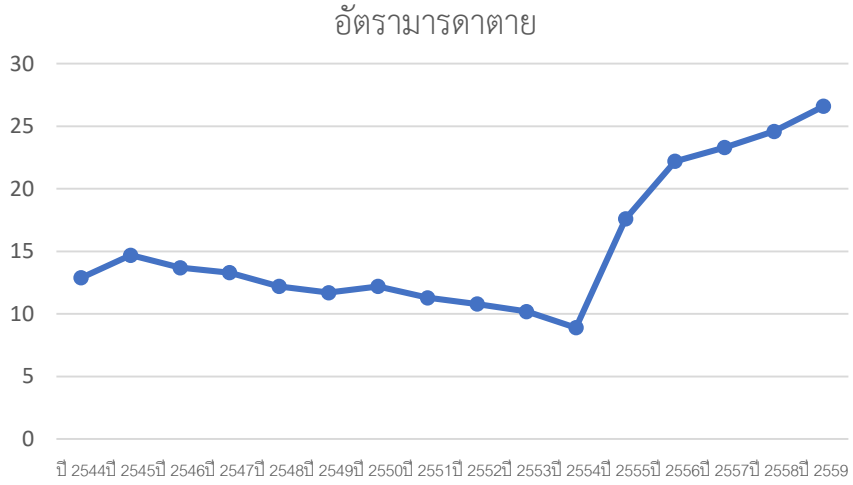
สถานการณ์ปัจจุบัน



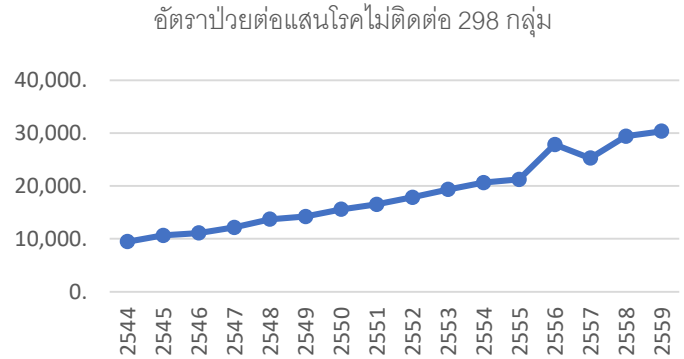
ค่าใช้จ่ายด้านสุขภาพ ปี 2544-2559



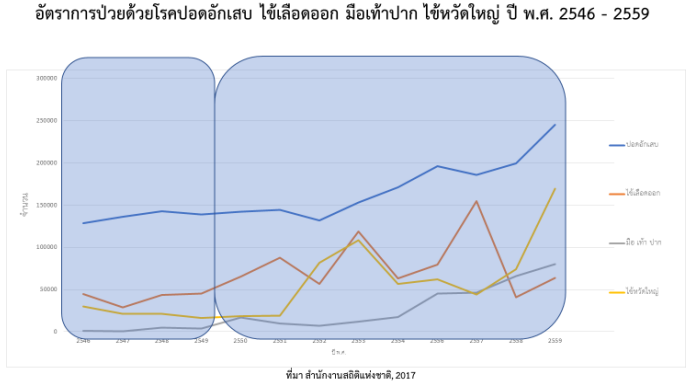
จำนวนแพทย์ พยาบาล ปี 2544-2559

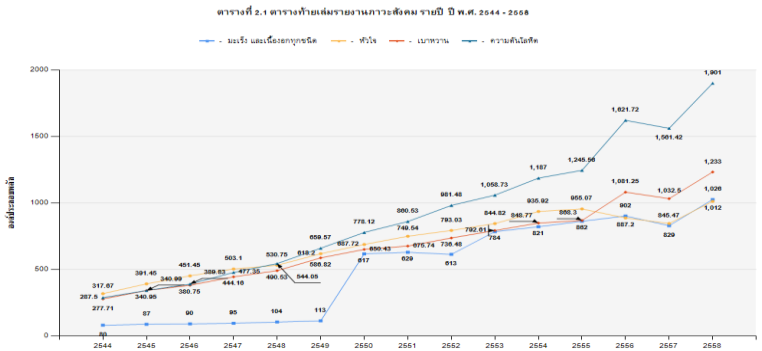


อัตรามารดาตายต่อเกิดมีชีพ 100,000 คน ปี 2544-2559



อัตราป่วย/100,000 ด้วยโรคไม่ติดต่อ 298 กลุ่ม ปี 2544-2559

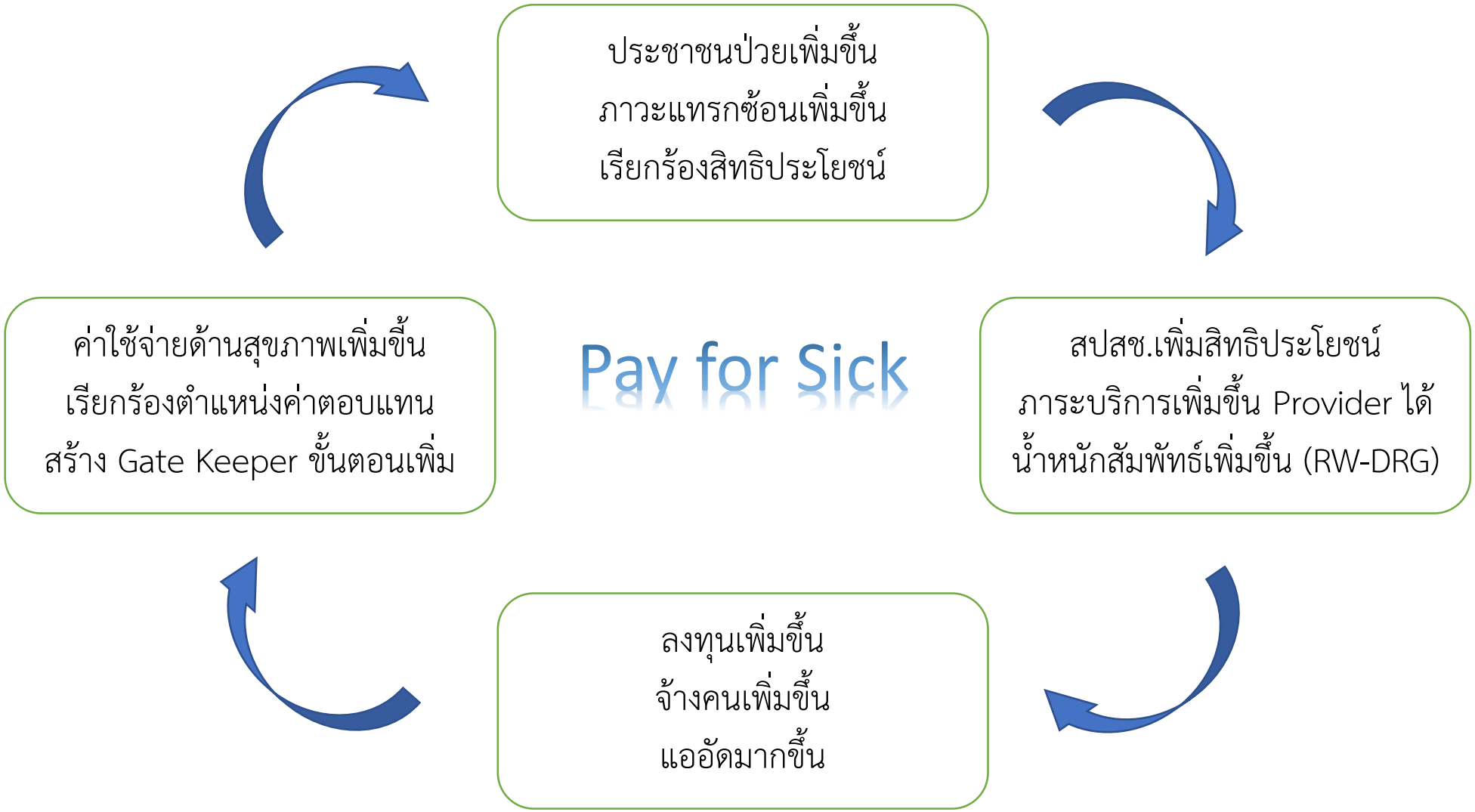




อัตราป่วย/100,000 ด้วยโรคมะเร็ง หัวใจ เบาหวาน ความดันโลหิตสูง ปี 2544-2558

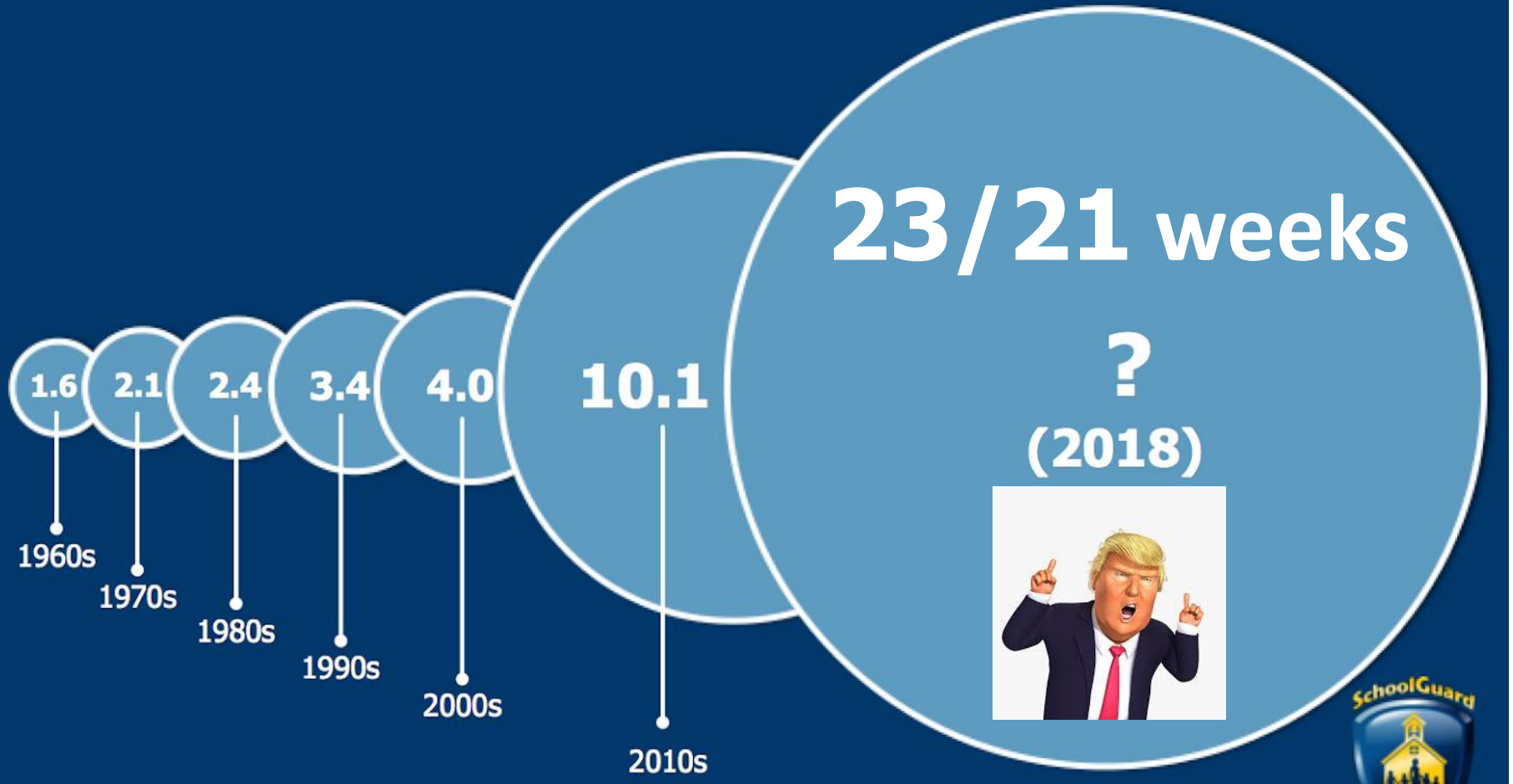
Prevalence of overweight populations for adults of both sexes by nation in Southeast Asia.

Vicious Circle of the Sick Care

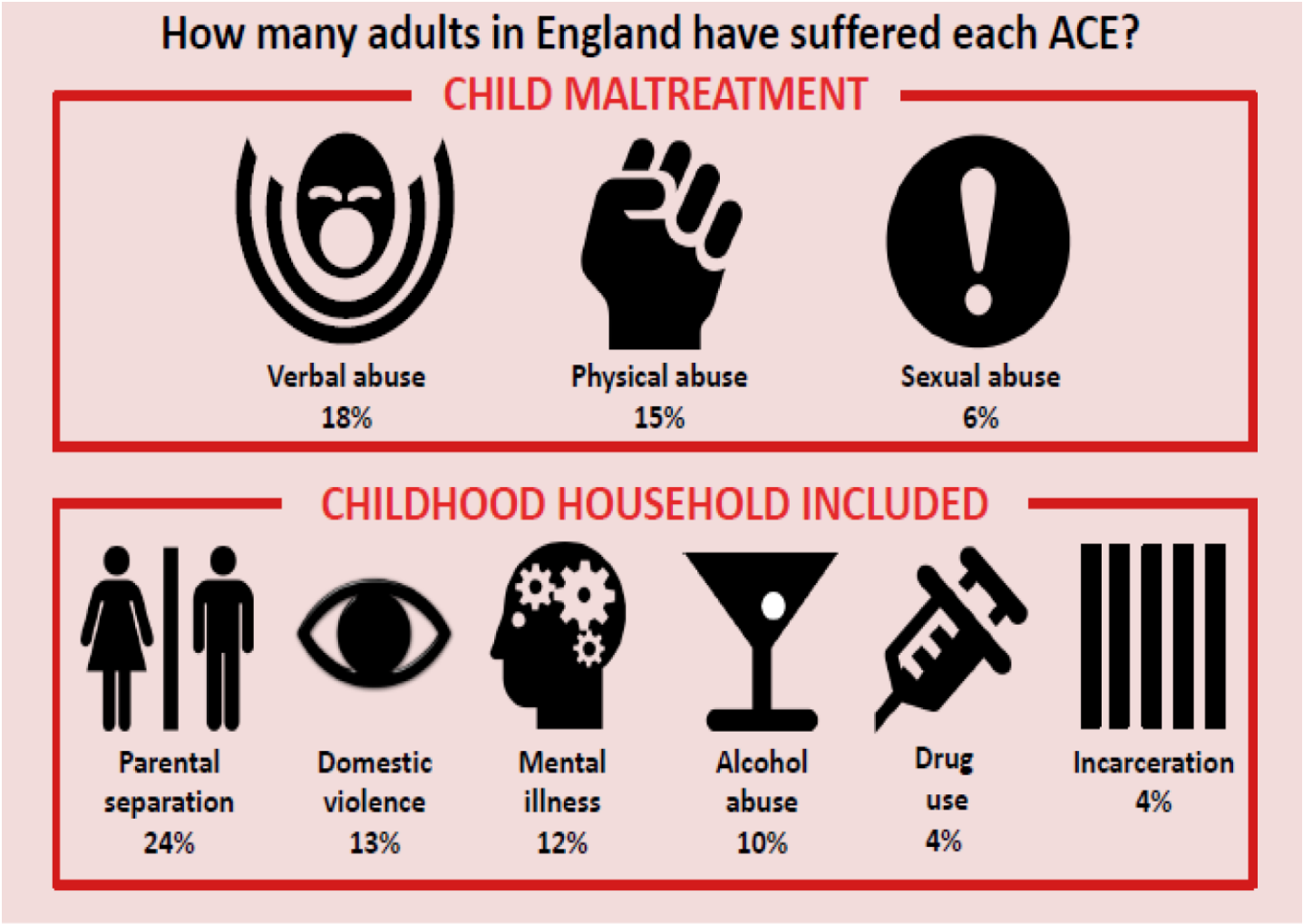


School Shootings - United States

Average Number of Shooting Incidents Per Year



Child and Family



Compared with people with no ACEs, those with 4+ ACEs are:

- **2** times more likely to currently binge drink and have a poor diet
- **3** times more likely to be a current smoker
- **5** times more likely to have had sex while under 16 years old
- **6** times more likely to have had or caused an unplanned teenage pregnancy
- **7** times more likely to have been involved in violence in the last year
- **11** times more likely to have used heroin/crack or been incarcerated

For every 100 adults in England 48 have suffered at least one ACE during their childhood and 9 have suffered 4 or more

Bellis et al., 2014

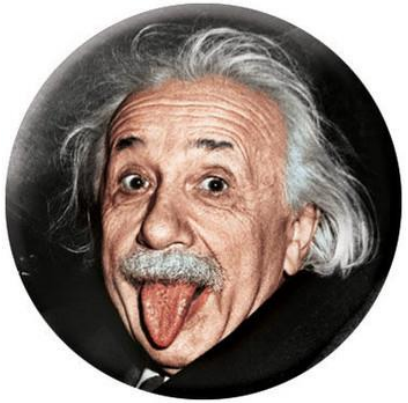
สอบ 3 ด.ช.9 ขวบ
ปิดร่วมห่มผืน ป.2

Elderly NCDs and Health Expenditure

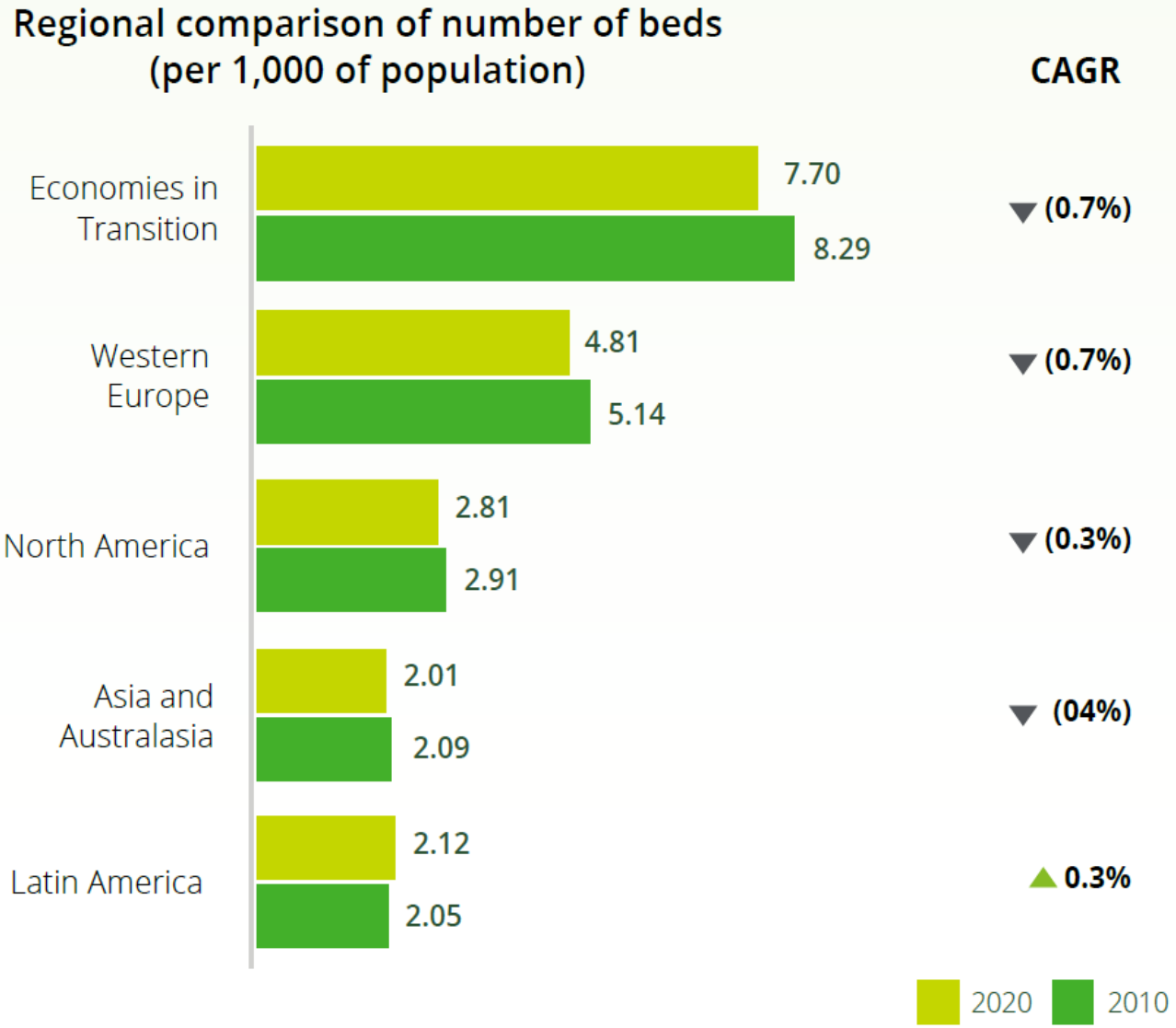
- 5% of population spent almost half of the resource in Norway
- 1 million spent 80% of NHSO's expenditure (48 millions beneficiaries)
- 2.8 hundred thousands spent 80% of expenditure (15 millions beneficiaries)

Insanity: doing the same thing over and over again and expecting different results.

Albert Einstein



The number of hospital beds are declining spurred by regional economic slumps, decreased government spending on health care, hospital closings and consolidations, and pricing pressures



Lesson learnt from the best

reduction of full scale emergency hospitals and hospital beds

Swedish Association of Local Authorities and Regions

Governmental levels

- State level / 4 Health Regions
- 19 counties
- 422 municipalities Jan 1st 2018 (will be reduced to 354) (primary health care)

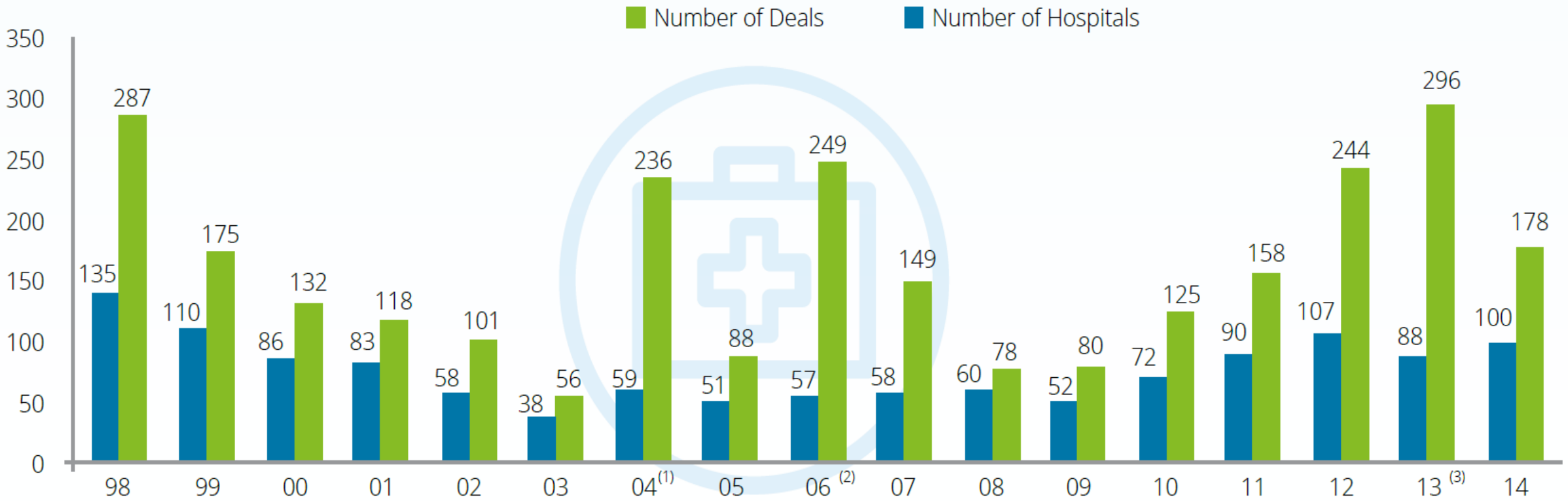
Structural changes in Swedish health and social care

In the last years we have seen:

- reduction of full scale emergency hospitals and hospital beds
- increase of health care centres
- development from inpatient care to outpatient care and from hospital care to home care
- increased differentiation and specialization
- increased proportion of patients with chronic diseases
- growing proportion of elderly people – but many are active and healthy
- increased opportunities for users and patients to choose provider
- increase of private providers

422 municipalities Jan 1st 2018 (will be reduced to 354) (primary health care)

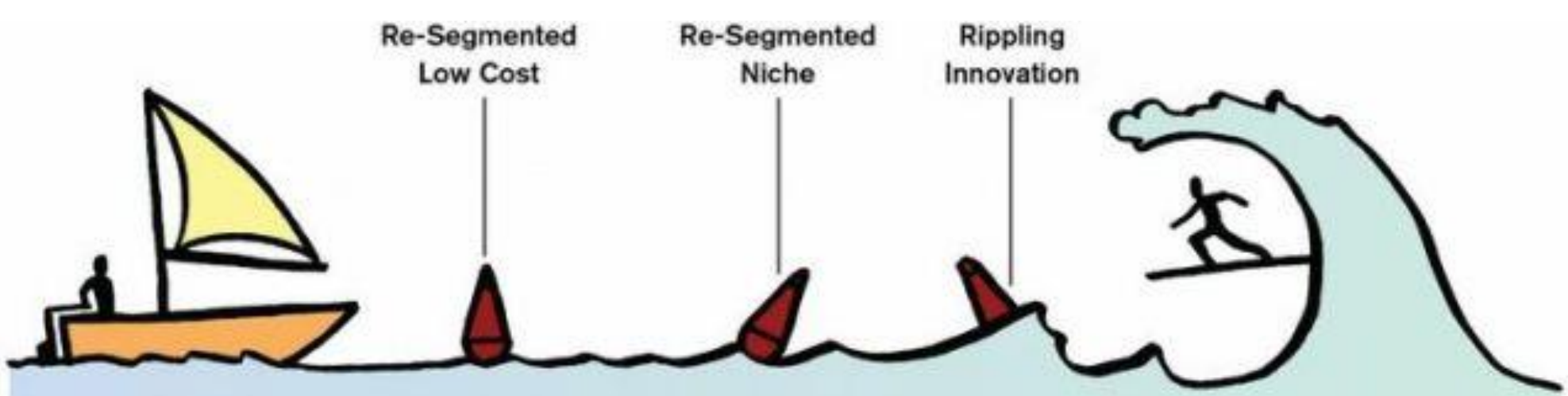
The continuing trend of "bigger is better" is apparent in the number of U.S. announced hospital mergers and acquisitions going back as far as 1998.



(1) In 2004, the privatization of Select Medical Corp., an operator of long-term and acute-care hospitals, and divestiture of hospitals by Tenet Healthcare Corporation helped to increase the number of hospitals affected.

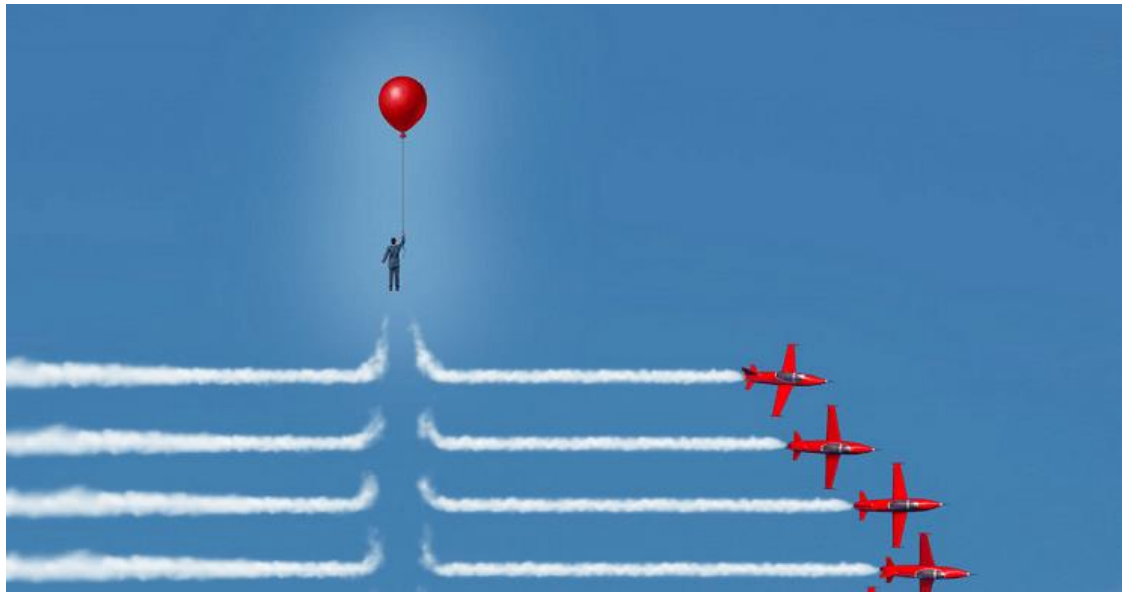
(2) In 2006, the privatization of Hospital Corporation of America, Inc. affected 176 acute-care hospitals. The acquisition was the largest health care transaction ever announced.

(3) In 2013, consolidation of several investor-owned systems resulted in large number of hospitals involved in acquisition activity.



Sustaining Innovation	Disruptive Innovation
Problem is well understood	Problem not well understood
Existing Market	New Market
Innovation improves performance, lower cost, incremental changes	Innovation is dramatic and game changing
Customer is believable	Customer doesn't know
Market is predictable	Market is unpredictable
Traditional business methods are sufficient	Traditional business methods fail

Not just innovation but disruption



Millennial in Thailand

- 32% of the Thai 68 MB population are millennial, approximately 22 Million
- According to National Statistics Office (NSO), Millennial spend an average of 8 hours per day online (US average 3.6 hours/day)
- *Feelings of disconnect from Thailand centuries of tradition and culture*
- *Under pressure from older generation to maintain core values*
- *Shackled by chronic political problems and ineffective education*

Millennial in Thailand Tech & Social Media

- **81%** of Thai Millennial own a smartphone compared to only **45%** globally
- **60%** use smartphones to make a decision
- **46%** of active Internet users claim to have been influenced by bloggers and vloggers (video bloggers)
- Thailand has **1.7 Million** Millennial Instagram users

The Drive-Through Generation (Gen-Y)

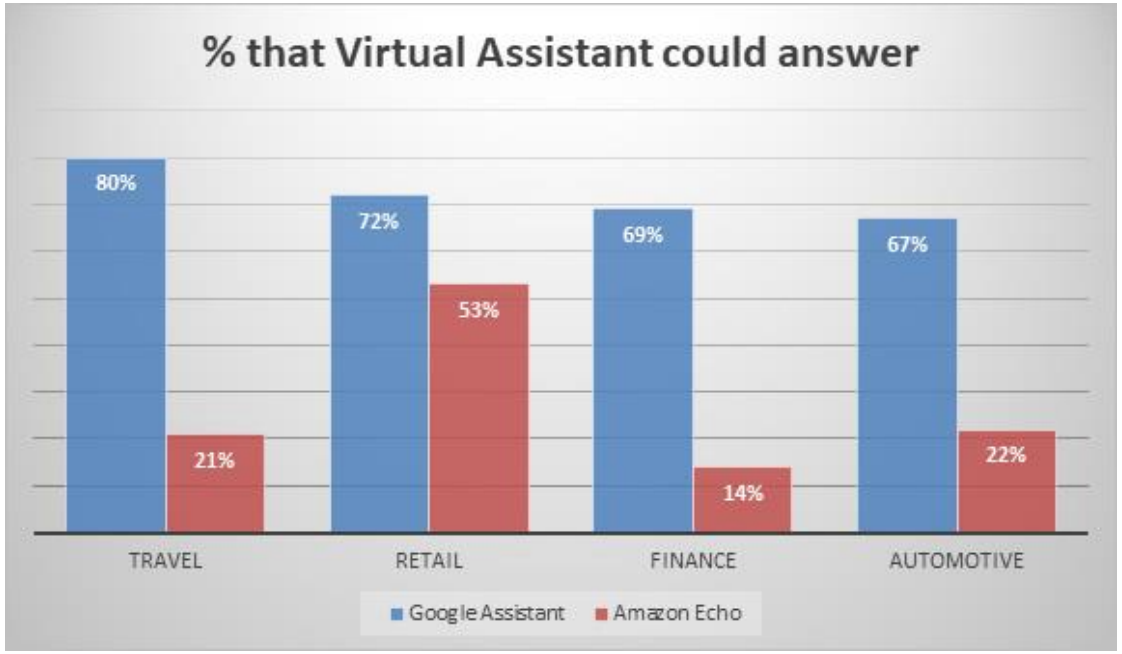
- They want care fast. (No more Primary Care)
- They do their homework.
- They trust but avoid doctor.
- They want upfront estimates. (know cost and value before making dicision)
- They listen to other patients.
- They’re leading health tech trends.
- They view health holistically.
- They have short span attention.

Close
10:09
It looks like you've taken a hard fall
SOS
EMERGENCY SOS
I fell, but I'm OK

SOS
10:09
EMERGENCY SERVICES

Apple Watch Series 4: How to use the ECG app

New Health Ecosystem



平安好医生

DEALS

APRIL 27, 2018 / 8:27 AM / 11 DAYS AGO

Ping An's Good Doctor unit raises $1.1 billion in Hong Kong IPO: sources

Reuters Staff

HONG KONG (Reuters) - Ping An's Good Doctor online healthcare platform has raised $1.12 billion in its initial public offering, pricing its shares at the top of its range in Hong Kong's largest new listing this year, two sources with knowledge of the matter said.

BDMS (Bangkok Dusit Medical Service), Ping An Good Doctor announce strategic cooperation, new medical solution for Chinese patients

Corporate November 20, 2018 18:11

By The Nation

NEWS RELEASE

Fitbit and Google Announce Collaboration to Accelerate Innovation in Digital Health and Wearables

4/30/2018

Fitbit to leverage Google Cloud to increase operational efficiency, agility and speed to market

SAN FRANCISCO--(BUSINESS WIRE)-- Fitbit, Inc. (NYSE: FIT) the leading global wearables brand, and Google today announced they will work together to innovate and transform the future of digital health and wearables, leading to positive health outcomes for people around the world.

Fitbit and Google are exploring the development of consumer and enterprise health solutions. Fitbit intends to use Google's new **Cloud Healthcare API** to help the company integrate further into the healthcare system, such as by connecting user data with electronic medical records (EMR). Combining Fitbit data with EMRs can provide patients and clinicians a more comprehensive view of the patient profile, leading to more personalized care. The companies will also look to help better manage chronic conditions like diabetes and hypertension by using services such as Fitbit's recently acquired Twine Health. Using Google's Cloud Healthcare API, Twine can make it easier for clinicians and patients to collaborate on care, helping lead to better health outcomes and positive returns for employers, health plans and hospitals.

ด้วยความปรารถนาดีจาก สำนักงานป้องกันควบคุมโรคที่ 9 จังหวัดพิษณุโลก
สคร.9 พิษณุโลก
กรมควบคุมโรค
กินร้อน
ล้างมือสะอาด
ป้องกันโรคอุจจาระร่วงและอาหารเป็นพิษ
ช้อนกลาง

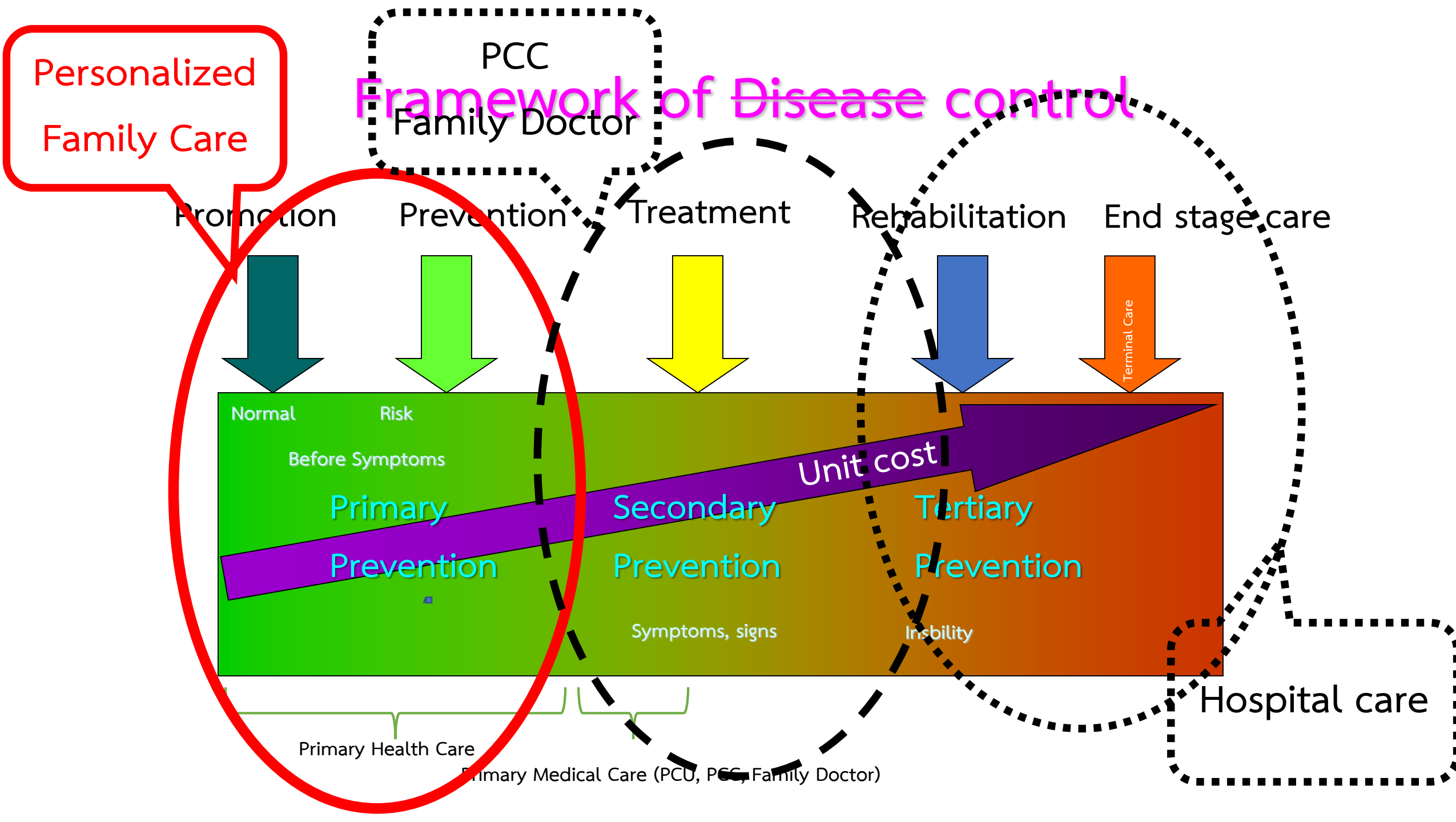
"กินร้อน ช้อนกลาง ล้างมือ"
ห่างไกลเชื้ออีโคไล
เข้าสู่ร่างกายได้โดยการกินอาหารที่มีการปนเปื้อน

หน้าร้อน เสี่ยง "อาหารเป็นพิษ"
10 เมนูอาหารที่ควรระวัง

กินร้อน ช้อนกลาง ล้างมือ
ไอจามปิดปาก ใช้หน้ากากอนามัย
ป้องกันไข้หวัดใหญ่ ทุกสายพันธุ์

กินร้อน
ช้อนกลาง
ล้างมือ
ห่างไกล
"โนโรไวรัส"
Norovirus

น้น!! กินร้อน ช้อนกลาง ล้
• ถ่ายอุจจาระอย่างถูกสุขลักษณะ
LINE Ramathibodi
ศ. พญ.ศศิโสภิณ เกียรติบูรณกุล สาขาวิชาโรคติดเชื้อ ภาควิชาอายุรศาสตร์
คณะแพทยศาสตร์โรงพยาบาลรามาธิบดี มหาวิทยาลัยมหิดล
https://med.mahidol.ac.th/infographics


Personalized
Family Care
PCC
Framework of Disease control
Family Doctor
Promotion
Prevention
Treatment
Rehabilitation
End stage care
Terminal Care
Normal
Risk
Before Symptoms
Primary
Prevention
Secondary
Prevention
Symptoms, signs
Tertiary
Prevention
Insbility
Unit cost
Hospital care
Primary Health Care
Primary Medical Care (PCU, PCC, Family Doctor)

Target Population

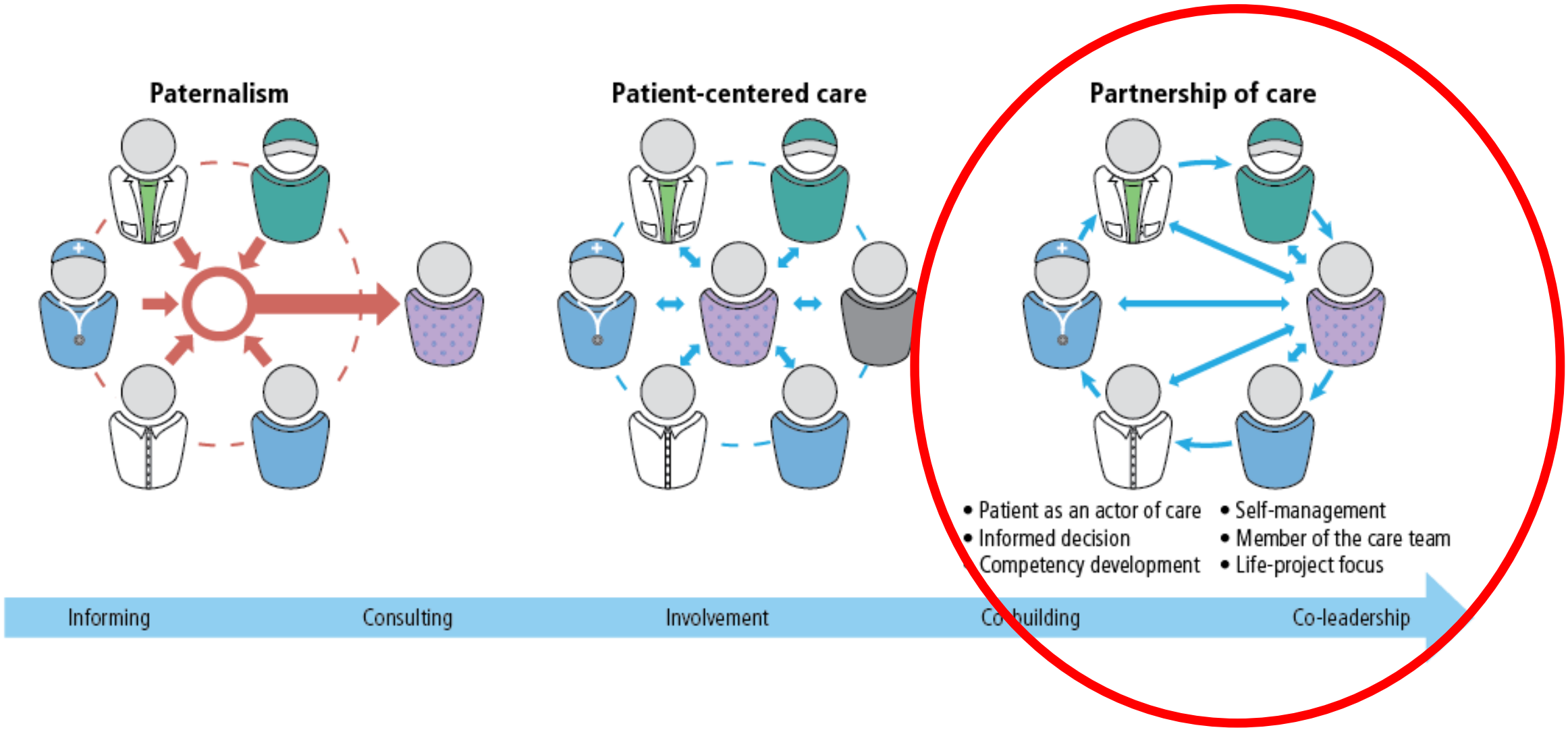
Direction or No Direction

Cost added interventions

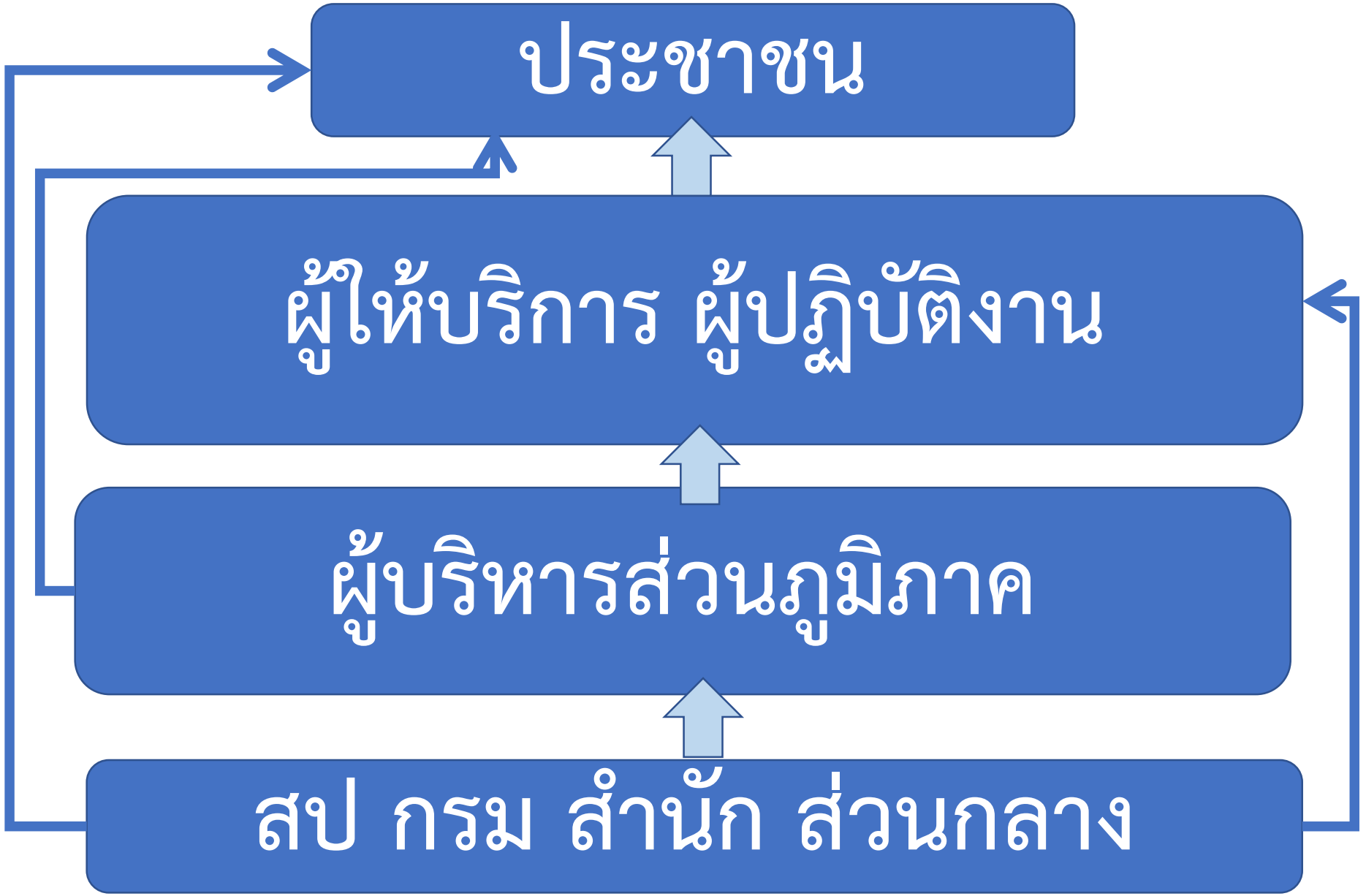
Value added interventions

Strategic Focus?

Personalized, Preventive, Predictive, Participation



New Culture


ประชาชน
ผู้ให้บริการ ผู้ปฏิบัติงาน
ผู้บริหารส่วนภูมิภาค
สป กรม สำนัก ส่วนกลาง

Wise men speak because they have something to say; Fools because they have to say something.

QuoteHD.com

Plato

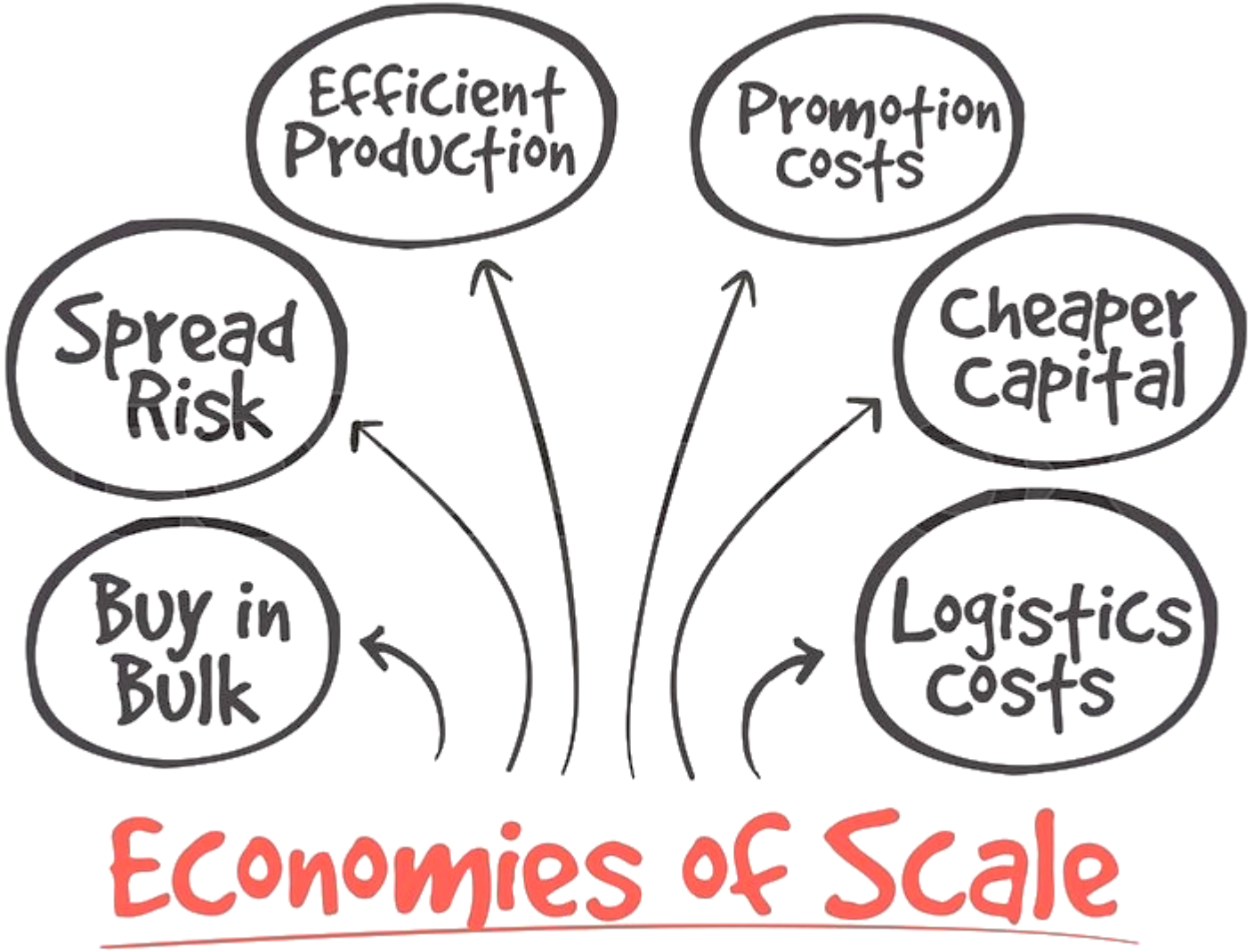
Philosopher in Classical Greece

(427 BC - 347 BC)

เห็นทั้งภาพ แล้วจัดการแบบบูรณาการ องค์รวม

People focus

Strength of Region 8th



One of my favorite stories is when John F Kennedy visited the NASA space center, he saw a janitor carrying a broom and he walked over and asked what he was doing. The janitor responded: “Mr. President, I’m helping put a man on the moon”.

Purpose is that sense that we are part of something bigger than ourselves, that we are needed, that we have something better ahead to work for. Purpose is what creates true happiness.

Mark Zuckerberg Commencement Address | Harvard Commencement 2017

ทิศทางการทำงานเขตบริการสุขภาพ 8

- **Strategic Focus** (What to do, what to not do, Prioritization)
- ทิศทางมุ่งสู่ผลกระทบให้เกิดความเท่าเทียมกันของผลลัพธ์ด้านสุขภาพและสุขภาวะของประชาชน ซึ่งสามารถวัดผลได้ (Equity on Health and Well Being) รวมทั้งการเพิ่มผลิตภาพต่อช่วงชีวิต

  (**Service Focus->People Focus**) **Value based health care**
- การดำเนินการต้องมุ่งลดการใช้ทรัพยากรต่อราย และหรือเพิ่มผลลัพธ์ด้านสุขภาพ ผลิตภาพ และสุขภาวะของประชาชน โดยมีหลักฐานเชิงประจักษ์ และใช้ข้อมูลวัดผลได้ (**Efficiency** Improvement, Value Management)
- เปิดให้มีส่วนร่วมบูรณาการทุกภาคส่วน (**Integration**, Participation)
- เน้นการป้องกันระดับปฐมภูมิโดยการลดพฤติกรรมเสี่ยงต่อสุขภาพในการดำรงชีวิตปัจจุบัน (**Primary Prevention**, Behavior Change)

IT, Big Data, Mobile, AI (Appropriate Techonology)

Most challenge is Mindset.