## **Omnicom**PRGroup

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## Healthcare: emphasis on appropriate care

The plans of the Dutch government with regards to healthcare focus on **appropriate care**: adequate healthcare for every citizen on the right spot and on the right moment. This is pivotal in order for available and affordable healthcare now and in the future. 'Appropriate' means, among other things, that care is demonstrably effective and has added value for the patient.

The Dutch government considers COVID-19 as a still ongoing pandemic. Vaccination is important for building immunity. If it is necessary to offer a revaccination, the government will be ready for it. Furthermore, **preparedness for future pandemics** is high on the agenda for 2023. In this light, vaccinations are an important topic of the knowledge and innovation agenda. Multidisciplinary cooperation between knowledge parties ensures the likelihood that parties will be able to work together more quickly during a pandemic and can offer solutions and interventions.

Next to that, the government will strengthen the **security of supply of medical products** for patients and care in future pandemics. These are medicines, including vaccines, medical devices and personal protective equipment of which the care is dependent. This action will be taken nationally and in a European context.

The week before the presentation of the 2023 budget, the so-called **Integral Healthcare Agreement** (Integraal Zorgakkoord) was signed by the healthcare ministry and most healthcare organizations. The agreement covers a variety of subjects: more regional cooperation between general practitioner care and mental health care; strengthening the organization of basic care; prevention and lifestyle medicine; outcome-oriented care; digitization and data exchange; labour market and unburdening the care workers.

With the **National Prevention Agreement**, concluded in 2018 and aimed at quitting smoking, reducing problematic alcohol consumption and combating obesity, ambitions have been set and agreements have been made. However, the agreed commitment is still insufficient to meet the objectives for 2040. To this end, the government is going to tighten up and supplement actions. Examples include the increase in excise duties on tobacco and on sugary, non-alcoholic beverages (soft drinks).

In 2023,  $\in$  77.6 million will be made available to provide subsidies to promote the **quality, accessibility and affordability of medical specialist care**, such as oncology, birth care, acute care and antibiotic resistance. A total of  $\in$  63.1 million will be available for oncology in 2023, among others for the promotion of fundamental, translational and clinical cancer research to improve cancer survival and promote patient quality of life.