

NEWS LETTER 4

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In the Health4Growth project 11 European partners joined forces to improve **the effectiveness of regional development policies** regarding the operational environment of local and regional economic players within the **health sector**. At this moment the State of Play Report of each partner is ready and Good Practices are collected. This newsletter is all about the Thematic Workshops that the partners organised.

More info: www.health4growth.eu

Project partners

- Municipality of Debrecen
- Thomas More University College
- IPN Incubator
- University of Debrecen
- City of Leuven
- CISE
- Vidzeme Planning Region
- Maribor Development Agency
- Municipality of Varna
- Province of Turin
- Brainport Development nv



Health4Growth Mid Term Event, October 2013

In October 2013 the Province of Turin organized the Health4Growth Mid Term Event.

Focusing on “Healthcare as a Territorial Development Driver”, the **conference** illustrated the state of the art in both the Health4Growth project and the health and wellbeing industry in Europe. The main expert in Italian Biosciences clusters and SMEs in biotech field, prof Sorrentino made clear that: *“Nowadays and more than ever health sciences are business activities and not only an instrument. They must be able to compete in the market, selling products and technologies and remaining, at the same time, inside the scientific community”*.

Furthermore, the Mid-Term Event seemed a good opportunity to investigate the EU funding measures in favour of innovative SMEs for the 2014-2020 programming period.



The speakers showed that the potential benefits from enhancing health sector at regional and local levels are twofold: I) improving health services efficiency in terms of improved effectiveness, quality, better access, increased productivity and more cost-effective organization of business activities which means a better use of resources II) contributing to economic regeneration, by helping provide social cohesion in disadvantaged communities, increasing employment rates and raising skills and competences in regional and local labour markets.

The Conference was concluded with a **panel discussion** about the European and global trends of today in the health sector. It was moderated by L. Tremolada (Editor at the “Il Sole 24 Ore”, the most important national Italian economic newspaper). In the debate interesting examples of local initiatives aiming to improve the environmental framework where healthcare-related stakeholders operate were given.

About 150 representatives of SMEs, universities and government were present and made the conference a big success.

Thematic workshop and study visits in Turin

On October 23rd , Turin (IT) hosted the workshop entitled “**The growth of the health sector: good practices in Europe**”.

The event was coupled with the visit of some local excellences, namely the Turin University MBC – Molecular Biotechnology Centre and the 2i3T incubator (on October 23rd) and the Bioindustry Park Silvano Fumero (on October 25th), a science park dedicated to life sciences and also cluster managing company of the local healthcare cluster.

The thematic workshop has been focused on good practices presentation. The selected ones were mainly those that had the aim **to foster industry-university cooperation, favouring Technology Transfer**. According to the local needs, it has also been possible to involve a couple of local companies in the discussion, while some other companies (e-g- Sorin Group) were present in the audience. The workshop has been divided in **three main topics** reflecting the different Expert Teams: **Human capital** (speakers from **Cooperative Slimmer Leuven 2020**, Detector Srl, KU Leuven Research & Development, Leuven Inc and DSP Valley), **Regulatory Framework** (Flanders Care and **Licalab**, TwoCare Srl), and **Finance** (UD Genomed Ltd, **Outsourced Faculty of TEVA Pharma**).

The most important element that emerged is the need to foster university-industry relationships, by the mean of favoring the number and the quality of interactions and exchange and mutual knowledge opportunities.

Study Visits

The first study visit that took place at the Turin University Molecular Biotechnology Center and it has included the visit at the HUGEF Laboratories, Zebrafish facilities and 2i3T Incubator of the University of Turin.

Finally the facilities of 2i3T have been visited. 2i3T manages the Business Incubator and Technology Transfer process at the Università degli Studi di Torino. It focuses primarily on commercially valorising the results of academic research by **creating, promoting and supporting new, knowledge-intensive businesses.** Ideas that have blossomed from research and that are suitable for technology transfer are identified by their scouting activities.

On October 25th, the interested partners of Health4Growth project have had the possibility to visit the facilities of **Bioindustry Park Silvano Fumero SpA.**

Through the **ABLE initiative** it is offering scientific services at GLP level for biotech, med-tech, pharma and diagnostic companies.

Through the ForLab initiative it proposes custom synthesis services. At the same time Bioindustry Park acts as a modern science park, hosting companies, offering lab and pilot plant spaces and supporting start-ups through incubation services. Finally, it is also managing bioPmed, the regional (Piemonte Region, north-west of Italy) cluster initiative on healthcare, representing the local community of companies, R&D centers and Universities working in the field of healthcare.

In addition the facilities of the CEIP – Centre of Excellence in Pre-clinical Imaging have been visited.

Health4Growth Masterclass in Coimbra, December 2013

The Health4Growth Masterclass was held on December 11th 2013 at IPN in Coimbra, Portugal. IPN, or Instituto Pedro Nunes, has 17 years of experience in incubation. From 1996 to 2012 they supported 200 firms and created 1.800 direct jobs. These impressive results were rewarded with an international prize: the 1st place in the international competition 'Best Science Based Incubator Award'.

Interview with Dr. Zsolt Nádházy, Debrecen, Hungary

Please introduce yourself to the Health4Growth newsletter readers!

My name is Zsolt, I am the Head of Department of Law and HR at the University of Debrecen Medical and Health Science Center since 2008. I have a law degree with the specialization of labour law and also have a specialization of healthcare management. Beside my position, I am employed by the University of Debrecen Department of Health System Management and Quality Management for Healthcare.



Currently I am giving lectures and conduct my own research as well. Previously my field of research was the alternative dispute resolutions (ADR), which is focusing the mediation between employers and employees. For a semester I have studied ADR in the US for different techniques. Since 2008 my new position has changed my research field. Now with my team we are focusing to analyse the liability for damages in healthcare and how to resolve these problems. This field has a close connection with the ADR as well. The result of this research was a recently created job, the clinical mediator. This position doesn't exist anywhere in Central Europe, only in Debrecen.

How did you join the Health4Growth project? What were your impressions?

I was invited to have a good practice presentation in Coimbra, Portugal, on December 2013. Before this conference we had several discussions with the Hungarian partners and they showed me the so far achieved results of the project. At the conference we had a fruitful full-day session which contributed to the work of Expert Team Human Capital. I think this project is a unique solution for establishing the connections between not communicating regions. We hardly see others' good practices until the partners introduce themselves and until we have the possibility to visit them just to have a deeper insight. Only this way can result in the vital transfer of good practices.

Could you describe your presentation shortly?

Gladly. Have you ever considered why we have tough health HR problems in Hungary and in the region? We have a well-established health care system with a good medical education, which degree is acceptable in other countries. In Hungary the latest healthcare (HC) migration research says that around 200 of HC staff (approx. 100 doctors, 50 nurses, 50 other staff) is leaving the country every month! Ageing population and medical improvement raise the needs of the medical attendance so they raise the necessary health HR too. The answer must be the personal HR management in healthcare! We have identified 3 pillars:

- (1) cost effective financial and non-financial motivation,
- (2) proper working conditions,
- (3) care networking.

The first includes the best exploitation of EU tenders, the creation of a collective interest based system, different internal grants for senior and junior doctors as well as nurses, and also an award system. The second pillar is not just about the infrastructural needs, but more likely about career planning. The employer sets up a personal conversation, a motivational talk, and they schedule the career steps for 4 years. This pillar also includes the legal round table, a board of doctors, experts and lawyers for making the best decisions in suit tactics. The third pillar is care networking. We'd like to make it happen for healthcare to be a coordinated team work, to give patients a true team based care experience. There are a couple of people in the team: physicians, nurses, a pharmacist, a psychologist, a nutritionist, maybe the one who manages the surgery list, or even a financial counselor. The future of healthcare is **smart teams**, and the patient had better be on that team for themselves.

Thematic Workshops

During the last months the H4G partners organised thematic workshops. You can read about them below!

Thematic workshop in Vidzeme Planning Region (Latvia)

In October last year Vidzeme Planning Region held a thematic workshop „Health sector development through specialization, cooperation and commercialization”. The workshop was focused on three main aspects: cooperation, specialization and commercialization of health care sector. Good practices of cluster development and development of health care services in Latvia were shared at the workshop. We also looked at the success stories from other European regions: Debrecen (Hungary) and Forlì (Italy). The thematic workshop started with experts’ presentations of the topic; afterwards participants worked in groups, discussing best instruments for developing health entrepreneurship and their local transferability.

Vidzeme region specialises in healthy and innovative food production and tries to occupy the market niche of healthy food with high added value. Healthy food production is organised around a cluster facilitating collaboration between business entities, public authority and research institutes. It is a good cooperation practice between different players in the healthy food sub-sector.



After the theoretical part of the seminar, participants joined two separate sessions. One focused more on food cluster development, the other on the commercialisation of health care services. Within the groups they had to identify some of the most common issues in the sector and come up with possible solutions. After discussions, participants of the food cluster group concluded that entrepreneurship in the health sector is a much more complicated business due to more specific restrictions and supervision. In order to promote the healthy food market it is important to educate society, especially children, that healthy also can be tasty. Another issue that was defined was the lack of cooperation between entrepreneurs in order to reach the target market much more efficient. Also the lack of creativity and courage when developing new product ideas was mentioned.

The group which discussed commercialisation of health care services came to the conclusion that the sector has a great potential. But in order to promote health tourism it is important to collaborate with the food cluster and other institutions to raise the quality of services. But the most common issue identified was the lack of high profile staff and the importance to educate personnel, to raise the qualification and attract the best specialists in the field in order to offer globally competitive services.

The seminar was very informative and full with lively discussions. Vidzeme Planning Region gained a lot of new ideas and perspective of improvements needed in the field and policy recommendations.

Project Manager Lelde Ābele: *“Thanks to everyone who participated in the seminar. Although the subject is very specific and unfamiliar to the Latvian audience, the results of the discussions proves that we are moving into the right direction.”*

Fórlí: open innovation in the food sector

CISE -the local Health4Growth partner- is promoting an opportunity of exchange, brainstorming and in-depth analysis addressed to local stakeholders in the food sector. The food sector represents an important declination of health care as the local agro-food system has been collaborating for long time with applied medical research in terms of nutraceutical, probiotical and functional food and as a food culture based on local and season product can positively impact on health and disease prevention. Beside, Emilia Romagna, the region were CISE is located, identified it as one of its main Smart Specialisations as it assumes economic relevance through its complex value-chain.

On April, 11th the local stakeholders, as part of a network of open innovation, will contribute to the seminar “Exploring on the edge of knowledge – Food” conducted by Flaminia Ventura, food expert of the University of Perugia.

Thematic Workshop and Study Visit in Forlì (Italy)

On October, 3rd CISE – Centre for Innovation and Economic Development of the Chamber of Commerce of Forlì-Cesena – organised the Health4Growth Thematic Workshop. At local level the concept of health sector has to be declined in terms of tourist, thermal and food providing services. There are inter-linkages, however, between this understanding and the traditional “health care” perspective: first, there is a widespread awareness that traditional food culture based on local and seasonal products can positively impact on health and disease prevention; secondly, the local agro-food system has been collaborating for long time with applied medical research in terms of nutraceutical, probiotical and functional food.

Beside, in Emilia Romagna, the region where CISE is located, as well as in Europe, the food sector assumes economic relevance due to the great complexity of activities involved in its value chain, among which agriculture, research, food industry, distribution and marketing services. Therefore, the agro-food represents a strong sector where to invest in order to strength competitiveness, and for this reason the regional government identified it as one of its main smart specialisations.

According to these considerations, the workshop was dedicated to “Smart Food S3”. The title refers to raising awareness on the inter-linkages among the systemic elements, stressing the importance of R&D in food and health research, and detecting an identity path for the smart specialization of the local food sector.

A study visit to Casa Artusi, one of the local good practices, was also organised. Casa Artusi perfectly suits the theme of “Smart Food S3”, as it represents a cultural centre (it includes a library, a restaurant, a wine cellar, a museum and a location for events) mainly involved in:

- The transmission of specialised knowledge concerning local food via teaching and workshops;
- The dissemination of local traditions through cultural events;
- The organisation of an annual exclusive food fair.



The activities of Casa Artusi are contributing to increase the economic value of the food sector as attracting tourism and transforming the territory in a renowned hub of food, culture and leisure. Furthermore, it contributes to the diffusion of an healthier and more conscious lifestyle through promoting the revival of traditional cooking culture, based on local and seasonal products.

Thematic Workshop and Study Visit to Leuven

“Incubators & clustering: international experiences”

During the Conference we have followed the intervention of Dr. Martin Hinoul from KU Leuven Research and Development who has remarked the importance of a strict multilevel interaction between industry, University and society and the role of incubators and clusters. In Leuven’s case it has been conducted by different actors as LRD, Leuven.Inc, Research Parks and Nanotech, Life Science Clusters that made possible the development of a sensitive and highly developed territory. Main clusters include Nanotechnology and Life Science, but Leuven is also one of the most attractive places for a series of private actors, as well as a critical starting point for Excellence of research.

Dr. Hinoul’s presentation has been followed by Alberto Baldi’s presentation of Bioindustry park, as one of the most attractive cluster in Life Science in the Italian and European sight; Then we heard all about Biocant of Coimbra, the major Portuguese example of Biotechnology Science Park interacting with hospital, industry. Finally we listened to the AGIT presentation, by Ralph Meyer, who stressed the importance for Leuven Development of cross border collaboration (Netherlands, Germany and Belgium).

From the 1st part of this presentation it was possible to argue that in order to sustain a knowledge economy and to develop technology companies (SMEs in particular), an integrated system of actors (the so called “Triple helix”) can foster the knowledge creation attracting new opportunities. In particular the model followed by the Flemish regional government includes financial aids (Innovation Voucher), going from the Networking activities, to the Business Development, till the building and preparation of Cross border Innovation Projects. In this way they were able to sustain Innovative ideas at the basis of new Business Initiatives.

In the 2nd part of the afternoon a series of good practices have been presented:

- **CD3:** the centre for Drug Design and Discovery is *an* investment fund and technology transfer platform aimed at promoting the discovery and development of innovative medicines for all kinds of diseases thanks to a 24 Meuro fund.;
- **LRD:** multidisciplinary team of over 70 experts that provide support for the exploitation of the University research results.
- **Leuven Inc.:** **membership based** network of enterprising researchers, innovative entrepreneurs and companies to develop a communication platform;
- **DSP Valley:** cluster of excellence in smart systems including Smart Health;
- **Cera Awards:** to enhance Social profit oriented sector for technological projects.

Study Visit “Visions, tour and testimonials, Leuven”

The Study visit was an interesting experience of knowledge of the latest technologies detecting stress parameters (from ECG, respiration, skin temperature etc. to monitoring valence for EEG with soft electrodes to be available a daily monitoring; from real time arousal monitoring to the prediction of the stress linked with the personal life parameter detection) by the use of a patch applied on the skin.

On the other hand we visited the **IMEC**, whose advanced technologies are applied mainly in the nanoelectronics field. They showed the technical concept for flexible monitoring devices (blood, saliva, urine) linked with consumer devices (i.e. phone). Those devices can detect DNA/proteins markers or metabolic disorders.



They have the key technologies to miniaturize highly instrumented bioreactors which are useful for prediction of drug efficacy or side-effects. IMEC has developed its specialization and today the Institute has two white rooms where they produce the "wafer" plates of microchips, that - within the health sector - are able to be linked to damaged nerve endings. It really seemed to see through the gate of future!!

Then we visited the Hospital Campus Gasthuisberg. The forward-looking infrastructure at the Gasthuisberg campus provides a fitting environment for high-tech medicine. The centre was designed along the lines of a revolutionary new concept: the complex itself was built around the various functions it was to perform, rather than vice versa and as such integrates all manner of medical and paramedical disciplines seamlessly. In this way, the building complex seamlessly integrates all medical and paramedical disciplines.



Thematic Workshop Maribor "Regional approach to strengthening of health-related sector"

On November 20th, 2013 Maribor Development Agency organized a Thematic Workshop "Regional approach to strengthening of health-related sector" and a Good Practice Visit to the Venture Factory, which was linked to the preparation of Regional Development Plan 2014-2020 for Podravje region.



The workshop was two-partite. In the first part the international and Slovenian experiences for strengthening the health-related sector through Quadruple Helix Approach were introduced. In the second part the regional/local stakeholders of the Podravje region worked on transferring international experiences to regional level in order to prepare larger regional projects in health/social service sector.

Within the first part of the thematic workshop five international and Slovenian experiences for strengthening of health-related sector through Quadruple Helix Approach were presented. The Quadruple Helix Approach includes not only the triple helix (government – university – industry) but also the public space (sometimes referred to as the society) (Rieu, 2011). The »public space,« which the fourth helix brings forth; opens the question of identifying the social needs and how the new products developed in within the spectre of the fourth helix are a potential market opening.

In the second part of the thematic workshop entitled "Regional Quadruple Helix Approach in view of Multiannual Financial Framework 2014-2020" regional/local stakeholders worked together to prepare larger regional projects in health/social service sector.

The thematic workshops concluded with a study visit to the Business Incubator of University of Maribor - Venture Factory, which aims to help implement business ideas from students, professors, academic researchers and members of the alumni clubs of the University of Maribor, but above all the visit to the incubated SMEs within the Venture Factory:

- Company Drugi Vid d.o.o. (Equal Eyes)
- Company 3DMED d.o.o.



Overall we can say there is a lot of interest to label Podravje 2020 as the “health and active ageing” related region, but unfortunately there is still a lack of agreement that health is a cross-cutting theme and part of regional smart specialisation. Therefore the main health and active ageing projects (as prepared by the University Maribor) are part of the economic development, whereas the public health is put under the heading “health system and social affairs”.

Through the Health4Growth project Maribor Development Agency is trying to assist the regional development actions in Podravje, especially to its stakeholders, to deepen the understanding of the health sector and its relations to the regional growth.

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