

Care and Treatment, two cultures
to be amalgamated or developed
side by side?

Integration by differentiation

- Integration is a hallmark of every well-working system. To the user, the system is one unit. But to build such an integrated unit, you have to understand the different characteristics of each component - and make their differences valuable and working well together.

One dimension of valuable difference – the cultures of care and treatment

CARE	TREATMENT
Value of its own	Instrumental – with a purpose
Supporting	Intervening
Constant volume – <i>who and how</i>	<i>If and what</i>
Humanistic Eternal knowledge	Natural science Expanding knowledge
Local and personal - Individualisation	Scope of scale - Specialisation - R&D costs

Prejudice?

- “Planning and organising of Healthcare is today dominated by the culture of treatment. That culture have the closest connection to natural science and economics, and the most highly educated professionals.”
 - Is this true?
 - If so: Is this a problem? Could and should something be done?

Ideas – starting points for reflection

- **Let Care be core**
 - Let the public evaluate Care
 - Let Care evaluate Treatment
 - Let Care purchase Treatment
- **Let Treatment be “industry”**
 - Centralise
 - Let Art be Protocol
 - Develop new business models based on knowledge and licenses rather than pills and products
- **Educate, recruit and manage differentiated**