

Changing mindset in health

The Dutch healthcare system has reached a point of no return. Or we drastically change our behaviour, and the way healthcare is delivered. Or we keep on going as we do, and the costs will be unbearable, pressure on the workers increases and access to care will become something for the happy few. To contribute to changing the Dutch healthcare system, this project proposes a possible strategy to reshape the operations of Service Apotheek in 2032. The developments that drive changes in the Dutch healthcare system are:



'Curing with medicine'

becomes

'Don't become ill'



'Appointment at the doctor'

becomes

'24/7 access to care'



'I don't know what the doctor is doing'

becomes

'I understand what my body needs'



Pharmacy in 2030

Reshaping the daily practice

New role in the delivery of care

Service apotheek becomes the preventive health advocate. They do this by approaching the treatment from a predetermined preventive goal and tailor a care plan accordingly. The main task for the pharmacist becomes to deliver preventive care to both secondary and tertiary patients. By checking progress regularly, Service Apotheek can adjust plans for different patients when necessary.



Elongated patient journey

By elongating the patient journey, Service Apotheek transforms from a drug dispenser to a care giver. By offering different preventive health programs that are aimed at controlling chronic diseases such as type 2 diabetes, Service Apotheek helps people to control their diseases and to increase the quality of life



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