

**Target population:** Population living in the boroughs of Billstedt and Horn.

**Mission:** improving the chances to live a healthier life in the areas of Hamburg Billstedt and Horn through:

- Empowering patients to take more responsibility for their health
- Decreasing the work load of general practitioners
- Using resources efficiently
- Increasing quality of care

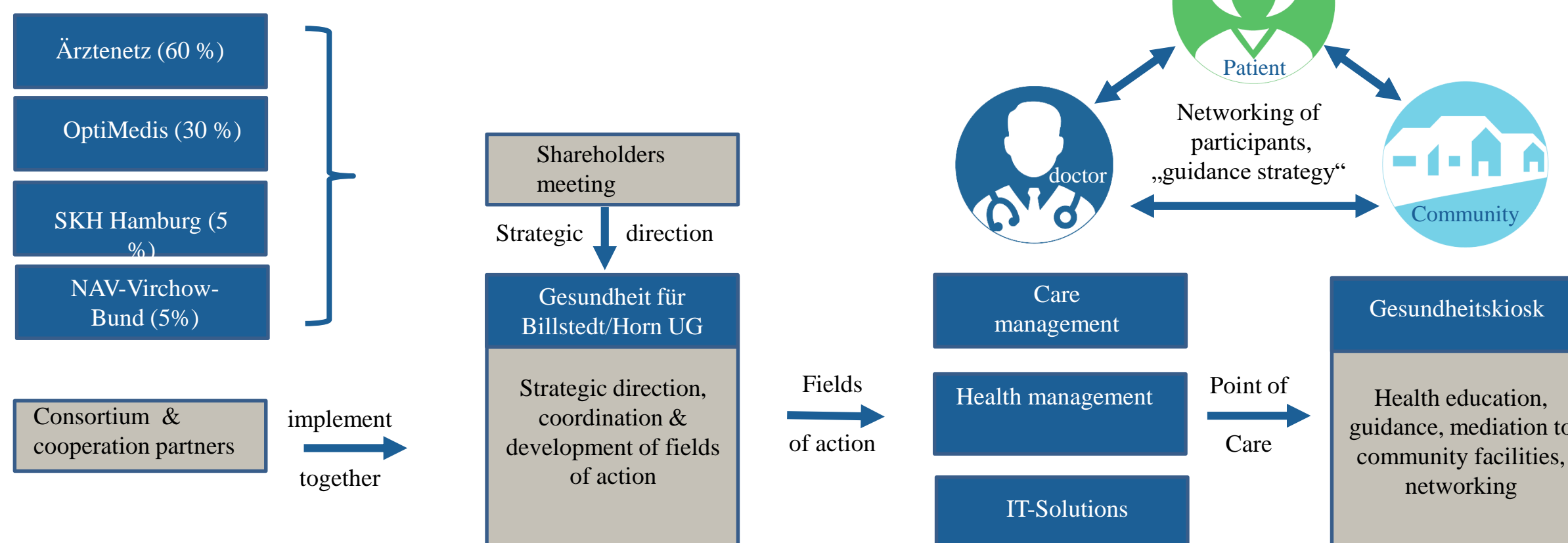
**Shareholders:** Shareholders include Ärztenetz Billstedt-Horn e. V. (physicians network); OptiMedis AG (management and investment company); SKH Stadtteilklinik Hamburg“ (hospital) and NAV Virchow-Bund e. V. (physician’s association)

## Context

The neighbourhoods of Billstedt and Horn have a comparatively young and international population of a little over 100,000 inhabitants. The neighbourhoods have more social welfare recipients, more people with a migrant background, lower levels of education and more single parents than anywhere else in Hamburg. The residents get ill earlier in life, are more likely to suffer from a chronic disease and have a lower life expectancy due to a lack doctors in these areas.

To improve the chances of the residents to live a healthier life, the project consortium partners OptiMedis AG, AOK Rheinland/Hamburg, BARMER, DAK-Gesundheit, Hamburg Center for Health Economics, Institute of General Medicine University Hamburg and the digital health company Connected-health.eu GmbH came together 2016 to implement a patient oriented and interdisciplinary local health network.

## Governance & management



## What this initiative is about

The project partners carry out various interventions aimed at strengthening and further connecting the medical and social sector. The approach aims to empower patients to take more responsibility for their health; decrease the work load of general practitioners; use resources efficiently; and increase quality of care.

The project empowers communities by providing a “Gesundheitskiosk”, a one-stop-shop for health-related information, disease prevention and health promotion (including motivational counselling). The consultants cover 8 of the most spoken languages in the neighbourhood. In cooperation with all health and social care providers in the area, the project has established a database of all health and social care activities and programmes which patients and other stakeholders can access. This database is also used to recommend appropriate activities and services to patients and the communities.

The project also offers health advice through kindergartens and “parent-schools” addressing community health issues and working with stakeholders to better understand the burden of disease and opportunities for prevention.

Examples for interventions:

- The “Gesundheitskiosk” is based at a central location
- Innovative IT-communication-solutions: electronic patient records and mobile applications
- Integrated healthcare management to improve care for those chronically ill and with multimorbidities (e.g. diabetes, heart diseases, back pain)
- Training of physicians in drug safety
- A cross-cutting theme: improving patient activation and health literacy

## Funding and Partners

The innovation fund of the Federal Joint Committee (Gemeinsamer Bundesausschuss, G-BA) has financially supported the project for three years with up to 6.3 million euros (start date: 01.01.2017, end date 31.12.2019). Numerous cooperation partners from the health, social and educational sectors as well as the municipal administration are supporting the project.

## Impact / evaluation

The Hamburg Center for Health Economics (HCHE) will evaluate the effectiveness of the interventions and their transferability to other regions. It is too early to assess impact of the project, but a number of econometric techniques will be used to assess the changes of Quaruple Aim based indicators between baseline and multiple post-baseline periods, including: population health, patient experience, provider experience, per capita costs.

At the community level, the project partners are assessing the levels of health literacy using random sampling survey methods in multiple languages. The surveys will provide insights into health literacy levels, drivers and approaches to accessing health-related information. In the health care sector, the project has conducted a baseline assessment of patient activation in the participating health centres. An intervention package (ASK ME THREE) has been implemented to support patients and doctors to engaging more actively in the health encounter.

## Insights / lessons learnt

We opened the first health kiosk in Germany, modelled on the experience of the Finnish health kiosk and so far over 2000 people were advised on generic and specific health and social care issues. Integrating such as structure at local health system level is considered a promising practice as particularly in areas of social deprivation health systems are often not utilised efficiently. The health kiosk helps improve the utilisation of health services and better steer patients towards community, ambulatory of hospital care. On the other hand the Kiosk is an understandable figure head for doctors, social care institutions and other partners to better understand and link the complex interventions in the new health network in the boroughs.

## The future

This is the first time, such as comprehensive population based integrated care contract has been designed in a deprived urban area in Germany. It is by many considered as a blueprint for future projects in similar areas in Germany and abroad. To further finance the implementation of “Gesundheit für Billstedt/Horn” after the funding phase the commitment of the health insurance partners AOK Rheinland/Hamburg, BARMER and DAK-Gesundheit is needed. Negotiations are going forward and early indicators like the attendance of the Gesundheitskiosk and registrations for the health care network point to a bright future.