

# NEWS LETTER 5

June 2014

## Projectpartners

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



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**. The partners exchanged good practices and are now ready to implement what they learned from this project. This newsletter is all about the pilot actions that will be implemented by the partners.

**More info:** [www.health4growth.eu](http://www.health4growth.eu)

## Selection of good practices gathered in the Health4Growth project

In the Health4Growth project a brochure was published in which the following good practices are summarized ([www.health4growth.eu](http://www.health4growth.eu) → downloads):

- Cooperatie Slimmer Leven 2020, by Brainport
- Leuven Research & Development, by City of Leuven
- Biocant Ventures, by IPN
- LiCalab – Living & Care lab, by Thomas More University College
- Venture Factory, by Maribor Development Agency
- 2i3T incubator, by Province of Turin
- Casa Artusi, by CISE
- UD-GenoMed Ltd., by University of Debrecen
- Vidzeme Food Cluster, by Vidzeme Planning Region



## University of Debrecen & Brainport: creating a Shared Care Service Centre

During the good practice visits in the Health4Growth project, a common thinking arose between University of Debrecen and Brainport about the employment and sustainability issues in the health sector. From this common thinking the idea of a Shared Care Service Centre (SCSC) arose, which combines job creation and the delivery of high quality care services in a cost-efficient way. A SCSC is an open, flexible and interoperable ICT platform to stimulate the uptake and efficient scalability of ICT-solutions in care. It offers support for vulnerable people like elderly and persons with disabilities. On the other hand it creates jobs in SMEs and for highly skilled operators.



Instead of creating separate (call- and data-)centres for each care organization, which is financially unstable, different care organisations can use the facilities, services (e.g. fall detection, alarms, camera surveillance) and ICT infrastructure of the SCSC.

Because of the different characteristics in the health care sector in the two countries, The Netherlands and Hungary, a feasibility study needs to be done in order to explore the feasibility of a SCSC and its kind of services in both North West Europe and Central East European countries. The final output will be a feasibility study and a first overview of possible services.

An expert from Hungary comes over to Eindhoven in order to create together a framework for this feasibility study, so that they can learn from the premature Eindhoven model and transfer these ideas back to Hungary in order to expand the study to a broader (Central East European) perspective.



On the other hand the expert from Hungary brings in some expertise and knowledge about (Hungarian) services which could be useful to add to the Eindhoven SCSC and other North West European territories. In this way we will have a transferable good practice and possibilities to learn from each other.

## Thomas More: focus on innovation in Health Care

Thomas More University College, located in the province of Antwerp – Belgium, has strong research groups in the theme of health care. One of the good practices proposed by Thomas More in the H4G-project, is LiCalab – Living & Care lab, that was established in 2012, and is funded by the Flemish government. Learning from good practices suggested by other partners in the H4G-project Thomas More will implement new measures to support SMEs in health care:

### Tech Transfer Office

Thomas More has strong research groups but this knowledge often doesn't get to companies. For this the development of a strong and efficient tech transfer office in Thomas More is important. Since 2012 Thomas More is establishing a **Tech Transfer Office 'More Innovation & Research'**, to make the connection between research groups and SMEs. In the H4G-project Thomas More is studying the way of working of Leuven Research & Development, the good practice brought in by the City of Leuven.



### Science park

A second measure is to develop a **science park** next to the campus of Thomas More University College in the City of Geel. The development of the science park (planning phase) started in 2012. Thomas More University College is to become one of the engines of regional development through innovative, field-

oriented education, quality and application oriented research and services in close cooperation with its regional partners such as municipalities and private firms. In the H4G-project Thomas More is studying the good practices 2i3T incubator of Turin (Italy) and IPN incubator in Coimbra (Portugal).

### Network Elderly Care Kempen

In the Flanders' Kempen region a number of strong care organisations are established. This is a strength of the region. A **Network Elderly Care Kempen** is therefore an opportunity to build strong partnerships as a basis for new innovative projects and policy measures. The good practice suggested by Brainport in the H4G-project, the Cooperative Slimmer Leven 2020, certainly is an interesting model to explore.

### Open innovation, smarter healthcare: the Percorsi Erratici Network

The Percorsi Erratici network includes some 30 local enterprises from various sectors (see picture). The aim of the network is to trigger and develop open innovation processes. CISE is the network manager.

Other local organisations have taken an interest in the Percorsi Erratici network. Specifically, IRST -Romagna Scientific Institute for Cancer Research and Treatment- is considering whether this open innovation model could support the creation of a local cluster on improving cancer treatment and quality of life of patients and their families.

Therefore, thanks to Health4Growth, CISE will engage with Percorsi Erratici enterprises and with IRST in testing an open innovation model in the field of care of people affected by cancer.

The good practices that were mostly inspirational are the open innovation model in the health sector XHMS-DHMS from Coimbra, Portugal and the Slimmer leven 2020 Coöperatie from Eindhoven, The Netherlands: they provide a lot of input on how to make different enterprises and stakeholders work in a cooperative way, yet with a strong focus on marketable innovation within a concept of sustainable development and overall improvement of quality of life.

Detailed planning of the pilot action is ongoing, but we believe direct engagement with the good practice owners brings significant added value to the local project, and we trust we will get full support from our brilliant Health4Growth partners!



## Vidzeme goes for Home Care

Vidzeme Planning Region has come to an agreement that the most valuable pilot action within Health4Growth would be the development of “home care” as a complementary part of the health sector in the Vidzeme region. This good practice would be also one of the strategies to react on the aging population trend in the Vidzeme region and Latvia where high quality long term care and home care services become more and more required. With this pilot action both Vidzeme planning region and the Health4Growth project would serve as a significant support for such development in the Vidzeme region, providing a solid foundation and inspiration to other businesses and overall health care sector development.

### Pilot Action

The main goal of this pilot action is to develop entrepreneurship around home care and to develop high quality home care services in the Vidzeme region. The pilot action is an investment for successful business planning and research, and furthermore it is one of the most important cornerstones for further development of profitable entrepreneurship. This pilot study also would bring home care entrepreneurship into the regional political agenda along with multiple issues that are closely linked to it, like overall aging of society.

Overall good practice examples show that intersectoral cooperation, leadership and support are the key elements in further success in the development of the health sector. In this particular health care area Vidzeme Planning Region has learnt that development of home care business has a great potential to create solutions for rising aging problems as well as adding value of entrepreneurship in health care sector.

### Cooperation within Vidzeme planning region

We will cooperate with responsible partners to gain particular details for better good practice transfer. The pilot action will become a good practice example for cooperation between Vidzeme planning region and the local health care sector SME's promoting knowledge and experience transfer, as well as strengthening collaboration between Vidzeme planning region and local health care sector SME's.



## A perfect match

The city of Leuven, together with its local partners will implement a pilot action in the field of clustering, and in particular match making initiatives. The Leuven region has a number of initiatives that aim to support young entrepreneurs and researchers and bring investors together with starting businesses. What is lacking at this point is a way to connect these different actors and to match their needs and offers. This pilot action addresses this need by introducing clustering in the field of life science and in particular it would develop a match making tool to map and address the needs of local actors.



This kind of activity has been successfully implemented in bioPmed in the Turin region which has been presented as a Good Practice within Health4Growth. This pilot action would transfer the experience of bioPmed with its match making tools such as mindbrowser & capmatchmedical to the Leuven region.

Two specific actions will be undertaken. First, a preparatory meeting with a small group of stakeholders consisting out of business developers and project managers from Leuven will be coached in a small scale workshop led by representatives from bioPmed. Second, an online match making tool based on the technical expertise of bioPmed and adapted to the needs of the Leuven context based on the outcome of the workshop will be developed.

## Opportunities for SMEs in Debrecen

Health4Growth has offered a unique opportunity to exchange ideas and learn different methods and practices from partners. During the implementation phase, Municipality of Debrecen has revealed that the region has several initiatives in the health sector which can be considered as good practices but it lacks a centered coordination and local/regional actors (Start-ups, SMEs etc.) fail to find appropriate financial resources for early stage projects or to pass through the “valley of death”.

Debrecen would like to elaborate the model of a venture capital in order to foster the entrepreneurship ecosystem by empowering region-based companies with high growth potential to become success stories. Our main aim is to develop an operational concept for an organization which delivers advice on how to create access to markets/ ideas for new products and services through insight into client/people’s needs and desires; knowledge programmes and direct services to have access to public R&D funds and grants; facilitating competitive advantage and a programme to improve harmonization; and connection with educators through which own employees have relevant knowledge and skills at their disposal.

Some partners (especially IPN Incubator, but Maribor Development Agency and Brainport Development also) have successfully implemented similar models and presented them during the Thematic Workshops and Good Practice Visits, but we would like to get deeper insight to their organizational structures during the elaboration of the good practice transfer action.

## Turin Province and Piedmont Region: a path to put H4G into action

In the last months, thanks to the H4G Project, Turin Province has focused on the needs and opportunities of its territory, through a SWOT analysis prepared in the first months of 2014. Interviews with the stakeholders and the databases at national and EU level have shown the main areas of interest:

- multi-sectoral clustering action based on a quadruple helix model
- Fostering entrepreneurship and training on bio-management
- Monitoring system for health diseases;
- fostering Scientific Research centers
- reducing brain drain with scientific skills;
- Personalized healthcare system.

Turin province has therefore chosen three GPs that are likely to be implemented by the Partners:

**Industrial PhD, the** Good Practice inspired by Outsourced faculty of TEVA and the University of Debrecen to create a entrepreneurial tool for PhDs that can enhance cooperation between academy and industry;

**Living Lab dedicated to the health sector** - LiCalab – Living & Care lab (Turnhout – BE) dedicated to the co-design, testing and validation new products, services and processes in the health sector supporting companies in new market opportunities and setting up a new local model for the assistance to patients and their monitoring;



**“Upgrade” of the local healthcare cluster** - Cooperative Slimmer Leven 2020 (Brainport region Eindhoven – NL), partnership based on the healthcare sector able to gather players coming from different sectors and help them working together (+ all typical cluster activities stimulating innovation in the health sector through a “quadruple helix model”).



## LiCa Like

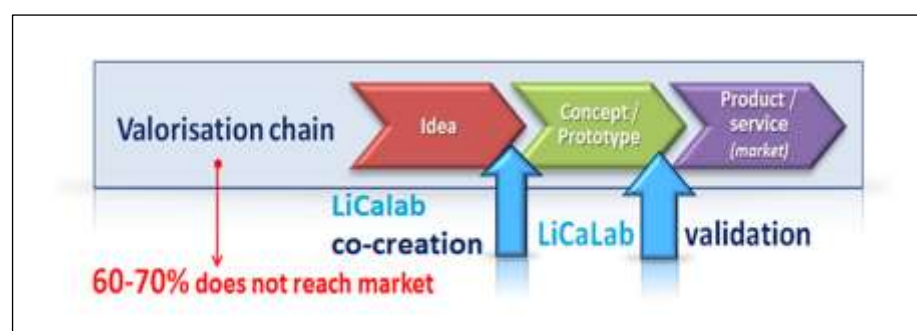
*“Upon joining the H4G project, I guess everybody was curious, what the other partners have to offer, what are they doing differently, what can we learn from each other... but most importantly, how can our local and regional environment benefit from the knowledge already acquired in other regions”,* says Borut Jurisic of Maribor Development Agency.

All partners were given the opportunity to select good practices of other regions and decide what would work in their region and what is needed in their region. In order to do so, we are preparing a pilot project, which is oriented to prepare the necessary documentation and implementing a testing pre-transfer phase in order to insure a quality transfer of the identified good practice to our region. The region of Podravje is interested in the transfer of good practice LiCalab - Living Care lab.

LiCalab was developed to assist companies and organisations that want to launch a new product or service in the field of Care and Wellbeing by testing and validating their concept together with the end users in a real-life environment.

LiCalab is established in the Flanders’ Kempen region (BE) to successfully:

- place new ideas and innovations into the market in a rapid manner through the future user interaction in the very process of creating a new innovative product or service by the means of co-creation of new products and services;
- insuring added value of new products placed to the market by involving users from the earliest stages of innovation onward.



## News From H4G partners

### Start-up and growth development in Podravje region

Štajerski tehnološki park (STP) as the oldest Slovenian business incubator was established in 1993 and is accredited by the Slovenian Government with the purpose to support the establishment and further development of the start-up companies as well as provision of services for the innovative companies. STP is engaged in close collaboration with the Slovenian companies and is deeply aware of their substantial needs, as well as of future potentials. Within STP there are two newly established health sector start-ups, which are developing innovative and markatable solutions.

G & G d.o.o., is an innovative family owned business that is aiming at the breakthrough to the global market in



2014, **as the first producer of compact devices based on the subventions for pioneer mobile system of vacuum electrodes integrated with an ECG device – or short: MVS.** It enables the system operators' easier work and more efficient assistance to patients or injured people.



Picture :Mobile system ECG with vacuum electrodes or MVS

In comparison to the competition the MVS has higher reliability due to the reduced number of components (2 systems combined into a single system); the adhesion of the ECG electrodes is improved through the constant automatic control of the optimal under-pressure and the

needed flow through the vacuum system; the system is 4-times smaller and lighter than those currently in use; it requires only 20W and is therefore energy efficient and environmentally friendly.

**TOM88 d.o.o.** is an innovative company that is aiming at the breakthrough to the global market in 2015, as the first provider of subventionary mobile application with integrated site-specific intelligent reminder (for iOS and Android platforms).



**Tomaž Kokot, CEO, states that a primary goal of their investments is the development of the mobile application MyHealth, and its marketing, based on giving away territorial rights.**

**Mobile MyHealth application, which was developed with the company's own knowledge, is made up of:**

- A. Site-specific intelligent reminder for taking medicine,
- B. Search for nearest drug store and navigation towards them,
- C. Search for products with limitation filter (price, distance...) defined by the user and integrated with a mobile online store,
- D. Calendar with the option of adaptation and calculating periodical repetitions,
- E. Module for calculating calories,
- F. Module for calculating the body mass index and
- G. Module for determination of the weather influence on the person.



**MyHealth** will be the first interactive mobile application in the world that will include the reminder with site-specific intelligence (time-place reminder; closest drug store search and guided navigation; mobile search engine with the possibility of filtering results according to the price, name, medical symptoms and time needed for driving towards the place that offers the product). This innovative application also shows the low usage of the 3G network and the processing power and 45% less usage of energy than competitive application.

### **The next step for Leuven**

The earlier activities within Health4Growth have clearly shown that local actors consider the absence of a cluster organization and the difficulty to contact interested actors within the life science sector as the number one deficiency in the Leuven region. The goal of addressing this issue is also one of the ambitions of the city authorities. The city is actively pursuing to increase its role in this field through participation in relevant networks and activities. Health4Growth has been one of the main projects to increase the presence of Leuven internationally and has proven to be of much interest for the city council itself, but even more for local actors in the life science sector.

Now that the Health4Growth project draws to a close, the city of Leuven is looking into the next steps to support the development of a cluster organization in Leuven.

This is situated within the wider strategic policy choice of the city to engage in the development of a regional cluster centered around the health economy. This is laid down in the city administration's strategic planning for the period 2013-2018. The city



has engaged in various initiatives in order to elaborate this strategy. The city is actively involved in a number of regional and European programs that aim to effectuate this stated strategic goal. The city of Leuven is not only a partner within Health4Growth, but also in other projects such as InnovAGE<sup>1</sup> and ELAt<sup>1</sup>. All these efforts are part of the overall strategic ambition to develop the health science cluster in Leuven.

Together with its partners, the city has formulated the project "gezondheidsmetropool" (working title, translated as "health metropolis") to specifically develop cluster branding of the health sector in the region of Leuven. The project "gezondheidsmetropool" comprises a



number of specific actions that will be developed and implemented during the next three years. The first set of actions focus on the development of a shared identity for the cluster based on extensive research and preparatory work by an external consultant. This will define the strategic outlines of the project and ensures that all stakeholders will have the opportunity to get involved from a very early stage, increasing the ownership amongst stakeholders.

The second set of actions addresses the internal process of cluster developments. Different activities will aim to strengthen relations and cooperation between companies active within the sector in the region of Leuven. The third group of actions is concentrated around the external cluster communication and is directed to the outside audience of investors, companies, researchers and employees.

The city of Leuven, as leading partner of the project, works together with 5 regional partners representing different stakeholders from the quadruple helix: the municipality of Bierbeek, the Intermunicipal organization Interleuven, Leuven.Inc, the regional chamber of commerce VOKA-Leuven and LRD. The Flemish government through the Agentschap Ondernemen has awarded a grant of over € 200.000 to set up this initiative. The project started in April 2014 and runs for 36 months.



**Website and Contact:** [www.health4growth.eu](http://www.health4growth.eu)

**Communication responsible for Health4Growth:**

Thomas More University College, Belgium - [Kelly.Verheyen@thomasmore.be](mailto:Kelly.Verheyen@thomasmore.be)

