



Michel van Schaik, director healthcare

First Annual Conference Lifestyle as Medicine
Leiden, 7 December 2017

Rabobank

Cooperative bank with strong presence in local communities



Strategy (2 pillars)

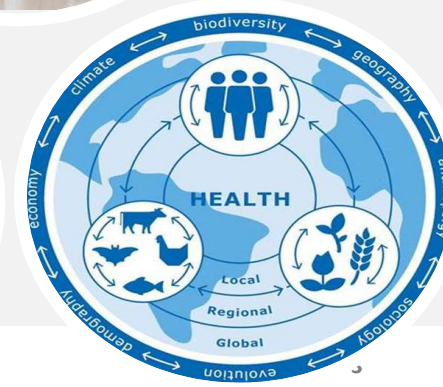
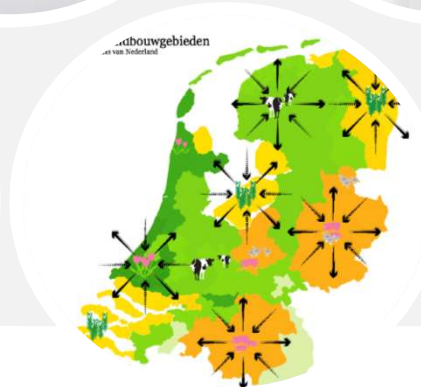
- International Food & Agri bank (Banking for Food)
- The Netherlands (focus on Healthcare sector)

Rabobank wants to contribute to vital communities by providing knowledge, networks and capital to entrepreneurs and companies that add value to society.

We believe in Public Private Partnerships

Rabobank already has a strong Eco-system of relevant stakeholders (local, national and international level)

Societal challenges regarding Vitality (Nutrition & Health) are accumulating!

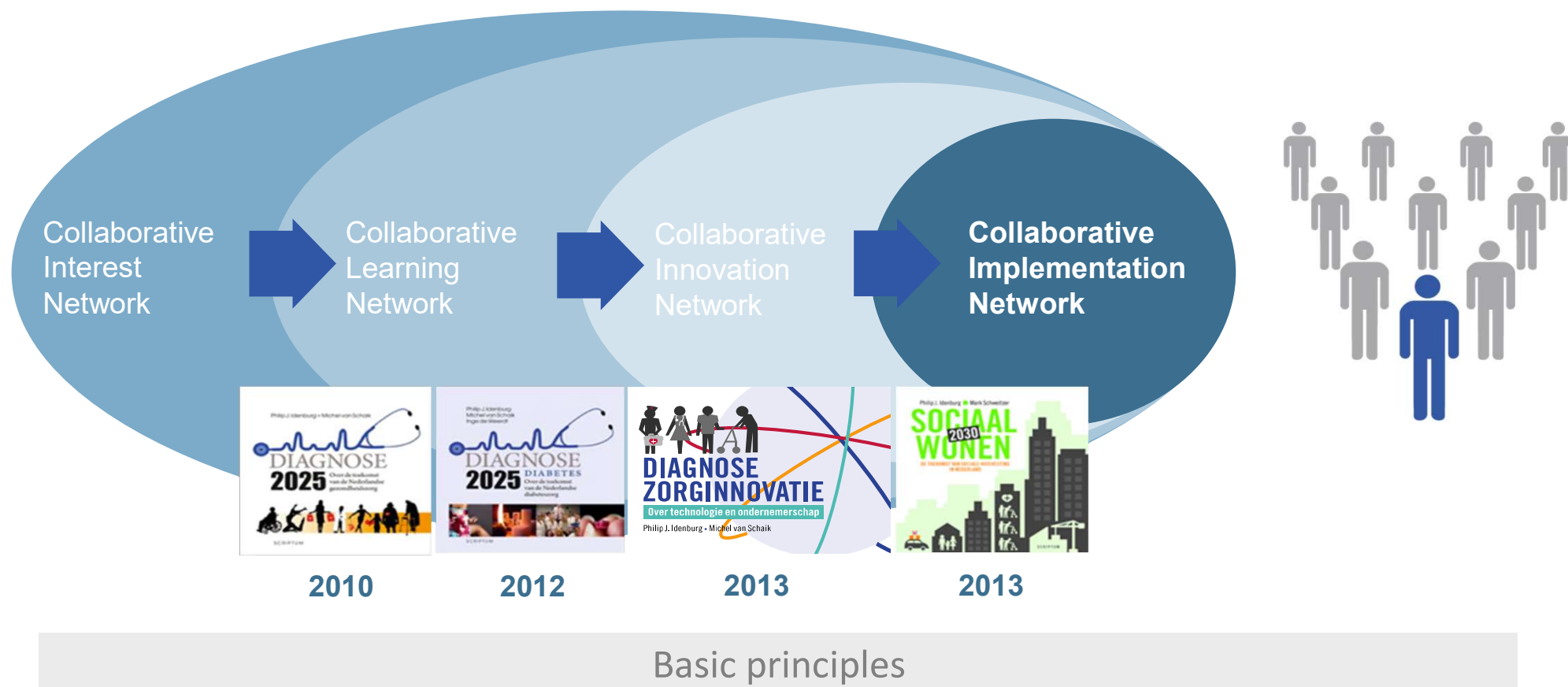


Accelerator: Diagnosis Nutrition & Health



1. Contribute to the vitality and well-being of the region of Utrecht and the Dutch population.
2. Contribute to controlling the growth of healthcare costs and the growth of labor-related costs due to absenteeism and presenteeism.
3. Contribute to 'health literacy' of the population of Utrecht and the Dutch population.

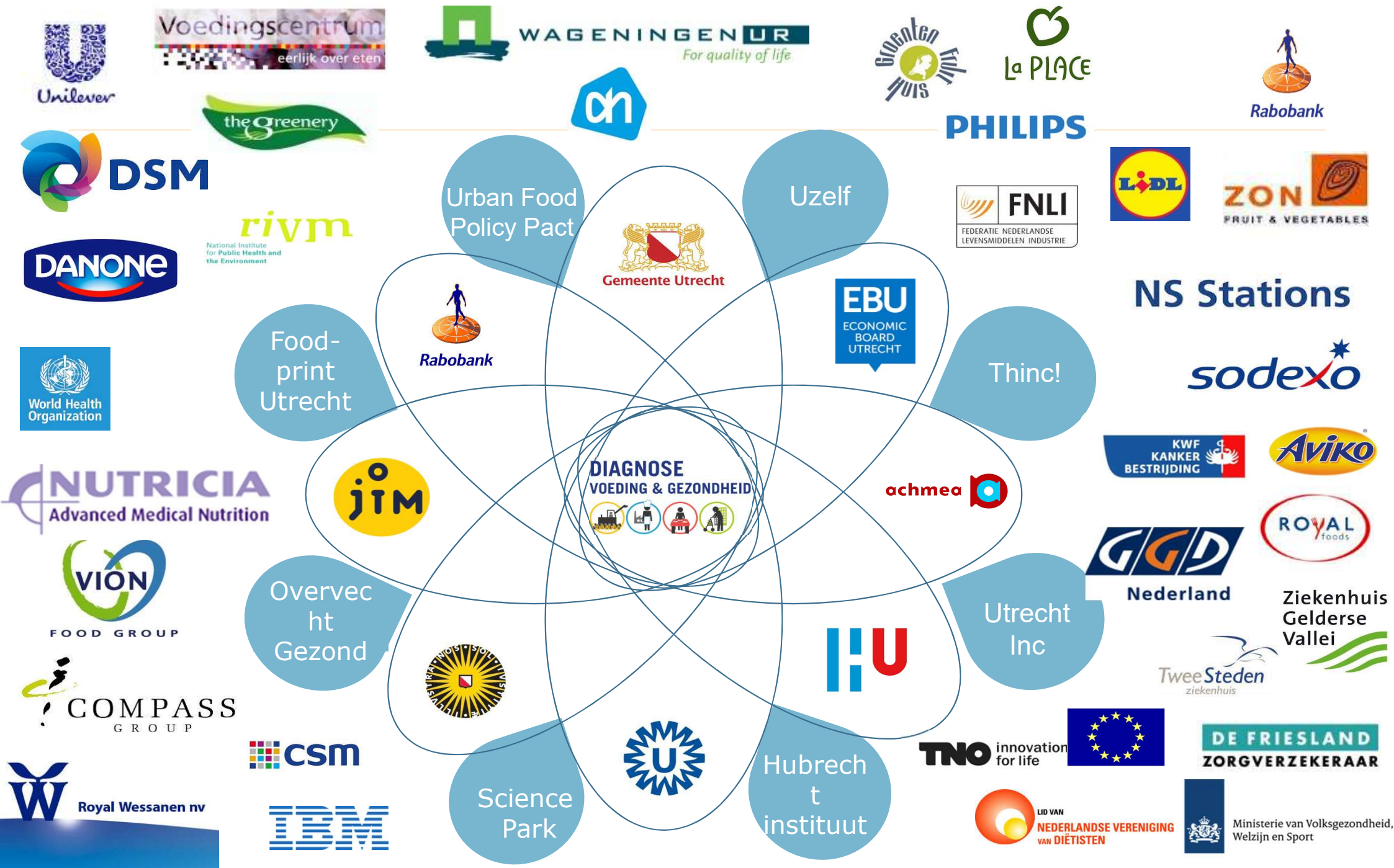
Diagnosis Nutrition & Health builds upon the existing eco-system of former programs

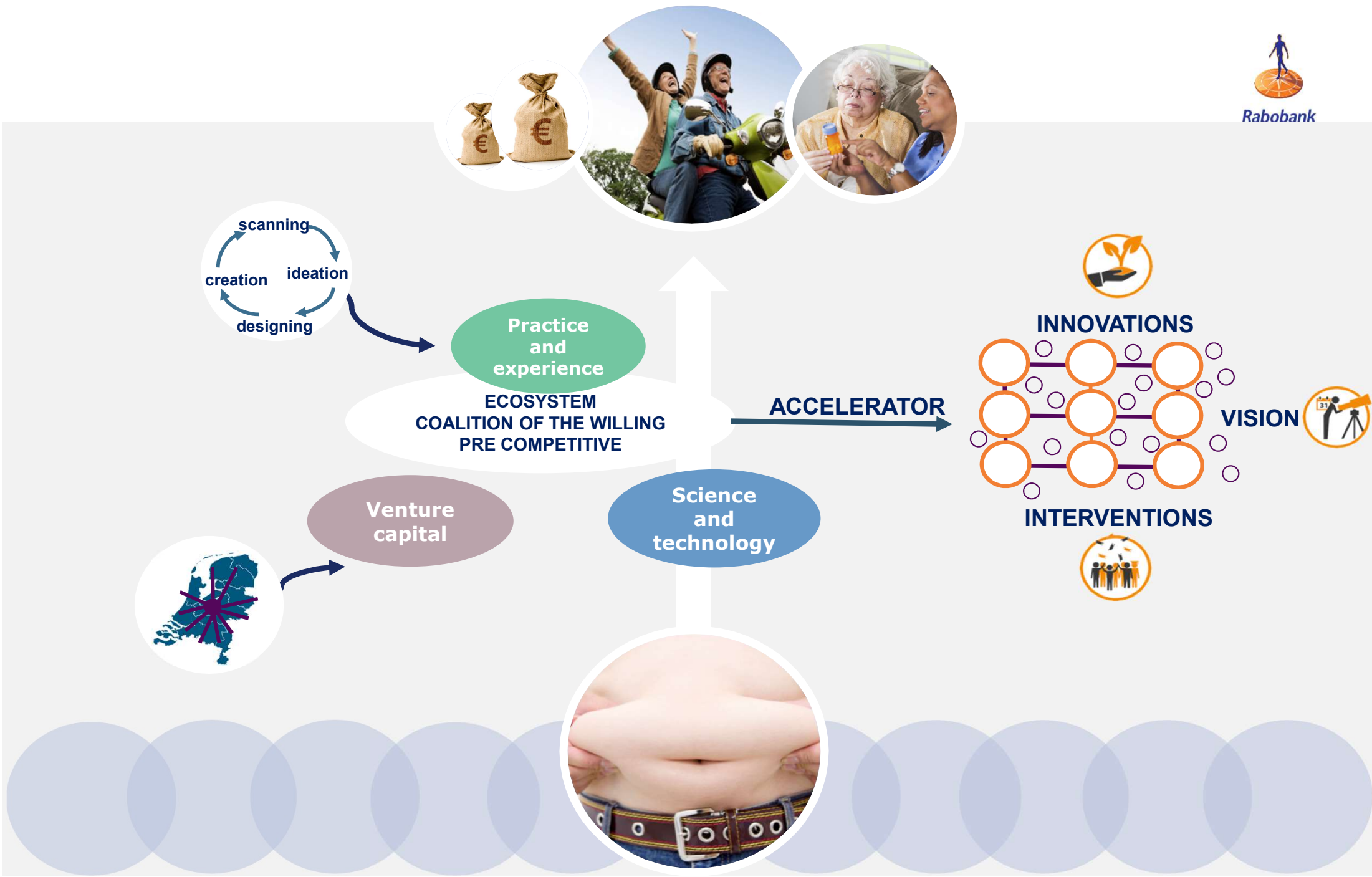


Coalition of the willing and doing

Joint policy development
Co-Creation

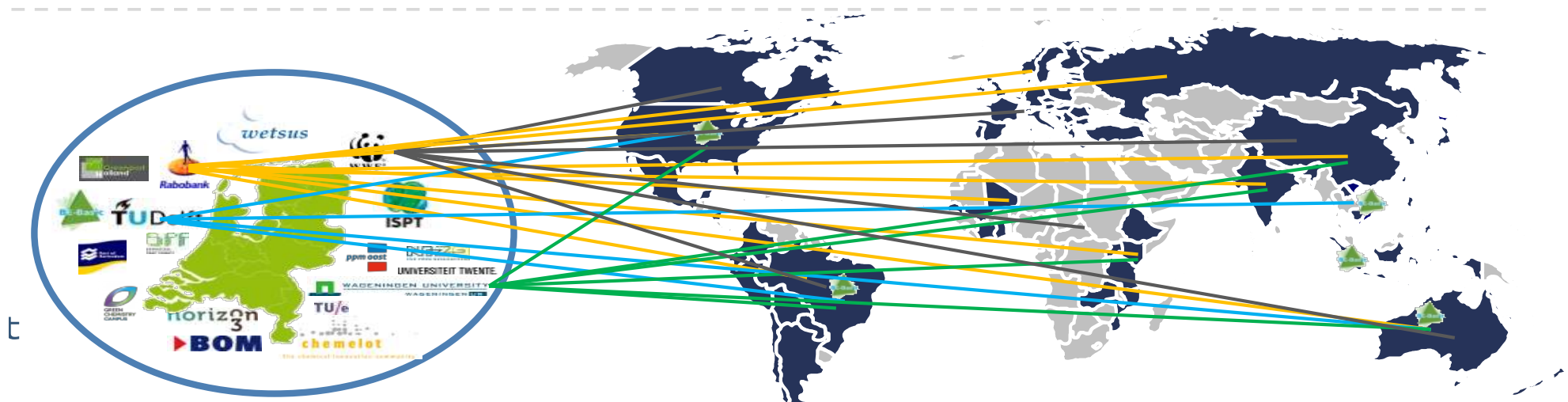
Innovation





Rabobank's contribution

- Sharing vision and knowledge;
- Help setting stage for investing in vitality;
- Facilitate and stimulate (HC) entrepreneurship;
- Provide hands on support for SME's (businesscase);
- Share local, national and international networks;



Let's work together.....



.....and transform healthcare systems into sustainable eco-systems focussing on lifestyle and vitality!

