



 Organización **Sanitas Internacional**

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# Healthcare Project in rural, remote, isolated, post-conflict, non-cohesive and/or vulnerable regions

Colombia: Health, Peace and Social Inclusion

M.O.C. Framework applied.

Co-Creating Value towards new health models

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JON AZUA

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# INDEX

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- I. Generate Global Impact
- II. Colombia: One year since the peace agreement
- III. From Health to Competitive and Inclusive development...
- IV. A proposal to be extended along the world.
- V. A collaborative Project from/within M.O.C.'s network?
- VI. The Magic of Process: Within a new Project 2030



# O.S.I.: Dreaming the future

“Building our Companies solving social problems, interacting with all stakeholders, clusterizing and Glokalizing innovative answers, co-creating value in competitive inclusive spaces”



7

Countries

198

Providers  
own  
Centers

829

Cities

7,600

Affiliated  
suppliers

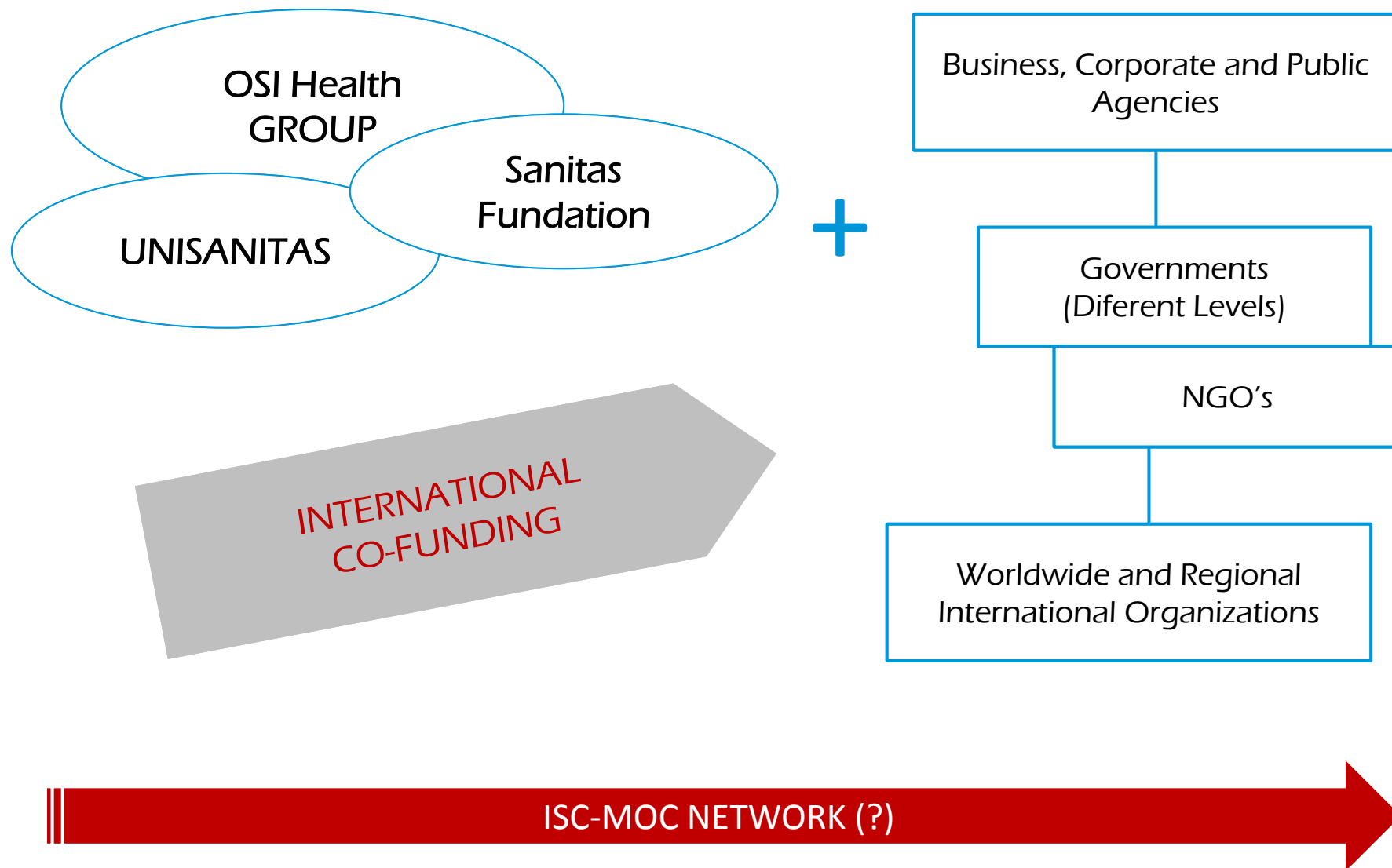
14K

Employees

3.2M

Users/Patients

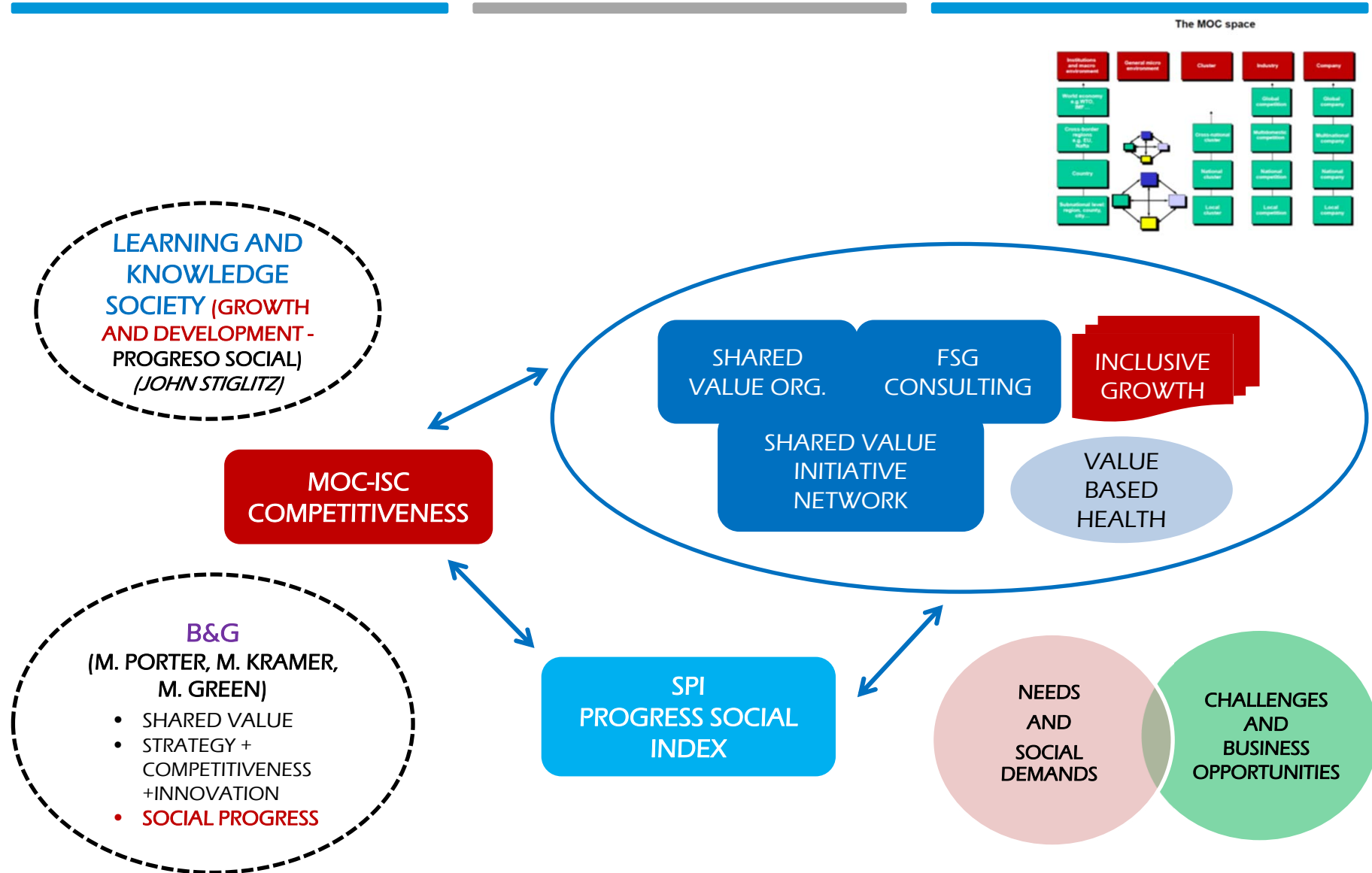




1

Generate  
Global Impact

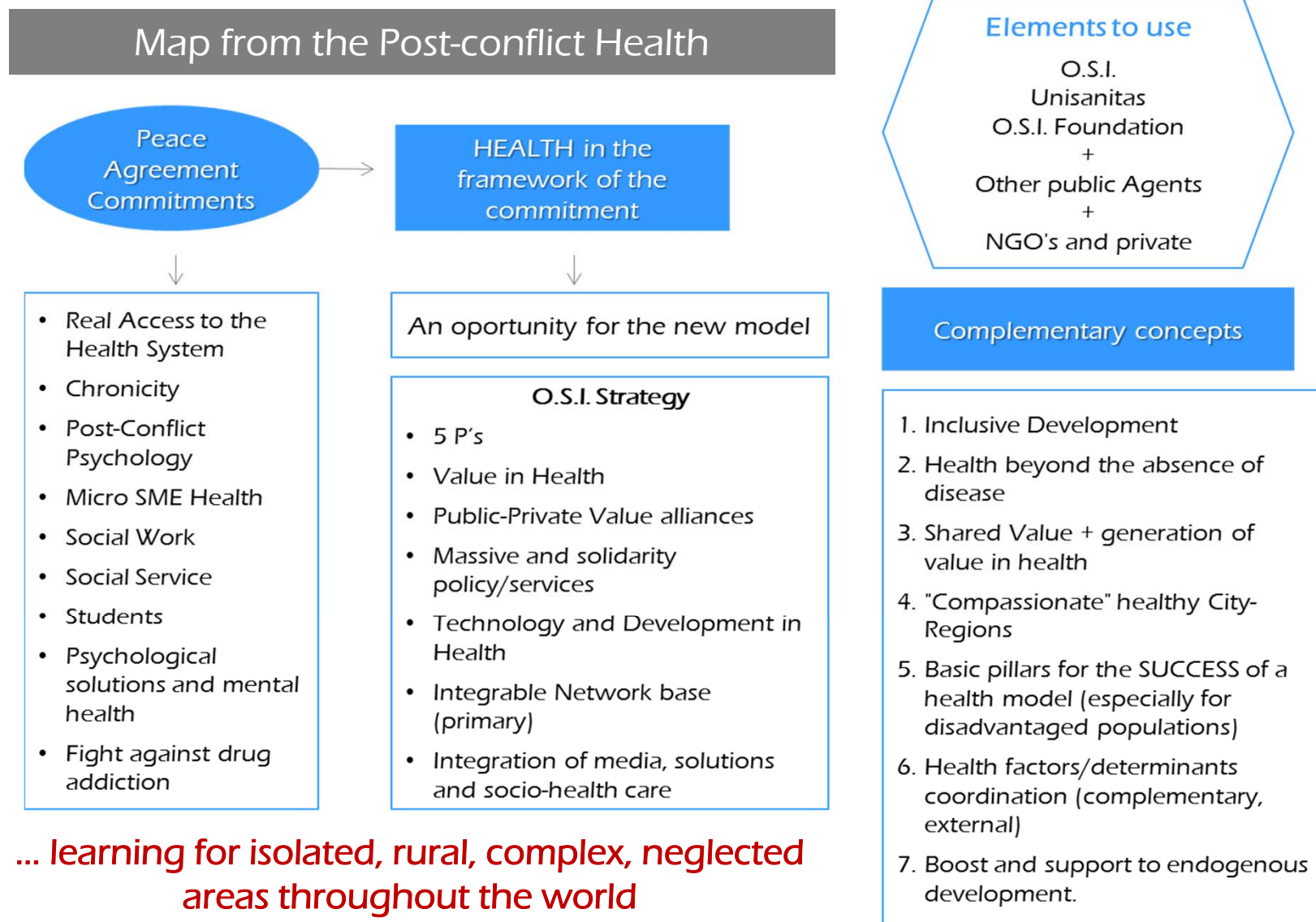
# Understand, enhance, promote M.O.C. concepts and practice



2

COLOMBIA:  
one year since  
the peace agreement

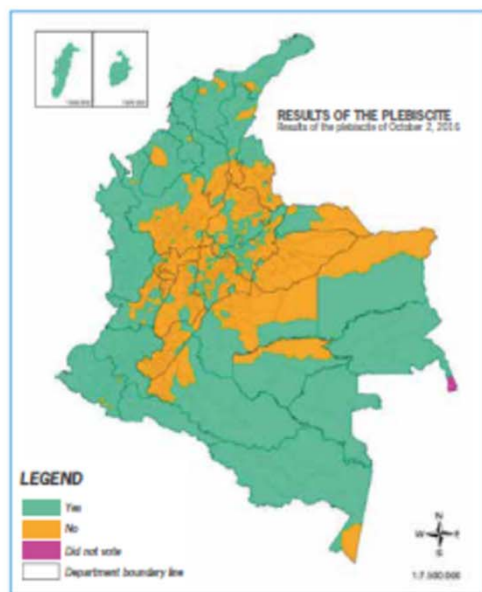
# A new health beyond the initial Post-Conflict needs





# Our work land choice...

Figure 20: Electoral Map of the Referendum by Municipality



Note: In Putumayo has been reported 227.175 victims by violence and armed conflict, that represents the 25% of the total of victims in the South Central region (924.739). Figures from national network information.

During the last 10 years, Putumayo has been a strategic department for South Block of the FARC and criminal gangs by their border situation, and the continuation of drug trafficking. Its activity is mainly focused on the control of the cultivation and marketing of drugs, extortion, and attacks against oil pipelines.

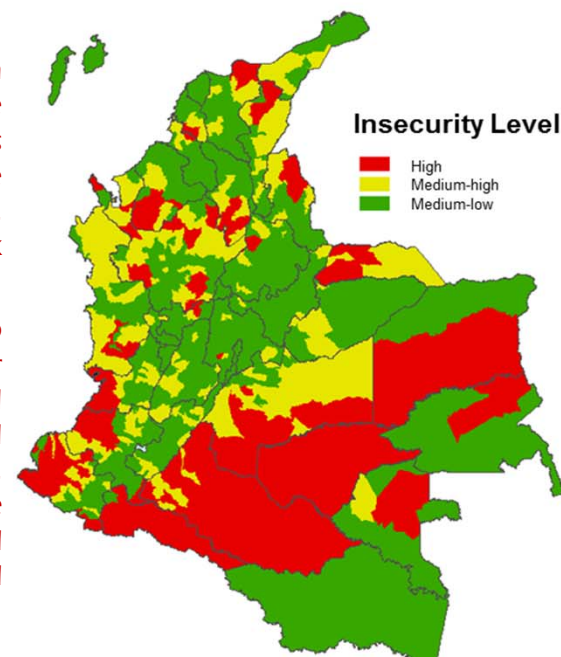
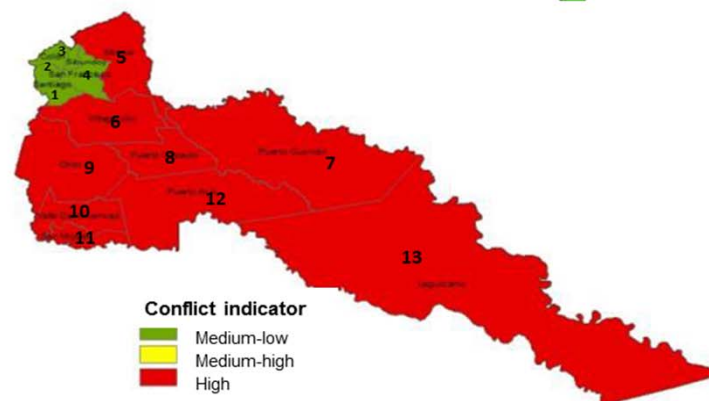
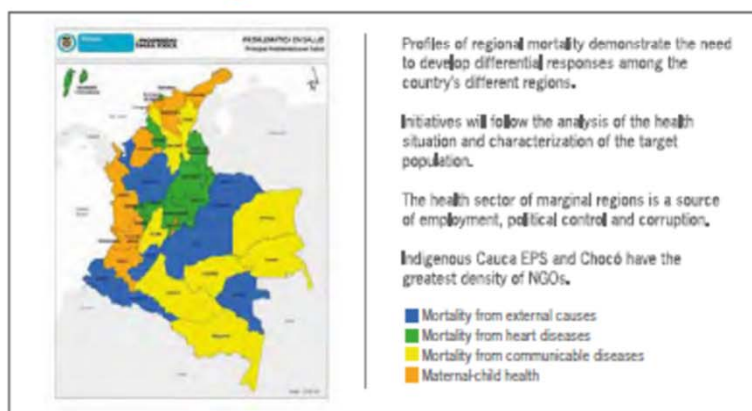


Figure 21: Main Health Problems



# Post-Conflict Process

Objective: design and implement a health model for the benefit of rural and dispersed populations in the current socio-political context, in a co-creation exercise that involve communities and Government, and contribution of Colombia to the world with a experience that provides value in health in the framework of a new integration country model, from endogenous and inclusive development.

## Key Elements:

Creation, improvement and preservation of health services	Co-Creation with the Community	Inclusive and integral development
<ul style="list-style-type: none"> <li>Primary health care</li> <li>Permanent and flexible care units -UAPF-</li> </ul>	<ul style="list-style-type: none"> <li>Community</li> <li>Asset management in health.</li> <li>Participatory diagnosis.</li> </ul>	<ul style="list-style-type: none"> <li>Intersectorality/ Clusterization</li> <li>Accessibility</li> <li>Differential approach.</li> <li>Territorial and social development.</li> </ul>
Salutogenesis		
Organización Sanitas Internacional		

## Putumayo Pilot

### Description

Public-private partnership initiative at the service of the "generation of value health, between Governments, private initiative and the involved communities".

### Portfolio Services

- Basic services plan (APS): Entrance door and demand. Own Management.
- Complementary Plan Services: emergency birth/c-section, medical and surgical hospitalization, ambulatory surgery, transplants, ICU, diagnostic support, therapeutic support, dialysis, cancer, articular replacement . A third part benefit.



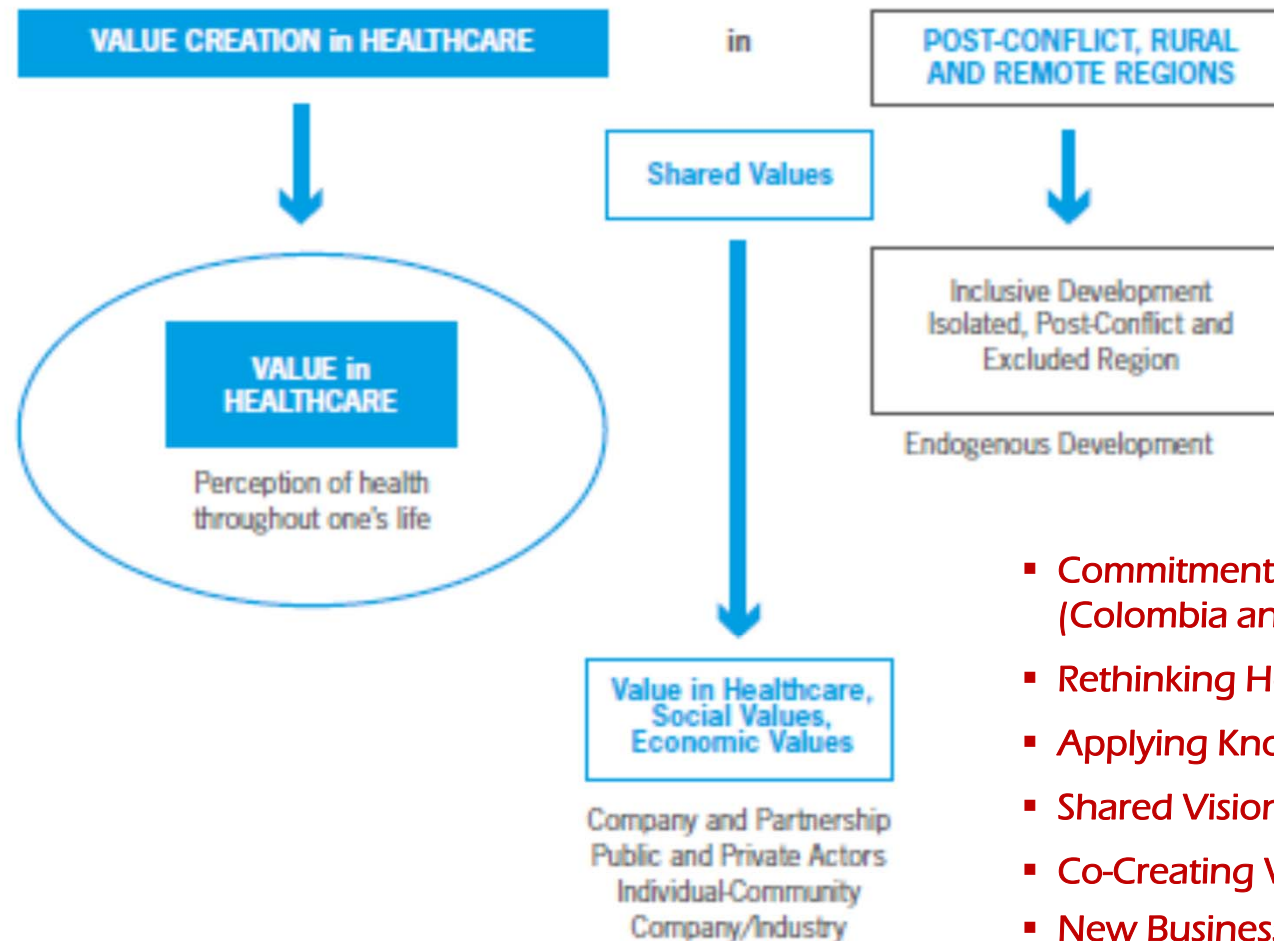
Value-added health	Economic Value	Political and social Value
<ul style="list-style-type: none"> <li>Real care and health coverage to 100% of the population.</li> <li>APS with access and real care about resolution of 58% ratios.</li> <li>Real health response to risk map.</li> <li>Actual outcomes according to perceived health demand.</li> <li>Amount of infrastructure, equipment and professionals ad hoc.</li> <li>Optimizing health networks and policy (existing and new equipment)</li> </ul>	<ul style="list-style-type: none"> <li>Employability and formal development of the population served.</li> <li>Optimization of public-private resources in a collaborative appropriate integration.</li> <li>GDP services and indirectly by intersectorality.</li> <li>Institutional resources and value in the Region.</li> <li>Drivers of endogenous development.</li> <li>Health as an economic vector.</li> </ul>	<ul style="list-style-type: none"> <li>Beyond the immediate solution of the post-conflict.</li> <li>Integration of population, its actors and diverse Communities.</li> <li>Formation/Education.</li> <li>Territorial development and integration.</li> <li>Government active presence (positive).</li> <li>Successful models example to the International Community.</li> <li>"Roots of the Conflict" solution.</li> <li>Public-private/private-private collaborative model.</li> </ul>



3

From Health  
to Competitive and  
Inclusive development...

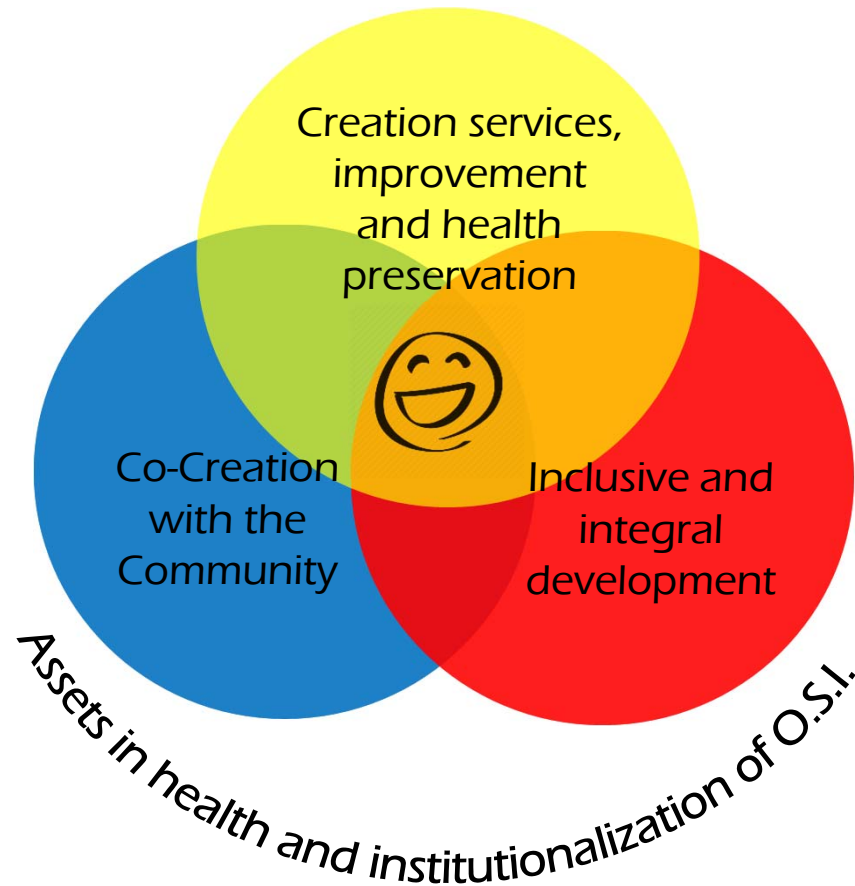
# Value creation in healthcare in Post-Conflict, Rural and Remote Regions



Source: Created by OSI.

- Commitment (Colombia and all regions)
- Rethinking Health Models
- Applying Knowledge
- Shared Vision
- Co-Creating Value
- New Business opportunities
- Unsatisfied answers...

# Value proposition. Pillars



O.S.I. sees the value in working towards a “New paradigm that arises from the ashes of isolation and conflict,” towards a new post-modern form of public health that incorporates strategies that are more relevant than what previous experience and evidence has shown, and that incorporates the concepts of salutogenia in a framework and process of innovation and creativity. OSI believes in working towards a comprehensive model that transcends a strict approach of awareness, prevention and healthcare, and that moves towards a creative solution for healthcare, wellbeing and for the happiness of its target populations.

(Jon Azua . OSI-Global SVP Strategy)

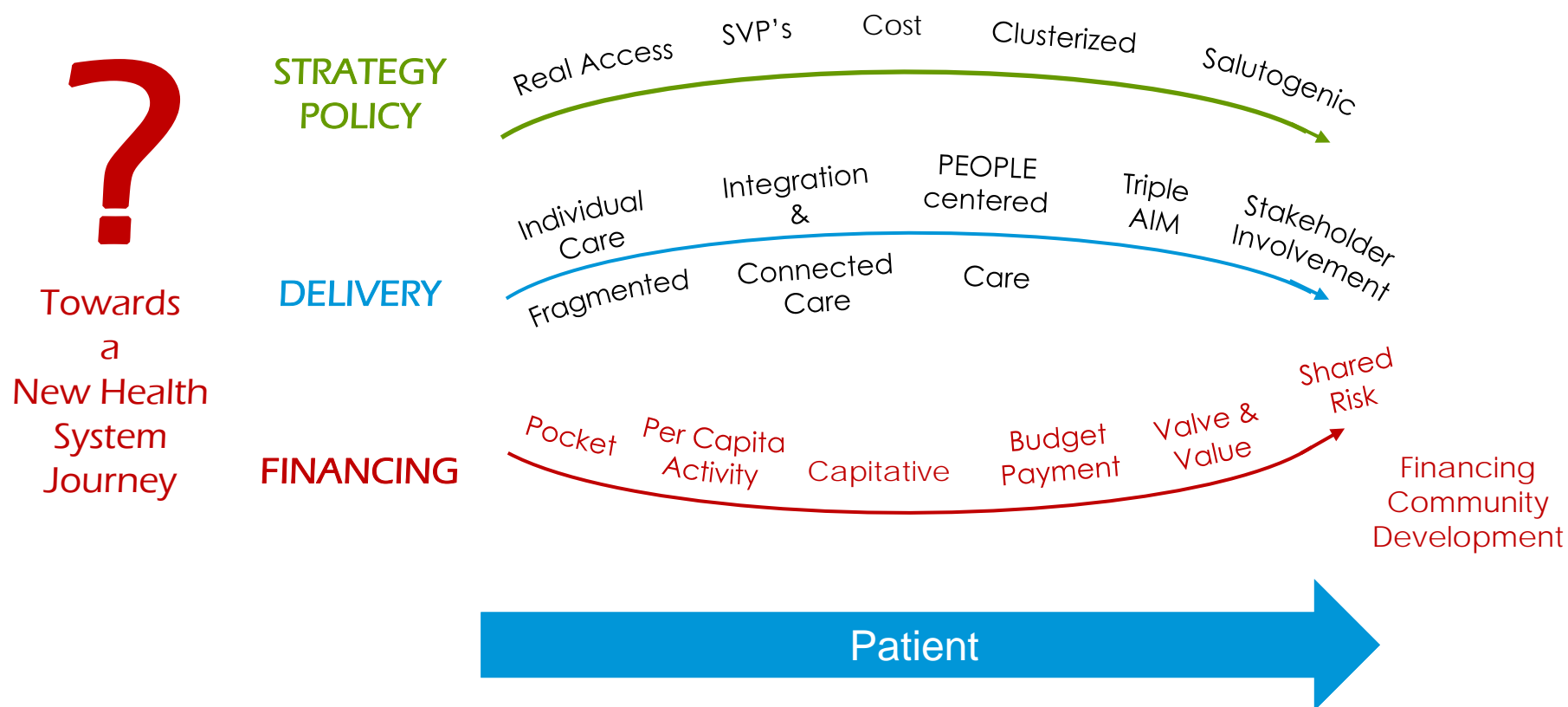
**Vitality Model**

4

*A proposal to be extended  
along the world*



# ...A new journey towards Health Value. A global challenge



... "imagining a new changing space in the delivery, its assurance and frameworks and policies in which we will have to move".

5

A collaborative project  
from/within M.O.C.'s network?



# Implications

CONTRIBUTION/VALUE	FORMALIZE COMMITMENT COLLABORATION
<ul style="list-style-type: none"><li>▪ Wide network of knowledge and geography providing value to the network and to different countries and regions in which we operate.</li></ul>	<ul style="list-style-type: none"><li>▪ UNISANITAS agreements and the rest of Member.</li></ul>
<ul style="list-style-type: none"><li>▪ Strengthens the Transformation Process of the University.</li></ul>	<ul style="list-style-type: none"><li>▪ Specific conditions for O.S.I. participation.</li></ul>
<ul style="list-style-type: none"><li>▪ Relationships, financing and potential projects.</li></ul>	<ul style="list-style-type: none"><li>▪ Express definition (legal, economic, contract, intellectual property) of each contents of the process on behalf of O.S.I.</li></ul>
<ul style="list-style-type: none"><li>▪ Prestige and launch pad platform.</li></ul>	<ul style="list-style-type: none"><li>▪ Global management.</li></ul>

# ...Different solutions for different contexts!



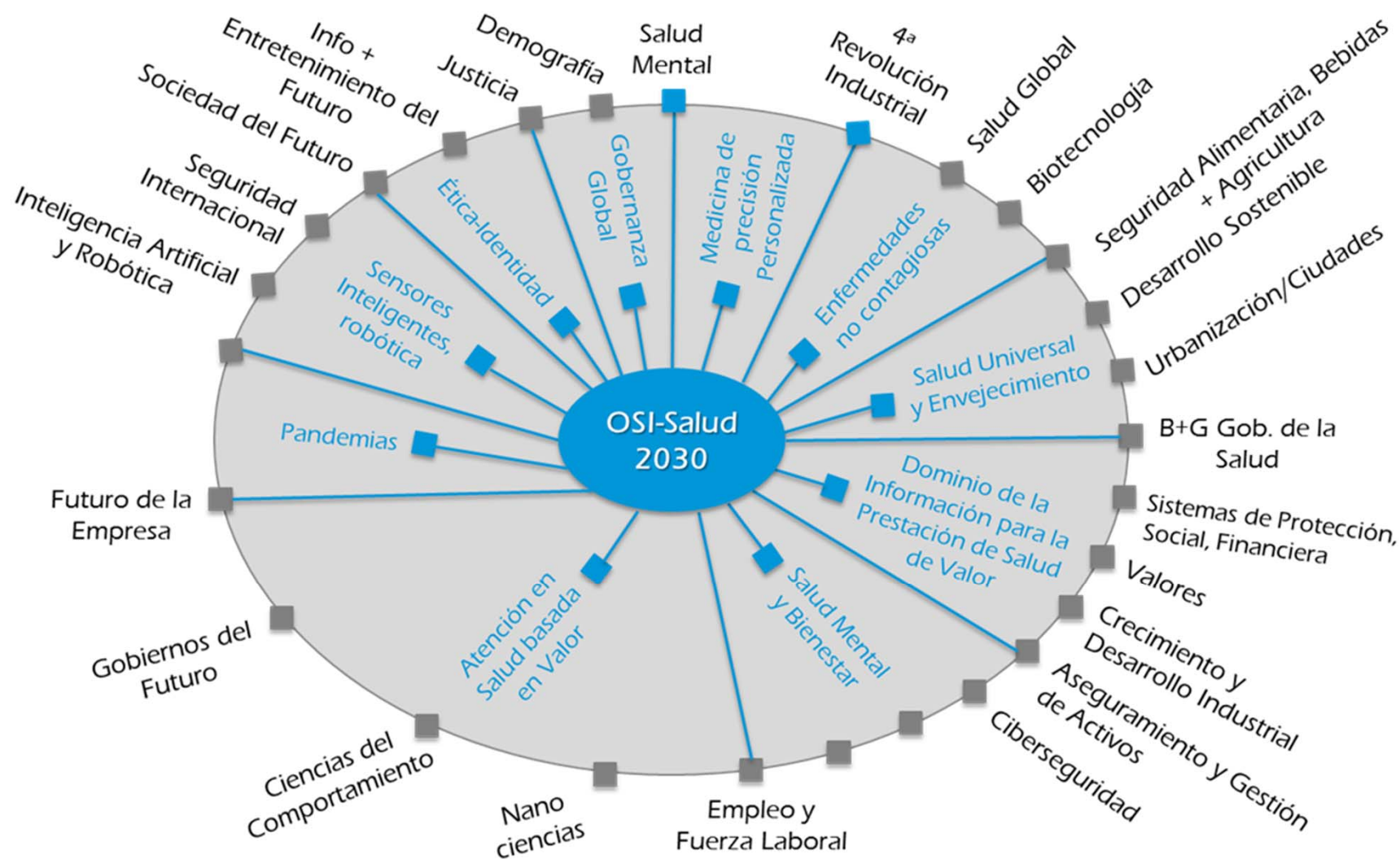
Unique Value  
Propositions  
along the  
world!



6

# The Magic of Process: Within a new Project 2030

# Health Transformation Map



# Initial fields to explore

GUIDE AXES	COMMON AREAS CONSIDERED	MEGATRENDS
<ol style="list-style-type: none"> <li>1. Healthy Systems Crisis</li> <li>2. Universal Health Passport</li> <li>3. Real Health Value outcomes. Resolutivity</li> <li>4. Rethinking Key OSI-Vectors in ongoing health and business models.</li> <li>5. Education, training, specialized and permanent Shared Learning.</li> <li>6. Health as Key driver for inclusive Development and regional integration.</li> <li>7. Clusterized Health.</li> <li>8. Key solutions for uncovered and unfavored populations.</li> <li>9. Different needs, different models, different stages.</li> <li>10. Compasive and Health communities along the world.</li> </ol>	<ol style="list-style-type: none"> <li>1. Governance and Policies.</li> <li>2. Finance, Assurance, Sustainable.</li> <li>3. Health Services provision.</li> <li>4. Geographies and Communities.</li> <li>5. Technology and Digital Society.</li> <li>6. Human resources and innovative infrastructure.</li> </ol>	<ol style="list-style-type: none"> <li>1. Smartization.</li> <li>2. Collaborative Economy.</li> <li>3. Personalization / individual tailored.</li> <li>4. Polarization</li> <li>5. Internet of things and the 4.0 revolution.</li> <li>6. Urbanization</li> <li>7. Agingg</li> <li>8. Convergent generations (X, Y, Z, millennials)</li> <li>9. She Economy</li> <li>10. Glokalization</li> <li>11. Diversity and new changing challenges</li> </ol>

# Next Steps...

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- OSI–UNISANITAS Assigns one responsible for each Axe-Guide, common spaces or field of interest and megatrend to chair an innovative creative Group.
- Each Group incorporates key people (internal and external) to work in the specific issue, generates their own plan, framework and schedule.
- The new collaborative network explores different initiatives.
- Research, training and impact Will be the base of the key outputs expected.
- The common base may be a support for individual or collective initiatives to be provided to the market or the academy field.