

KA03**Making healthcare affordable: revisiting and revising the case for general practice**

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Barbara Starfield made a convincing case that health care based on strong general practice delivers better outcomes at lower cost than ones that focus on specialist-oriented hospital care. Despite this evidence, in many countries general practice is under-valued, poorly-resourced and under threat. In this keynote presentation, Professor Martin Marshall will revisit the case for general practice and will examine how general practice may need to change in the future if it is to retain its central role for patients, communities and health systems.