

# Brabant, region of Smart Health 2020

Innovative solutions, for easy independent living at home and healthy ageing

Active & Healthy Ageing is one of the main challenges our society currently faces. Our approach in Noord-Brabant can be characterised as turning the threat of demographic changes into opportunities for the innovation industry and business. It is also about developing a futureproof care system and working on quality of life for our citizens. This is high on our regional agenda and is part of our innovation strategy and policy. Our goal is to ensure that all the citizens of Noord-Brabant will have access to every kind of affordable, innovative service in 2020. These innovations will enable them to live independently whilst receiving the proper care and treatment that suits their needs at home.

## To the next level

We are a top technology region with strong innovation clusters that produce many innovative solutions for Active & Healthy Ageing. Our regional programmes such as Innovative Actions Brabant, Smart Care and Liveable Communities have identified promising eHealth solutions and digital platforms during several pilot projects. This infrastructure provides access to all kinds of innovative services.

However, the problem is that it takes us too long to implement these solutions in the daily lives of our citizens and in the working environment of caregivers, clinicians and other service providers. Our citizens are not able to use these solutions on a large scale yet. We therefore have to overcome several barriers. We are in the middle of a fundamental transition in health care. It is all about breaking down the pillars and working together in a process of open innovation.

## Programme Health and Social Care Economy

Noord-Brabant's ambition is to accelerate this innovation and implementation process. We aim to implement several new products and services for all our citizens within the next two years. We are therefore facilitating several regional networks that are already active in the field of Active & Healthy Ageing including: municipalities, health insurance companies, health and social care organisations, housing corporations, user organisations, companies and knowledge institutes.

We help them to carry out testing grounds for wide-scale deployment focusing on the following accents:

- Dementia: create crossovers between innovations in health care and innovative SME solutions,
- Self-management and informal care: raise awareness among all stakeholders and gather evidence on the impact of the use of innovative services and platforms,
- eHealth: create a sustainable digital infrastructure and stimulate the wide-scale deployment of eHealth solutions.

## European partnership

We need a European market to scale up. Also, European-wide knowledge transfer is essential to overcome barriers. Therefore, as the provincial government we participate in several European regional networks such as AER and CORAL.

Together with our partners in the Noord-Brabant Smart Health network we are actively involved in the EC action groups of the European Innovation Partnership on Active & Healthy Ageing (EIPAH). Our region has also been appointed as a 3 Star EIPAH Reference Site.



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[www.brabant.nl/health](http://www.brabant.nl/health)



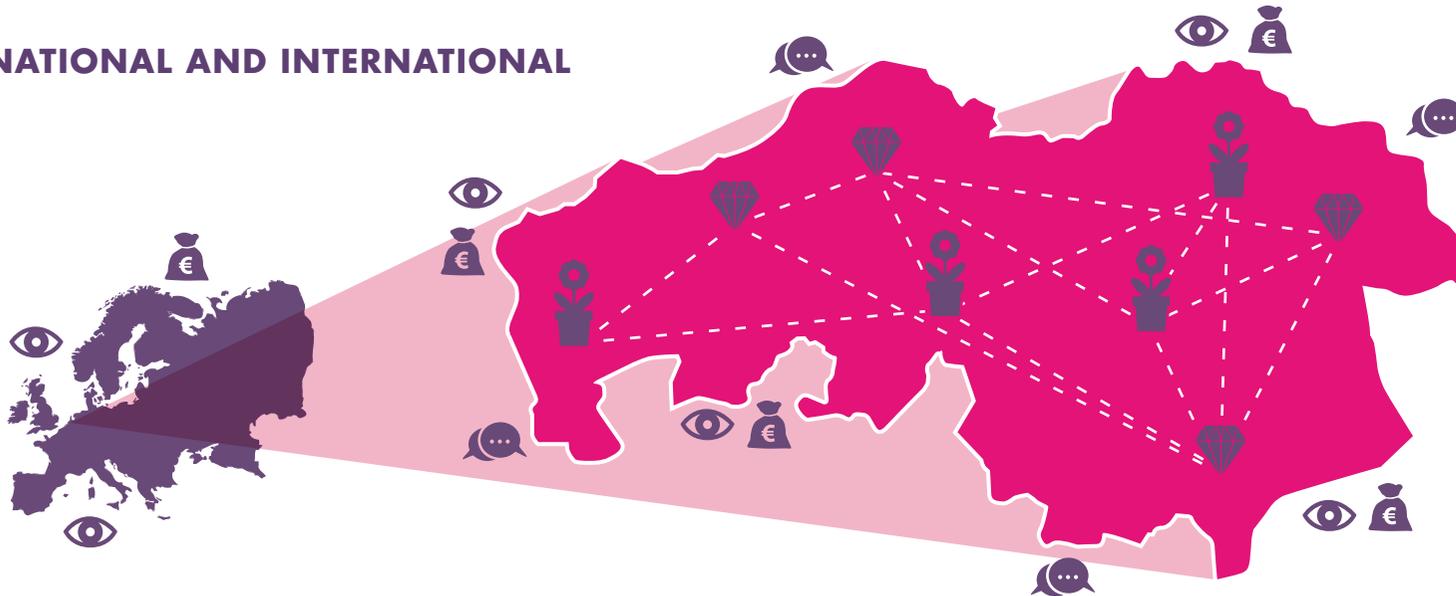
Provincie Noord-Brabant



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## NATIONAL AND INTERNATIONAL



## AMBITIONS FOR 2020

- Increased added value of Brabant's overall health care sector to Brabant's economy
- Brabant is internationally known as a 'region of smart health'
- At least 80 new SMEs collaborate with healthcare parties
- Increase in the use of products and services for close to home care
- The feeling of healthiness and independence of citizens of Brabant increases – in testing grounds

## CONNECTING AND FACILITATING PARTIES



**Inspirational tour 'prevention & health'**  
Inspiring parties by touring along existing excellent examples



**Testing grounds**

- Dementia
- Increasing self-management & informal care
- Modernising 2<sup>nd</sup> line care
- E-Health



**Reinforcing**

- Reinforcing networks and knowledge transfer
- Implementation of innovative solutions
- Branding 'Brabant, region of smart health 2020'



**Development and use of funds**



**Monitoring and evaluation**

The provincial government is one of the players in the care economy programme which also includes regional network organisations in the fields of care innovation, health insurers, care institutions, Technical innovation entrepreneurs, patient and client interest groups, doctors.



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