

Models of Innovation;
Disruptive, Open and
Challenge lead
innovation in health care
of the future

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Health Innovation Centre of Southern Denmark



**SYDDANSK
SUNDHEDSINNOVATION**



Agenda

- Insights into the way that innovation, innovative thinking and processes are paving the way for successful exploitation of products, systems and services
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HEALTH INNOVATION CENTRE
OF SOUTHERN DENMARK



European
Commission

This certifies that
REGION OF SOUTHERN DENMARK

is a



Reference Site of the European Innovation Partnership
on Active and Healthy Ageing



Brussels, 1st July 2013

Neelie Kroes

Vice President of the European Commission
responsible for the Digital Agenda for Europe

Life  KIC



The Growth Forum's strategic goals for 2020

Health and social innovation

Health and welfare solutions

Sustainable energy

Energy efficiency
Offshore

Experience economy

Tourism
Design

Human resources and education

Entrepreneurship

Research, innovation and new technologies – including ICT and design

Cluster development

Peripheral areas, cross-border collaboration and internationalisation

Special areas of initiative

Public-private partnership
Attraction and retention of labour



**CITIZENS:
QUALITY**



**"OPEN INNOVATION
– together we create the future solutions for
better health"**

**REGION/ MUNICIPALITIES:
EFFICIENCY**



**BUSINESSES:
GROWTH**





EXPRESSED IN A WORLD THAT WAS DIFFICULT TO CHANGE



“First we shape our buildings, then they shape us”
[Winston Churchill, 1943]



EXPRESSED IN A WORLD THAT IS FLEXIBLE AND CONSTANTLY CHANGING



“First we shape our buildings, then they shape us, then we shape them again - ad infinitum”

[Stewart Brand, 1994]



VISIONS FOR THE NEW HEALTH DESIGNS:

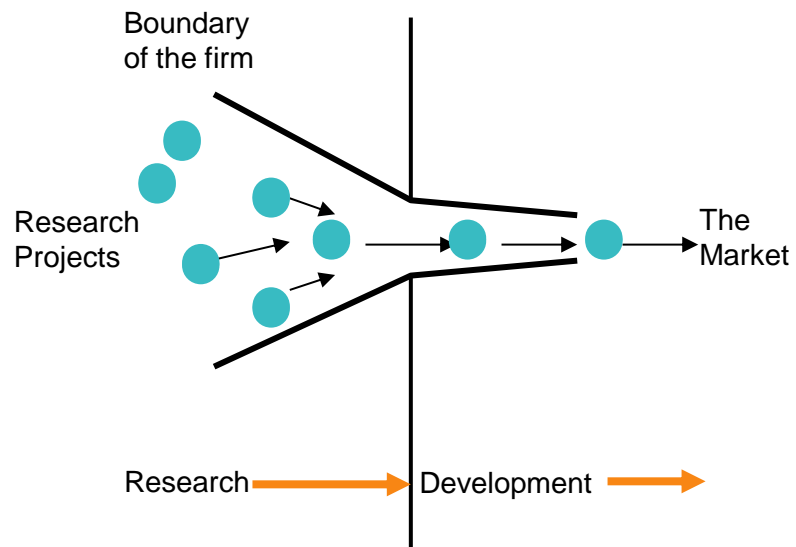


”HUMAN CENTERED”

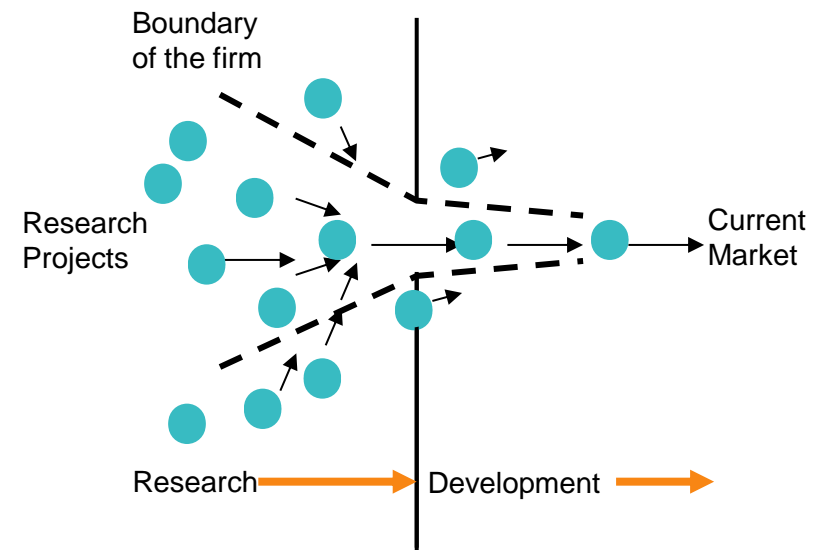


THE PARADIGM IS OPEN INNOVATION

CLASSIC
INNOVATION



OPEN
INNOVATION





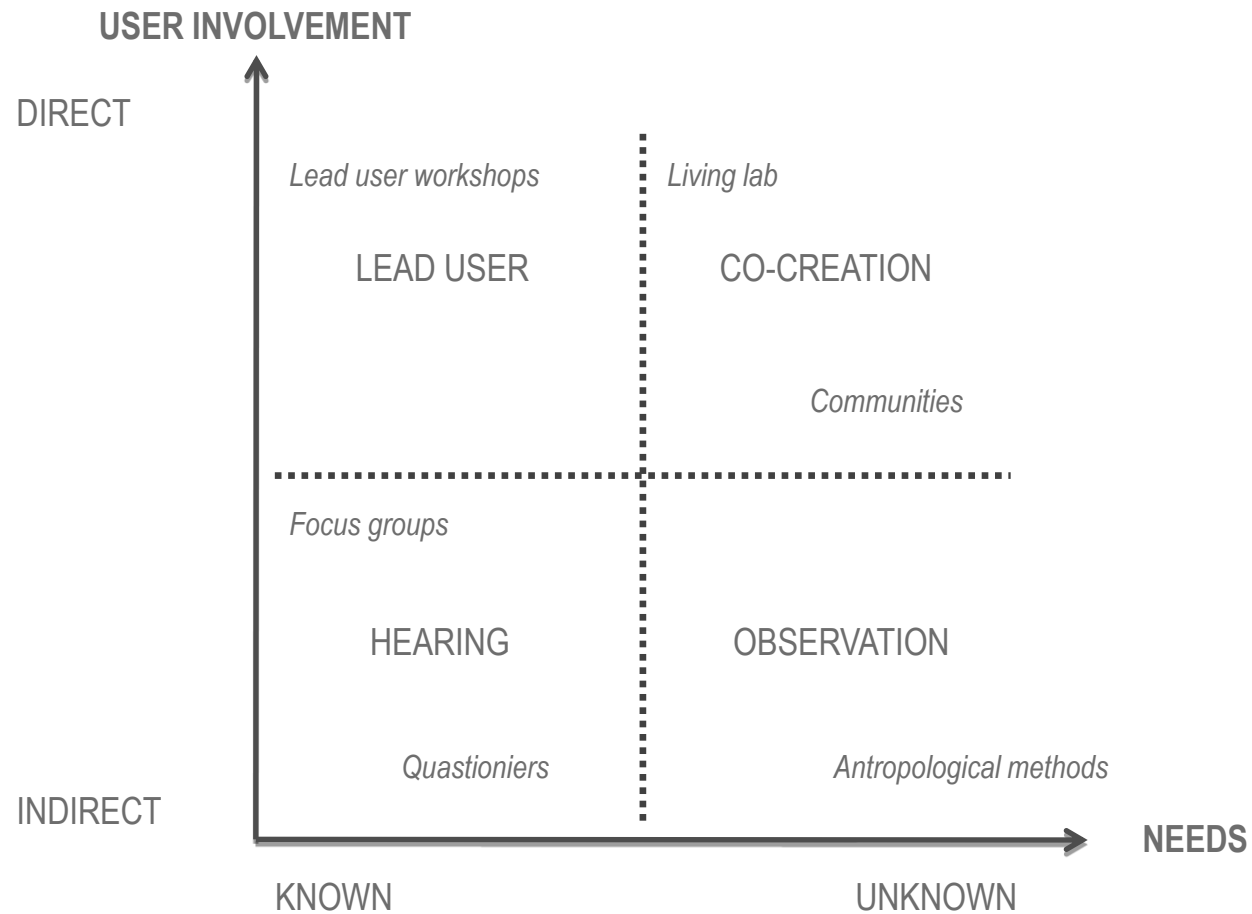
USER INVOLVEMENT



”WHAT DO THEY NEED AND HOW DO WE INVOLVE THEM?”



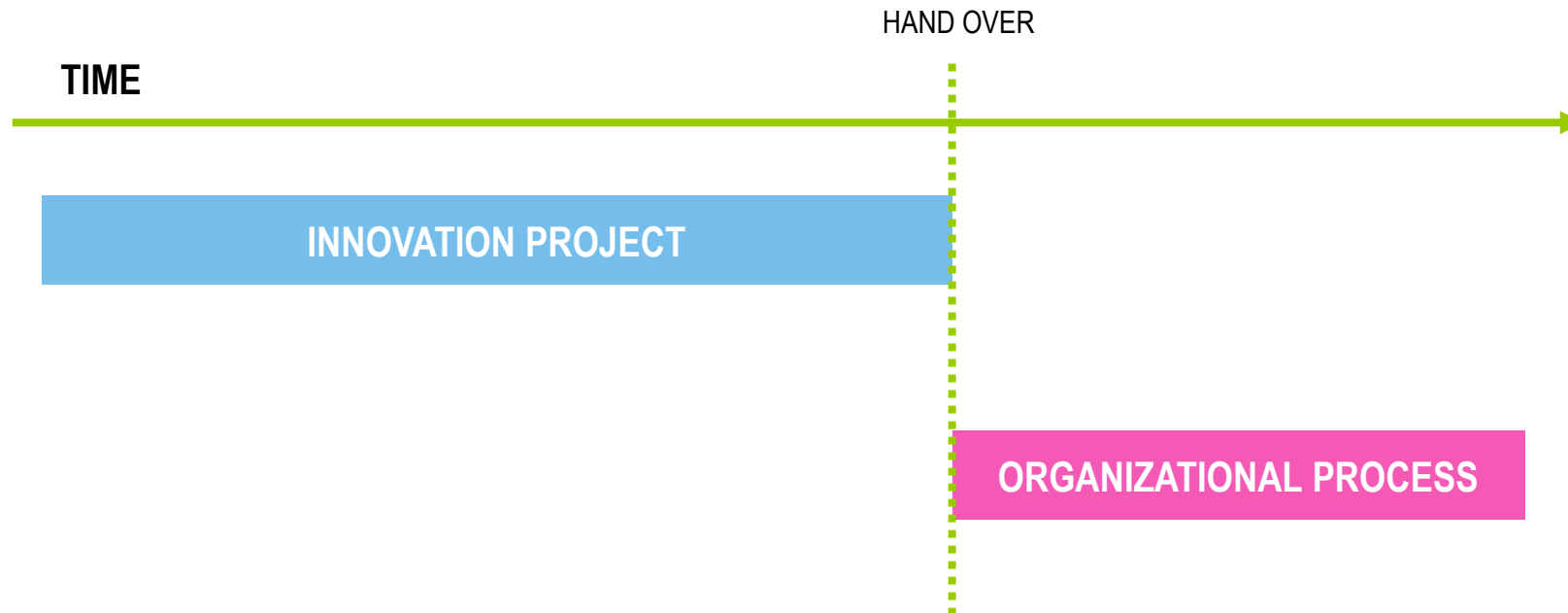
DEFINITION OF USER DRIVEN INNOVATION



Kilde: FORA (2008):

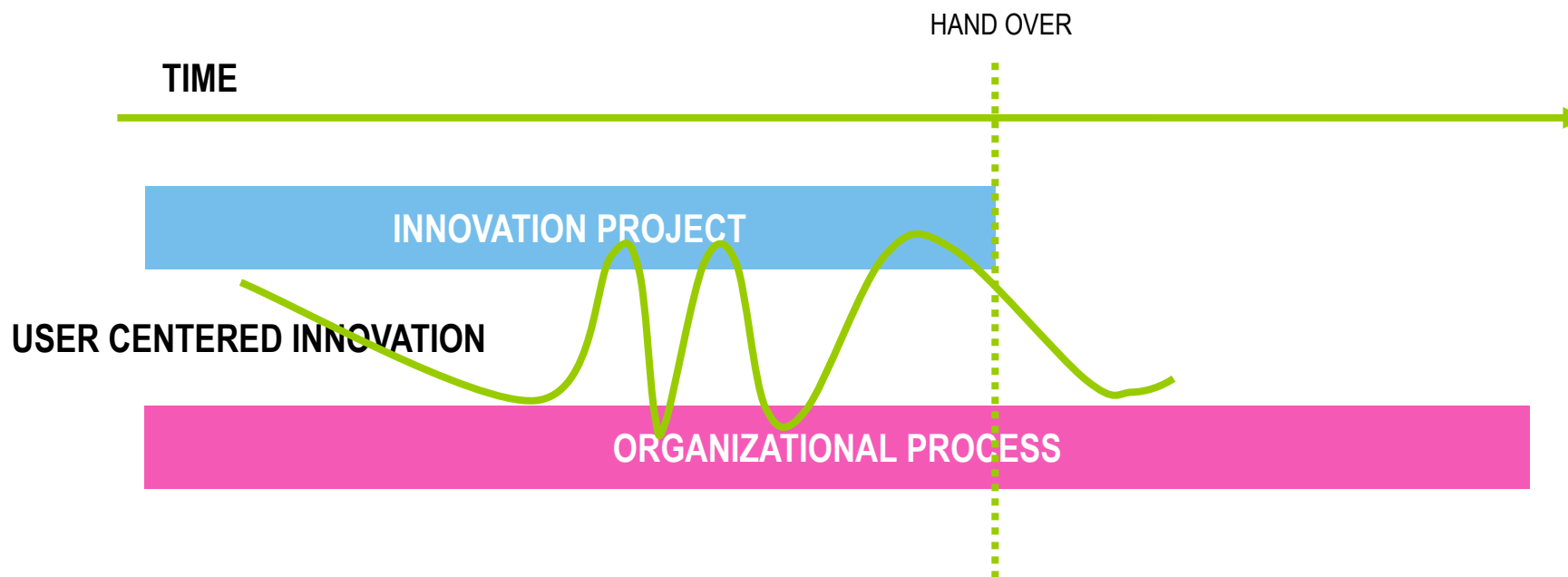


**INNOVATION PROJECTS ARE GOING TO BE ATTACHED THE ORGANIZATIONS
EX. WHEN THE ORGANIZATION IS DETACHED THE INNOVATION PROJECT**





EX. WHEN USER CENTERED INNOVATION IS USED AS AN ORGANIZATIONAL CHANGE MODEL





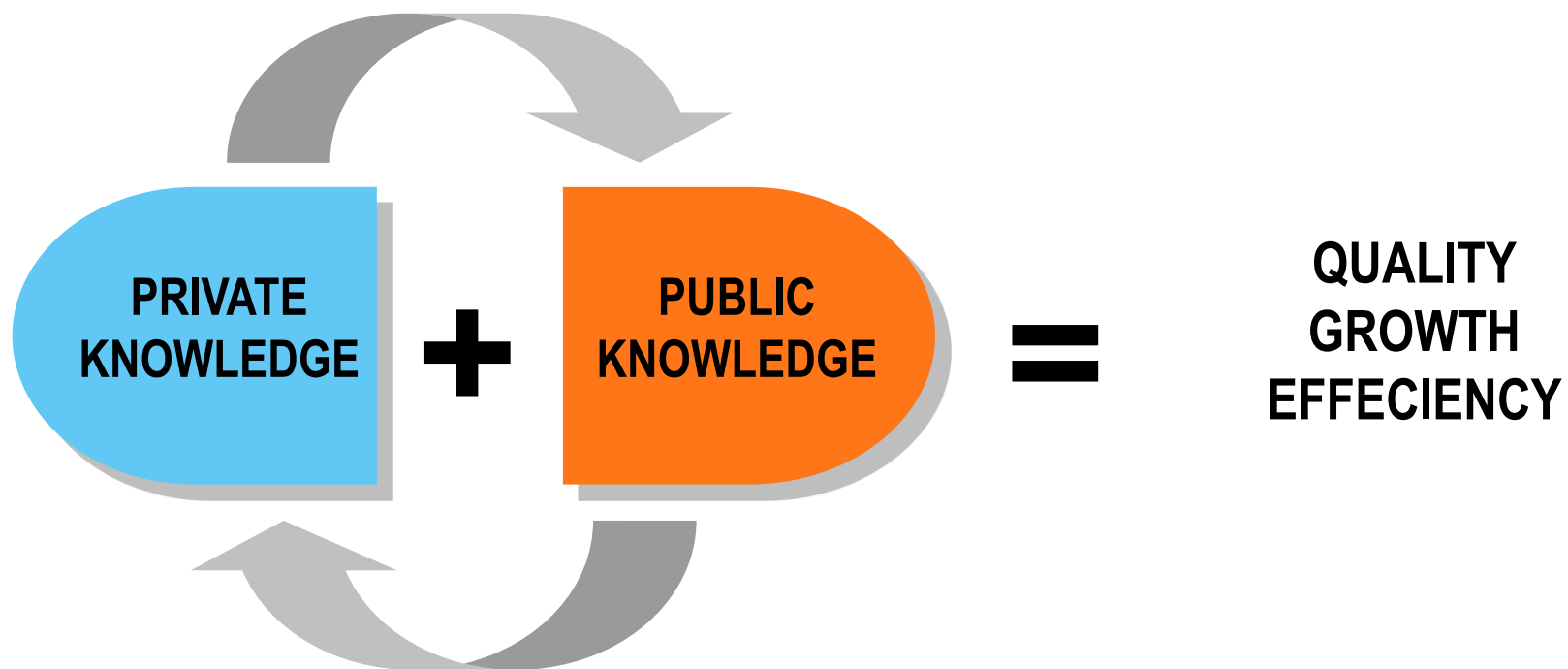
STANDARD UNITS FOR THE NEW UNIVERSITY HOSPITAL IN ODENSE



- A demand for user qualified optimized standard units for the new hospital
- Users and architects interior designed the space and tested workflows in full scale models.
- Results were optimized use of square meters and cost reduction.

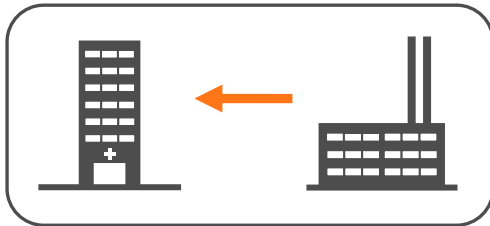


PUBLIC PRIVATE INNOVATION

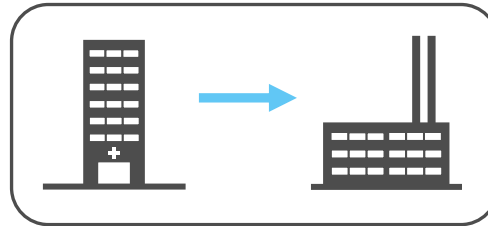




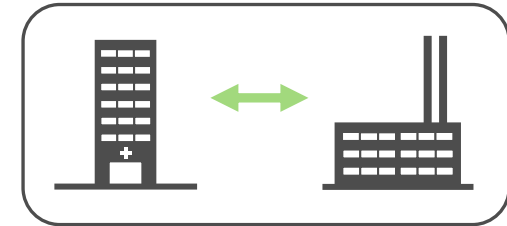
3 MODELS FOR PUBLIC PRIVATE INNOVATION



A: PUBLIC DEMAND



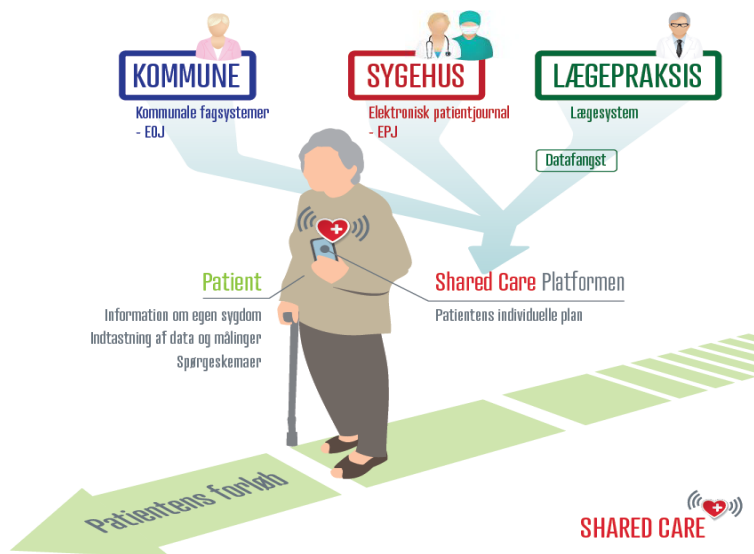
B: PRIVATE DEMAND



C: COMMON DEMAND



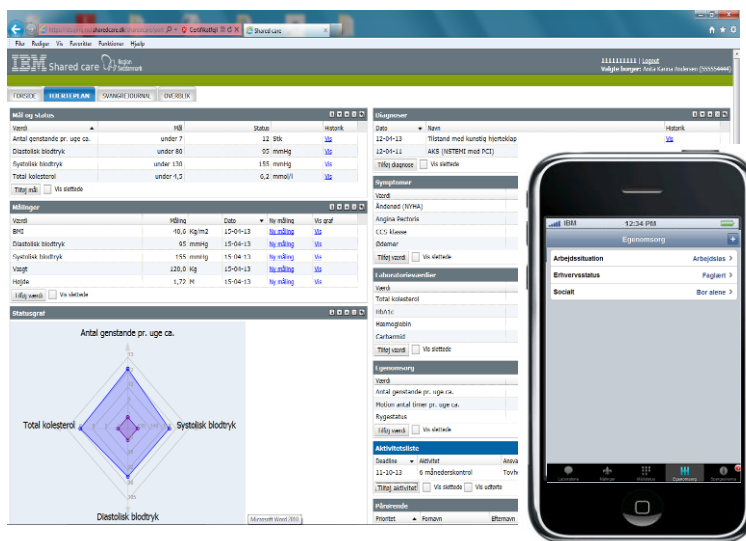
SHARED CARE PLATFORMEN



- A cross-sectoral solution where the health professional parties have access to common and necessary data for the chronic patient.

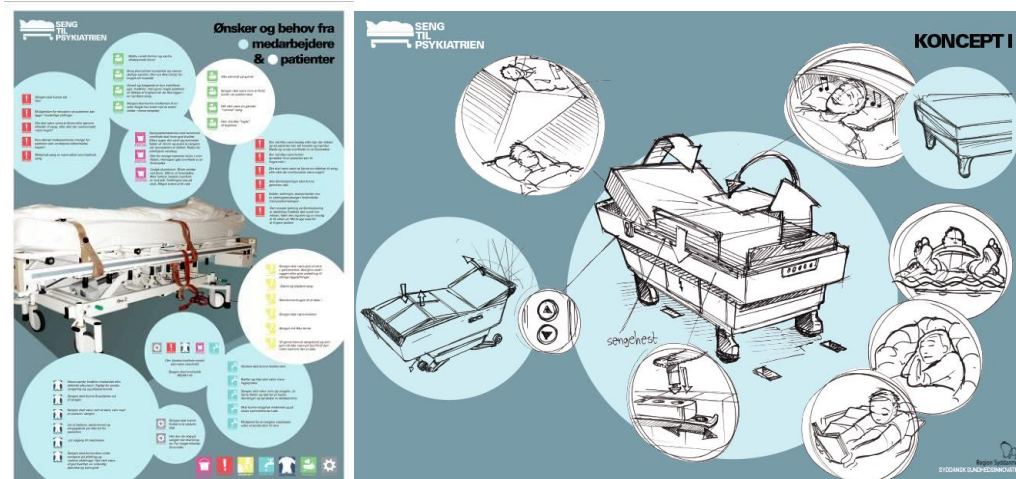
- A solution where the health professional parties can strengthen patient empowerment.

- The result is a generic platform that provides a coherent solution that "play along" - even with existing IT and technology.





A BED FOR THE PSYCHIATRIC HOSPITALS



- The Psychiatry is seeking a bed solution which ensures better working environment and patient perceived quality.
- The psychiatric bed has several complex functional requirements compared to the somatic bed.
- Research, user and business cooperation has qualified a new procurement for a bed for the psychiatric hospitals



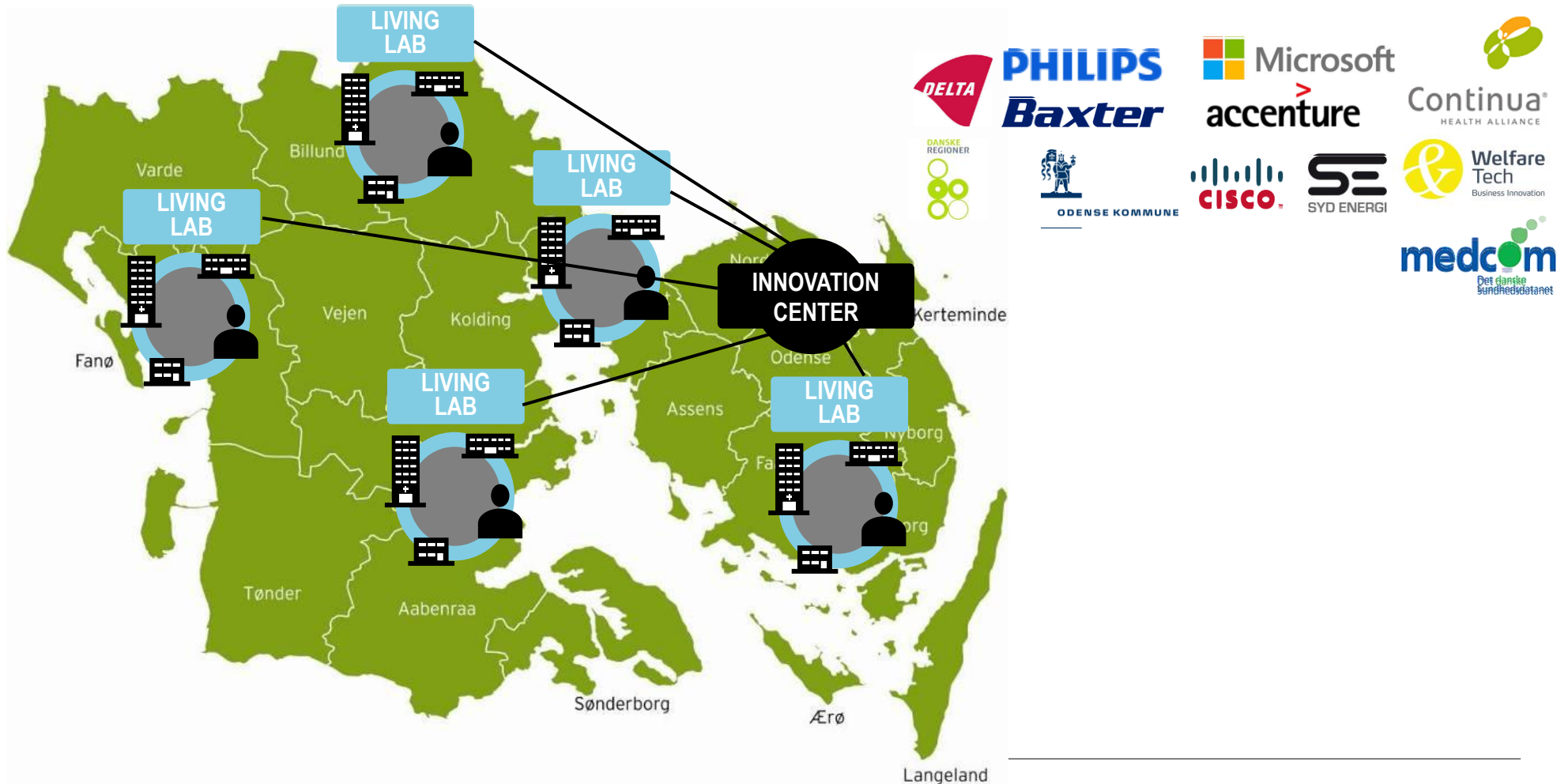


LIGHTING IN THE PSYCHIATRY

- The Psychiatry in Southern Denmark wants to work with lighting as part of the healing environment in the new psychiatric hospitals.
- Philips has great research-based experience with light effects on health but not with a specific focus on mental health. Philips calls for knowledge to penetrate a new market.
- Philips R & D department and the Region of Southern Denmark has entered a research collaboration regarding the light in psychiatry.



Innovation Centre for Integrated Care





Thank you for your attention

[http://www.syddansksundhedsinnovation.
dk/service-menu/english.aspx](http://www.syddansksundhedsinnovation.dk/service-menu/english.aspx)
