the drivers of drug consumption would be beneficial in finding the appropriate tool / intervention to restrain polypharmacy and improve patient compliance.

**PHP3**

**INNOVATIVE HEALTH TECHNOLOGIES IN THE “ANTI-AGING-MEDICINE” FIELD: RESULTS FROM A SYSTEMATIC HORIZON SCANNING**

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**OBJECTIVES:** “Anti-Aging”, as an example of “preference oriented medicine”, is a currently much debated field. While it is sometimes perceived as beneficial in averting unwanted effects of aging, improving quality of life and well-being, there is also substantial criticism. The current investigation aims at providing an overview on new health technologies of potential importance for future “anti-aging” interventions. **METHODS:** The analysis is based on the ZIM innovation database, which comprehensively records developments related to new and emerging health technologies. During the observation period from 2003 to 2007, n = 15,552 datasets covering technological innovations in health care could be identified from international publications and relevant internet sources. In three broadly defined application fields (hormone therapy, cosmetics and interventions related to improvement in cognition) upcoming health technologies were identified from the database. Currently available technologies, their intended use and potential future applications were described. **RESULTS:** Regarding hormone therapy (n = 97 hits in total) most frequently addressed indications were obesity (n = 28), fertility (n = 15), contraception (n = 15), menopause (n = 9), childhood growth (n = 8), and andropause (n = 6). Cosmetic interventions (n = 47 in total) mostly addressed the treatment of face (n = 20), skin (n = 13), and the female breast (n = 6). Reports on cognition (n = 8) focused on the improvement of the physical functioning (n = 5) or controlling of body parts/ protheses (n = 3). For most technologies and applications, however, it proved to be difficult to distinguish a particular “preference oriented” use from a potentially disease-related assignment. **CONCLUSIONS:** Most innovations represent either a minor improvement of an existing intervention or are still far from possible routine use. Findings that specifically indicate “preference based” applications were relatively rare. This leads to the conclusion that research and development of new health technologies primarily starts from a perceived demand for serious diseases and clear-cut indications. Only subsequently “preference oriented” uses may be addressed.

**PHP4**

**PATIENT PREFERENCES TOWARD HEALTH SERVICES PROVIDED BY THE GENERAL PRACTITIONER**

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**OBJECTIVES:** In the Dutch health care system, like many other countries, the general practitioner (GP) plays a key role in securing equity and effectiveness in delivering health care. Nowadays, GPs are often part of primary care centers and it is foreseen that these centers will play an even more important role in future health service delivery. A European comparison in nine different countries concluded patients favour small practices and full time GPs. The percentage of GPs working in small practices varies between countries. In the UK the percentage is 16% whereas in Belgium the percentage is 69% and in Netherlands the percent-

**PHP5**

**HEALTH LITERACY— AN ECONOMIC PERSPECTIVE: A SYSTEMATIC REVIEW**

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**OBJECTIVES:** Health Literacy (HL) is an important skill for health relevant decisions. Limited HL is associated with poorer health outcomes but little is known about the economic implications of limited HL. We assessed 1) the costs of limited HL for the health care system, and 2) the cost-effectiveness of interven-