



Illness as USP

Using the experience
of disease as a source of
competitive advantage

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Chief Executive
Patient Opinion



Demographic mismatch 1

Replacement rate in UK 1.7

By 2015 most 60 years olds will have at least 1 parent alive. Some will have a grandparent alive

'Beanpole' families – by 2040 >70% of children will have no siblings, aunts uncles or cousins. They will have both grandparents and at least 2 great grandparents.

Most non-family caring will be done by staff born outside UK

Demographic mismatch 2

1 million unemployed

3 million on incapacity benefit

8 million aged 60-75 (and by 2015 there will be 15 million)

And increased economic activity improves health

Seeing the experience of illness as a source of competitive advantage to:

deliver better health services

increase economic active

Increase involvement and health

Patients as co-producers

Jabbers

Diabetics and flu vaccinations

Loose a ton!

Support and resolve 24/7 vs. 1 hour/week from a professional

Patient Opinion



Rating : /5

Toilet seat trouble

15 May 2006 , 12:53 PM

I liked the love, care and attention of every member of staff, it was terrific.

What needs improvement are the toilet seats, those on the wheel chairs and those fitted to the home toilet, they are useless. They are only made for women, men cannot sit and urinate and open their bowels as men's genitals will not sit inside the opening. This means one has to open the bowels, then stand and turn to urinate. With a knee/hip replacement operation it becomes like mission impossible. I spoke to 8 other men who agreed.

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Keywords : [bowel](#) | [bowels](#) | [genital](#) | [hip](#) | [hip replacement](#) | [knee replacement](#)

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The Patient Opinion team

Thank You

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