Efficient modernising of health care in a rural region using Structural Funds: the Brandenburg Example.
1989...
reshaping public (health)
2000-2006: regional development

- Increasing unemployment
- Migration into (Western) cities by...

2007-2013

- Health investments

#1 Best actions & lessons learned

#2 Perspectives
Eligible regions 2000-2006

Eligible regions 2007-2013
Convergence and Competitiveness Objectives 2007-13

EU27

- convergence regions
  - 84 regions in 18 member states
  - 154 M people
  - GDP p.c. < 75 % average EU15 2000-2
    - e.g., Brandenburg-Northeast

- phasing-out regions
  - +12 new member states:
    - statistical upgrading of former convergence regions
    - e.g., Brandenburg-Southwest

- phasing-in regions
  - 2000-6: GDP < 75 % average EU15 2000-2

- competitivness and employment regions
  - all other (non-convergence) regions,
    - e.g., all Western federal states in Germany
Brandenburg convergence region:
GNP € 18,000-22,000/yr/c

Fontanestadt Neuruppin
32,505

thereof employed in the public health sector: 18%
...best actions

by regional building & construction industry

regional transport economics

recuperation of people

...no ideological blinkers after the fall of the Iron Curtain (Die Wende) as well

new & newly equipped ambulances
...best actions

examples illustrating:

- repair of the hospitals' basic structure
- ...the hospital itself sets up: an own construction company (all jobs)
- an own heat and power plant
- ...OPCO for the regional emergency ambulances
- ...newly organized ER
...foundation:
PRO Klinik Holding GmbH

GZG Gesundheitszentrum Neuruppin GmbH

Ruppiner Kliniken GmbH

- Engineering Department
- Immobilienmanagement
- Bauhandwerker
- Medizintechnik
- Betriebshandwerker
- Betriebstechnik
- Technische Abteilung
- Instandhaltung / Sanitär / Heizung / Raumlufttechnik
- Catering
- Social/Community Services
- Building Services
- Public Health Counseling
- Construction Planning & Management
- Real Estate Management
- Bauplanung / Baubetreung
- Heat and Power Plant
- Hospital and End-of-Life Care
- Emergency Medical Services
- Medical Academy
- Heat and Power Plant
- Real Estate Management
- Construction Planning & Management
...lessons learned

- Party politics: closure of previous state-run policlinics in favor of single physicians' offices
- Prestigious projects: preferably investing in medical technology of the big hospitals...
- Armchair decisions: neglecting accessibility & dissemination
party politics

...lessons learned

<table>
<thead>
<tr>
<th>before 1989 (GDR)</th>
<th>state-run policlinics</th>
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<tbody>
<tr>
<td>1989-...</td>
<td>preferential treatment of single physicians' offices (fiscally, accreditation)</td>
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<td></td>
<td>increasing waiting times, new gateway problems</td>
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<tr>
<td>2004-...</td>
<td>old wine in new skins: MVZ (ambulatory health centre)</td>
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</tbody>
</table>
...lessons learned

armchair decisions

neglecting accessibility & dissemination
...best actions
by regional building & construction industry

regional transport economics

recuperation of people

...lessons learned
thereby beware of old boys' network

...urgent need for an independent surveillance authority when commissioning
...best actions

...questions learned

try to involve & to pick up as many as possible including but not limited to:

...permanently unemployed

...ill-educated

recuperation of people
...best actions

...lessons learned

...integrating regional investments into a masterplan (for the state, the province...) continuously concerted not with regional politicians & businessmen but with the real doers
Strategic Fields of Action

Strategische Handlungsfelder

1. Gesundheitswissenschaften als Grundlage und Motor der Entwicklung
   8
2. Lehre, Ausbildung, Fortbildung
   11
3. Transparenz und Steuerung
   15
4. Marke, Messen, Kongresse
   18
5. „Biotechnologie und Biomedizin“
   21
6. „Medizintechnik“ und „Telemedizin“
   24
7. Angebote und Dienste für ältere Menschen einschließlich Pflege
   26
8. Modernisierung und Optimierung der Gesundheitsversorgung
   31
9. Prävention, Gesundheitsförderung, Rehabilitation und Ernährung
   35
10. Verlängerung und Stärkung der Wertschöpfungsketten
    40
11. Gesundheitsstandorte und Entwicklung
    43
12. „Export von Gesundheit“ und „Gesundheitstourismus“
    47

Länder Berlin und Brandenburg

26.10.2007
integrating the master plan in investments at regional and local level

illustrating examples:

- close to home medicine
- close to home learning
Passing down the structural funds is different in the various countries e.g., Germany: ministerial notification of funding.
decreasing amount of advanced off-the-job training

students' proportion below average

predominance of established teaching & learning

development of infrastructures based on innovations, technologies, and education

human resources' upgrading
Contest of ideas call for concepts with an innovative approach

Choice of the projects according to quality

Comprehensive themes: e.g., gender mainstreaming, networking, public relations

2000-2006: 18 INNOPUNKT campaigns, 101 pilot projects

...Basics:

Focal points of support identified & defined in dialogue
ERDF 2007-2013 focusing on...

1. Investments and innovation processes at operational level
2. Development of infrastructures based on innovations, technologies, and education
3. Business-friendly, touristic, and education-oriented
4. Environment and urban development

Schwerpunkt 1
Schwerpunkt 2 "TELO"
Schwerpunkt 3
Schwerpunkt 4
Schwerpunkt "Technische Hilfe"

660 Mio. EUR
256 Mio. EUR
330 Mio. EUR
223 Mio. EUR
30 Mio. EUR
ESF: 2007-2013 OP's 4 'priority axes'

A. Flexibility/competitiveness of employees

B. Human resources' upgrading

C. Access to employment and social reintegration

D. Transnational measures
regional problems,

regional solutions
research done & trials run... to set up funding applications
Regional Cardiovascular Mortality in Germany

TRIAL 1

Dt Ärzteblatt 1999;96:A483-488

coronary careers: 2001-06

551
+ 29 %

428

272

368

+ 35 %

Germany
Brandenburg
Patients' Ways

expanding the view on medical care: to regional development

Which variables affect expense and outcome in coronary heart disease?

through all stations of a health care system
follow-up ≥ 1 yr (N=1,016, 2001 ff.)
The Sheltered Way
Technical and organisational network structures for cardiological processes
A Feasibility Study
by order of Ruppiner Kliniken GmbH
K.J.G. Schmailzl
such as…

Which variables are best suited for telemonitoring in the cardiac patient at risk?
what's done:
Key Messages

1. Avoid ideologically instead of socially inspired investments
2. Avoid (just) prestigious projects
3. Encourage networking of (all) regional stakeholders
4. Beware of old boys' network
5. Identify focal points of support in dialogue
6. Seek to reach synergy between ERDF and ESF
2007-2013: between the Possible and the Imaginery

Brandenburg (sharing structural similarities with the new member states) in some aspects a laboratory for health investments as means for regional policy
Ruppiner Kliniken GmbH, Medizinische Klinik A,
Fontanestadt Neuruppin, Brandenburg, Germany