Social theme: Healthcare of the future

ICT is one way we will shape the healthcare of the future
KPN, fully engaged in the community
As a reliable and transparent service provider, KPN is fully engaged in the community. This requires modern, well-considered policies that enable us to respond to social change and trends. Besides as a service provider, we not only want to respond to social trends, but we also want to help shape and strengthen them. That’s why our investment goes beyond technology and services and into social activities as well.

In developing our strategy for 2011-2015, we reviewed our social policies and identified five key social themes:

- Best ICT infrastructure
- Future healthcare
- New life & work
- Energy conservation
- Security & privacy

Based on these themes, we believe KPN can offer structured and lasting added value to society as a modern ICT service provider.

Healthcare under pressure
The Netherlands is facing a major challenge: maintaining an affordable and accessible healthcare system. Healthcare is under pressure due to increasing costs and a shortage of medical personnel which will arise if no measures are taken. The rising costs are the result of an ageing population: the higher life expectancy resulting from medical advances. In addition, there is an increasing number of people with lifestyle diseases directly linked to, for example, heart problems and diabetes. Furthermore, ‘healthcare consumers’ are demanding more transparency and more personal, patient-specific care.

ICT can make an essential contribution towards these healthcare challenges - which is why KPN is engaging in healthcare. We see ICT as one of the answers to the question of how we will shape the healthcare of the future.

With our innovative services we want to relieve the pressure on healthcare providers, as well as improve the quality of care for healthcare consumers (the patients).

The healthcare of the future: ICT is crucial
We have also committed ourselves to helping the healthcare sector in a number of ways:

- **ZorgSlim** introduces ICT as a labour-saving solution, allowing care professionals to spend more time on giving care: ‘The New Way of Living & Working’ in healthcare. Through Werkplek Online, we ensure healthcare professionals have access to their computer network anywhere and anytime, and can conduct meetings via video conferencing. This improves productivity and reduces unnecessary travel.

- **ZorgSamen** ensures efficient collaboration between healthcare professionals. Often, multiple healthcare professionals are involved in treating patients. Through ZorgCloud, they can exchange information – such as lab results, big data files like MRI scans and videos used to prepare patients for an operation – securely.

- **Zorgvrij** helps people care for themselves. We ensure that people can continue to love their own lives, even when they need (health)care on a daily basis. In addition to greater self-reliance, these services also provide more comfort for patients. They can stay in the comfort of their own home instead of travelling to the hospital. In turn
this helps relieve the pressure on the healthcare system. For this purpose we developed Tréés, a GPS tracking device which can track and locate Alzheimer patients at any time. Also our 24-hour remote cardiac monitoring allows heart patients to transmit their data from home whenever it suits them.

At KPN we say: practise what you preach, even when it comes to healthcare. For us, a commitment to healthcare means setting a good example as an employer. Promoting the health and vitality of our employees, we have developed a digital health coach. The coach encourages employees to be more active and take considering their own health. We offer this service because we’re convinced that people with a healthy lifestyle are less susceptible to illnesses. KPN also stimulates ‘The New Way of Living and Working’ which positively influences employee vitality.

KPN’s Mooiste Contact Fonds
Via KPN’s Mooiste Contact Fonds, thousands of KPN employees sign up every year to numerous initiatives related to the mental health of people living in social isolation. We will continue this activity in the future. KlasseContact is also part of KPN’s Mooiste Contact Fonds. This initiative keeps chronically ill children in contact with their class and classmates. A fine example of how technology can improve the lives of patients.