

From “SPEX”

to ... new “idea”

From “franchising”

to ... new model

*“Reshaping” the business model to adapt
it to the Italian context, its specificities
and priorities*

Starting from the concept which describes the architecture of the system:

- Centre of Excellence
- Point of Care

EXCELLENCE IS EVERYWHERE SYSTEM

... in application of previous
agreement and guidelines...

Our patient is examined:
first in the *Point of Care*

then, if necessary, is referred to the
Centre of Excellence for higher level
care

WHO IS THE PRIMARY
FOCUS OF THE
SYSTEM?

THE PATIENT

GOAL:
**Managing the health of the
individual**

=

**Person-centred
approach
Focusing on the Patient**

keep in touch!

*Back to the
Italian context:*

SSN = PUBLIC HEALTH SYSTEM

FIRST PRIORITY:

GOOD QUALITY / COST RATIO...

Concerning two different approaches and stages of a disease

1. Prevention

2. Care

... the more you focus on the first

... the more you can contain healthcare expenditure

Appropriateness of disease
management

Rationalization of social costs

From “SPEX”
to ... new “idea”

A new business model:
From the **Bios** cardiology net
in the Lazio region to the
Centro Cardiologico **MONZINO**
IRCCS

Health System re-engineering

Segmented model



Structured pluralism

Segmented Model

- National Ministry of Health
- Regional Ministries of Health
- Payers
- Public and private healthcare providers

Mixed Healthcare System

- Micro Level

The ethics of
physician-patient
relationship



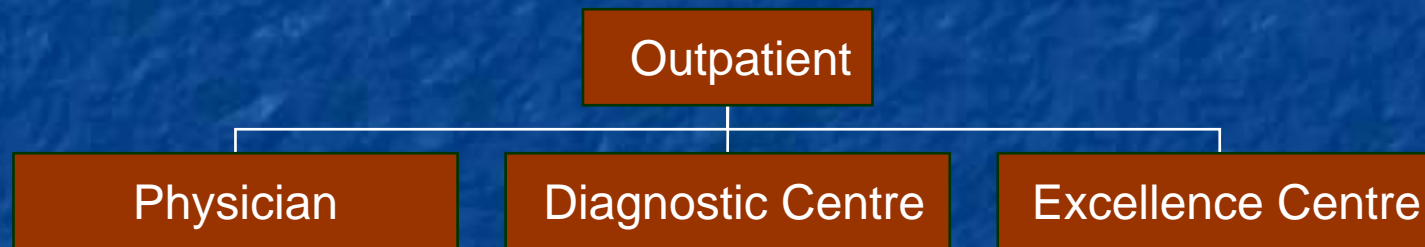
- Macro Level

The ethics of
healthcare
policy-making

Patient Safety

- Patients' freedom of choice
- Equity
- Effectiveness
- Efficiency
- Quality of services

Structured Medical Pluralism

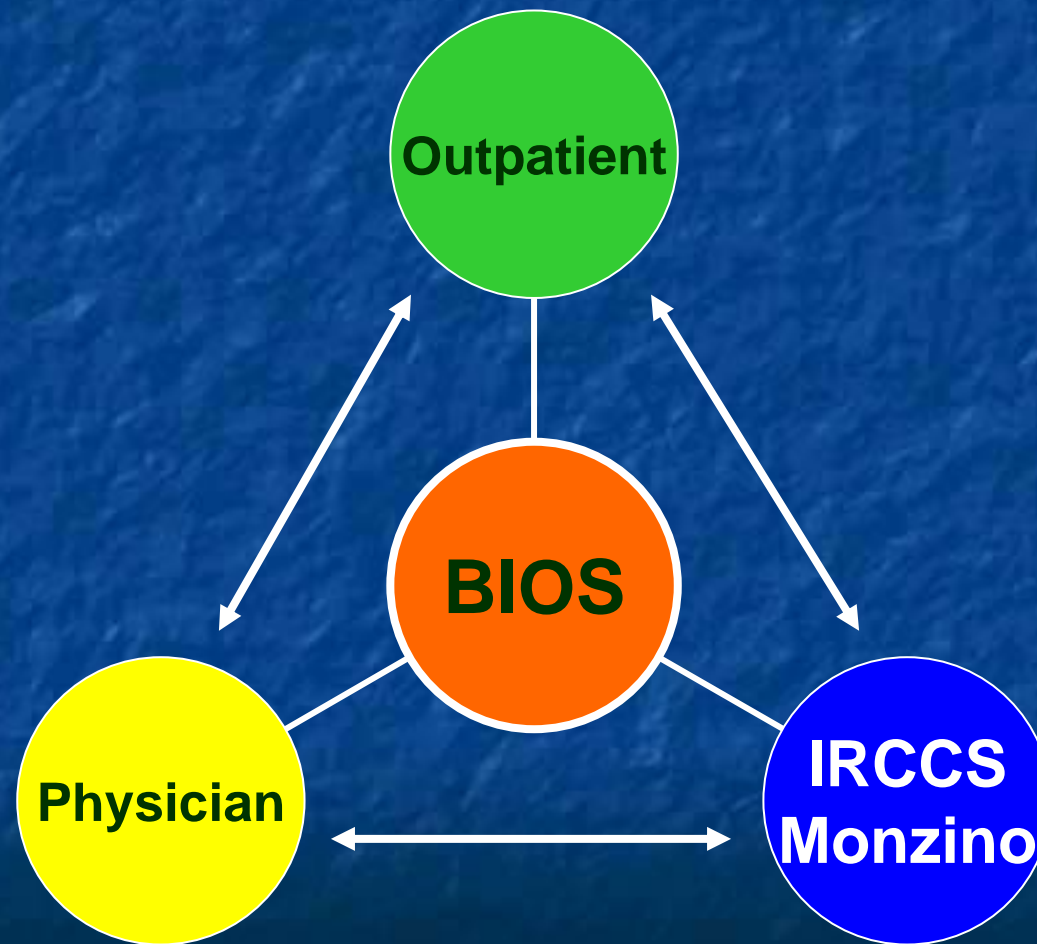


Structured Medical Pluralism



Cardiovascular Network

Cardiovascular Network



Cardiovascular Network

