

European Society of Ophthalmology



Ivan Gan, The Netherlands
European Leadership Development Program Class of 2011-2013
Project Abstract

Title of Project: Bringing our members to the future with today's technology

Purpose:

The aim of my project is to create a modern and user-friendly platform for information access for the members of the Dutch Society of Ophthalmology.

The Dutch health care system has been facing rapid changes in recent years. Main cause is the immense increase in national health care costs year after year. Economical and political choices have been made to control costs and for the coming years many challenging decisions are yet to be made.

The Advocacy Committee of the Dutch Society of Ophthalmology has the honorable and challenging task to closely follow the changing environment within the Dutch health care system, and, whenever possible, influencing decision makers guarding the interests of the Dutch ophthalmologist and their patients.

As a member of the Committee, I consider it my mission to create a platform for easy access to up-to-date information concerning regional and national developments on topical health care issues, in particular those of interest to the Dutch ophthalmologists. Many modern communication instruments, like internet and social media, are readily available, however are still poorly used by our National Society. Now is the time to change that.