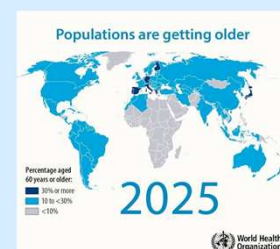
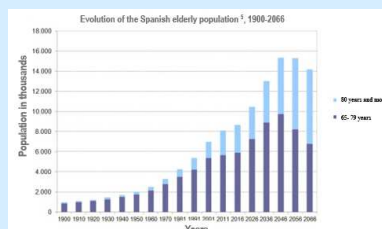
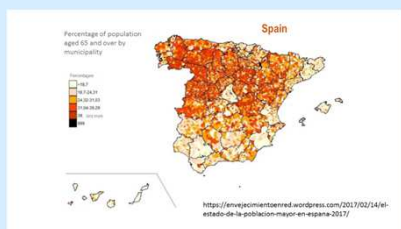


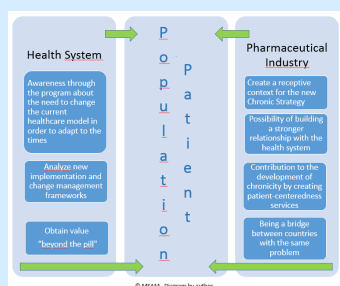
ADDRESSING THE CHALLENGE OF CHRONICITY IN A REGION OF SPAIN. TAKING STEPS TOWARDS A PARTNERSHIP BETWEEN THE HEALTH CARE ADMINISTRATION AND THE PHARMACEUTICAL INDUSTRY

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OBJECTIVES: The growth of an ageing population and the subsequent rise in chronic conditions creates a worrisome trend in Spain. The proportion of the Spanish population aged 65 and over will reach 34.6% in 2066^{1,2,3,4}. These changes are already exerting an overwhelming demand on health care. The objective of this project was for the Spanish Health Administration and the pharmaceutical industry to work together to identify new ways to ensure the quality and financial sustainability of health care, with a specific focus on adapting the model of care to better support chronic conditions.

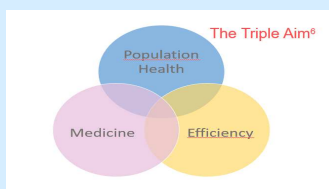


METHODS: The project involved the organisation of several strategic reflection sessions with the aim of assisting the Administration in adopting a mid-term strategic focus and in understanding the importance of tackling what is important versus what is urgent. The participants made a commitment to act on the learning. We provide an example of this cooperation between the industry and regional administrations in Spain during several reflection sessions covering the following areas: creating a receptive context for chronic disease, increasing awareness for change, updating on international trends, partnership building, technology and health and leadership for implementation.



RESULTS: These reflection sessions have provided new opportunities for the industry to potentially form strategic value-based⁵ public-private partnerships with the Administration of Regions in Spain.

CONCLUSIONS: This project has provided an opportunity for the pharmaceutical industry, to go "beyond the pill", to support government efforts in transforming health care to meet the chronicity challenge. The Administration was introduced to and can therefore use new frameworks such as the Triple Aim⁶ (population health, better care and lower costs) and chronic disease strategies. Certain Spanish regions could potentially become a reference in the management of chronicity as a prototype to be followed by other Spanish communities together with other European countries.



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