

THE ROLE OF CONSUMER ENGAGEMENT IN HEALTH CARE PURCHASING BY INSURERS: PRELIMINARY RESULTS OF A CASE STUDY IN THE DUTCH HEALTH CARE SYSTEM (ID 1764)

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BACKGROUND

- In the Netherlands, health care insurers have a key role on procuring care that is cost-effective and adequate for improving the health of the (insured) population [1].
- Citizen engagement in a regulated competition market is key to steer all actors towards realizing a value-based people-centered health care system [2].
- Little is known about how and to what extent health care insurers engage insured citizens in decision-making about their business, including health care procurement.

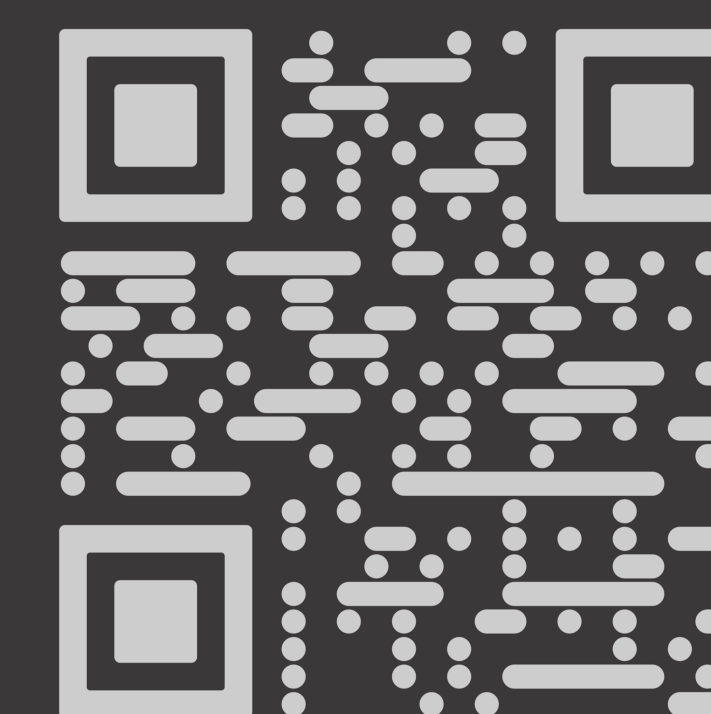
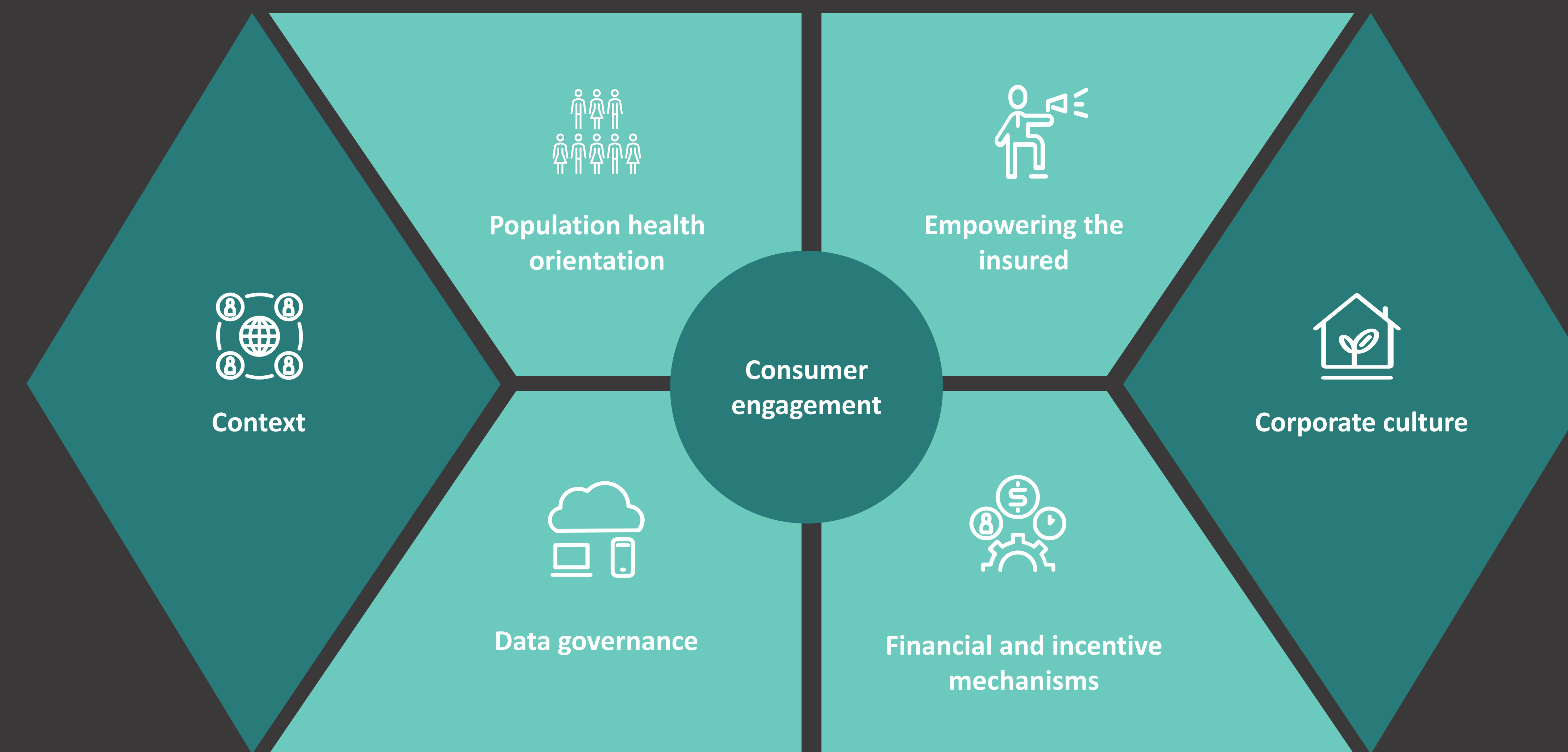
OBJECTIVE

- To understand how Dutch health care insurers involve people, in their various roles (i.e., citizen, insured, patient), in the scope of their positioning in the regulated competition market.

METHODS

- This study builds-off of a scoping review [3] on the use of patient-reported data by health care insurers.
- In November 2019, we conducted semi-structured interviews with experts of varying roles (e.g., policymakers, scholars) in the Dutch health care system context. After, we conducted six 90-minute online workshops with four health care insurers (October 2020 to March 2021). These insurers together held 85% of the market share in 2020.
- We analyzed discourse and content following an inductive reasoning, organized by coding schema.

Consumer engagement by Dutch health care insurers is influenced by 6 key driving forces



SCAN ME

PRELIMINARY RESULTS

- In total, 40 people were engaged in this study: 11 experts and 29 workshop participants, representing the views of 4 different health care insurers. Five workshop participants were insured people with a seat at the council of members of each of the health care insurers.
- Consumer engagement initiatives (e.g., having insured people represented in governance bodies of the insurer, convening focus groups) seem not to differ greatly among health care insurers. Insurers recognized a changing context in the Dutch health care system (e.g., the amendment that came into force in March 2020 to the Health Insurance Act to strengthen the voice of the insured). This changing context has triggered insurers to develop many dynamics in support of their repositioning in the health system, as a means of adjusting to these changes.
- The repositioning of health care insurers in the health system is underpinned by a societal and political momentum, strengthened by value-based principles and digitalization, rather than by market forces. This positioning of health care insurers seems to be influenced by the context and corporate culture of health care insurers, but also by four other driving forces: 1) population health orientation; 2) empowering the insured; 3) data governance; and 4) financial and incentive mechanisms.

NEXT STEPS

Further data analysis is ongoing to better understand how these 6 driving forces shape the repositioning of health care insurers in the Dutch health care system.

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