

System of choice in the public sector

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Providers compete on quality not price!



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Two competitive models

Two principal models for exposing publicly financed activities to competition:

- The ***contract model*** involves activities undertaken by actors being purchased in accordance with the provisions of the Public Procurement Act.
- The ***free choice model*** or ***customer choice model*** may be used when exposing individual services to competition.

The Act on system of choice

The law entered into force on the 1 January 2009 and can be applied to health care, elderly care, disabled care and other social services.

Optional tool for municipalities that want to introduce a free choice system.

Mandatory for the county councils in introducing free choice in primary care from 1 January 2010.

The purpose is that the contracting authority transfer the possibility to choose a service provider within the system to the users of the services.

The process



The requirements are set up by the contracting authority.

All providers must satisfy the requirements to be able to offer their services.

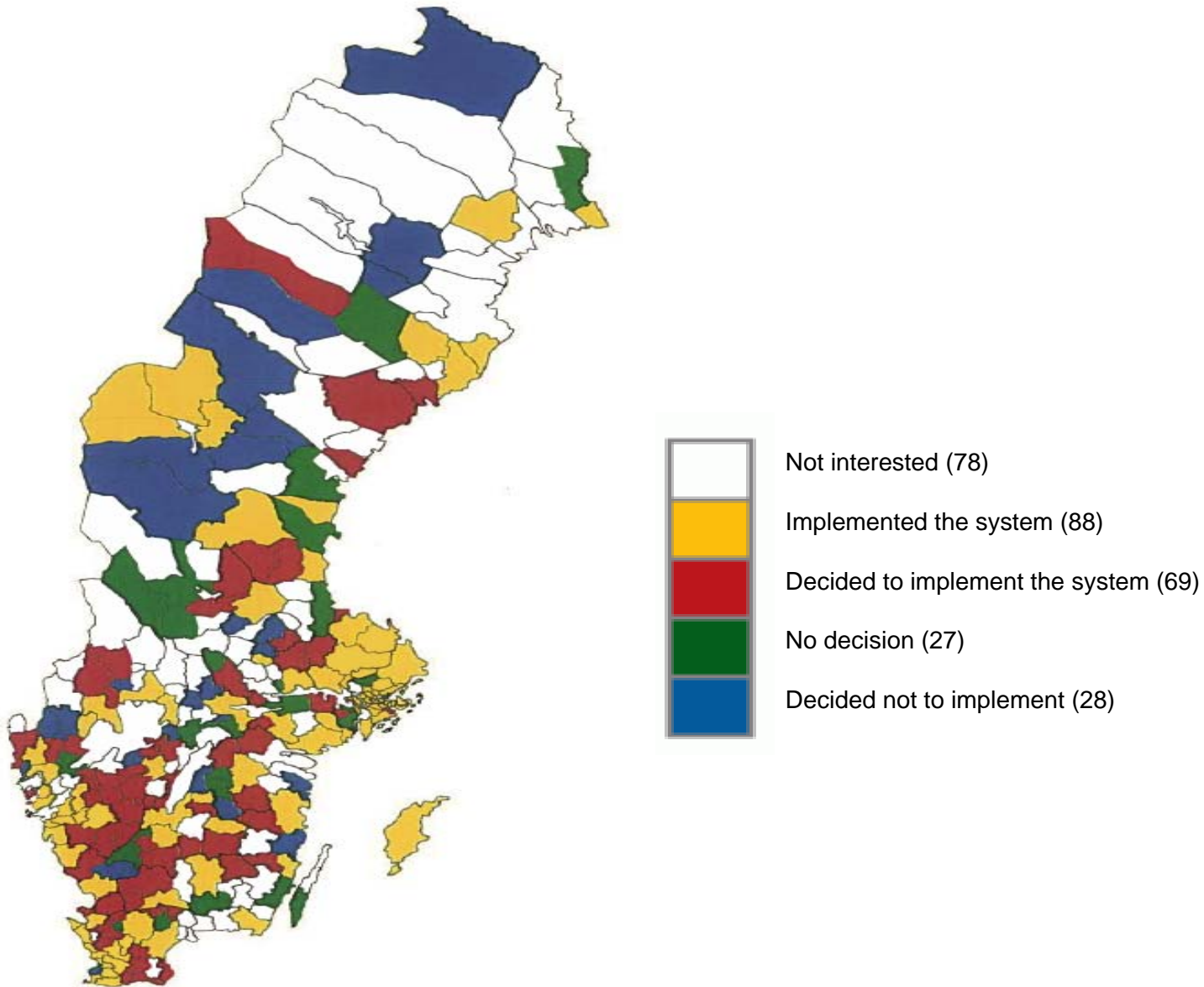
The level of payment given to the provider is set by the contracting authority and is depending on the amount of users choosing the provider as their service provider.

All applicants satisfying the requirements referred to in the contract notice and contract documents shall be approved.

What do the users want?



The results



The results – Elderly care

Almost half of Swedens elderly lives in a municipality who have private provider to choose from in the home help-service sector.

Most of the enterprises are small and medium sized.

85 % of the enterprises have a woman as a CEO or owner.

The quality of the services has increased with up to 75 per cent in total.

The results – Primary care

Around 230 new units in the primary care. This is an increase of 23 %.

2/3 of the units are small with less than 50 employees.

The accessibility has increased.

The opening hours are longer.

The needs of the patients are treated in a better and more satisfying way.

Thanks!

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