

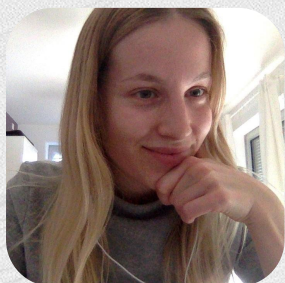
How could we save lives by freeing up  
hospital beds with advance directives <sub>(AD)</sub>

Challenge proposed by the State of Geneva in order to find effective ways of getting more people to fill out ADs



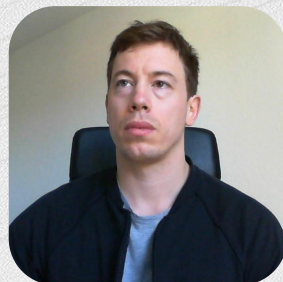
Who

# Team



**Robin**

Political Science  
Lemon ice cream



**Jérémie**

Finance  
Golf



**Anthony**

Insurance/Risk  
Classical Music



**Marc**

Technology  
Climbing



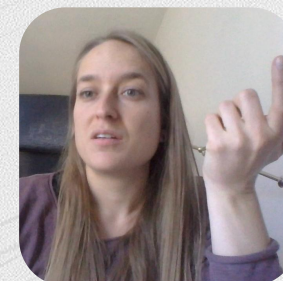
**Lionel**

Entrepreneurship  
Pastry



**Elia**

Psychology  
Jiu-Jitsu &  
everything bio



**Leni**

Computer Science  
Climbing mountains



**Iwan**

Visualizer  
Clean Miro Boards



**Elizabeth**

Marketing Strategy  
Travel



# The present Covid-19 pandemic creates the need to allocate resources in the most effective manner in order to save lives!

Switzerland has the 2nd costliest health care systems in the world.

Presently up to 92 % of the Swiss population have **not** signed an AD.

Scarce treatment resources will be used in invasive treatment on this who do not wish it.



- People are overwhelmed by choice & therefore delay setting up ADs.
- Hospital staff wastes valuable time trying to locate existing ADs.
- Some of the ADs are not being respected as they have not been available on time.

## Challenge

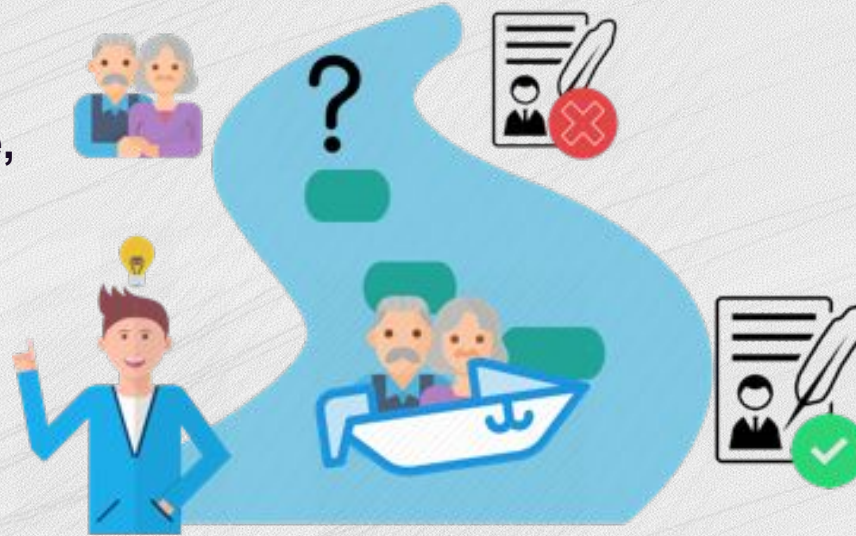
(and why it matters)



2 surveys conducted during Hackathon with public  
(N=226) and physicians (N=30)

## Public\*

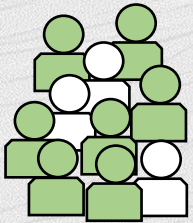
86% know AD and 96% want one,  
but only 20 have it !

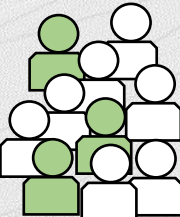


82% people would talk to their  
(grand-)parents about AD

78% elderly would like to talk  
about AD with their children

## Doctors\*

  
70% told patients  
about AD

  
34% have an AD

  
60% are  
confident about  
AD

How

# Our findings



# Our Solution

## Support Doctors' Facilitation

- Designing a process & providing further training for them
- Creating a dedicated web page that is open to discussions
- Developing materials adapted to older & less-able population (large print, easy to read, simple language, also a audio solution for partially sighted)
- Establishing information points (like dedicated phone line)
- Adding some "AD coordinators" in hospitals

## Support citizens creating their own AD's

- Communication needs to be a process, not only one meeting
- Relatives / Friends know how to talk with their elderly
- Fastest and most direct way to communicate is done digital



**Targeting the relevant population segment with a well-prepared marketing strategy via the most efficient communication channels!**

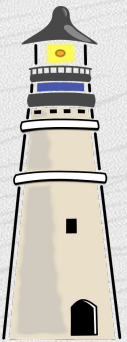


1. Understand the discrepancy between doctors and the general population.
2. Analyse why so many more doctors have ADs.

3. Get more information about the whole process and how it could be improved.

Level 2 →

Next Steps



In the long term, a national centralised on-line database of Advanced Directives would be an effective solution to present challenges.