

S28.1

Where do WHO and WONCA meet?

Hans Kluge

WHO, Regional Office for Europe, Director of the Division of Health Systems and Public Health, Copenhagen, Denmark

WHO works closely with countries across a variety of areas through the wide-ranging Health 2020 framework and policy for Europe, endorsed by all 53 of WHO's European Regional Member States. The overarching aim of Health 2020 is to significantly improve the health and well-being of populations through the reduction of health inequalities, the strengthening of public health and the strengthening of health systems in Europe. One of the key directions is through the promotion of people-centred health services. This includes the provision of technical support to improve both population as well as individual based health services. In this direction, the WHO European Regional Office has been developing a European Framework for Action on Integrated Care. It represents an action-oriented guide which lays out the conditions needed to advance people-centred health-service delivery and the process of transforming the provision of services in countries. The framework has been several years in development and will undergo its final international multi-stakeholder consultation in May this year.

A crucial platform within this is our strengthened commitment to a primary health care approach. This involves raising the prestige of primary health care and its workforce, and providing support to providers to develop the skills needed for working together and closely with patients over the life-course. For it is clear that we need services that are proactive, continuous and comprehensive, rather than being reactive and episodic or disease-specific. Moreover services must be built on lasting patient-provider relationships. The appropriate use of incentives for quality and performance are equally important considerations, as is the development of fit-for-purpose service and information and communication technologies to optimize the exchange of data and clinical information. WHO/Europe's work in supporting countries in these directions will be bolstered by the establishment in 2015 of a new WHO centre for excellence in primary health care, located in Almaty, Kazakhstan.

As Director of the Division of Health Systems and Public Health at the WHO Regional Office for Europe, Dr Hans Kluge is responsible for these areas of work, and his presentation will explain them in more detail, making clear the links between WHO's work and that of WONCA.