



Interreg

North Sea Region

SHINE

European Regional Development Fund



EUROPEAN UNION

From health challenge to a healthy business model

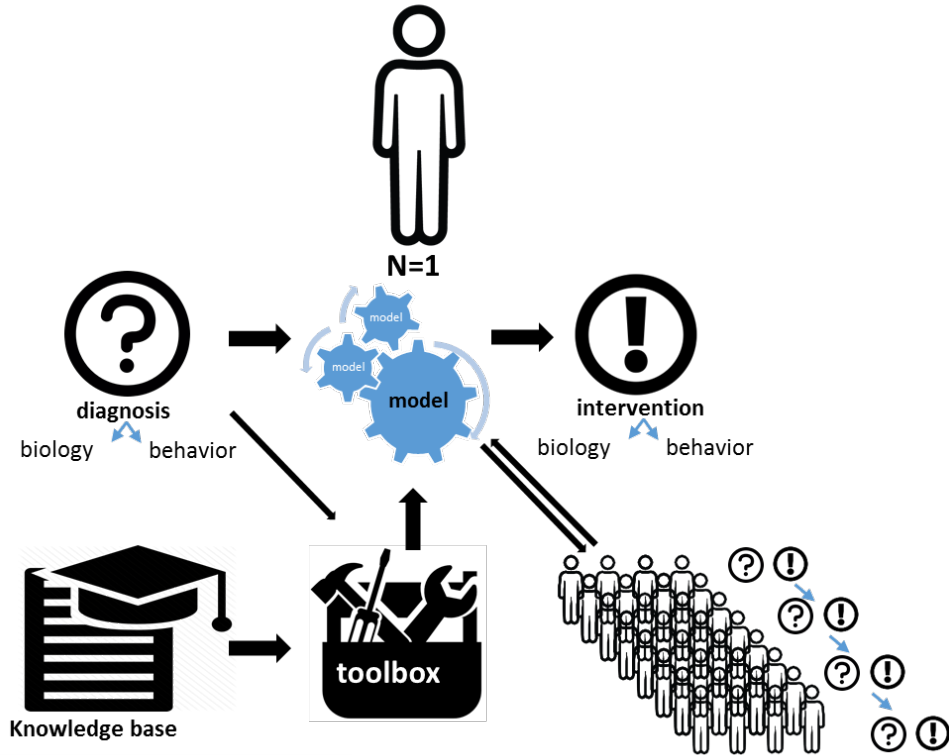
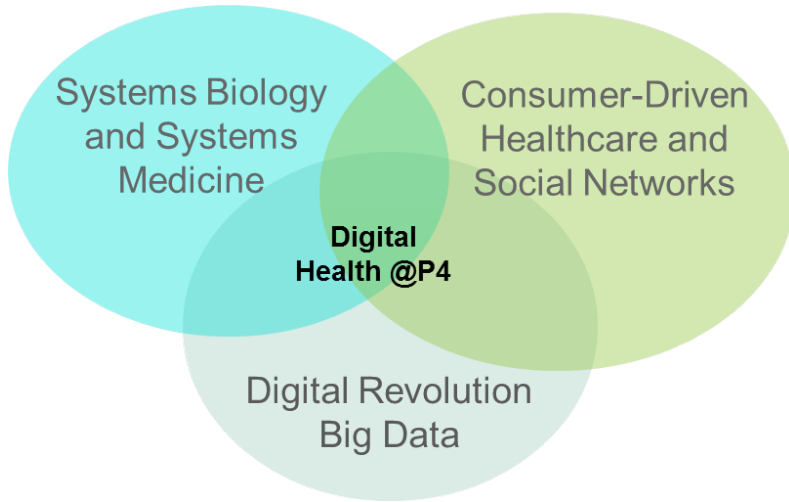
Health innovation in regional ecosystems

Hanneke Molema **TNO** innovation
for life

World of HealthCare – 28 September 2017

SHINE – North Sea Region Program 2014 – 2020

Major opportunities for innovation



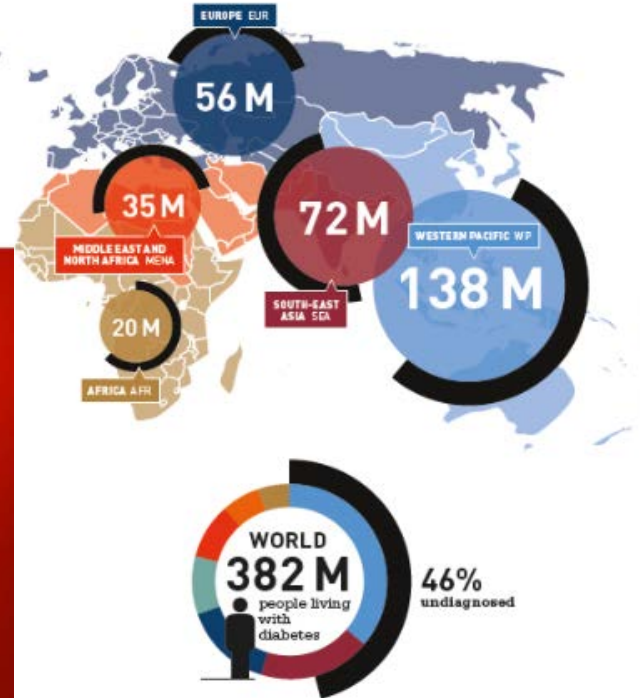
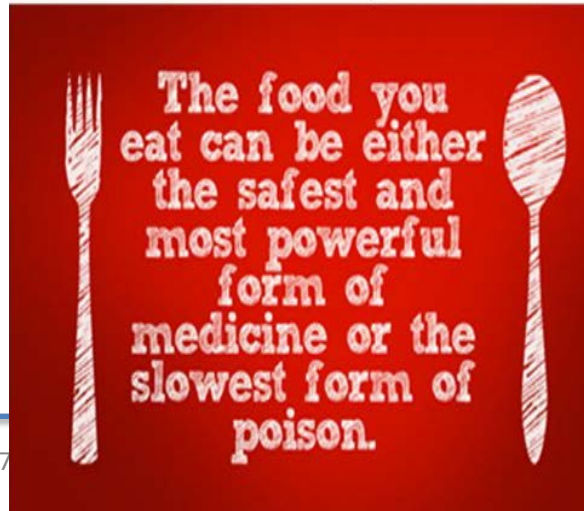
Health challenge example: Lifestyle as medicine for type 2 diabetes

Number of people with diabetes by IDF Region, 2013

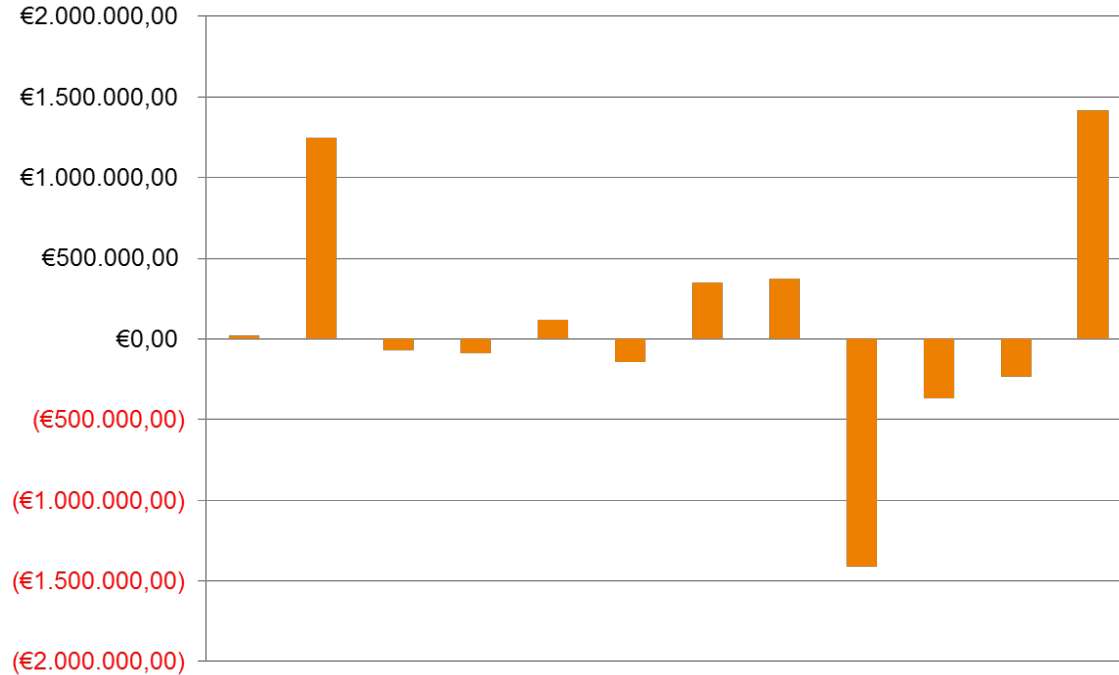
Biopharmaceutical Research Companies Are Developing 180 Medicines to Treat Diabetes and Related Conditions

But none of these cure the disease!

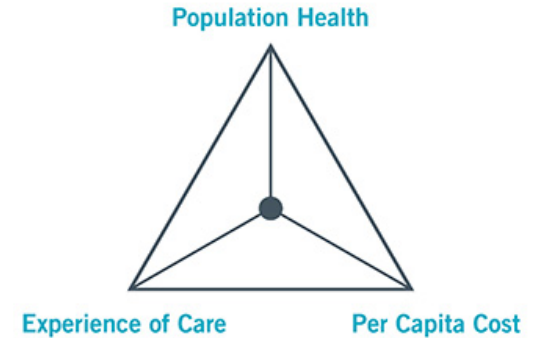
IT'S THE FOOD, STUPID!



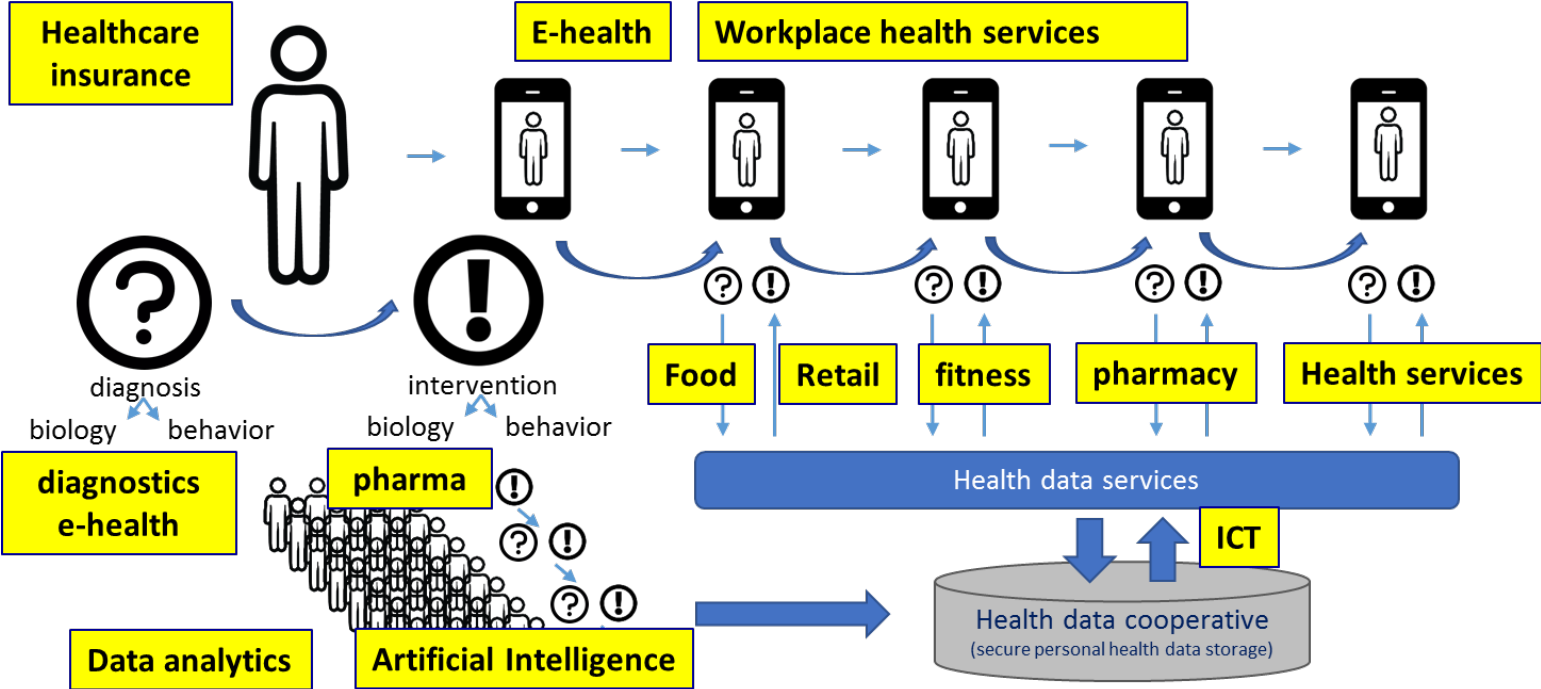
A healthy business model is complex



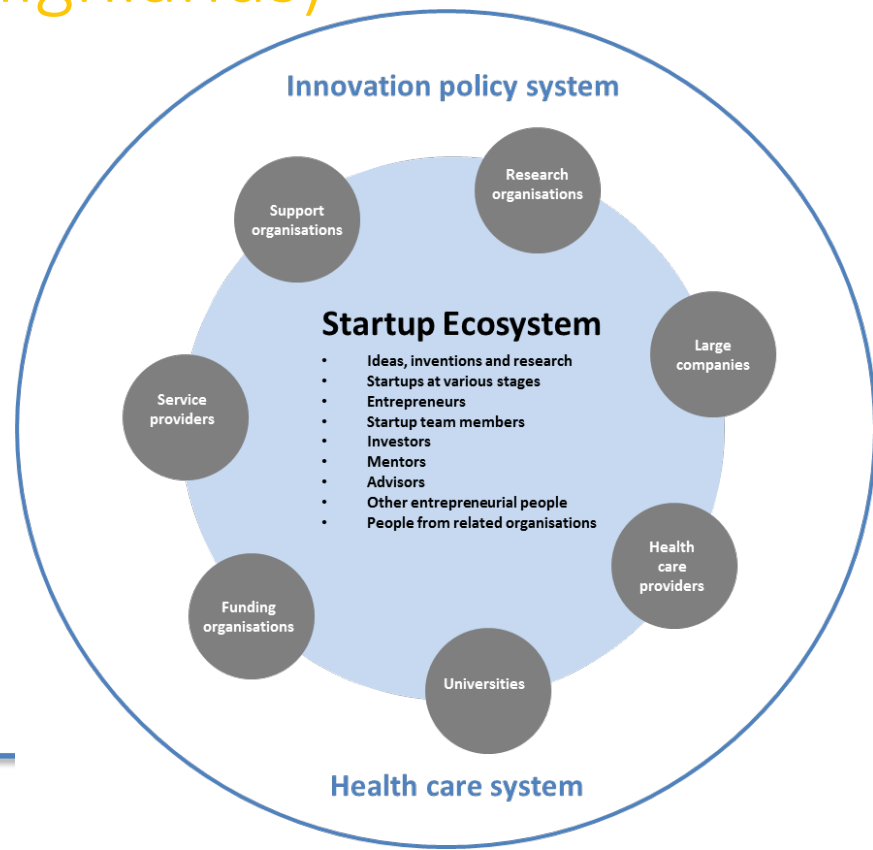
The IHI Triple Aim



Lifestyle as Medicine innovation needs an ecosystem



SHINE: Leiden startup track lifestyle as medicine & other tracks (Flanders & Highlands)



So... Health innovation in regional ecosystems

- Who cares?! Hopefully all of you!
- Because innovations in healthcare can only thrive in successful ecosystems
- Our SHINE learnings are in the report “The manual on propelling innovations in regional healthcare systems in the North Sea Region”
- www.northsearegion.eu/shine/news/manual-innovation-for-health/

Our partnership



Thank you!

For more information <http://www.northsearegion.eu/shine/>

Dr. J.J.W. (Hanneke) Molema
Sr. Consultant
Work, Health Technology

T +31 (0)88 866 25 47
M +31 (0)61 178 30 34
E hanneke.molema@tno.nl

