



**Health economy and
health innovation –
searching for a patient-
oriented model of value-
based health care**

**Workshop „regional health policy–
Promoting equity in spite of cross-currents? “
Bochum, 13 -14 September 2010**

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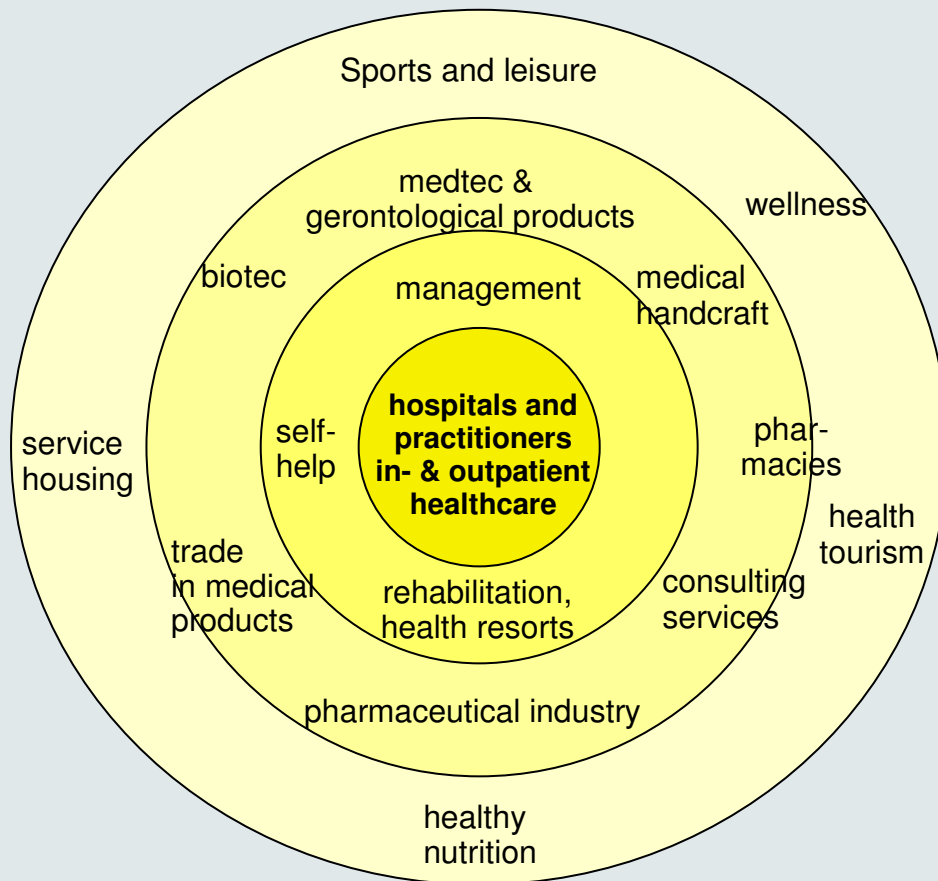
Zentrale wissenschaftliche
Einrichtung der Fachhochschule
Gelsenkirchen in Kooperation
mit der Ruhr-Universität Bochum



Scoping the problem: „Regional Health Care“ in transition

- The German health care system is (still) in need to reform: rising costs, sustainable financing, uneven quality of care or shortage of skilled personnel requires a need for innovation
- The Health Care Sector is also an important driver of innovation for quality of life, work and growth
- Health Care Economy became a vital part of regional structural policy and regional health policy in Germany/North Rhine-Westphalia in the last years
- A raising number of regions in Germany brand themselves as “Health Regions”
- **How can the innovation potential be realised while public, private and common protagonists have to face multi-fractional challenges?**
- Demographic change, budget constrains and a rapid development of health-technologies require new solutions for “Regional Health Care”
- **Businesses as well as regions need analysis for trends, Know-How for innovation and a cross-linked development of potentialities**

Health Industry Sectors



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- Vast and differential set of (sub)branches, far more than just hospitals, doctors & nurses
- Among the largest sectors of the economy
- Recent trend: Non-health branches try to upgrade their products by adding health components
- Experts expect health to be a growth industry in the years to come
- Driving forces: Ageing, innovations for prevention & healing, growing awareness for health lifestyle

Health Care & Biotech – Hot Spots in Germany



<http://www.deutsche-gesundheitsregionen.de/>



www.biotechnologie.de

A new trend in Germany:
Regions and Networks
- bundeling forces
- information service
- mobilizing projects

Some selected Subjects of Activities...

Regional initiatives as a driving force for innovation and growth of health industries

- Design of integrated health care delivery systems
- Transparency and (indicator based) quality
- Collaboration and innovation in and between hospitals
- Becoming more and more attractive for health tourists from abroad and other regions
- Encouraging and supporting business start ups in health related areas
- To fight upcoming labor shortages in health care jobs
- To make prevention work – from medical wellness via advocating healthy living and working conditions to individualized medicine
- Internationalization: Exchange of experiences, cooperation in qualification and skill development, export of know-how, medical products and technology

In search of a patient-oriented model of innovation...

① Why do we need a new innovation-model?

Up to now health policy sets false incentives for innovation.

② What are the objectives of a new innovation-model?

Innovation has to focus on **maximizing value to citizens** .

Quality improvement, quality transparency and the engagement of patients (not only shifting costs) have to become the driving force for innovation.

③ What is the framework?

→Strengthen outcome- and patient-orientation in innovation processes

→Integration of care and outcome research and regional innovation-management

→ Data-based monitoring of trends and innovation activities

→Identification and communication of Best-Practice and its conditions

Clustermanagement Health Care Economy.NRW

Our levels of action...

- **Monitoring of Trends and Innovations**

Periodic update of key data;
Innovation Reports on special topics
of health care economy,
Scientific Working group in cooperation with
“Gesundheitscampus North Rhine-Westphalia”

- ***Hospital Innovation Survey (2010)***

For the first time, the survey collects data on hospitals
service/product portfolios, forms and topics of cooperation,
areas of innovation and innovative projects

- **Working group “Health Regions North Rhine-Westphalia”**

(strategic planning, exchange of regional innovation
activities, identification of Best-Practice)

- **Project development**

Patient-oriented health care economy

Medical Prevention

Networked Care

**Materials and Medical
Technologies**

**Hospital Innovation /
Clinical Economy**

Health for Generations

Medtech

**Thank you very much
for your attention!**

