

KEEP IT SMALL, KEEP IT SIMPLE

transforming neighborhood care - Buurtzorg Overview



BUURTZORG

Madelon van Tilburg

BUURTZORG QUICKSCAN



social healthcare



focus on relationships



solutions instead of indications



separated care and back office processes



buurtzorgweb- and square, knowledge, information, communication



scale of the neighborhood

RESULTS POLICY ON HOMECARE 2006

- *Fragmentation* of cure, care, prevention
- *Standardization* of care-activities
- *Lower quality / higher costs* and wrong incentives: delivering *much* care against *low* cost is profitable
- Big *capacity problems* due to demographic developments
- Information on costs per client/outcomes: *none!*
- Clients confronted with *many* caregivers
- Professionals were very *unhappy*



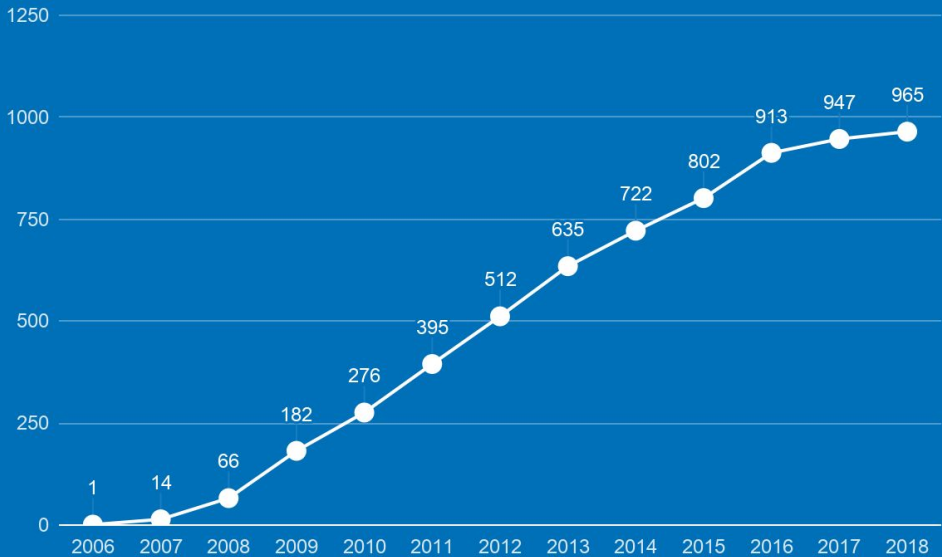
START 2007

- Starting an organization and care delivery model for community care with:
- **independent teams** up to 12 nurses
- Working in a neighborhood of 5.000-10.000 people
- Teams responsible for the organization and the **complete process**

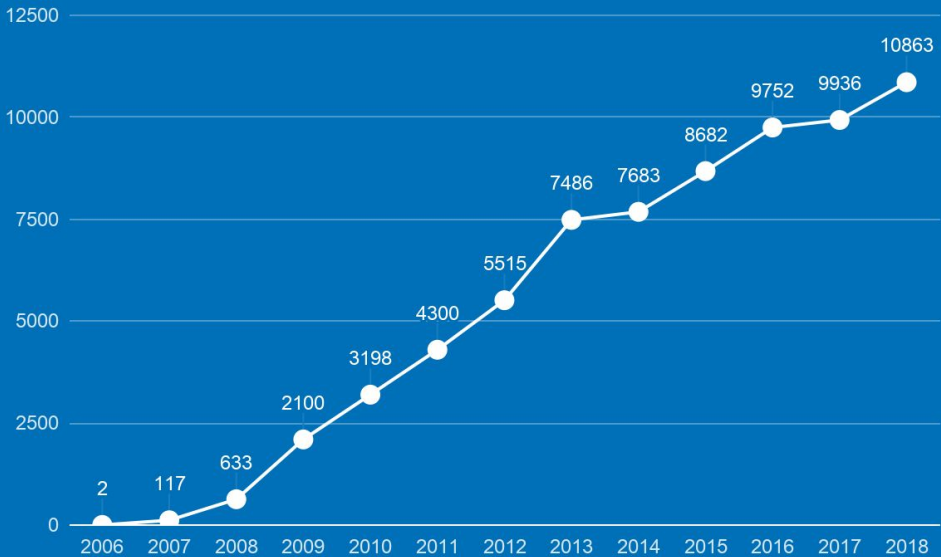


BUURTZORG 2007 - NOW

TEAMS



NURSES



50 - 100 new nurses a month

80.000+ patients a year



AN EXTRA EXISTING ORGANIZATION...

FAMILIEHULP

BUURTDIENSTEN

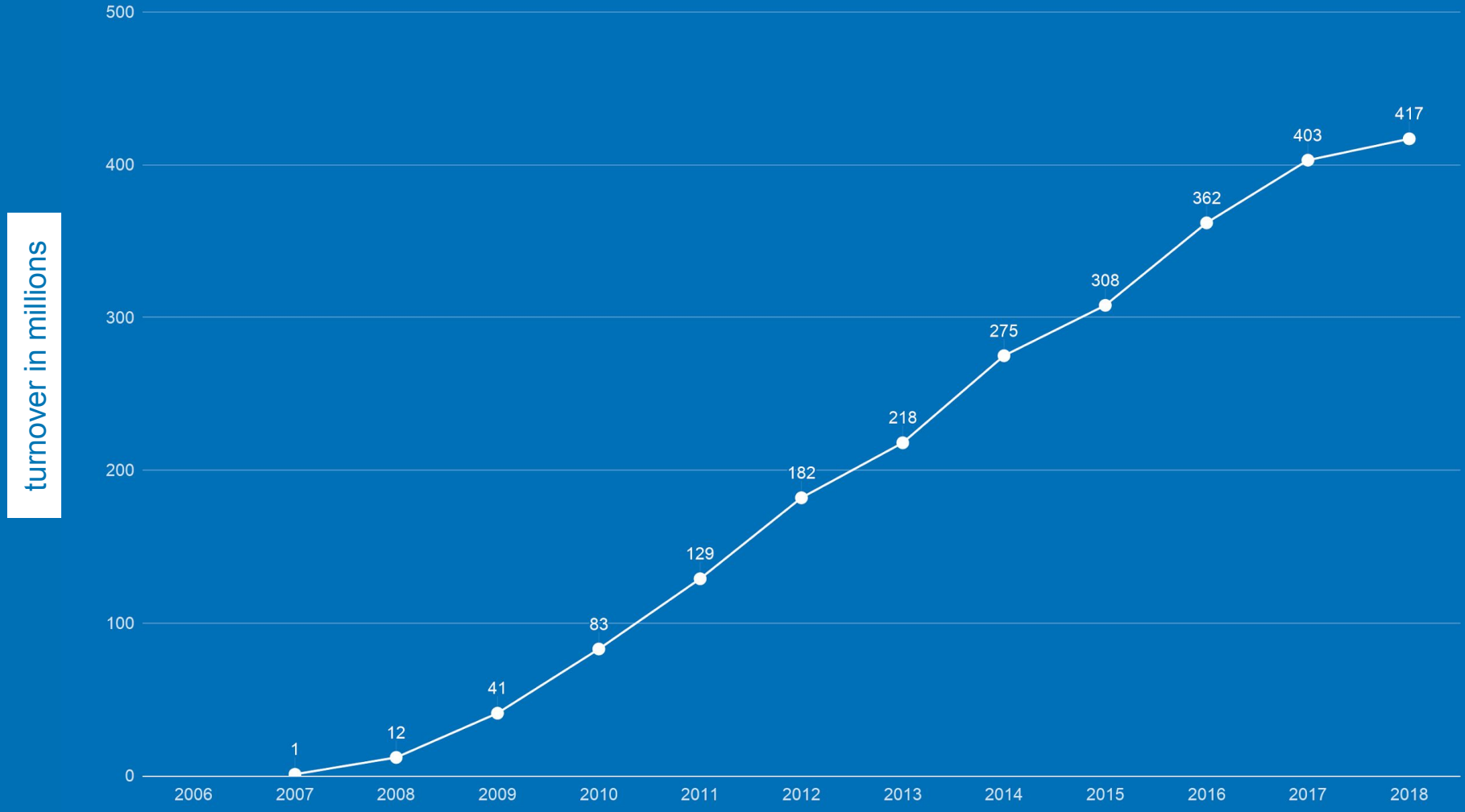


since 2016

4000 extra colleagues

successful

TURNOVER GROWTH



EMPLOYEES

15.000 nurses and nursing aids

50 backoffice

21 coaches

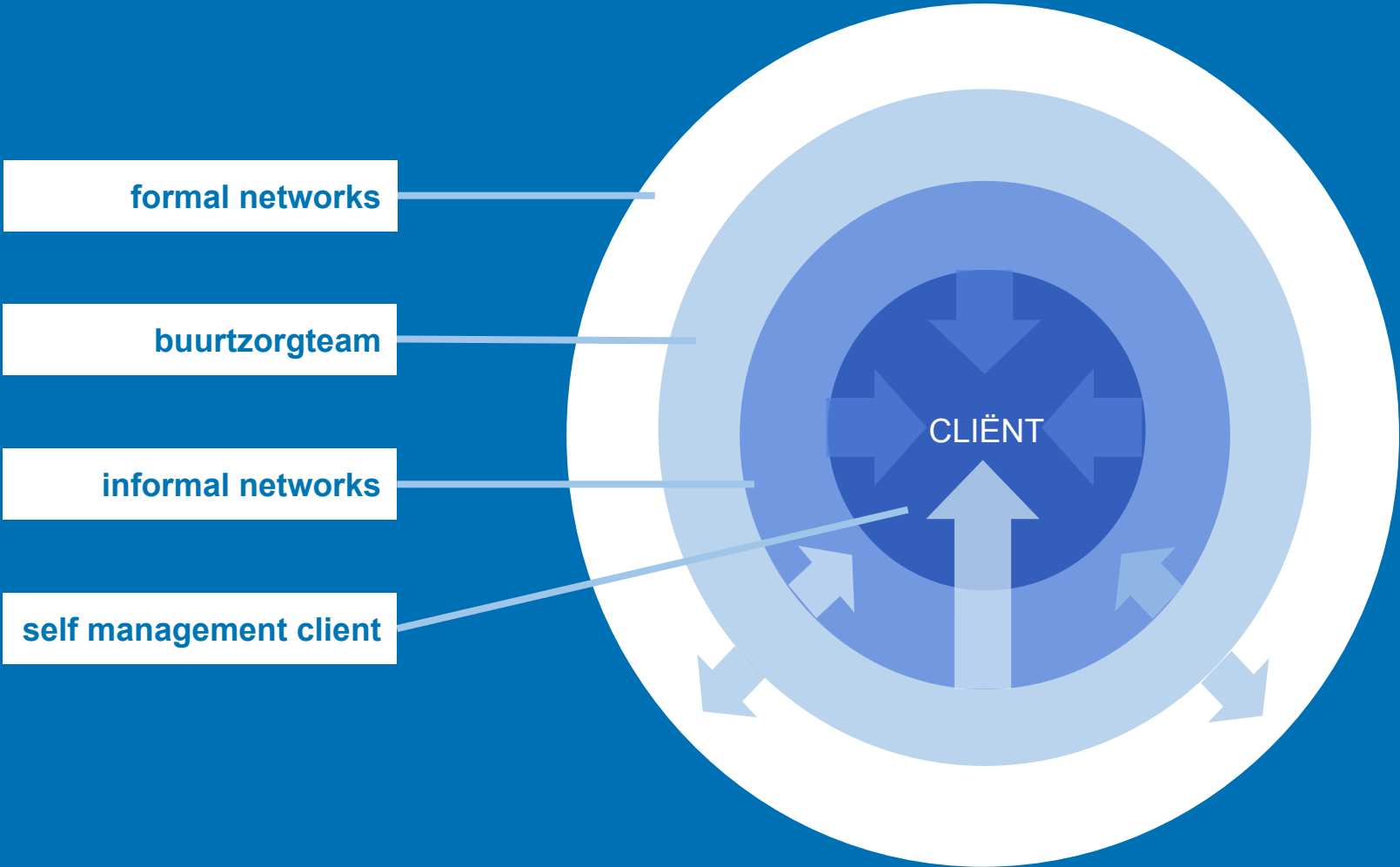
2 directors

AND MORE...

- Patient satisfaction: 9
- Employee satisfaction: 9
- 5 times best employer of the year
- overhead 8%
- 1200 new colleagues a year



ONION MODEL



inside out | empowering and adaptive | network creating | supporting | additional | replacement

(SELF)ORGANIZATION

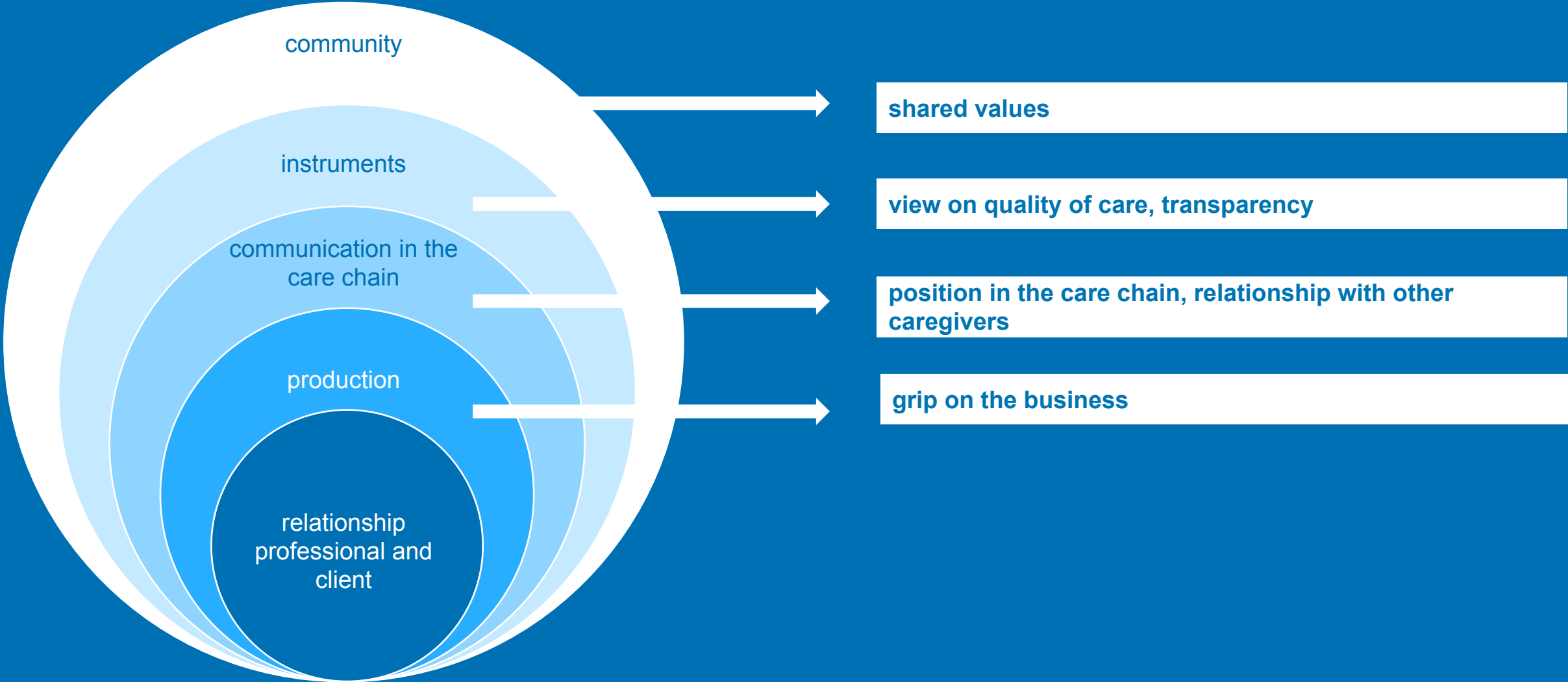
- Optimal autonomy and no hierarchy:
TRUST
- Reduction of complexity
(also by means of use of ICT)
- Generalists: taking care for all type of patients
- 70% registered nurses / 40% bachelor degree
- Own education budget
- Informal networks are much more important than formal organizational structures



SUPPORTING INDEPENDENT TEAMS

- 50 people in 1 back office; 21 coaches, managers 0!
- Back office taking care of inevitable bureaucracy, so the nurses won't be bothered with it!
- Tasks of back office:
 - The care is charged
 - The employees are paid
 - Making financial statements





shared values

view on quality of care, transparency

position in the care chain, relationship with other caregivers

grip on the business



BUURTDIENSTEN

BUURTWONEN

BUURTZORG JONG

BUURTZORG KRAAM

STICHTING MAJA 

BUURTZORGPENSION

BUURTZORG+

BUURTZORGHUIS

BUURTZORGT

BUURTZORG

COST EFFECTIVENESS FOR THE ORGANIZATION

- Overhead costs: 8% (average 25%)
 - more money for the care and innovation
- Financially sustainable



COST BENEFITS FOR THE CARE!

- Cost savings up to 40 % (Buurtzorg model leads to more prevention, a shorter period of care and less spending on overhead)
- More satisfied employees and clients



- The government and all political parties are stimulating other care organizations to work like Buurtzorg
- Other sectors are interested in the organization model



COVID-19 - THE GOVERNMENT APPROACH

- Government policy aimed at scarcity
 - lack of protective equipment
 - lack of tests
- Focus on hospitals, no protection for nursing home and homecare staff
- Setting up a central distribution system



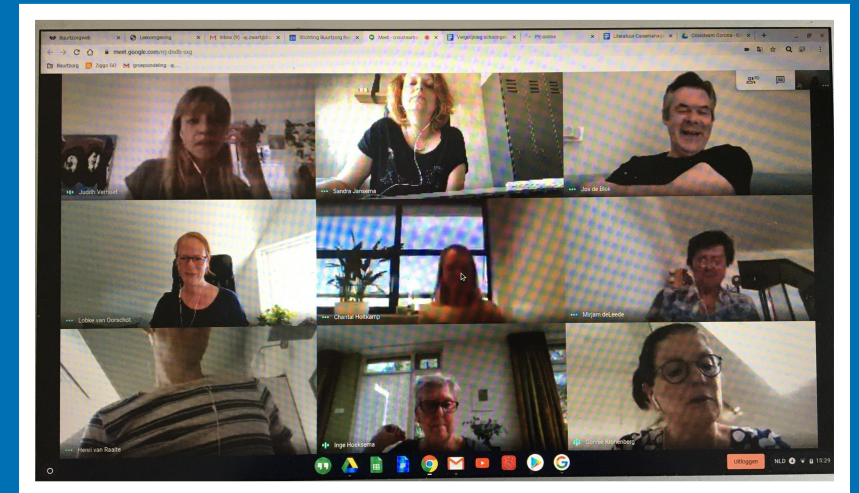
COVID-19 - THE BUURTZORG APPROACH

- Buurtzorg policy aimed at protection of employees and clients
 - setting up an airlift for protective equipment
 - advice to all colleagues to wear homemade masks at every home visit where there is no question of Covid
 - setting up own test facilities
- Explaining in the media that there are no shortages at all. Not in protective equipment, not in testing capacity

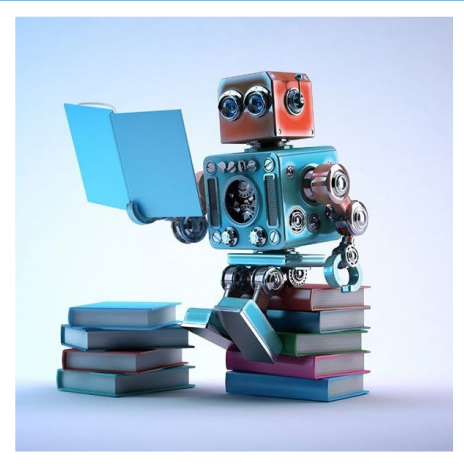


COVID-19 - BUURTZORG MODEL PROVES ITSELF

- A crisis team was formed quickly in an organic way
- Consisting of the board, an epidemiologist, an IT advisor and experienced nurses
- No orders or obligations for employees, but advice and safe frameworks
- Advices based on a preventive basic attitude, best practices, safety, wellbeing and solidarity



INNOVATIONS



BUURTZORG INTERNATIONAL



BUURTZORG INTERNATIONAL

- more and more interest in

COMMUNITY CARE MODEL



giving the best care at home, wherever you live

ORGANIZATION MODEL



teal the Buurtzorg way

BUURTZORG INTERNATIONAL

- Creating a movement and change of mindset
- Considering local situation
- (License) agreements with different partners
 - UK, Germany, Sweden, India, Australia, Japan



10 LESSONS ON IMPLEMENTING BUURTZORG

1. Leadership. C-level commitment
2. Just start. No blueprints. A pathway is created by walking
3. Don't try to convince. Seduce!
4. It's all about the relationship between professional and client.
Everything else is less important
5. Full freedom within the framework. Be strict when things happen
outside the framework
6. Give it some time. Dare to sit on your hands
7. Don't start if you haven't got a positive mindset about 'people'
8. Only demand-oriented service from mid- en backoffice
9. Strong belief in self-cleaning ability from teams.
10. Invite everyone to come up with answers and suggestions

OFTEN HEARD...

- Our people aren't suited for self organizing, we've got the wrong ones...
- We want best of both worlds.
- Easy job. Just fire the managers and tell the teams they are in charge now.
- It can be done without restructuring the back office.
- It won't work, it's just a hype.

EXPERIENCE BUURTZORG!

VISIT *one of our International Days*

BOOK *an Inspirational visit*

COME *to us for a Study visit*

JOIN *a Webinar*

FOLLOW *a Masterclass*

INVITE *us for a Keynote*

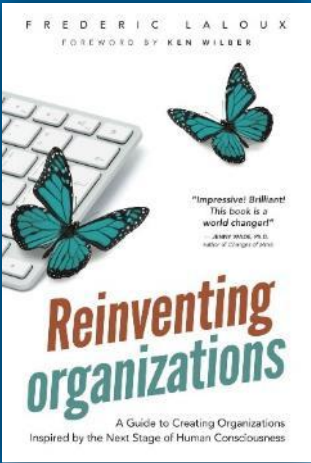


For more information check www.buurtzorg.com or contact us via info@buurtzorg.org

BUURTZORG

BOOKS

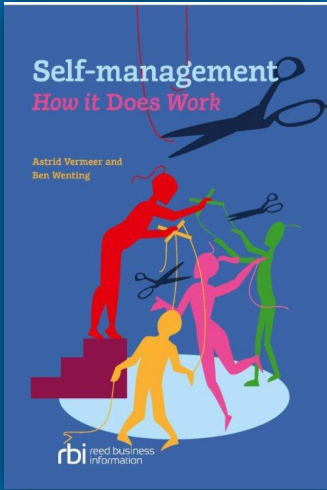
Frederic Laloux:
‘Reinventing organizations’



Sharda Nandram:
‘Organizational Innovation by Integrating Simplification’



Ben Wenting en Astrid Vermeer:
‘Self-management, How it Does Work’





KEEP IT

SMALL

KEEP IT

simple