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How to preserve the core values of family medicine in a market model society?

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In this presentation, Rob Dijkstra, president of the Dutch college of General Practitioners will present the vision 2022 that was written by the college and highlight our progress during the past few years and challenges for GPs in The Netherlands for the coming years. In addition our core values: personalised care, continuity of care and generalism will be discussed, because they may be threatened by the influence of Government and insurance companies on their own perspective of the quality of care, focusing on quality indicators and chronic care. In 2015 a small group of Dutch GPs started a campaign on their own, that became the start of a national revolution. The influence of this initiative on Dutch family health care will be presented.