

A bronze sculpture of a doctor's head and shoulders, facing forward. A white stethoscope is draped around the neck, and a white heart is positioned over the chest area. The sculpture is set against a light background with a dark base. The text is overlaid on the sculpture.

Optimal Care needs Daring Doctors

Optimal Care



- ▶ Why
- ▶ What
- ▶ How

Marije Holtrop
GP, Amsterdam

Why

- ▶ health care as a free market
- ▶ professional guidelines
- ▶ general tendency to distrust
- ▶ → maximal care, higher costs



What

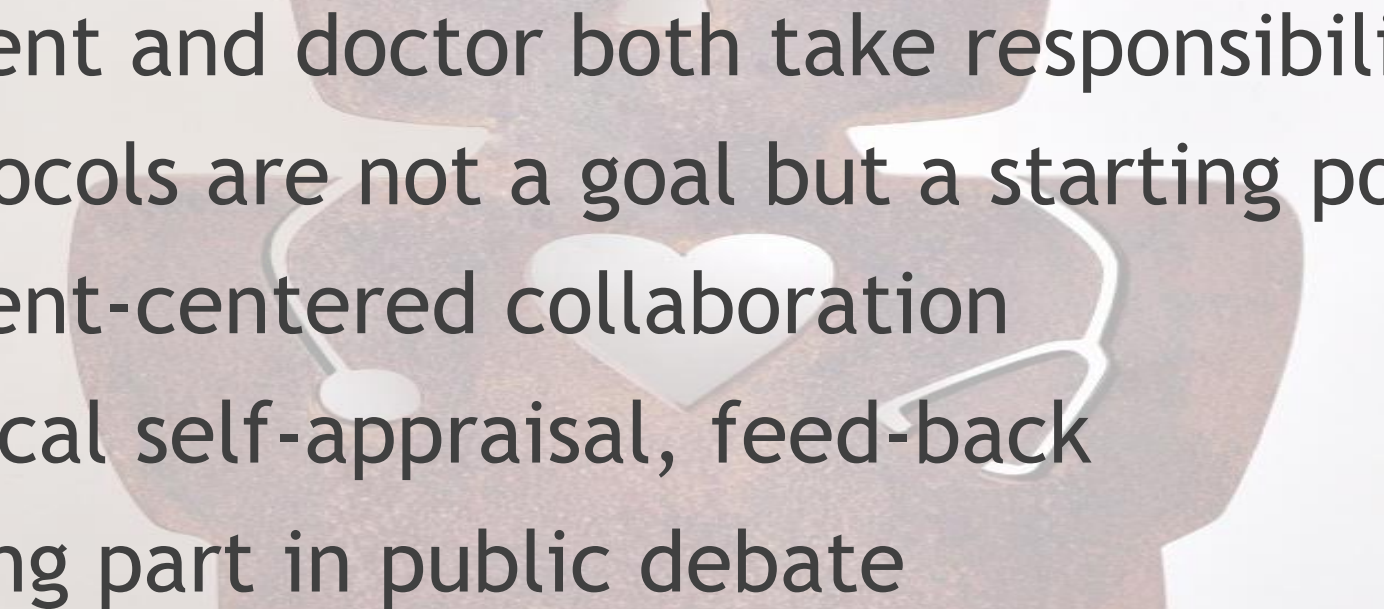


Reaction from the medical profession

Optimal care is the best possible care for a particular patient, focusing not primarily on the disease, but on the patient as a whole.

Inspirational platform for medical professionals

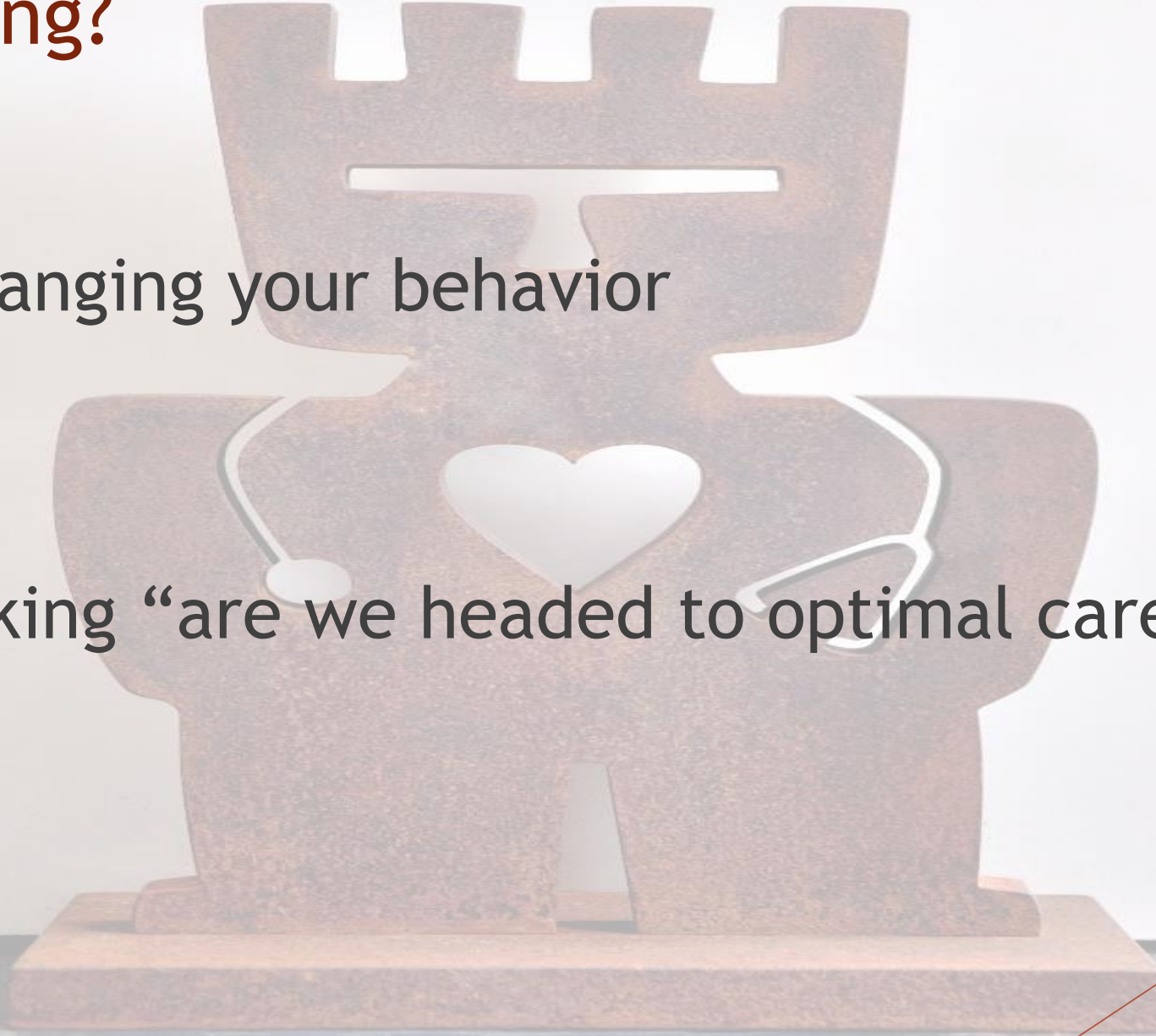
What, 5 core values for Daring Doctors



Patient and doctor both take responsibility
Protocols are not a goal but a starting point
Patient-centered collaboration
Critical self-appraisal, feed-back
Taking part in public debate

Daring?

- ▶ Changing your behavior
- ▶ Asking “are we headed to optimal care?”



How?

- ▶ Publications, oral presentations, workshops, conferences, research.
- ▶ Dappere Dokters election
- ▶ Education



