



# Integrated cure, care and community – partnerships for innovation in living labs

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## Outline

- › Health care innovation in general
  - › Why and how?
  
- › Innovation in local settings
  - › Entrepreneurial innovation partnerships in local living labs
  - › Cyclic & open innovation
  
- › Challenges
  - › To sustain and spread local innovations





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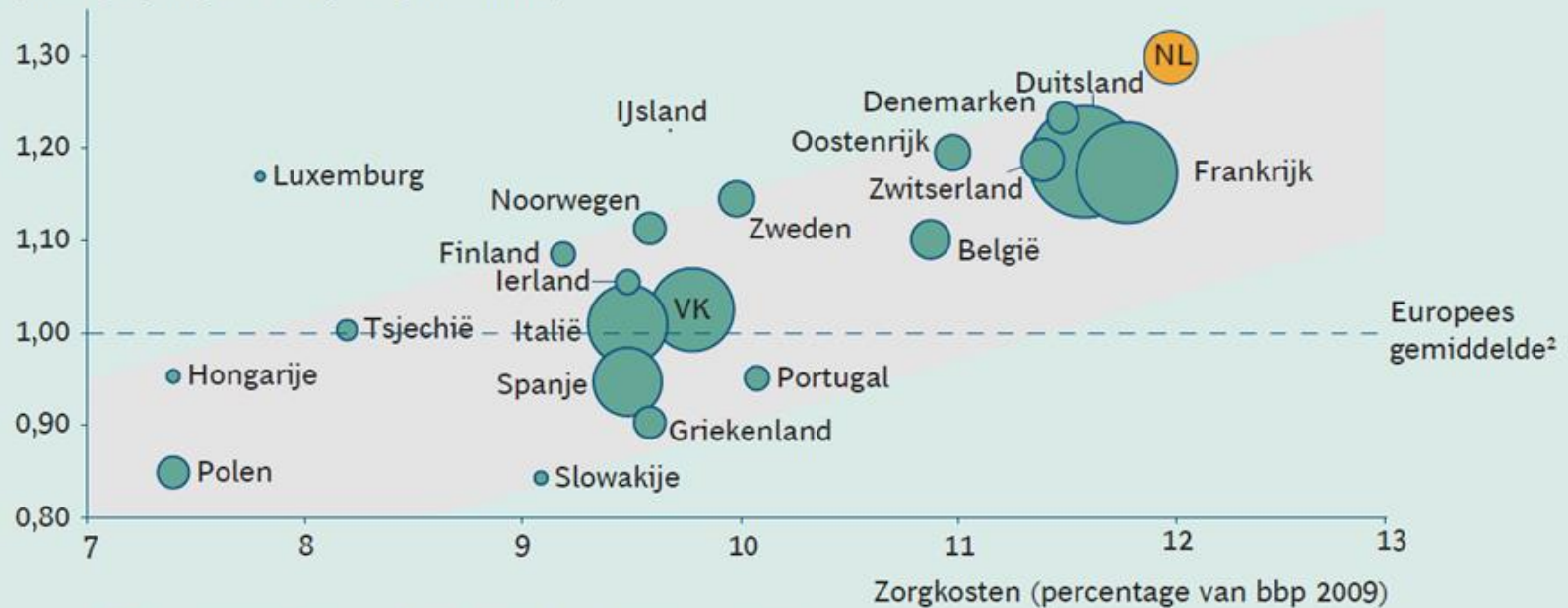
# Health care innovation





## Why?

Kwaliteitsindex<sup>1</sup> 2009  
(in vergelijking tot Europees gemiddelde)



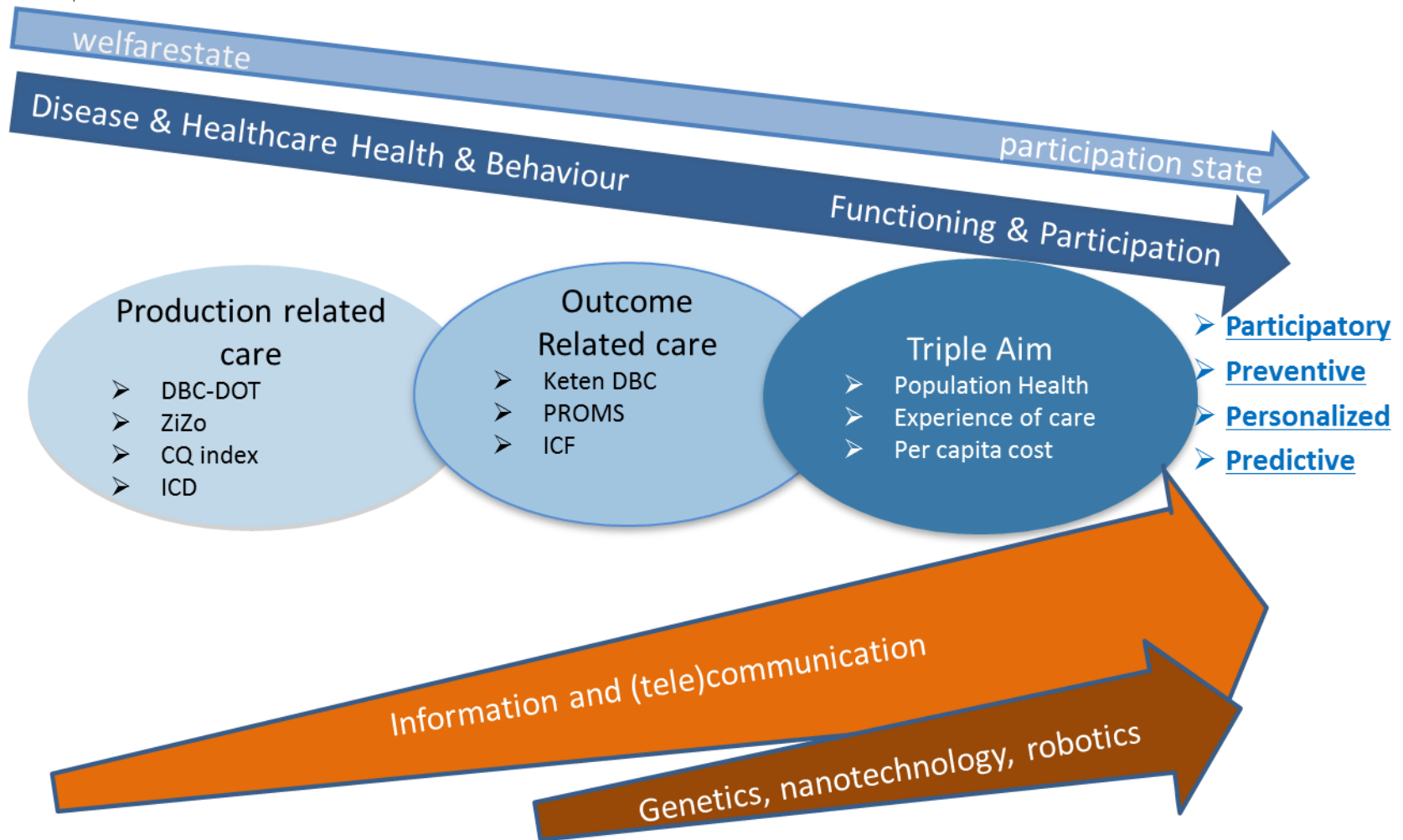
De bolgrootte geeft de totale zorgkosten per land weer (2009)  
De grootte van de hiernaast getoonde bol representeert € 50 miljard

1. Gebaseerd op de European Health Consumer Index 2009.

2. Gemiddelde score van alle 33 onderzochte Europese landen (in deze grafiek worden 22 landen getoond).

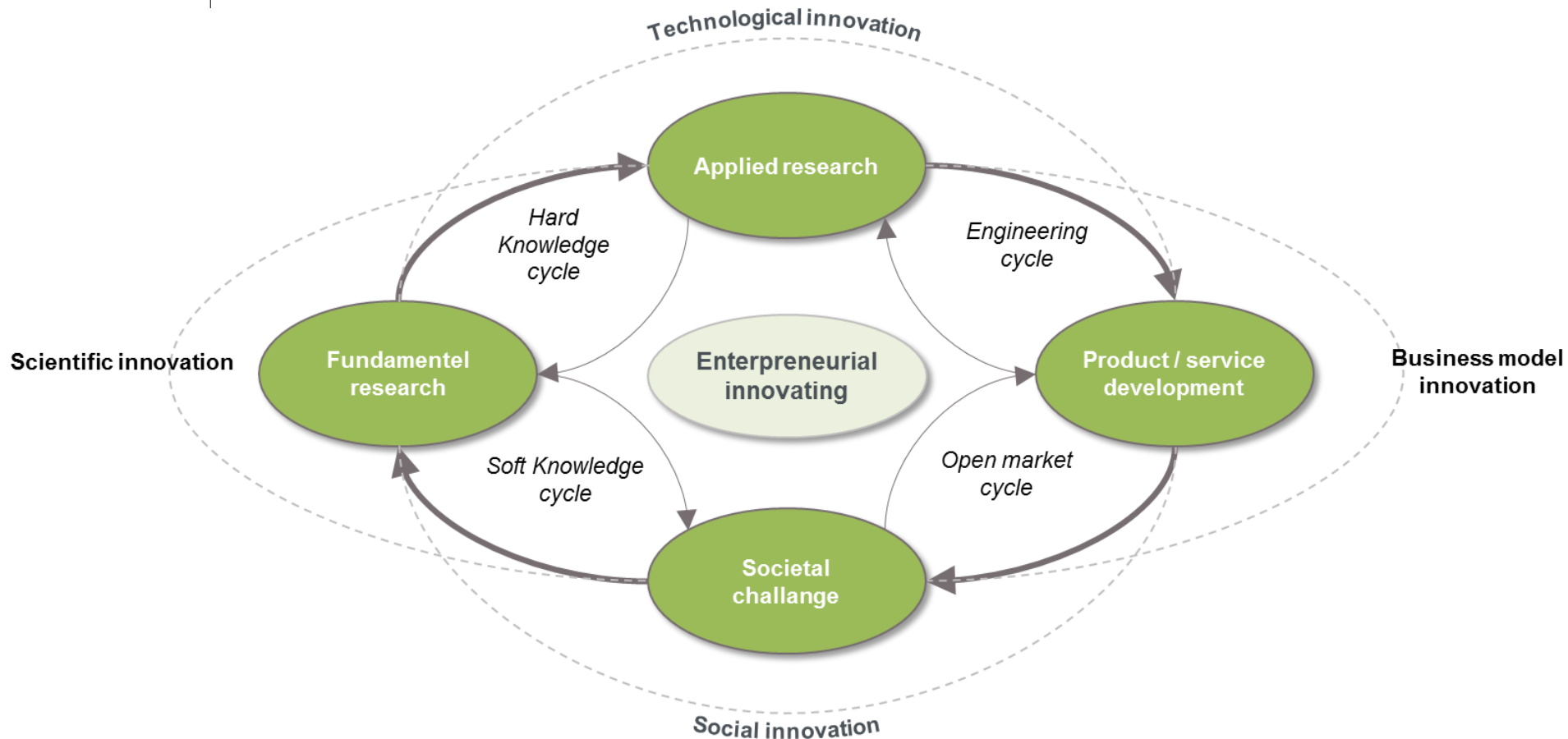


# Innovation for integrated, personalized health care





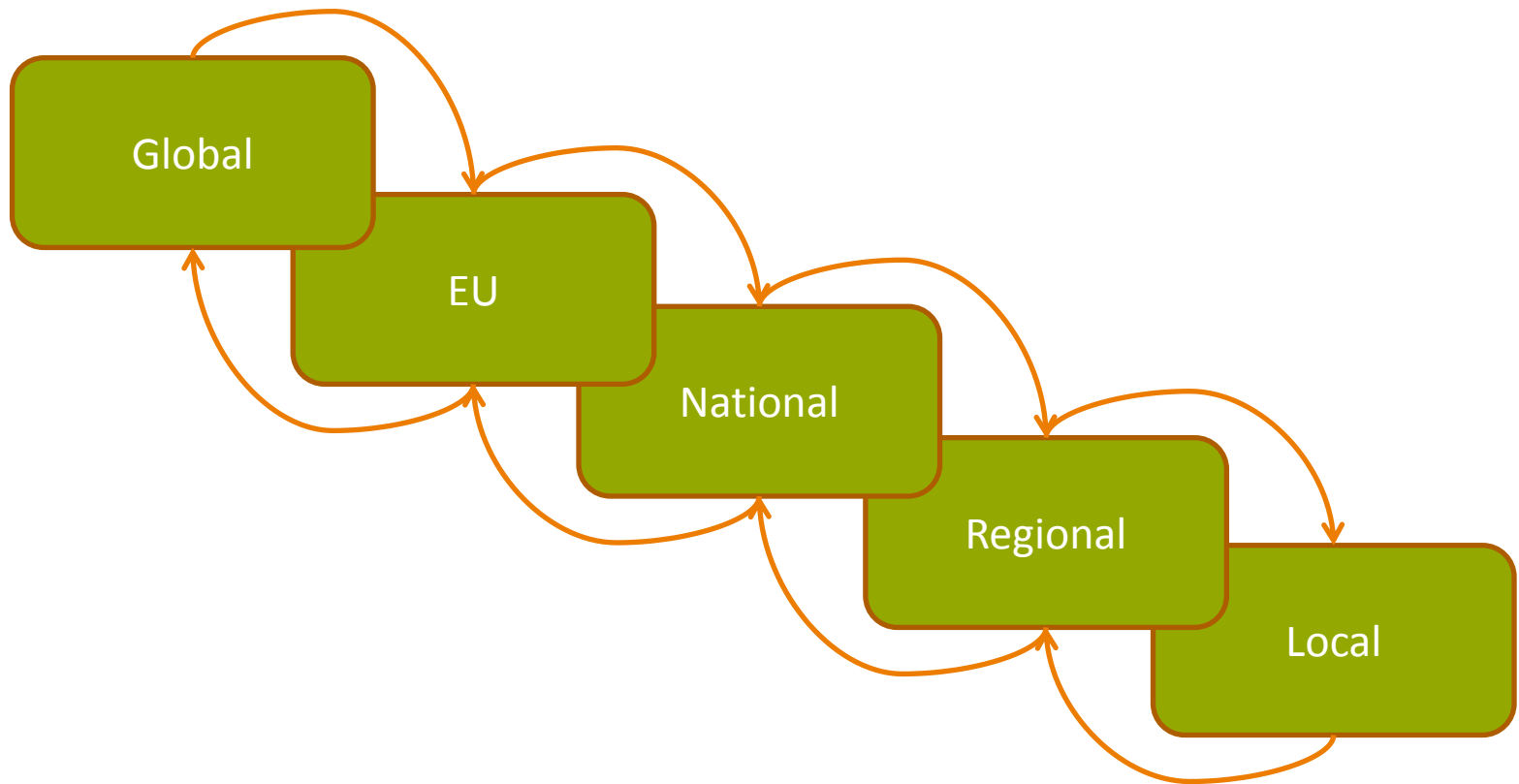
# Innovation: cyclical process that requires partnerships



Based on: Berkhout G., Duin P. van der, Hartmann D., Orit R. (2007) *The cyclic nature of innovation; connecting hard sciences with soft values*. Amsterdam: JAI Press



## From global to local and vice versa





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## Partnerships for local innovation







# Integrated care, cure & community requires partnerships on local levels

## › Living labs

- › Open innovation in local setting
- › Active involvement of practice organizations and professionals
- › Shared development, implementation & evaluation
- › Cyclic approach in collaboration with end users



## Challenge: managing the local innovation process

- › Triple Aim for continuous improvement: cost containment, improved quality and a healthier population
  - › What defines health & success on the local level from different perspectives?
- › Entrepreneurial innovation partnerships
  - › Shared values, shared savings / benefits
  - › Creating a bigger pie for the whole system; not a bigger piece of pie for a single organization
- › Experiences in various Dutch Living labs

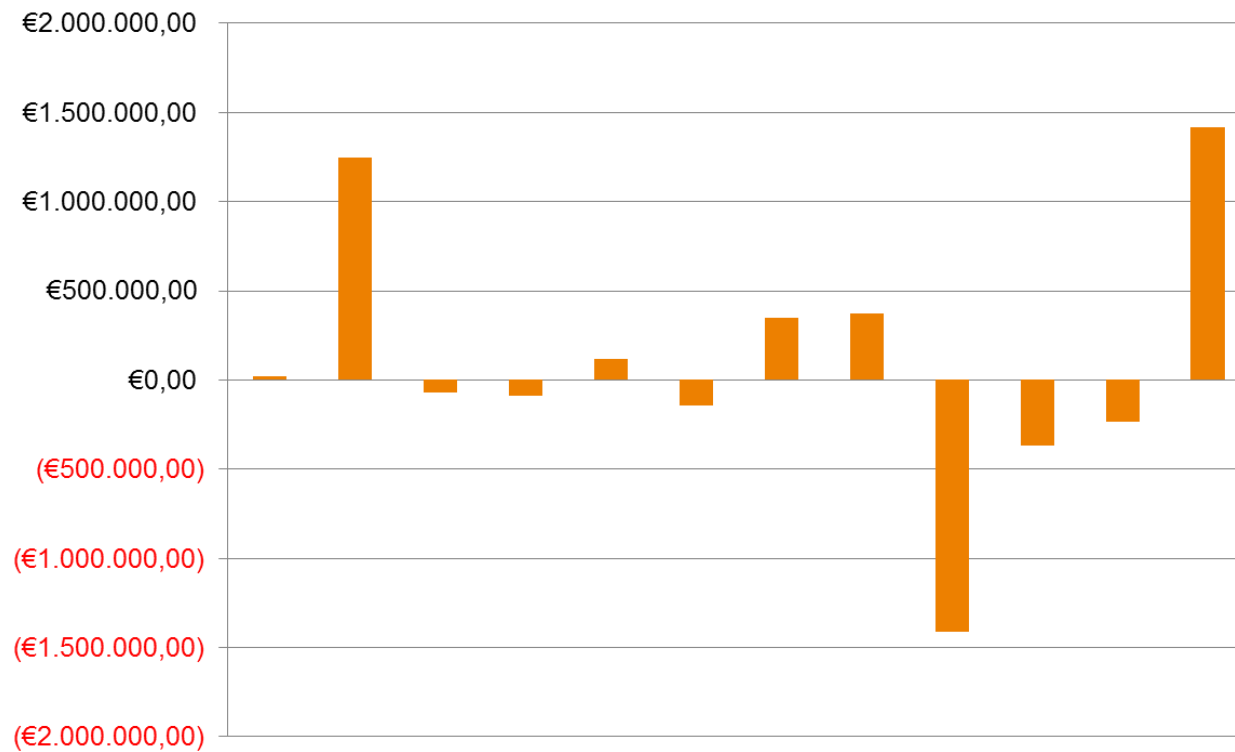


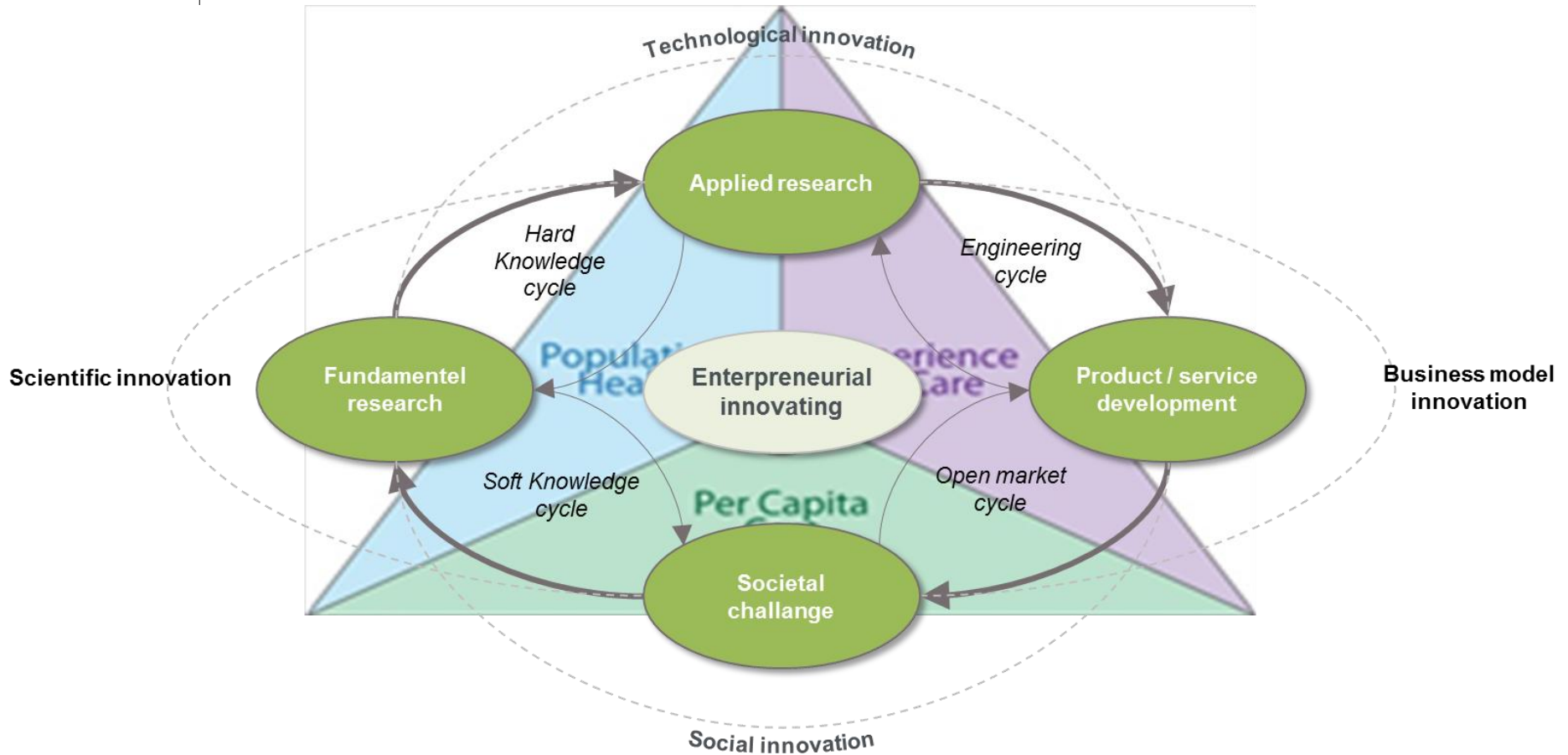
## Integrated care = sharing values & interests

- › Partial interests
  - › Insurers & municipalities
    - › a product (cost= & quality↑ OR cost↓ & quality=) that can be “contracted / priced”
    - › from health insurance funds or social funds (different silos!)
  - › Professionals and social workers
    - › good, quality care and support
    - › managing problems (medical versus social)
  - › The individual
    - › wants “to live”, “health & happiness”, “employment”
- › Which values are shared? How can interests, investments & rewards be aligned?



## Entrepreneurial local innovation partnerships







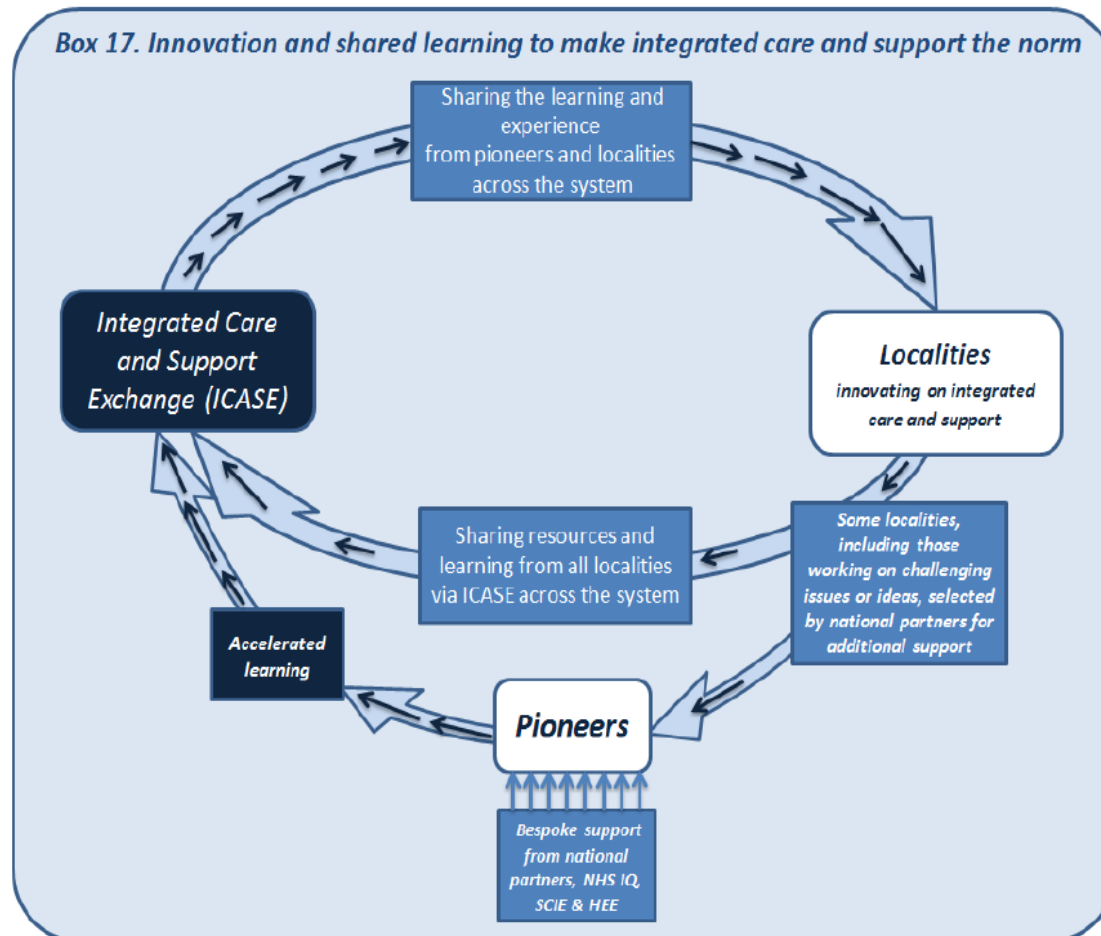
## Challenge: scientific innovation

- › New research designs
  - › Action research
  - › Pragmatic trials
  - › Embedded scientists
  
- › Data
  - › Big data
  - › Social data
  - › Open data
  
- › Research institutes should cooperate more



## Challenge: spread of innovation

### NHS model for innovation and shared learning





## Take home messages

- › Innovation
  - › Cost = & Quality ↑
  - › Cost ↓ & Quality =
  
- › How to innovate?
  - › Cyclic & open
  - › Local living labs for integrated care
  - › Entrepreneurial innovation partnerships
  
- › Challenges
  - › Sustainability of local innovations
  - › The spread of innovations







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**Thank you for your attention!**

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