

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION



HORIZON 2020



# Added Value for Oral Care The **ADVOCATE** project

Developing and comparing new models for safe and efficient, prevention oriented and patient centred health care systems

## Europe 2020

High growth jobs and innovation | Investing in research and innovation | Investing in education, youth and skills | Investing in sustainable growth | Investing in social inclusion | Investing in regional growth

# Oral Health Services in Europe

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- Are patients receiving the best possible care?
- Are we addressing their disease or symptoms?
- What does successful care look like, from patients, practitioner and system perspective?
- How efficient are our services?
- What can we learn from diversity of systems?
- Can we use data to motivate disease prevention and creation of health?
- Lessons for general health care systems?

# Mission & Objectives

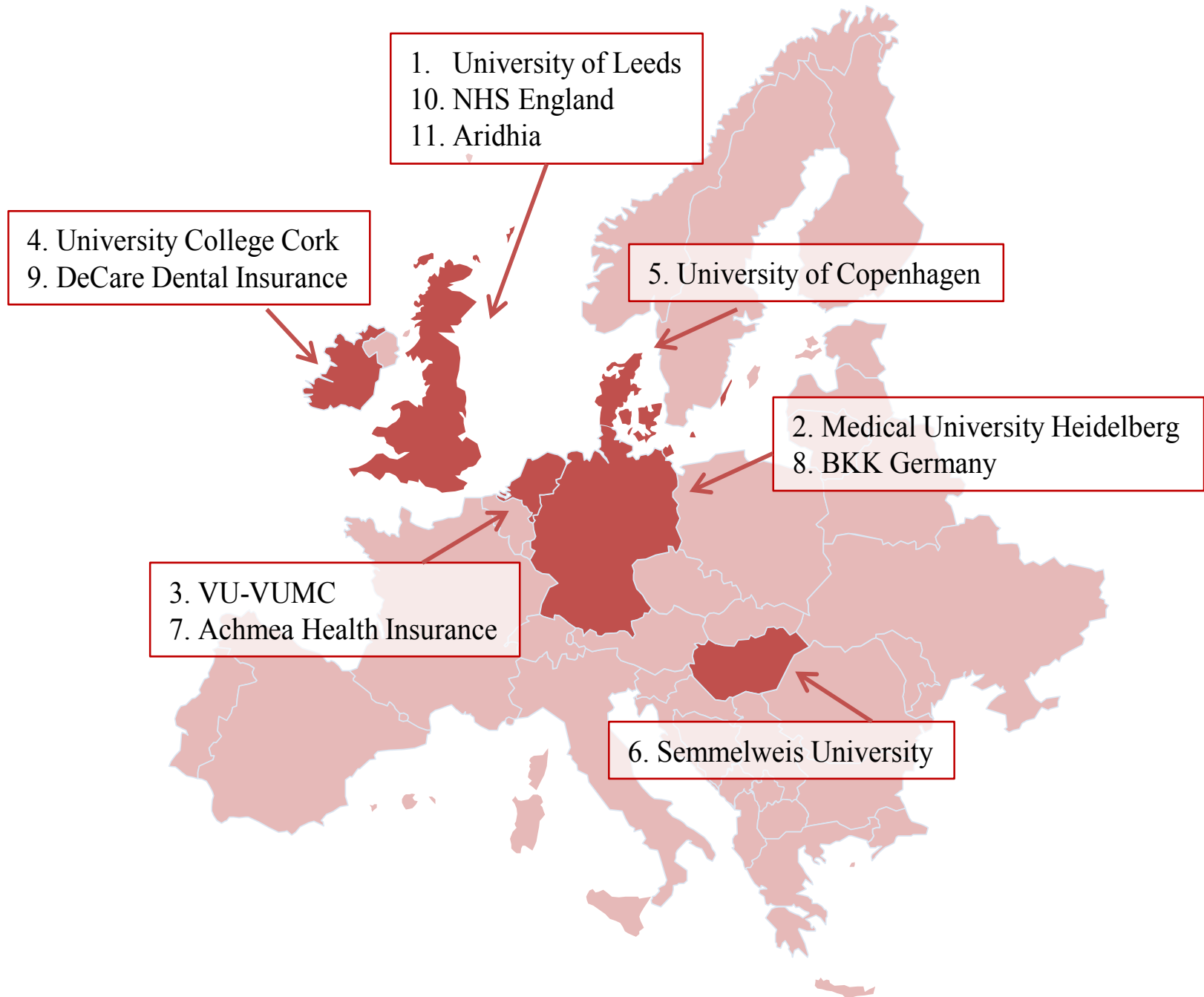
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ADVOCATE will *establish an innovative evidence-informed oral health care model* which is patient-centred

**prevention-oriented** and delivers safe and efficient care

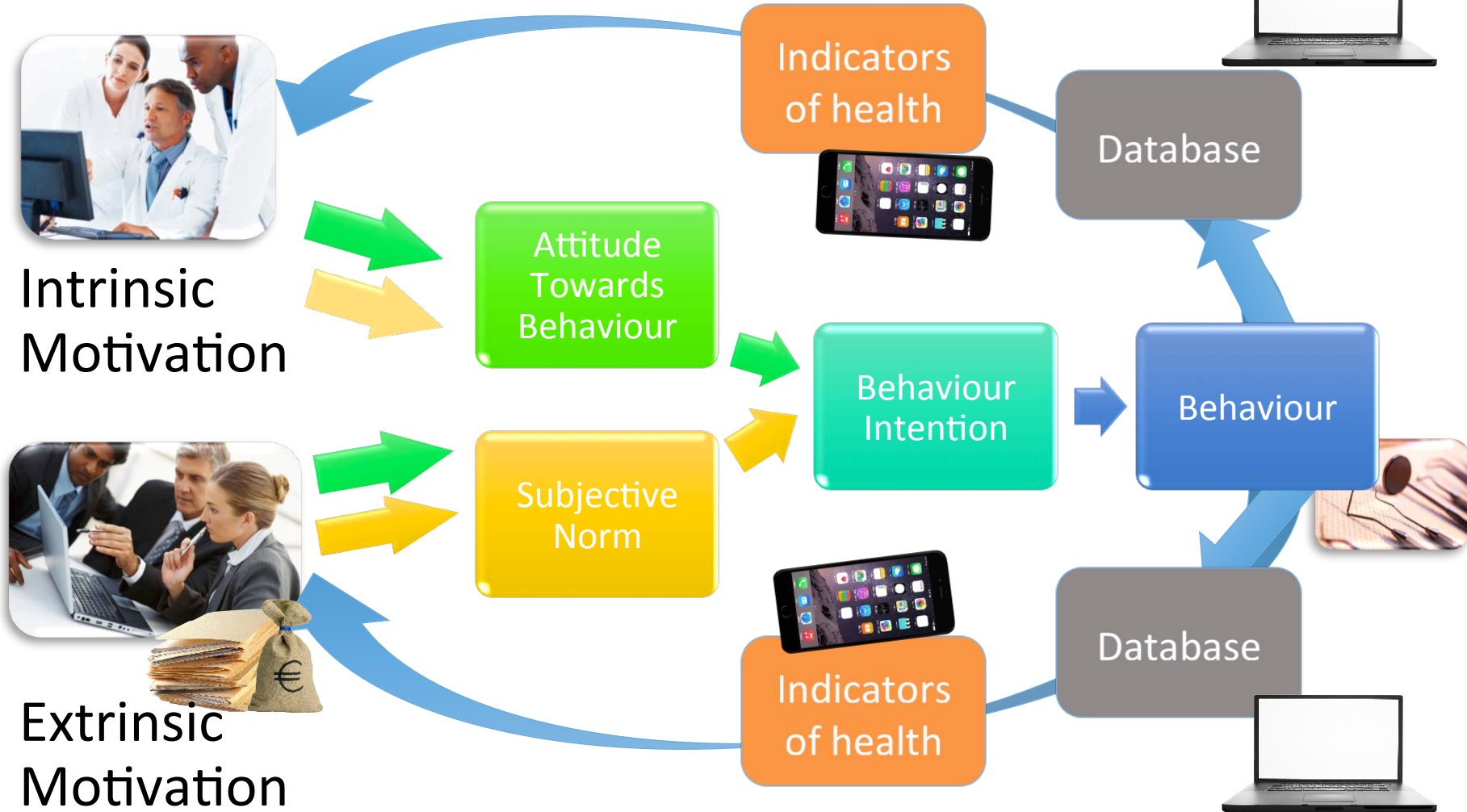
The ADVOCATE *oral health care model 2020*

- **Optimise** added value for oral health care to society
- Maximising population wellbeing given available resources
- *Align incentives to extract better performance in the **production of health** and health care*
- Increase **efficiency** in health care



# Theoretical basis

## Theory of Reasoned Action





# Approach

## Big data

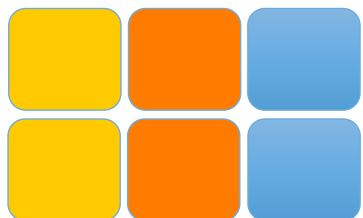
Raw data material



## Status quo

- Limited access
- Incomplete content
- Non-harmonised standards

Systematic use of existing data



## Health Outcome Information

- Benchmarking dashboard for intrinsic motivation
- Fine tuning of financial incentives to increase motivation

Enhanced data



## Patient Engagement Application

- OHP
- Patient provider interaction
- Self-reported OHRQoL

# Development of oral health care model 2020

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- Variation among different systems
- Most effective and efficient system design to extrinsically motivate disease prevention
- Harmonised indicators of success in the prevention of disease and avoidance of unnecessary treatment in a benchmarking dashboard - intrinsic motivation

# Development of oral health care model 2020

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- Assess the effectiveness of this approach within practice-based research networks (PBRN)
- Provide evidence-informed guidance to policy- and decision makers for improved health systems planning by demonstrating the advantage and feasibility of routinely collecting key clinical and patient-centred health outcome information



# Added Value in Oral Care



**Restorative to Preventive Paradigm**

# ADVOCATE

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