

2021 Advocacy Programme



HFE 2021 core programme: Challenges and pillars

	Objectives	Solutions
1	Promoting education and skills to empower the future healthcare workforce	Education and Training
2	Accelerating the transformation of health and social care in response to public health threats	Delivering integrated care
3	Valuing secondary prevention and early diagnosis and ensuring that safety for patients and the healthcare workforce is a cornerstone of an effective health system and an indicator of the quality of care	Prioritising prevention (including Patient Safety, AMR and HAIs)
4	Association management, building new relationships with EU policymakers and EU associations and expanding collaboration with members	Partnership & association management

Our vision is to transform European health care with innovative solutions that improve safety for European patients and health care workers and improve the sustainability and resilience of Europe's health care system as a whole.

Education and Training

Investing in continuous education and training of the future healthcare workforce with a focus on prevention

Integrated Care

Driving the transformation of health and social care in response to public health threats

Prevention & Early Diagnosis

Valuing secondary prevention and ensuring safety for patients and healthcare workers

Partnership

Deepening relationships with HFE members, EU policymakers and other key European stakeholders

Secretariat and horizontal functions: Aisbl management, internal communications, external communications, marketing, etc.

1. Education and Training

GOAL: Empowering the healthcare workforce of the future by investing in continuous education and training of future healthcare workers, including digital skills and shifts in healthcare task allocation

What we seek to achieve:

- Building on the work of the HFE – EHMA Thematic Network and the recent experience of COVID-19, **raise awareness of best practice workforce skills and education** based on case studies taken from our webinars + survey replies
- **Highlight four key themes in the Joint Statement:** 1) Continuity and coordination of care, 2) Innovation readiness, digital skills and literacy, 3) Curricula and international exchanges, and 4) Workforce planning & interprofessional programmes. Specifically, the **Joint Statement will conclude with a brief list of lessons learned and policy recommendations:**
 - A call for European Curricula (voluntary) for HC professionals
 - Interprofessional programmes to create synergies amongst professions and boost core competences
 - Enhancing collaboration between the European Commission and EU countries on core competences in health care in the national curricula and across Europe
 - More focus on adaptability by introducing flexible educational pathways
 - Re-thinking professional education, boosting new training tools (e.g. virtual training, cross-border eLearning opportunities and multinational research programs, short-term visit of a different health care facility)

1. Education and Training /2

How we will seek to achieve the goals:

1. **Build up an EU stakeholder network resulting from the HFE – EHMA Thematic Network** to discuss and drive the implementation of the joint statement recommendations on profiling and training the healthcare workforce of the future
2. Use media, social media and speaking engagement(s) to **evangelise the joint statement**
3. Throughout the year, publish articles and statements about education and skills “lessons learned” from the COVID pandemic and 15 years of HFE’s experience to strengthen the resilience of European healthcare systems vis-à-vis the skillset of healthcare professionals for crisis management.

Impact/KPIs:

- Enhancing healthcare workforce training and resilience, enabling the transformation of the existing training and professional development courses as per the work and mission of the EC Expert Panel on effective ways of investing in health within a framework of patients’ rights and safety.
- Growth, engagement with EU stakeholder network and its recommendations
- Media and social media impact

2. Delivering integrated care

GOAL: Enabling the transformation of health and social care in response to public health threats

What we seek to achieve:

- Empower patients to play a bigger role in human-centred design for better health care.
- Foster the integration of health and social care to improve patient care, quality of life and health literacy.
- Foster primary care services for long-term conditions, impact and strategies for reversal.
- Promote the integration of digital solutions into the ‘standard’ health care delivery pathway. The use of digital solutions by doctors and patients should not be an ad-hoc pandemic situation; it should endure.
- Facilitate the uptake of digital solutions and reduce red tape. The COVID-19 crisis has shown the crucial role of digital tools and fostered their development because patients and professionals needed it. We have to mainstream digital solutions beyond the current crisis as part of the standard delivery of care.
- Health and social care budgets should be merged to reflect the blurring of lines between health and social community care. This also applies to silo budgeting between segments in health and social care and within healthcare budgets.

2. Delivering integrated care /2

How we will seek to achieve the goals:

- 1. Organise two webinars** under the EP Interest Group on Innovation in Health and Social Care on how the COVID-19 pandemic has accelerated the digitalisation of health care and integration of care. Speakers, including health care managers, providers and patients, will present lessons learned. The meeting will discuss concrete examples, tools and solutions to foster more integrated care in Europe.
- 2. Publish a series of commentaries** by the speakers of the webinars on COVID-19 lessons learned in the HFE newsletter and/or other media, such as EurActiv
- 3. Use social media to amplify** the lessons learned to key audiences
- 4. Bringing the content into the discussion of the eHealth Stakeholders Group**

Impact/KPIs:

- Influence the implementational phase of the EU Communication on the resilience of the healthcare system
- eHealth Stakeholder Group embraces recommendations, endorses incentives
- Commentary articles placed, reach and engagement
- Media and social media impact, increased website visits

3. Prevention and early diagnosis

GOAL: Valuing secondary prevention and ensuring safety for patients and the health workforce as a cornerstone of an effective health system and an indicator of the quality of care and life for each citizen.

What we seek to achieve:

- Encourage member states to invest in prevention and early diagnosis to respond to major health challenges such as NCDs and AMR. Adopting such measures will have a positive spill-over effect into other disease areas, benefiting the wider health system (including AMR as a cross-border public health challenge).
- Shape an EU health framework for better-informed decision making in healthcare and having the value of diagnostic data recognised.
- Support the shift from a curative oriented approach to one more focused on prevention, prediction and better care for the population.
- Better understand and incorporate patient perspectives on secondary prevention and early diagnosis.
- Adopt a European Framework on infection prevention and control that encompasses both hospital and community healthcare settings.
- Showcase the value of diagnostic information and discuss ways of scaling up national initiatives that aim to better recognise the value of diagnostic information for more sustainable healthcare.

3. Prevention and early diagnosis

How we will seek to achieve the goals:

3A: (included in HFE core budget)

- **Liaising with HFE members to understand and collect best practices in prevention and early diagnosis and key success factors to tackle 5 disease areas** (Breast cancer, Type 2 Diabetes, Healthcare-associated infections, Heart failure, Newborn and Severe Combined Immune Deficiency (SCID))
- **Prepare an Insight Report encompassing concrete examples and solutions for implementing national screening programmes** which have been successful in improving outcomes for patients and society

3B: (outside HFE core budget)

- HFE projects on AMR, HAI prevention and a Patient Safety Event

Impact/KPIs:

- Contribute to the discussion of the future of health in Europe in line with the EU4Health programme: endorse EU actions on screening and early diagnosis, support the development of a European Rapid Diagnostic Platform that ensures appropriate availability of medical devices and products.
- Better coordination and mutual learning that will lead to more targeted, effective opportunities for prevention, treatment and care.
- Grow network - expanded to include more national policymakers - and increased participation in relevant meetings

4. Partnership & association management

GOAL: Expand the HFE platform in order to better evangelise its messages

How we will seek to achieve the goals:

- **Expand membership of the EP Interest Group on Innovation in Health & Social Care** (2 new MEP Co-chairs)
- **Regular communication:** Maintain members' corner on the website, social media (increase LinkedIn traffic)
- **(Re-)elect the new HFE Board** at the AGM in June 2021
- **Manage the association for maximum impact by leveraging HFE's network**
- **Maximise impact of comms material (visuals)**

Impact/KPIs:

- Expand awareness of who we are, what we do, be more visible
- Bring new ideas and issues onto the HFE platform
- Diversify funding – grow the number of sponsors, grow the overall size of sponsorships
- Diversify the engagement of HFE across different EP Committees