



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





03 oktober 2013
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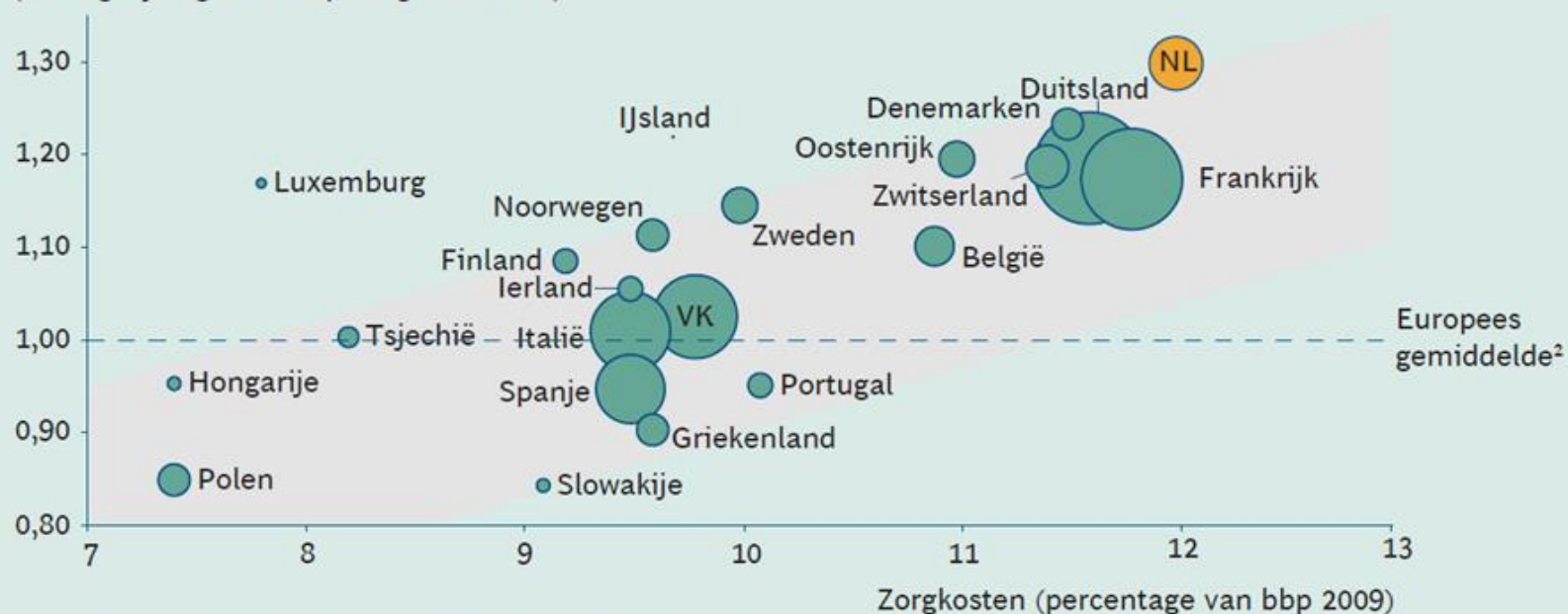
Health care innovation





Why?

Kwaliteitsindex¹ 2009
(in vergelijking tot Europees gemiddelde)



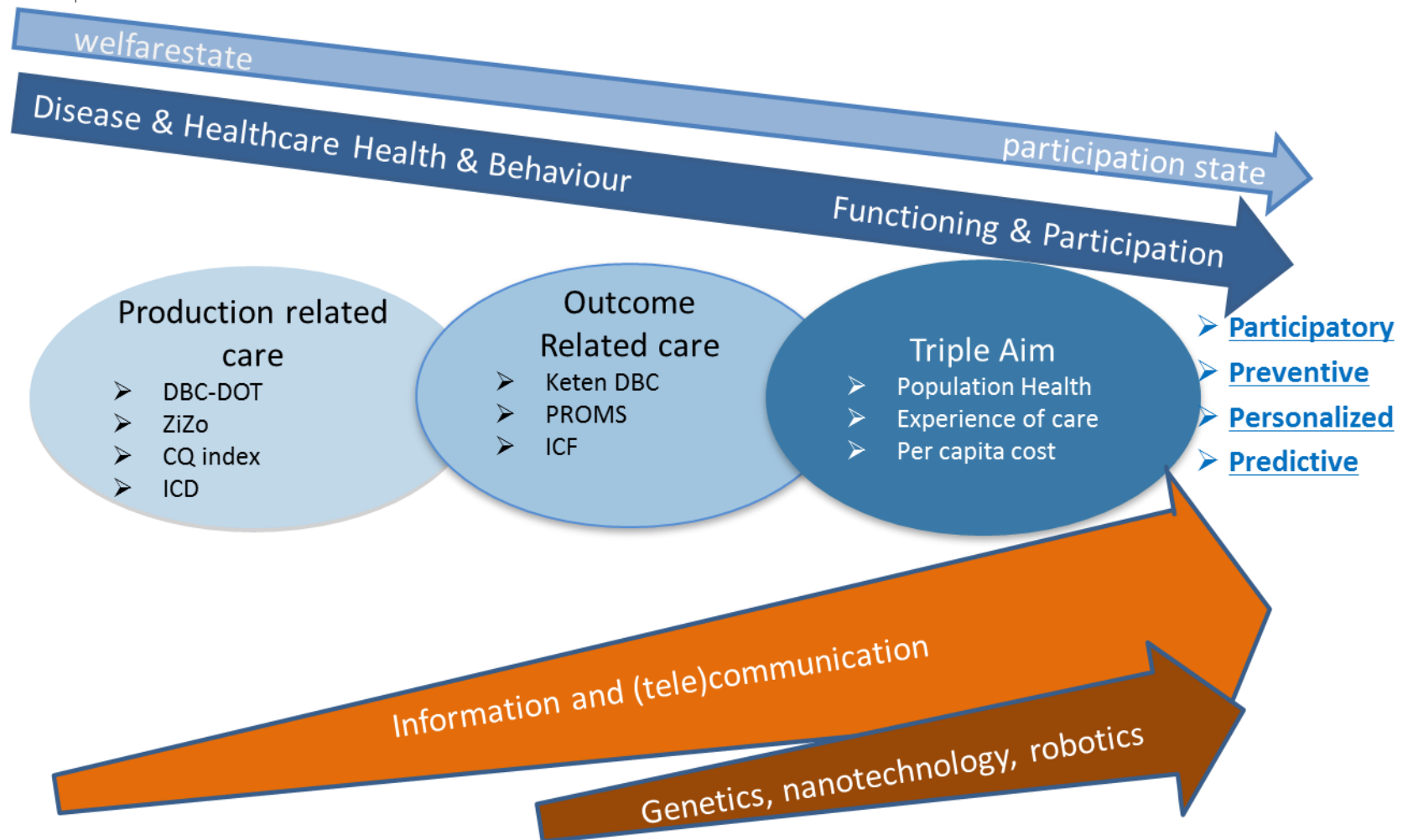
De bolgrootte geeft de totale zorgkosten per land weer (2009)
De grootte van de hiernaast getoonde bol representeert € 50 miljard

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).

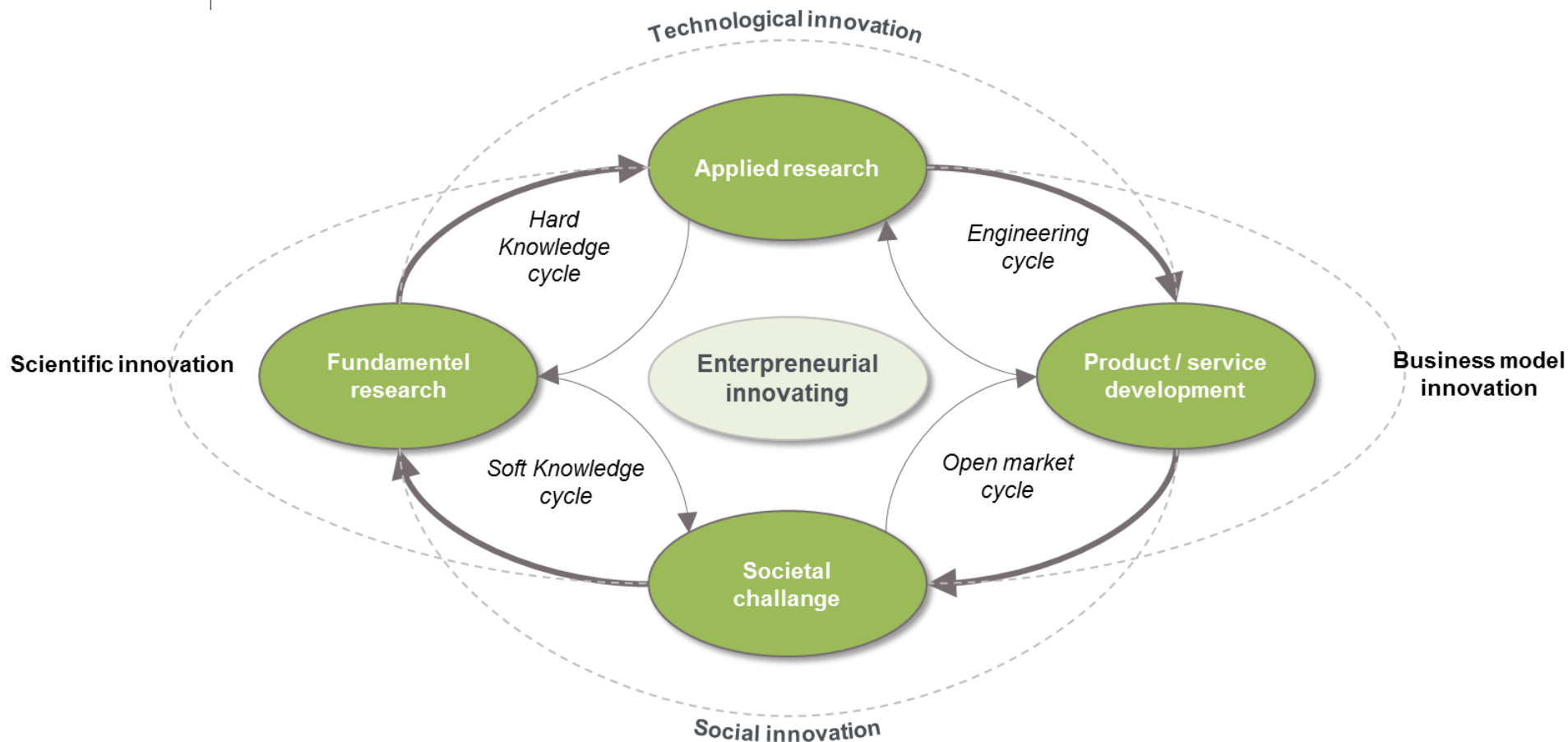


Innovation for integrated, personalized health care





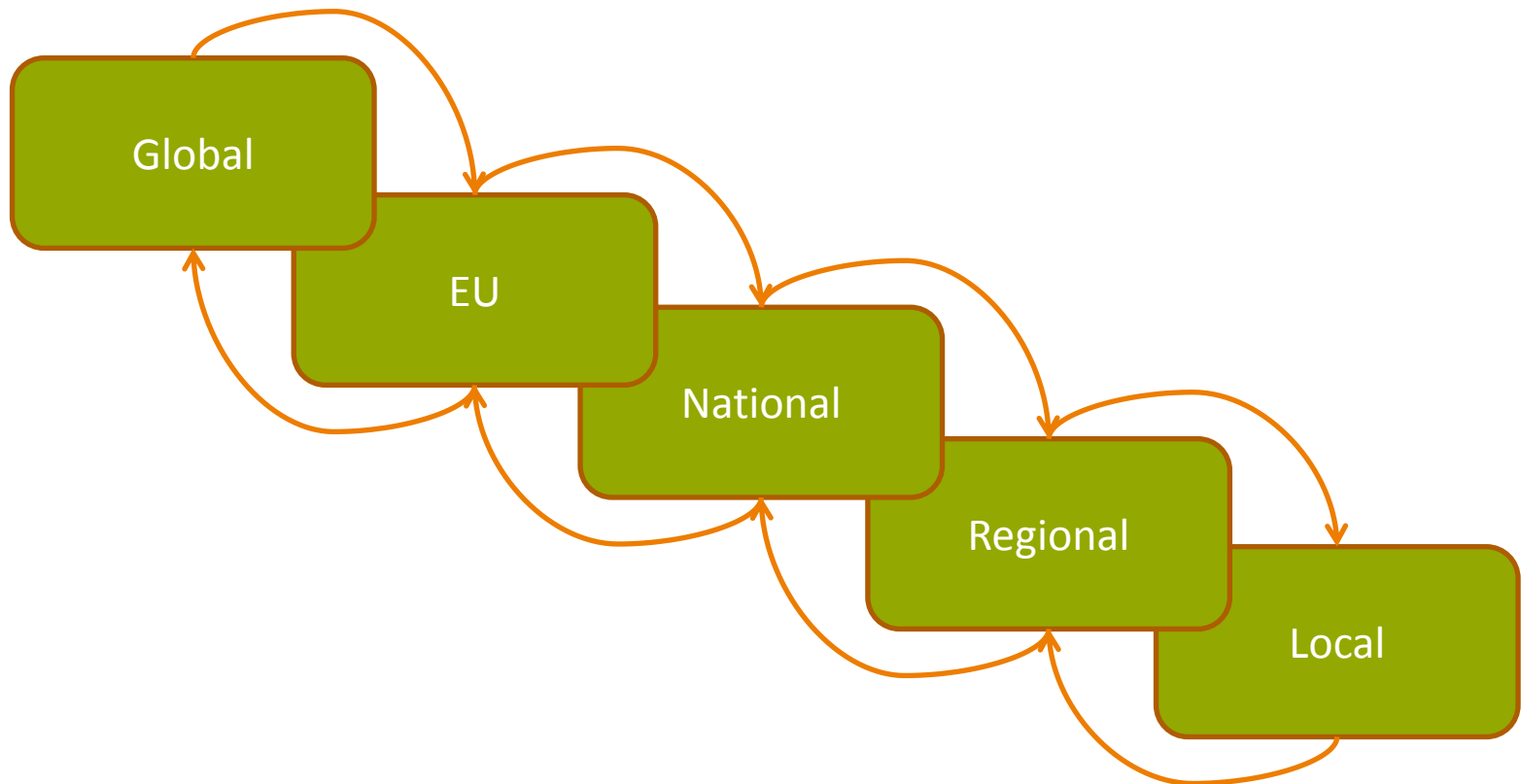
Innovation: cyclical process that requires partnerships



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

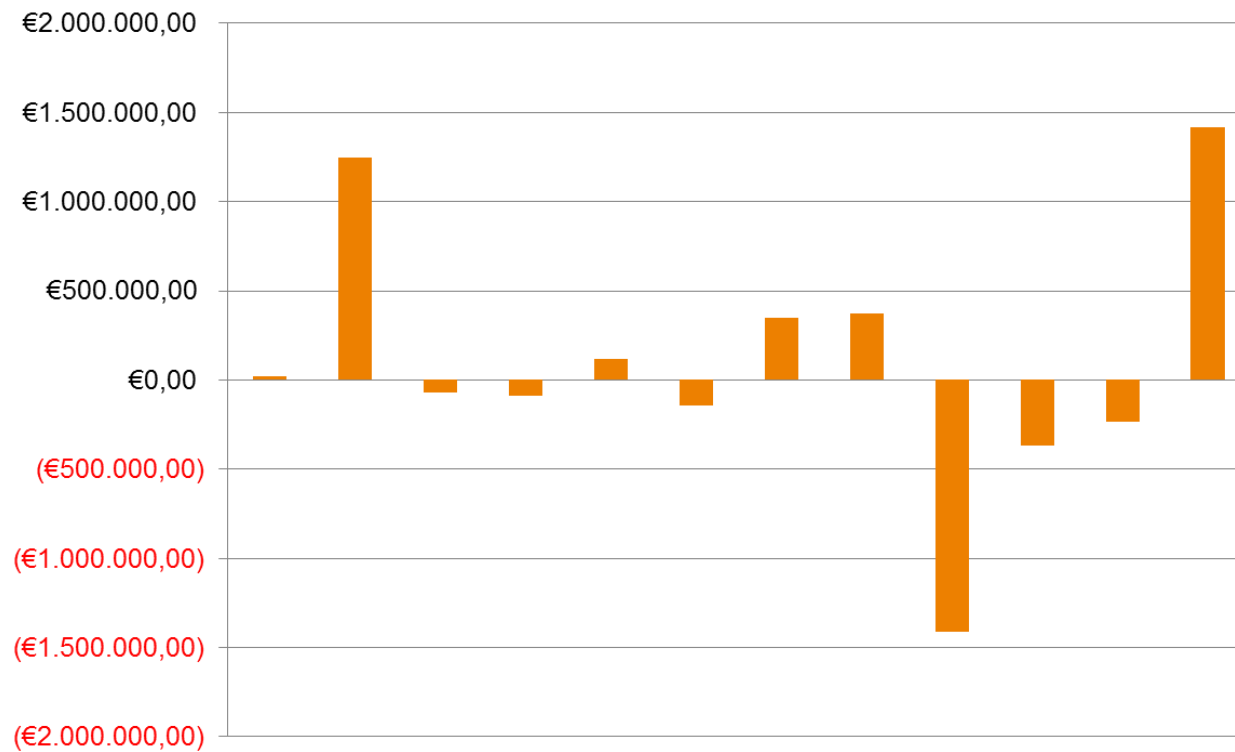


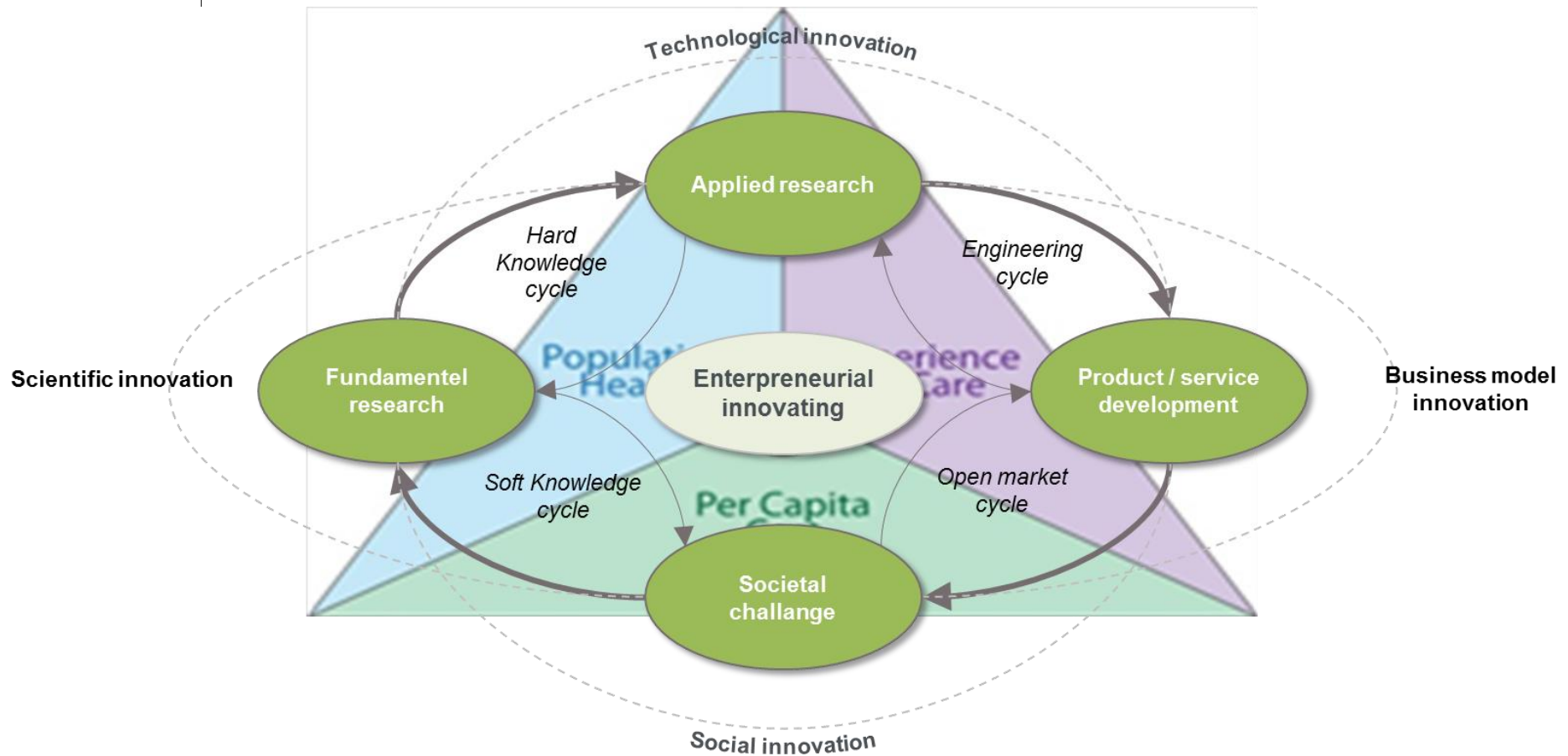
Integrated care = sharing values & interests

- › 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







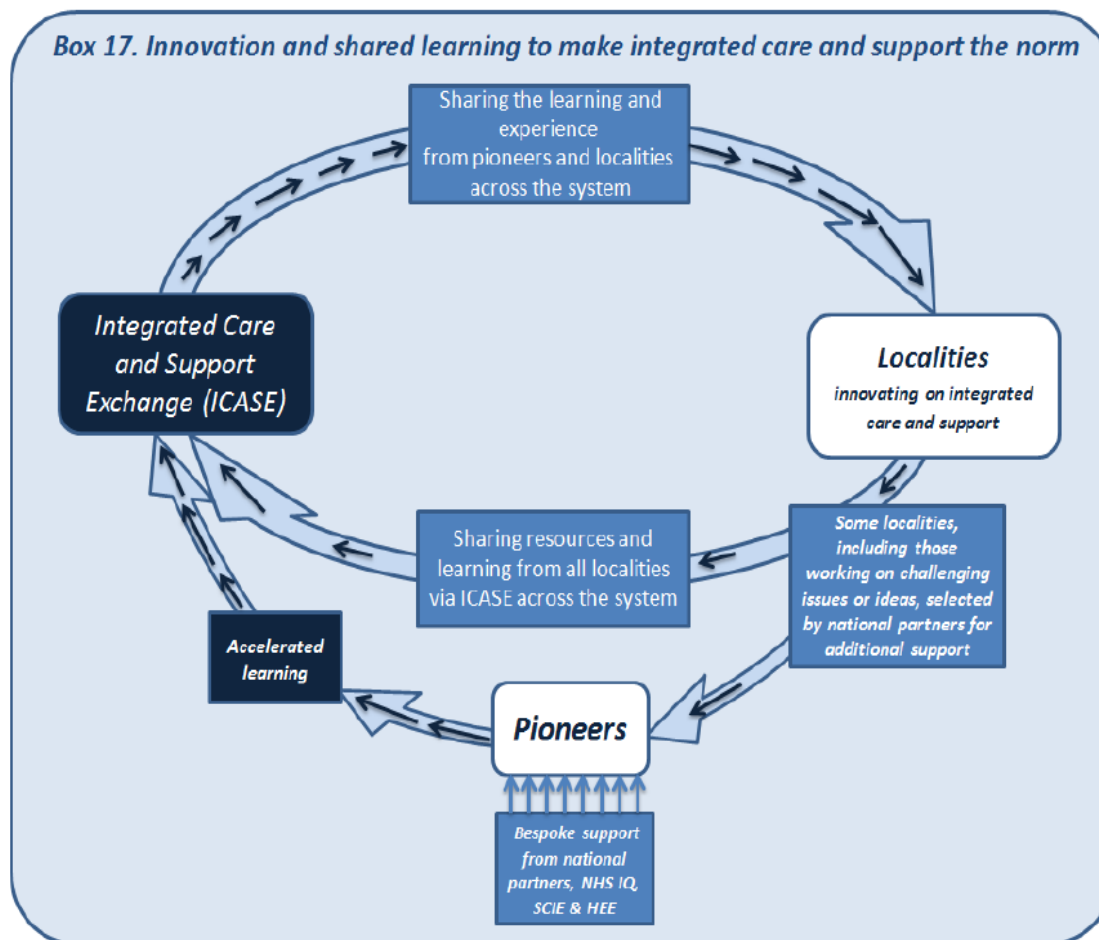
Challenge: scientific innovation

- › 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



Source: National Collaboration for Integrated Care and Support, May 2013



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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