



amsterdam economic board

**connecting
innovators**

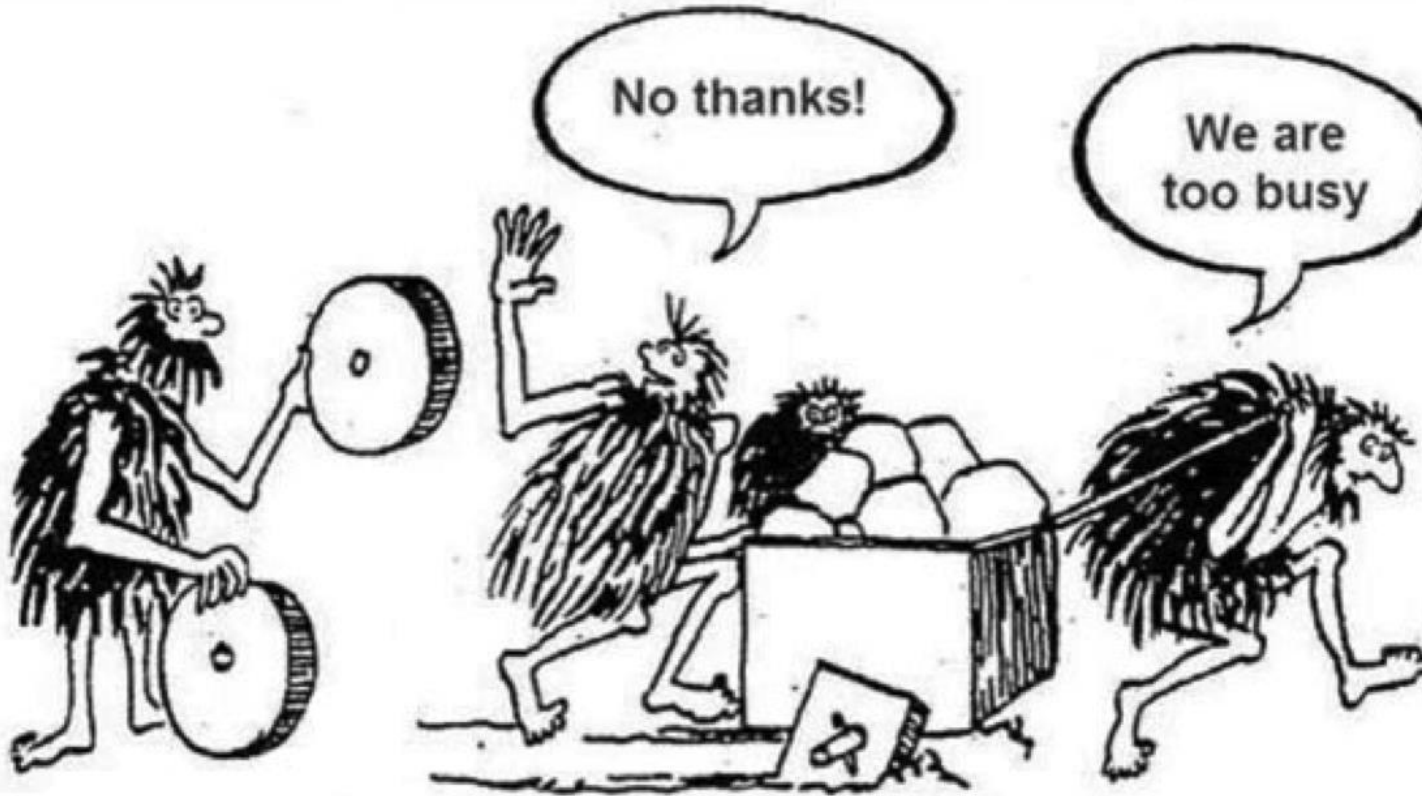
Strategy
Health
2017

I amsterdam.

On innovation...

There is **nothing more difficult** to take in hand, **more perilous to conduct**, or **more uncertain** in its success, **than** to take the **lead** in the **introduction of a new order of things**. For the reformer has **enemies** in all those who profit by the old order, and **only lukewarm defenders** in all those who would profit by the new order, this lukewarmness arising partly from **fear** of their adversaries ... and **partly from the incredulity of mankind, who do not truly believe in anything new until they have had actual experience of it.**

On innovation – the twitter version



Health is in transition



EIP on AHA

REFERENCE SITE

Lifestyle
diseases



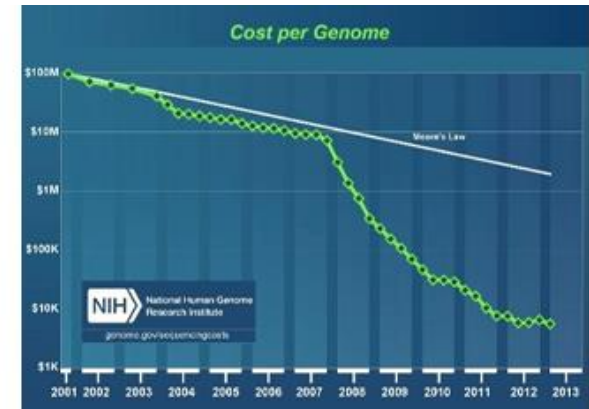
Healthy
living



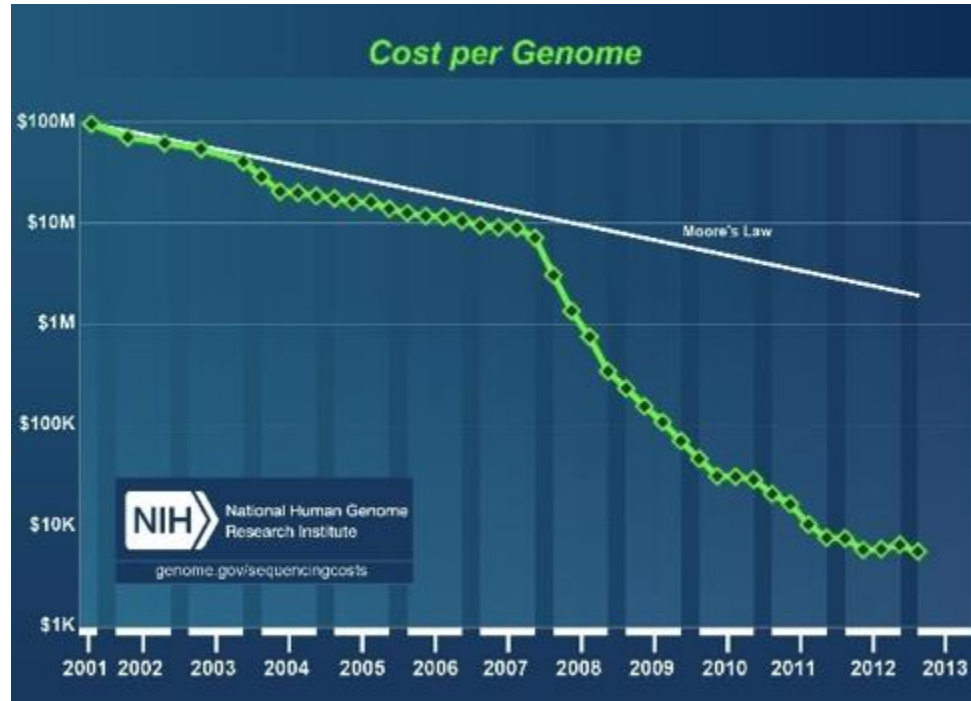
eHealth &
connectivity



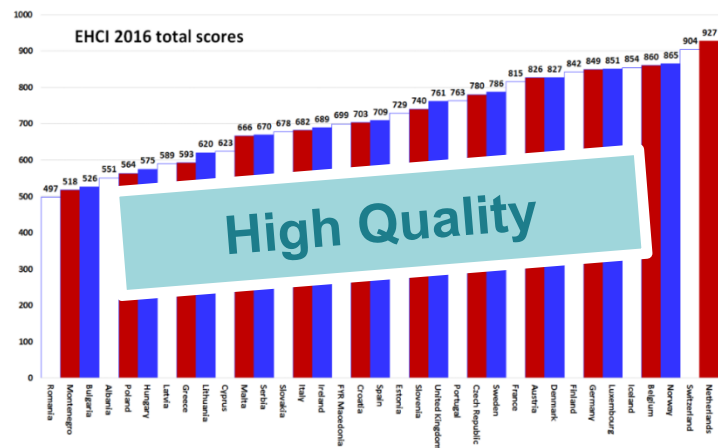
Spread
of
technology



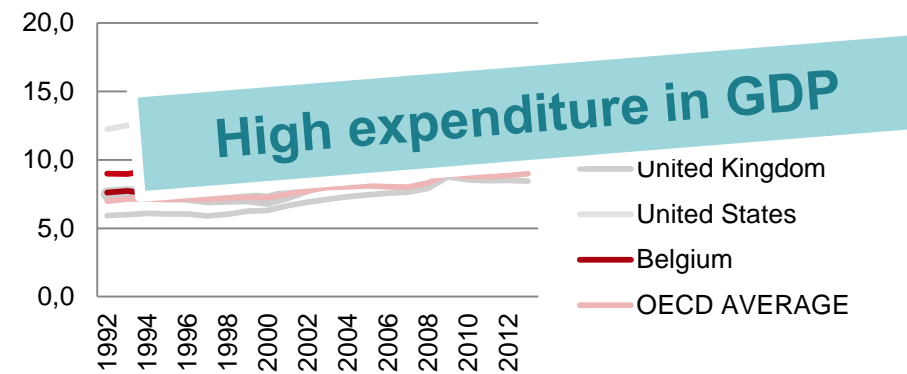
Health is in transition



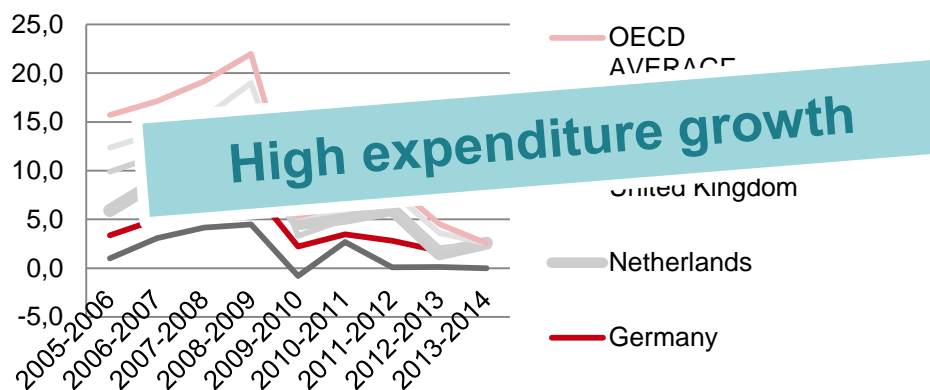
Where Dutch healthcare is good – and too expensive...



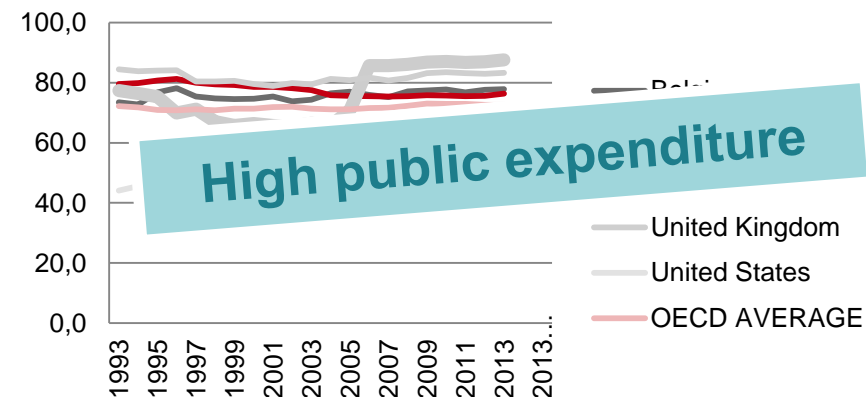
Expenditure in % GDP



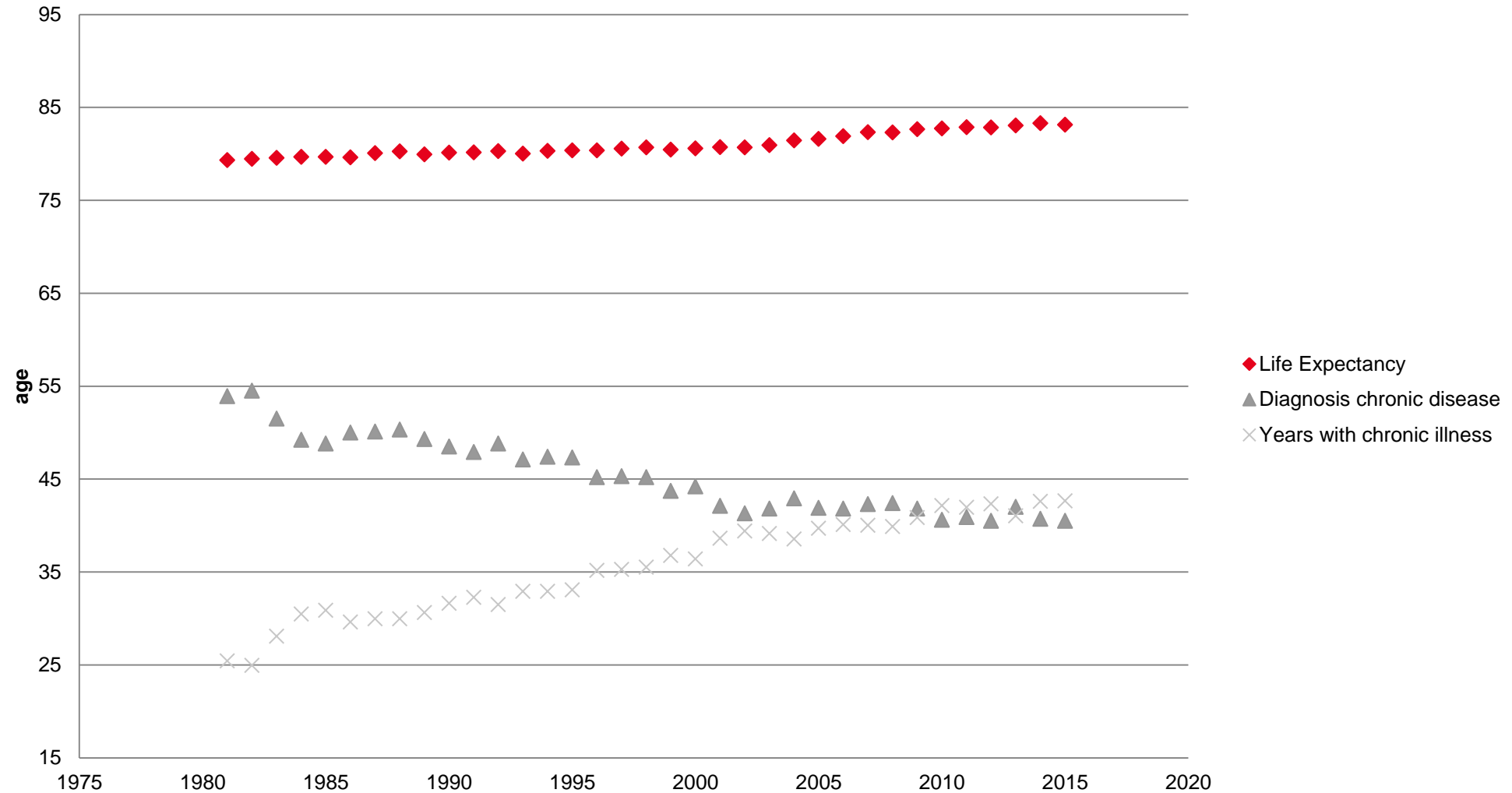
Growth in %/year



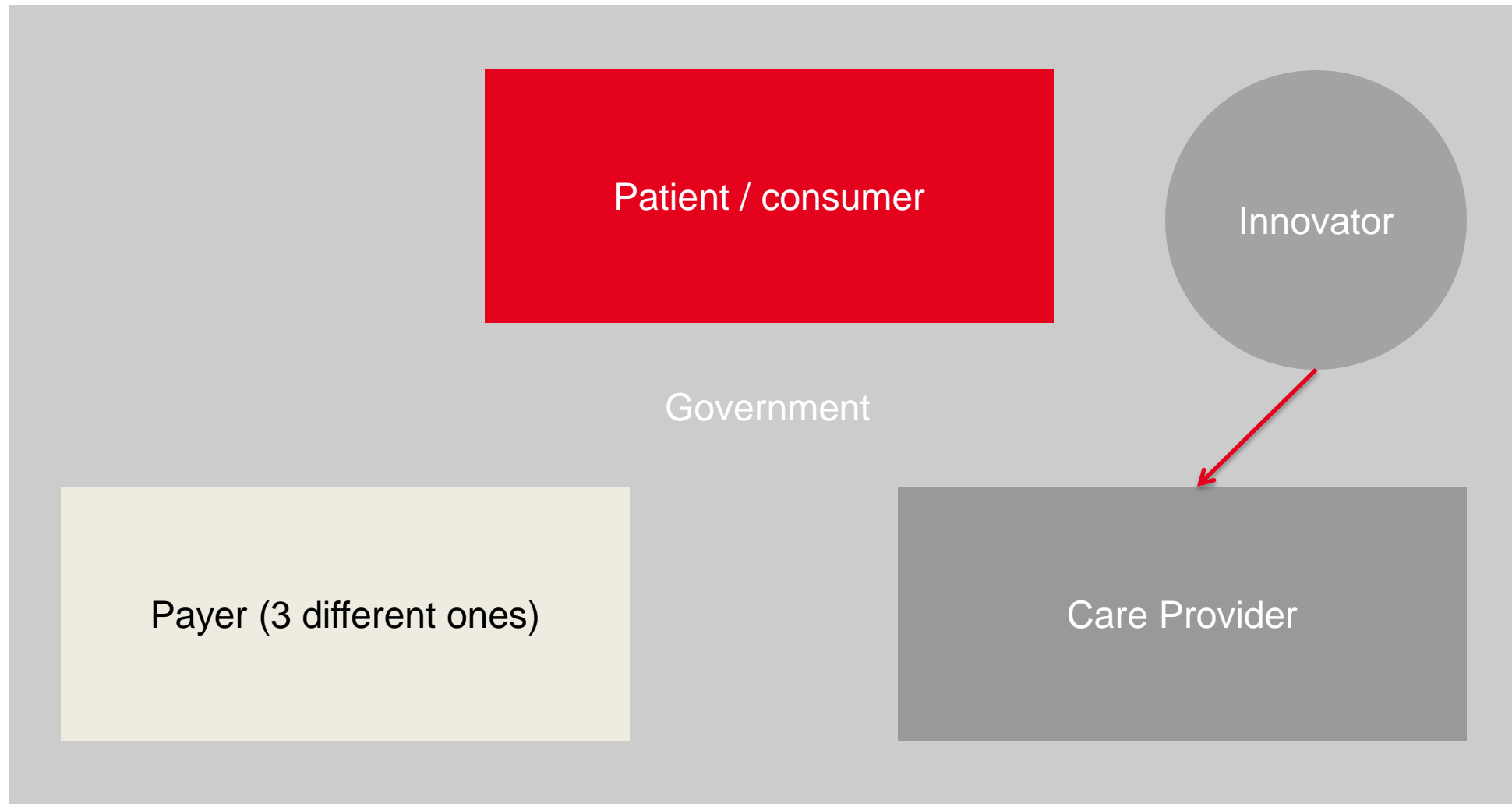
% public expenditure



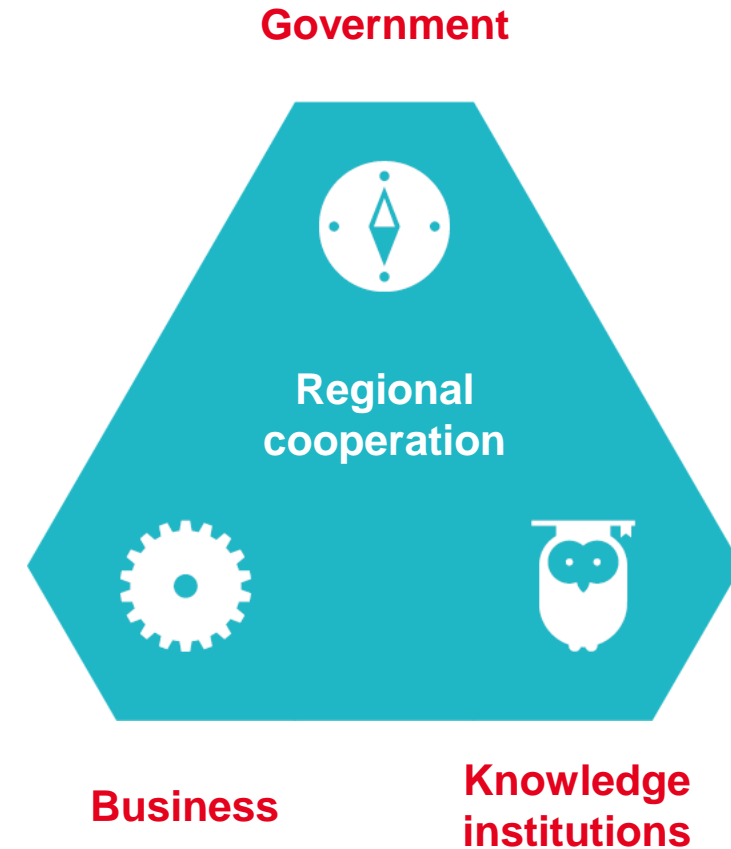
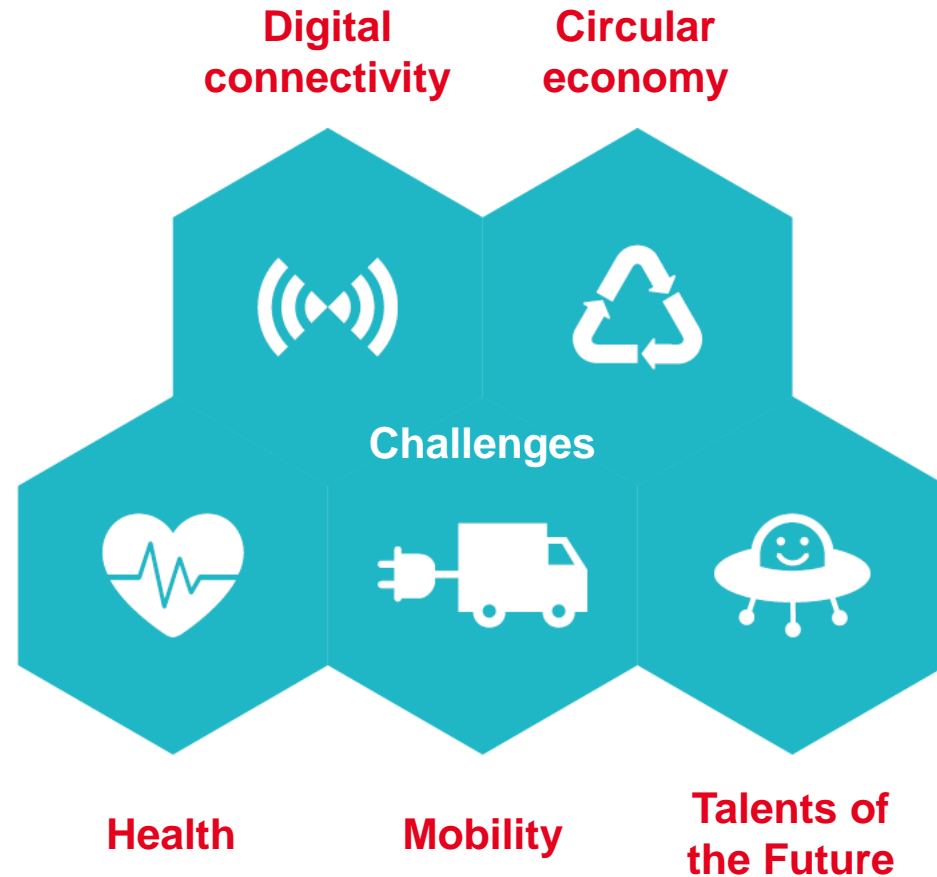
...we differentiate by investing in prevention



Intermezzo – Dutch Healthcare system & Innovation



Embedded in the Amsterdam Economic Board...



...our assignment is a healthier life

Ambition

Inhabitants of the Amsterdam Metropolitan Area will have gained **two healthy life years** by 2025.

Focus

Staying **healthy** and prevention of **diseases**.

Mission

We are on a collective journey to **shape the healthiest region in the world** and to help eradicate the chronic disease burden.

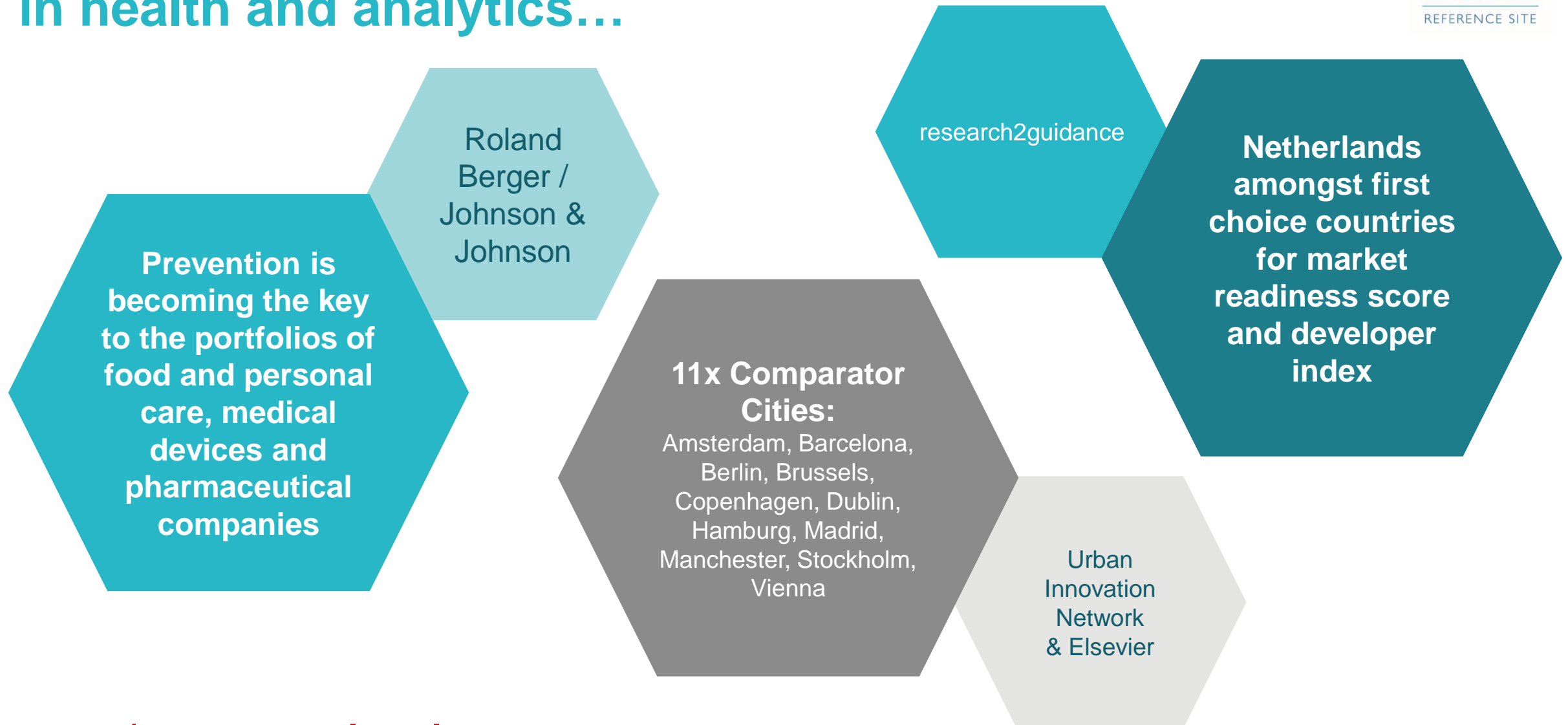
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We contribute to a healthier future where:

- Each day brings us new knowledge and ideas on staying healthy
- All health interventions are logged, analysable, and add to the body of knowledge that we have, supporting our physicians
- Each and every case of disease helps us understand the disease development better – and brings us closer to preventing it
- Good health and prevention of disease will be the norm
- Democratisation of medical knowledge helps reduce health inequality
- Health is truly personal

...and by building on the region's strongholds in health and analytics...



- Some examples -



PHILIPS



ACTA

cordaan



Johnson & Johnson



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...and focussing on 4P Health initiatives.

Personal – tailored to the individual's unique situation and characteristics

Preventive – staying healthy and avoiding deterioration of quality of life

Predictive – increasing amounts of data and better analyses prospectively indicate effectiveness and added value of interventions

Participative – health is personal – so the individual should be at the center – and is experienced in a living, working and social environment that influences health. In addition, individual data added to the body of knowledge will help understand disease.



We manage this from the Board...

Board organisation Strategy | Business Connectors | Communication

Boardmembers

Chairman



Eberhard van der Laan
Mayor of Amsterdam and chairman
Amsterdam Economic Board &
Amsterdam Network Council

Government



Jaap Bond
Councillor Province Noord
Holland



John Nederstigt
Councillor municipality
Haarlemmermeer



Kajsa Ollongren
Councillor municipality
Amsterdam



Dennis Straat
Councillor municipality
Zaanstad



Franc Weerwind
Mayor municipality
Almere

Knowledge Institutions



Geert ten Dam
Chair Board of Directors
University of Amsterdam



Jacqueline Cramer
Director Utrecht Sustainability
Institute



Jaap Winter
Chair Board of Directors VU
University Amsterdam

Companies



Harry van Dorenmalen
Chairman IBM Europe



Hans Fischer
Sitemanager & CTO Tata Steel
Europe



Hans Bakker
Chair VNO-NCW Metropole
Amsterdam



Chris Heutink
Board of Directors Randstad
Groep Nederland



Dick Kuiper
CEO Koninklijke Verkadé N.V.



Henk Markerink
CEO Amsterdam ArenA



Jos Nijhuis
President-directeur Schiphol
Group



Yuri Sebregts
EVP Innovation and R&D, and
CTO, Shell



Lucas Vos
CEO FloraHolland



Marcel van Loo
Regional Managing Partner
Financial Services for EMEA at EY

Team Health



Harry van Dorenmalen
Challenge Lead



Jeroen Maas
Contact person



Arnoud Verhoeff



Ellen Maat



Sietse Dugour

... in collaboration with the strong health ecosystem.

Tier 1

Team Health



Harry van Dorenmalen
Challenge Lead



Jeroen Maas
Contact person



Arnoud Verhoeff



Ellen Maat



Sietse Dugour

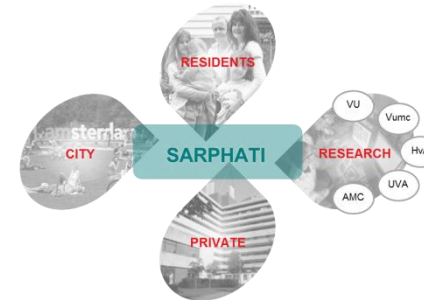
Tier 2

Sounding Board of >40 experts



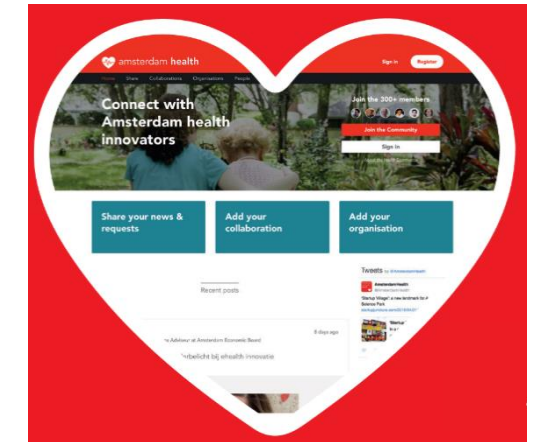
Tier 3

Existing collaborations



Tier 4

Amsterdam Health Community



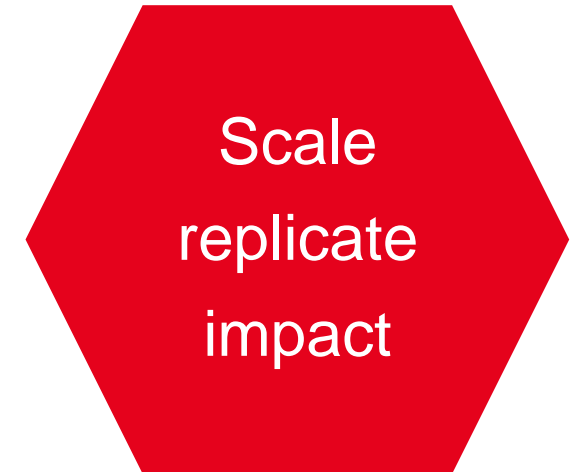
Our approach is straight-forward...



Insight to
identify



Opinion to
connect



Ambition to
grow

... and delivers results.

initiatieven

19



partners

210



investeringen

€ 8 miljoen

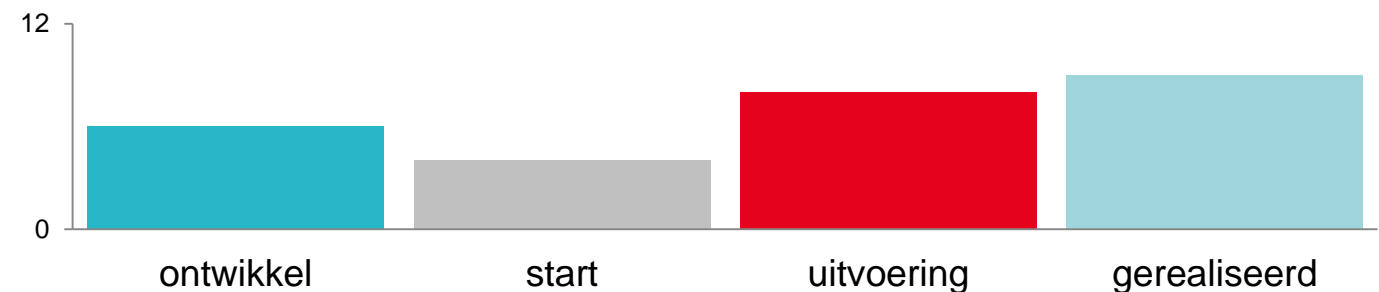
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rol board



- verkennen/onderzoeken
- initiëren
- aanjagen mobiliseren
- platform geven
- uitvoeren

fase



Example result on a European level...

“Being a reference site means that regional alliances – that encompass government authorities, industry and start-ups, research organisations and civil society – are recognised for demonstrating excellence in the implementation and scaling up of the most innovative products and services designed to meet the needs of their ageing populations.”



...on the national level...



Ministerie van Economische Zaken



Ministerie van Volksgezondheid,
Welzijn en Sport



UNIVERSITEIT TWENTE.



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... and on the regional level.

Decision support
System & improved
diagnosis



Health Tech
Park



Dental
Simulator



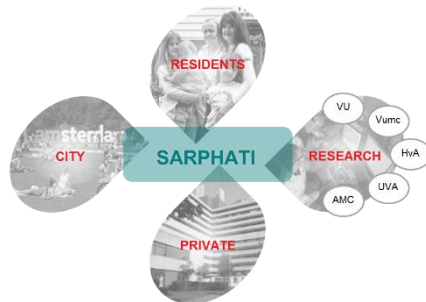
Virtual
hospital



Prevention insured



Quadruple Helix
research for health



Personalised
Medicine



Prosthesis with
feedback



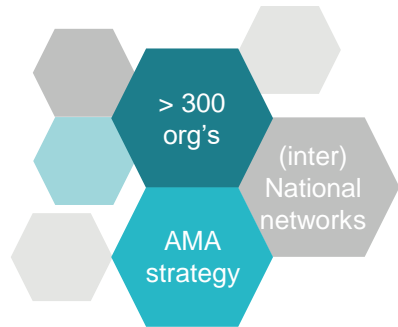
NeuroTech-NL



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We add value throughout our approach...



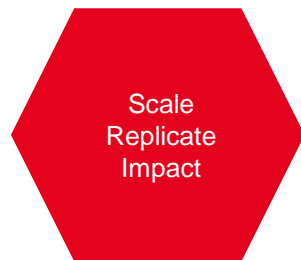
Insight to
identify

- We know the ecosystem and its value
- We define a regional strategy for infra, data & trust development
- We have a vast network within the AMA
- We connect the AMA to national and international networks



Opinion to
connect

- We select quality and showcase it
- We bind innovators through the platform Amsterdam Health, meet-ups and discussions
- We provide a podium for selected innovators



Ambition to
grow

- We have expertise on building public-private-academic coalitions
- We are an independent intermediary that stimulates collaboration among and between public and private partners
- We inspire
- We push for system changes

... and 2017 will bring us further

- Successful eHealth mission to Bayern
- Dialogue organised between municipality & medical insurers
- Healthcare Innovation Award

Q1 - 2017

- Topsector connected
- H2020 sounding board
- Academic hospital's research centers collaboration on business devt

- Zorg2025 convention (twice)
- VBHC day + future plan
- Planning Iconic project
- Patient data day (GGD)

Q2 2017

- Topsector connected
- H2020 sounding board
- Academic hospital's research centers collaboration on business devt
- Mental Care 'Holland Lab'

- Zorg2025 convention
- Overview AHA in the AMA

Q3 2017

- Involving broader community through events and roundtables
- H2020 sounding board

- Zorg2025 convention
- eMerce eHealth
- 2 extra European consortia formed

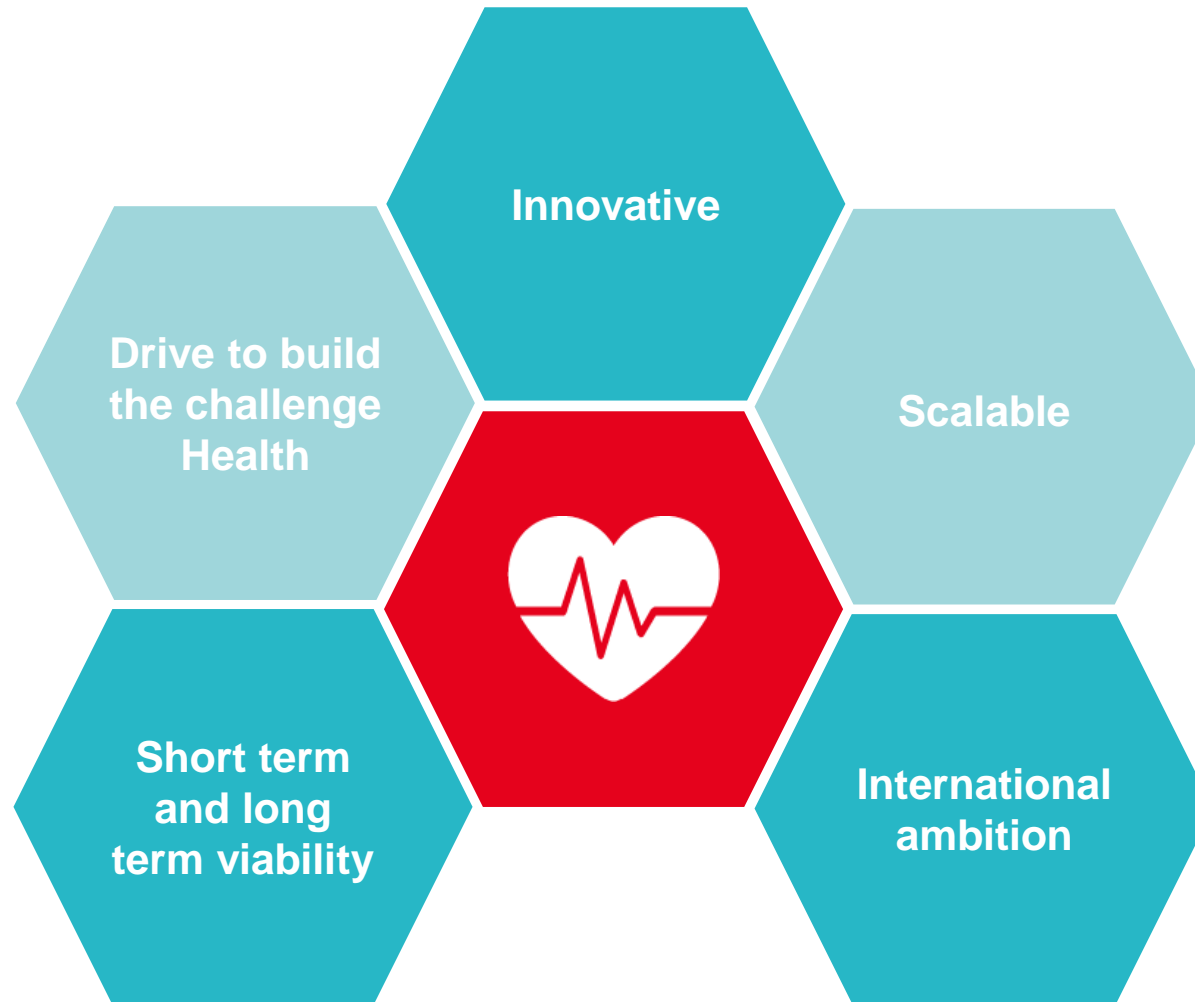
Q4 2017

- H2020 sounding board

What we think is needed to accelerate innovation:

- **Focus on the customer/patient journey** to improve health
- **Trusted governance structures for an individual's data** to speed up knowledge creation
- **A health system built on value-based care** instead of fee for service
- **A core infrastructure** that connects health devices and enables health data management
- **Blockchain** as a governance mechanism to unlock the personal data revolution
- **Artificial Intelligence as a tool** to allow for multi-modal modelling, and speed up and improve diagnosis
- **The courage to adapt** to new ways of working in interdisciplinary teams, with the individual at the heart of the process.

Strategic Criteria



Some lessons learned

- It takes people – sometimes very specific individuals
 - Go where the energy is
 - As Johan Cruijff said: “every disadvantage has its advantage” – and vice versa
 - The public, private and academic worlds have different currencies
-
- Machiavelli was, and is, right

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I amsterdam.