



# Direction and guidance

In the development of a 'future-proof' elderly care landscape

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## REGIO'S:

**Introduction Zilveren Kruis Zorgkantoor  
(health care administration office of long  
term care)**

### **Finances long-term care**

- Elderly care
- Mental health care
- Disability care

**Total of 11 of the regions (33%)** of the  
health care administration offices in  
The Netherlands

500 **health care organizations** under  
contract

Expenditures: **12 billion euro's**





**Who knows their neighbors?**

*Please raise your hand*

**In the Netherlands knowing your neighbors is not common anymore: grow of individualism**

**Who is providing help for your neighbors?**

*Please raise your hand*

**In the Netherlands a great share of the help that is given, is provided by health care professionals. But is that necessary?**

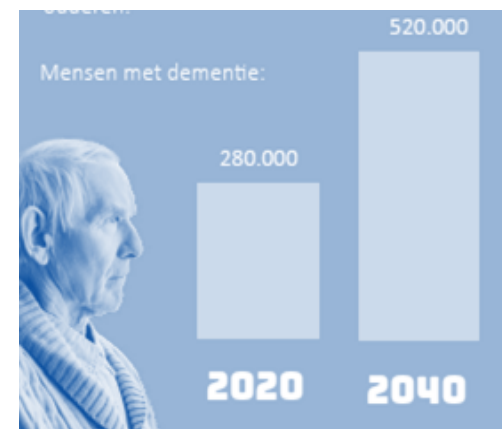
# Movement 'from care to everyday living': push

**Double aging**

**2024: 2,7 million 65+**

**4,6 million 65+ (2040)**

Increase of the demand of professional health care



**Health provision problem: protocols**

**2040 Demand of health care: 200% Employees: 57%**

	2024: Huidige situatie		2040: Verwachte situatie
Zorgvraag	V&V-geïndiceerden 7.750	+47,7%	V&V-geïndiceerden 14.816
Beschikbare medewerkers	Medewerkers 26.991	+9,0%	Medewerkers 29.672
Medewerkers per klant	Medewerkers per klant 3,48	-73,9%	Medewerkers per klant 2,00

# Movement 'from care to everyday living': pull

**Longer  
@home  
(2020: 81%  
2023: 88%)**

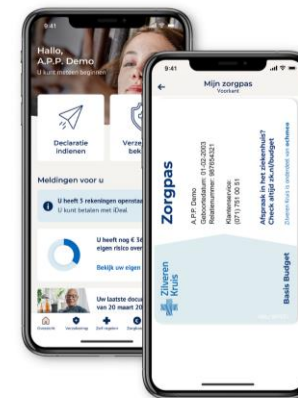
**5%**

Of the elderly people in  
the ages 65-75 years old,  
feels old

**54%**

Enjoys live while  
getting older

Increase of  
the use of  
technology

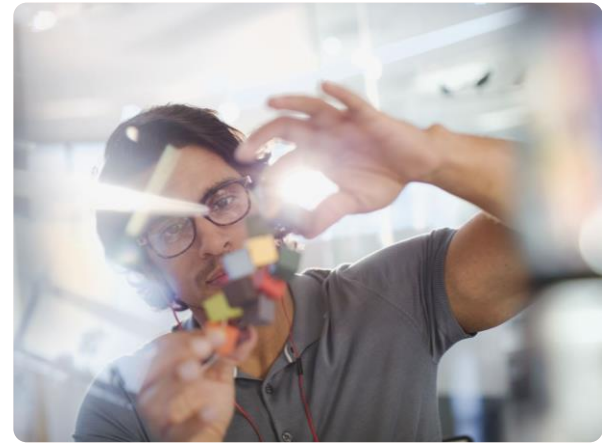


**Planning ahead:  
what is  
important about  
my living  
situation/  
property?**



**Help  
other  
people**

# Liberating framework



**A society where caring for and of each other is normal**

**And care and professional help remains accessible to everyone who really needs it**

**There is a strong community with social cohesion in which the elderly living at home or in a nursing home, are a part**

**Starting a movement: from care to everyday living**

# Dare to dream, dare to act

## An unconventional movement

Every moment there is a change to make an impact

- Leadership from our directors
- Responsibility to develop future proof healthcare
- Courage to act different
- New collaborations
- Learning and mistakes
- Negotiation to partnership
- Competition to partnership





# Direction and guidance in the 'run': leadership from the health care administration office

Invest in the movement  
(knowledge and skills)

Leadership in the region of our professionals

Policy of purchasing health care is preconditioned

Targeted expenditure of transition resources

# Direction and guidance in 'change': program 'from care to everyday living'



## Move the society:

- Telling stories about caring societies



## A coalition with 5 large organisations for elderly care and Zilveren Kruis

- Show how it works
- Share good examples



## Accelerate the movement as ZilverenKruis:

- Facilitating by knowledge en finance
- Direct the way

# Helping role of the supervisory board of health care organisations in the movement

Change from an 'ego-system' to an eco-systematic approach



Do not disturb an elderly care eco-system in a district: find the common focus



Know what the pain and the gain is in the eco system of the district & be a partner to the board



Challenge the health care organisation to adapt and create value to the local eco system



Check if the strategy of the organisation is in line with the movement



Hold on to this strategy eventhough it can be rough (financial results)



Ask the wright questions in the board. For example 'how do we prevent an waitinglist to develop?



Make sure the board and the employees are enabled to experiment





**Thank you for your attention.**  
**We can do it better together**

A young man with dark hair and a beard, wearing a white button-down shirt, is smiling and pushing a black plastic shopping basket filled with fresh produce like green beans, lemons, and tomatoes. He is standing in a doorway. To his right, an elderly man with white hair and glasses, wearing a dark blue sweater, is also smiling. The background is a bright, well-lit room with a window and some decorative items on a table.

**Good example: De Lang Leven Thuisflats**

## Cooperation between:

- Care organisation
- Housing association
- Welfare organization
- Zilveren Kruis Zorgkantoor

