

Netherlands Economic Mission to Kenya

18 - 21 April 2017



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The Netherlands

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Foreword



Living long and healthy lives is one of the most important values that people share all over the world. And in more and more countries we see that the achievements of healthcare enable people to live active and independent lives much longer than we have ever seen in history. This is of course great news.

However, both Kenya and the Netherlands are faced with major social challenges when it comes to accessible, affordable and quality care. Among others because we are facing a growing number of people with chronic conditions. Also for Kenya it is projected that by 2027, Non Communicable Diseases (NCD) will be the main disease burden.

Nevertheless, the opportunity for Kenya to set its health systems on a path to sustainability is unprecedented. Over the years Kenya has achieved significant progress in improving health outcomes and utilization of health services. There is an opportunity to follow a different path: Kenya has at its disposal multiple innovations that were not evident or possible for developed economies. Leapfrogging, or taking innovative shortcuts that are cost-effective, scalable and easily accelerated, is the way to achieve an 'ideal' health system.

The Netherlands has a unique position in offering integrated healthcare solutions. The growth and investment in the healthcare sector creates opportunities for interesting and innovative partnerships. Governments will remain key players. Yet in order to keep healthcare accessible, affordable and innovative it is crucial to cooperate with knowledge institutes and private businesses.

It is a privilege and a pleasure to present to you our Dutch business delegation of companies and academia in the field of life sciences and health. They are eager to explore opportunities for cooperation with their Kenyan counterparts. The Dutch Life Sciences & Health sector marked the East African region, with Kenya as its hub, as one of their focus regions (together with the USA and China). I am convinced that this mission will further strengthen the relationship between Kenya and the Netherlands.

Erik Gerritsen

Vice-Minister of Health, Welfare and Sport

The Netherlands



The Netherlands



Locations

1. Amsterdam (and Airport Schiphol) | 2. Arnhem |
3. Eindhoven | 4. Enschede | 5. Flushing | 6. Groningen |
7. The Hague | 8. 's Hertogenbosch | 9. Leeuwarden |
10. Maastricht | 11. Rotterdam | 12. Utrecht | 13. Zwolle

Introducing the Netherlands

Joining forces to create sustainable solutions for the most liveable world, now and in the future.

How do the Dutch make a difference?

Through their interactive approach to finding innovative solutions to the big challenges facing the world today. The Dutch way of thinking and working has been shaped by centuries of living in the low-lying delta of the Netherlands. Through the ages, the Dutch have joined forces to find ingenious ways to tackle challenges like water, urbanisation, energy, food, health and security. By being inventive, pragmatic

and open to new challenges, the Dutch have created a flourishing and resilient land. The Netherlands is a constantly evolving ecosystem of cities, industry, agriculture and nature, all integrated through smart infrastructure. It is a source of knowledge and experience that the Dutch are keen to share with others. Learning from the past to create a better future. Together, seeking sustainable solutions for the most liveable world.



Building with nature

An innovative method for coastal protection

Worldwide ranking

- 1st** Best performing European healthcare system (2016, Euro Health Consumer Index)
- 1st** Production and auctioning of cut flowers and flower bulbs
- 2nd** Number of broadband connections per 100 inhabitants (39.4%)
- 2nd** Density of road network
- 2nd** Export of agricultural products (103.3 billion US Dollar)
- 2nd** Quality of Water Transportation (9.04)
- 2nd** Logistics performance Index (4.05)
- 4th** Largest seaport in the world (Port of Rotterdam), largest in Europe
- 6th** Exporter of goods (555 billion US Dollar)
- 7th** Foreign direct investment in the Netherlands (From Europe)
- 8th** Import of commercial services (119 billion US Dollar)
- 9th** Dutch investments abroad (976 billion US Dollar)
- 9th** Importer of goods (501 billion US Dollar)
- 9th** Export of commercial services (134 billion US Dollar)

Facts & Figures

- **Official name** Kingdom of the Netherlands
- **Form of government** Constitutional monarchy, parliamentary democracy
- **Head of State** His Majesty King Willem-Alexander, King of the Netherlands, Prince of Orange-Nassau
- **Capital** Amsterdam
- **Seat of government** The Hague
- **Administrative structure** Twelve provinces and the overseas territories of Aruba, Curacao and St. Martin. The overseas island of Bonaire, Saba and St. Eustatius, all three of which are situated in the Caribbean, are 'special municipalities of the Netherlands'
- **Surface area** 33.800 km²
- **Location** Western Europe, by the North Sea, bordering Belgium and Germany
- **Number of inhabitants** 17,003,214 (November 2016)
- **Number of inhabitants per km²** 503 (November 2016)
- **Monetary unit** Euro
- **Languages** Dutch, Frisian



Company profiles

Achmea

Established in 1811, today Achmea is the largest insurance provider in the Netherlands. Non-life, Health and Income Protection insurance products are core competences. From its leading position in the Dutch market, the insurance group positions itself internationally as an innovative player in selected markets, including Turkey, Greece, Slovakia, Ireland and with partner Rabobank in Australia.

In August 2016 Achmea took the next step by setting up an office in Nairobi to focus on the African market – Achmea East Africa.

Drawing on Achmea's co-operative heritage and insurance knowledge, Achmea East Africa aims to develop a sustainable and profitable insurance proposition in (East-) Africa that will contribute to creating value for all its stakeholders (i.e. customers, employees, business partners and members). Customer centricity is a key principle in all our strategies and actions and as a result we will be providing products and services which will provide added value to all our customers.



Albert Jonkergouw

Managing Director Achmea East Africa



Peter Dohmen

Business Development Specialist

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Amref Health Africa

Amref Health Africa, in the Netherlands known as Amref Flying Doctors, is an international African organisation founded and headquartered in Kenya. Amref Health Africa began in 1957 as the Flying Doctors of East Africa to provide critical medical assistance to remote communities in East Africa.

Today, Amref Health Africa works with the most vulnerable African communities through its country programmes in Ethiopia, Kenya, South Sudan, Tanzania, Uganda and Zambia, and its Southern and West African regional hubs based in South Africa and Senegal, respectively.

Through its laboratory, clinical outreach and training programmes, Amref Health Africa reaches an additional 30 or more countries in Africa. With over half a century of experience in delivering healthcare and building health systems in Africa, Amref Health Africa supports those at the heart of communities, particularly women and children, to bring about lasting health change.



Julia Muller
Business Development

BAM International

BAM International is an operating company of Royal BAM Group, one of the largest construction and civil engineering companies in Europe, with an annual turnover of about € 7 billion. Royal BAM Group is active in construction and mechanical & electrical services, civil engineering, property and public private partnerships and operates in 30 countries across the globe.

BAM international has been carrying out complex construction projects in Africa since the early 1950s. Our experience in the field of financial engineering has contributed to the success of our company. One of BAM International's assets is a wide range of specialised custom-built equipment, which facilitate heavy-duty activities in demanding near-shore marine environments.

BAM has completed more than 50 projects in Africa, including marine structures in Sierra Leone, quay walls for a port in Ghana, a container terminal in Liberia, airports in Tanzania, as well as water supply and sanitation projects in Mozambique and Kenya. The area office is based in Dar es Salaam, Tanzania.

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CARDIMED

Partnering with international market leading medical manufacturers and suppliers all over the world, to ensure that hospitals, healthcare professionals and their patients have access to innovative health care products and services – quickly, reliably, with fair prices. We are dedicated to satisfying our customers and we do this by respecting them, listening to their requests and understanding their expectations. We have a proven track record of exceeding customer expectations in affordability, quality and on-time delivery.

Offered products and services

- Cardiology
- Neurology
- Orthopaedic
- Surgery
- Wound Care
- Sport Care

USP's:

- Cost reduction through demand aggregation
- Cost optimisation through Portfolio Management
- High flexibility in product selection

Desired commercial contacts:

- End users (hospitals, research centers, universities...)
- Medical devices importers
- Medical device distributors
- Government procurement officers



Maarten ten Houten
CEO & Founder



Berend Schols
Chief Commercial Officer

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Coolfinity

Coolfinity is a Dutch cooling company founded in 2015. Coolfinity is specialised in providing cooling where it isn't naturally present e.g. due to long power outages or off-grid situations.

It has two divisions: Medical and Commercial Cooling. The medical coolers can keep red blood cells, insulin, oxytocin and vaccines constantly at the required temperature between 2-8dC.

Coolfinity solutions have integrated smart technology, like a temperature warning system, to assure the cold chain. Our patented technology can provide cooling even after 48 hours of no electricity.

Coolfinity's cooling devices are designed sustainable and have a lower carbon footprint than conventional technology.



Puck van de Bovenkamp

Innovation Manager Medical
Technology

Delft University of Technology

Delft University of Technology in the Netherlands is a modern university with a rich tradition. Its eight faculties and over 40 English-language Master programmes are at the forefront of technological development, contributing to scientific advancement in the interests of society. Ranked among the top universities of technology in the world, TU Delft's excellent research and education standards are backed by outstanding facilities and research institutes. TU Delft maintains close links with (inter)national industry, a strategic alliance contributing to the relevance of its academic programmes and career prospects for its graduates.

TU Delft aims to make a significant contribution towards a sustainable society for the twenty-first century by conducting groundbreaking scientific and technological research which is acknowledged as world-class, by training scientists and engineers with a genuine commitment to society and by helping to translate knowledge into technological innovations and activity with both economic and social value.

As one of the world's leading training grounds for these engineers, TU Delft views its role in society as supplying technological solutions that take us significantly further along the road towards sustainability and a flourishing economy. We position ourselves as an open academic community which, through its scientific personnel and graduates, is represented throughout the academic world and is rooted in our own regional and national, social and economic environment.

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Elsevier

Elsevier is a global leader in the development and dissemination of scientific, technological, and medical knowledge. We serve the research, academic, and clinical communities through the application of technology and analytics to content, empowering them to create knowledge, contribute to social progress, and enhance human well-being.

Our company provides web-based, digital solutions – among them ScienceDirect, Scopus, Mendeley, Elsevier Research Intelligence and ClinicalKey – and publishes nearly 2,200 journals, including The Lancet and Cell, and over 33,000 book titles.

It is a global company, headquartered in Amsterdam, employing more than 7,000 people spread over 66 offices in 24 countries. Japan is our second largest market globally, in which we employ more than 200 people. Elsevier takes its name from the original House of Elzevier. The company is part of RELX Group, a global and world-leading provider of information solutions for professionals from different sectors including scientific, legal, risk and business information.



PARTNER FOR LIFE



Len de Jong
Managing Director

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Enraf-Nonius

Enraf-Nonius (1925) manufactures and supplies advanced high quality products for Rehabilitation and Physiotherapy. These products are distributed and supported by network of distributors in over 100 countries.

The company has a large research and engineering department for the continuous development of new products and cooperates closely with universities and leading Rehabilitation institutes.

Logistics has become a core activity for Enraf-Nonius. On a daily basis our staff handles numerous shipments to customers in The Netherlands, Europe and countries world-wide, with expertise, dedication and care. Thanks to our growing business and increasing demand of space an ultramodern logistic centre is situated on the intersection of The Netherlands, Belgium and Germany, in Echt, Limburg. www.enraf-nonius.com

EN-Projects, a division of Enraf-Nonius, specialises in Turn-Key integrated projects (Design- Build- Equip-Maintain-Train). EN-Projects realises large-scale global hospital projects and Rehabilitation Centres. With many years' experience and proven reliability, EN-Projects is a valued partner for Ministries of Health or private hospitals.

Finance for projects can come from many sources but includes:

- Obtaining direct grants from Government to Government
- Use of export promotion grants from Government to manufacturers
- Obtaining export credit facilities to underwrite project finance
- Facilitating financing from major international banks for healthcare projects

Integrated projects have been realised in Europe, Latin America, Asia and the Middle East.

Reference list is available at: www.enprojects.com



Paul Mertens

Consultant international health, tropical medicine, infectious disease control and health policy and management

Visiting professor Universidad de Panamá and Moi University

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ErasmusMC

ErasmusMC has one executive board and is a merger between the Faculty of Medicine - Erasmus University Rotterdam, four university hospitals (general, paediatric, cancer and tropical medicine) and a public health department.

In 2017 Erasmus MC will have a new 1,000 single patient bed rooms hospital. It will accelerate the medical innovation and ability to treat patients with the latest cure and care innovations.

Erasmus MC is the largest medical school in the Netherlands (-2,500 medical students, -250 PhD graduations)/year. It has the most research-focused medical education in the Netherlands. 25-33% of medical students finishes as MD-PhD. BSc, MSc and PhD programs are offered to the next generation of medical practitioners and researchers.

Erasmus MC has been consistently ranked in world's top 25 for clinical medicine (US News Clinical Medicine 2015: no19). Research, aimed at publications are cited 1.75 times the world average.

Erasmus MC economic impact on Dutch economy results in € 4,58 for € 1 invested. Every job results in a total of 4.12 jobs country wide.

Erasmus MC is committed to public health in Rotterdam and worldwide through research, education and public health practice.

ErasmusMC aims to give all medical students an international experience in practice and or research. 25% of all medical students follow a 12-week minor global health course with a 6 weeks (public) health care experience in a foreign country, including Kenya.

Paul Mertens, started his career in 1980 as a (district) medical officer in the Ministry of Health in Kenya through the Netherlands Ministry of Foreign Affairs. Since 1981 he supports the health care in a Kenyan county. He lectures public health research and practice in both The Netherlands and Kenya. His aim is to extend the international cooperation of ErasmusMC in education, research and (public) health practice with a focus on infectious disease control.



Rob Steinweg

CEO Medsim and communication trainer



Guid Oei

Gynecologist Máxima Medical Center
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Training for Life Foundation

Aim

Training for Life Foundation aims to contribute to improvement of the survival rate of women and children during pregnancy and childbirth through simulation-based education. In addition, the effects of the training program will be assessed by a scientific research team.

Vision

In line with the United Nations Sustainable Development Goals, our vision is to contribute to a global decline in maternal and perinatal mortality. This is to be achieved by providing simulation-based obstetric multidisciplinary teamwork training with a focus on medical and communication skills. Training design is based on local needs, local organisation, and by aiming for a sustainable and longlasting effects. The training is therefore set-up and carried out by local healthcare professionals. The foundation sets up Training for Life simulation centers in developing countries. The local medical faculty is trained so that they can keep training their own employees in medical skills, teamwork and communication.

The training program effects are scientifically evaluated.

These effects include the satisfaction of trainers and trainee; knowledge and skills acquired by the trainees; the implementation of learned skills in daily work; and the impact on patient outcome, including maternal and child mortality rates.

Research

Evidence based medicine shows that technology-enhanced simulation training in health professions education is an effective technique to improve knowledge, skills, behaviours and patientrelated outcomes. (Cook DA et al. JAMA 2011)

Simulation training of obstetric teams leads to 50% reduction of avoidable damage to newborn and mother. (Fransen et al. BJOG 2016)

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GenKey Solutions

Identity for All

We're experts in biometrics. We help millions of people in Africa, and other emerging markets, to identify who they are based on something unique – their own biometric data. Together with partners, we deliver large scale biometric identity programs, with particular experience in national elections and healthcare.

Our mission is to give an identity to millions of people that don't have one. To date, we've helped over 110 million people across Africa to verify who they are. But, that's just the beginning. There's an estimated 1.5 billion people that have no legal identity – that's no birth certificate, no ID card, no passport, nothing. Our technology and solutions, packed with over 30 granted patents, are built for the challenge.

GenKey is headquartered in the Netherlands, with offices in Africa (Ghana) and the US (Chicago). In 2011 a merger between the former GenKey and priv-ID BV, a spin-off from Philips Research, created the new GenKey.



Moses Obimbo

Local Representative Incision Kenya

INCISION

At **INCISION** we believe that everybody deserves the best surgical care. We help surgical professionals to combine knowledge and move beyond personal abilities. We have set a high aim: we want to impact >50% of surgical operations worldwide by 2025 with our platform.

As a first step, over the last 2,5 years, we have built a learning foundation of our academy. We have created online step-by-step guides for surgical procedures which included best practices for surgical operations. For the key 300 surgical procedures we are creating 2D and 3D films with all anatomic context (more than 130 now available online).

Today, the Incision Academy is used by residents and surgeons around the world, in developing countries as well as in Western countries.

We are based in Amsterdam with a team of 16 medical doctors and business staff. We have local representatives in 4 countries around the world.

Incision Group

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INTOS

Full service specialist

INTOS is an innovative, international company specialized in high-quality interior finishing and fitting out. Based in the Netherlands and Dubai, INTOS has become in its 25 years one of the largest full-service interior contracting companies. INTOS arranges total project management, development, engineering, manufacturing and installation.

Knowledge partner in health, medical and shielding areas

The INTOS Medical & Shielding division has completed numerous projects. This experience makes INTOS a reliable knowledge partner for the life science and healthcare organizations. The engineers of INTOS create specialized interior solutions within the healthcare sector for example for nursery departments, reception areas and restaurants. INTOS also has extensive experience in the medical and science sector where specific expertise is required, such as X-ray shielded rooms and products, like lead glass, lead doors and lead wall sets, and laboratory interiors.



Bouke Broeren
CEO



Willem den Teuling
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MOMALA

MOMALA is a social enterprise on a mission to improve Malaria outcomes by providing extra capacity of high-quality diagnosis and drastically reduce over-consumption of Malaria medicines.

MOMALA is a mobile application available for smartphones with at least 3-megapixel cameras (Android). The app makes use of an algorithm, which is able to diagnose Malaria from a microscopic image of a blood smear. MOMALA's algorithm is based on the Ph.D. work of Dr. Syed Saiden Abbas (Syed Saiden Abbas, Ph.D. Machine Learning Software Developer, Machine Learning expert and inventor of MOMALA algorithm) who was employed by Orikami. During his Ph.D. defense, the founders of MOMALA were inspired to bring this solution to rural Africa and that is the reason why they started MOMALA in 2016. Orikami and Symax are the founders of the MOMALA BV, we bundled our expertise to create an e-health application for the African market. We presented a prototype on the first mHealth Hackathon in Brussels.

The MOMALA solution won the first price. After media coverage, we were contacted by different parties including AMREF Health Africa. With AMREF we decided to implement MOMALA in Africa and went on an exploration mission to Kenya. We visited a county hospital, sub-county hospital, dispensary, and health center and saw how the diagnosis was done in practice, which equipment was used and the queue of women with small children waiting for a diagnosis on all different levels of the health care system. We saw the capacity needs and challenges in delivering high-quality malaria diagnostics.



Millicent Olulo
Country Director



Femke Smeets
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PharmAccess Group

The PharmAccess Group is a dynamic international organization with a digital agenda dedicated to connecting more people to better healthcare in sub-Saharan Africa.

PharmAccess leverages on the enormous potential of digitalization to revolutionize healthcare in Africa. In Kenya, PharmAccess is currently focusing on developing innovative products and programs for the mobile health wallet M-TIBA, targeting low- and middle-income groups. M-TIBA is being developed in partnership with Safaricom and CarePay.

In addition, PharmAccess has developed a range of services for healthcare providers, including quality assessments (using the SafeCare methodology), loan application support (through the Medical Credit Fund) and training modules to help healthcare providers improve their business and clinical performance.

PharmAccess works closely with leading local and international partners to increase trust throughout the health system, reduce risks, and pave the way for investments. Our specific approach to development has won prestigious international recognitions, including the G20 prize. PharmAccess employs a multidisciplinary team of almost 200 professionals. While our headquarters are in Amsterdam, we are firmly rooted in Africa with over 60% of our staff based in Kenya, Tanzania, Ghana and Nigeria.

In Kenya, PharmAccess is registered since 2006 under local law as a foreign NGO with an office in Nairobi employing 45 local staff. Our partners in Kenya are amongst others the Kenyan Ministry of Health, the National Health Insurance Fund (NHIF), the IFC's Health in Africa Initiative, Safaricom/Vodafone and M-PESA, CarePay, Strathmore Business School, KMET, PSI/Kenya and Marie Stopes International (MSI).

PHILIPS



Jan-Willem Scheijgrond

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Royal Philips

Royal Philips is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions.

Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care.

Philips' health technology portfolio generated 2016 sales of EUR 17.4 billion and employs approximately 71,000 employees with sales and services in more than 100 countries.



Renate Douwes

Programme Officer SRHR at Simavi

Simavi

Good health is the basis of everything. It enables you to believe in yourself, take matters into your own hands, and pursue your dreams. With good health, you can look after yourself and your family and lift yourself out of poverty. Therefore, Simavi works towards a Healthy Life for All.

To achieve this, Simavi works to ensure that disadvantaged people in low and middle income countries in Africa and Asia practice healthy behaviours based on their own free and informed decisions.

Based on our experience over the past ninety years, we believe that there are two crucial factors which determine good health and wellbeing: Sexual and Reproductive Health and Rights; and Water, Sanitation and Hygiene. In order for disadvantaged people, specifically women and girls, to enjoy a healthy life, we empower them to:

- Improve their hygiene practice and make use of sustainable drinking water and sanitation services
- Make informed decisions regarding their sexual and reproductive health and rights

...free from discrimination, coercion and violence.

In order to empower people to improve their health, our work is characterised by an integrated approach of three components. Firstly, we build knowledge so that individuals can make informed decisions regarding their health and bodies. Secondly, we create a supportive environment in which the needs and rights of individuals are respected and upheld by relevant stakeholders. Finally, we support individuals to gain access to the sustainable quality services they need, provided by the responsible actors, to improve and maintain their health.

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Spectator Video

Spectator develops Video Control & Service Centres that connect any Security & Healthcare device on the market, providing the unique ability of one Graphical User Interface to receive, connect & manage all the connected devices.

Our products & interactive Apps provide a wide range of eHealth solutions that effectively reduce the organisational costs, increase efficiency and improve the Quality-of-Life of those in need.

Spectator, with its unique business model based on long term partnerships, and with dedicated teams in regional offices in 4 continents as well as 15 years of experience in the development of state-of-the-art platform technology, ensures to stay ahead of the competition.



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Task Force Health Care

Improving Healthcare Together

The Task Force Health Care (TFHC) is a public-private platform with over 120 partners founded in 1996. Our mission is to improve healthcare and wellbeing internationally with the use of Dutch expertise and in a sustainable and demand-driven manner.

The TFHC network consist of partners from industry, knowledge institutes, NGO's, healthcare providers and the government, all active in the Dutch Life Sciences & Health sector. Our partners provide smart solutions to various healthcare challenges.

To accomplish our mission, we organise all kinds of activities to (I) stimulate cooperation and knowledge-sharing in order to combine forces within the Dutch healthcare sector and (II) present and position The Netherlands abroad in order to be involved in the global and local healthcare challenges.

In the last decade, the TFHC visited and maintained relationships with more than 30 countries. With the use of country platforms, the TFHC continues to build and maintain sustainable international relations.



**Pepijn van den
Hoogenband**

MD / Partner consultant

TRINCO Healthcare

TRINCO Healthcare Solutions:

Integrative and Scalable Health Programs, Expertise & Solution regarding:

- 1 Health Financing & Insurance, Capacity, Education & Curriculum, Sector Policy & Payment Structures
- 2 National/regional contracting strategy towards public/private hospital market
- 3 Sector patient cost reduction, quality benchmarks, supplier market man.
- 4 Incentive based - Public Health Prevention
- 5 Hospital cost saving: optimization of workflows, treatment & quality
- 6 Turnkey Hospital & Primary care clinics set up/extensions, equipping, staffing, running
- 7 Market access of game changing e-health / med tech. solutions (i.e. telemed.)

Distinctive Approach:

- We facilitate cooperation, development and implementation of health solutions.
- Integrative, agile and iterative approach combined with strong result focus and hands-on attitude.
- Enabling multi-topic links, breakthrough of interdependencies and scale up capacity.
- Making globally available solutions & knowledge actually work on the ground.
- High level concepts with practical knowledge and behavior, tailoring to the client, culture & region
- Over 20 years in healthcare, knowledge of different health systems, medical trends & tech. innovations.
- Data-, incentive & behavior driven | self-reliance, cohesion & entrepreneurship in community development.
- The right size to cover all business topics and medical knowledge, to act flexibly as system integrators, align stakeholder interests, build leading coalitions and creating momentum.

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Publication

Netherlands Enterprise Agency
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