

# Wide scale deployment & the innovation cycle

Brabant Region of Smarth Health

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Mariëlle Swinkels

Strategic Policy Advisor

Member of CORAL and Contentmanager of ENGAGED network AHA

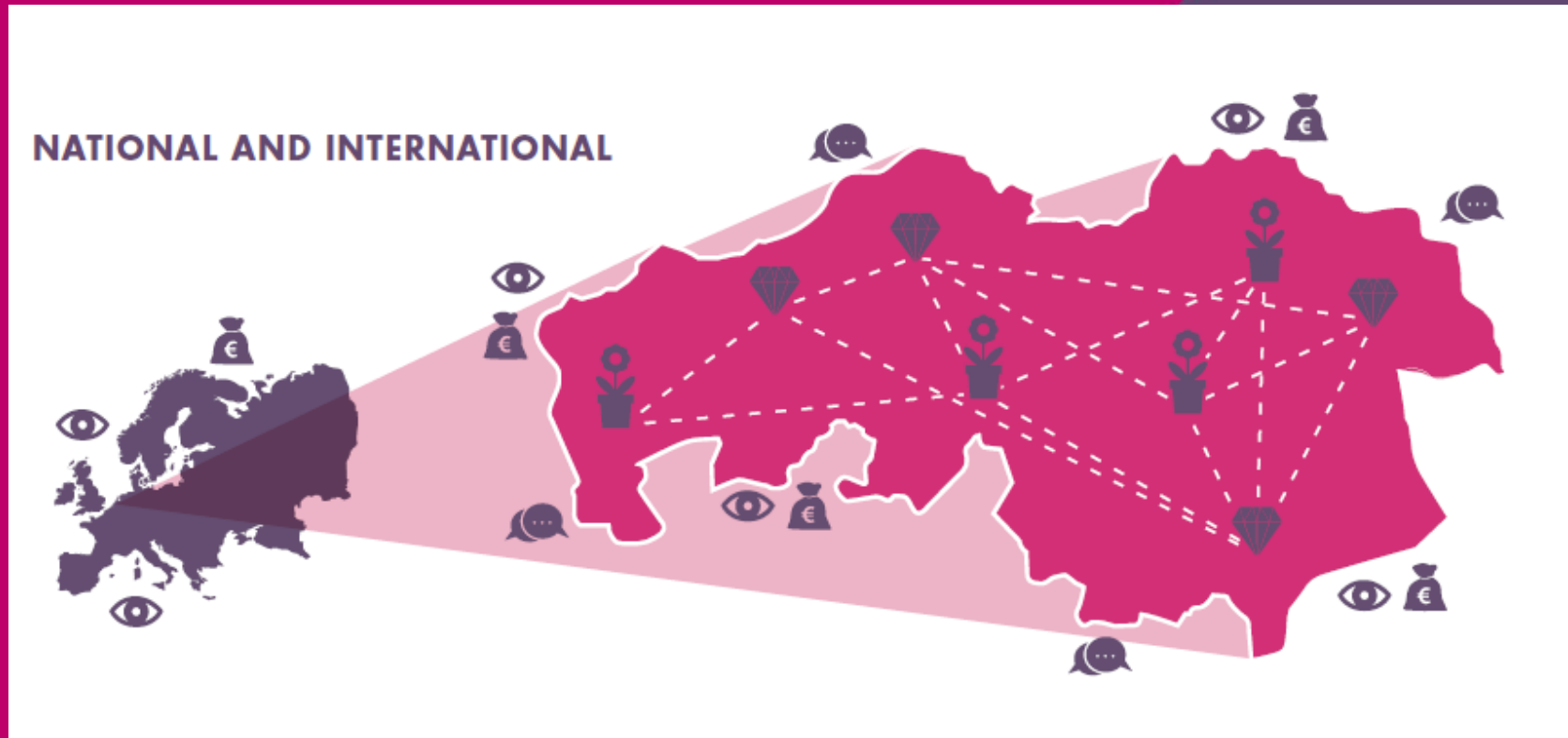
[www.brabant.nl/health](http://www.brabant.nl/health)

[www.coral-europe.eu](http://www.coral-europe.eu)

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**Provincie Noord-Brabant**

# Brabant Region of Smart Health



Testing grounds for large scale deployment



Inspirational tour Prevention and Health



Learning Community  
Brabant Region of Smart Health



Development of Funds



Monitoring Impact

# Self care & eHealth testing ground

## Smarter Care

- Population of 300.000 people
- Costs: € 660 - € 690 mln in basic (health) insurance
- Diabetes, COPD, Cardio

- Total expected savings of € 15 milion euro per year (period of 5 years)

## Skin Vision eHealth app

- Prevention of Skin cancer
- Picture of birthmark and monitoring
- New service development and intergration
- Awareness raising



# Informal care & Dementia

## Supporting tools for informal Carers in the city of Helmond

- Phase 1: Seven municipalities
- Up scaling to 700.000 citizens
- Evidence on impact
- Innovative Procurement

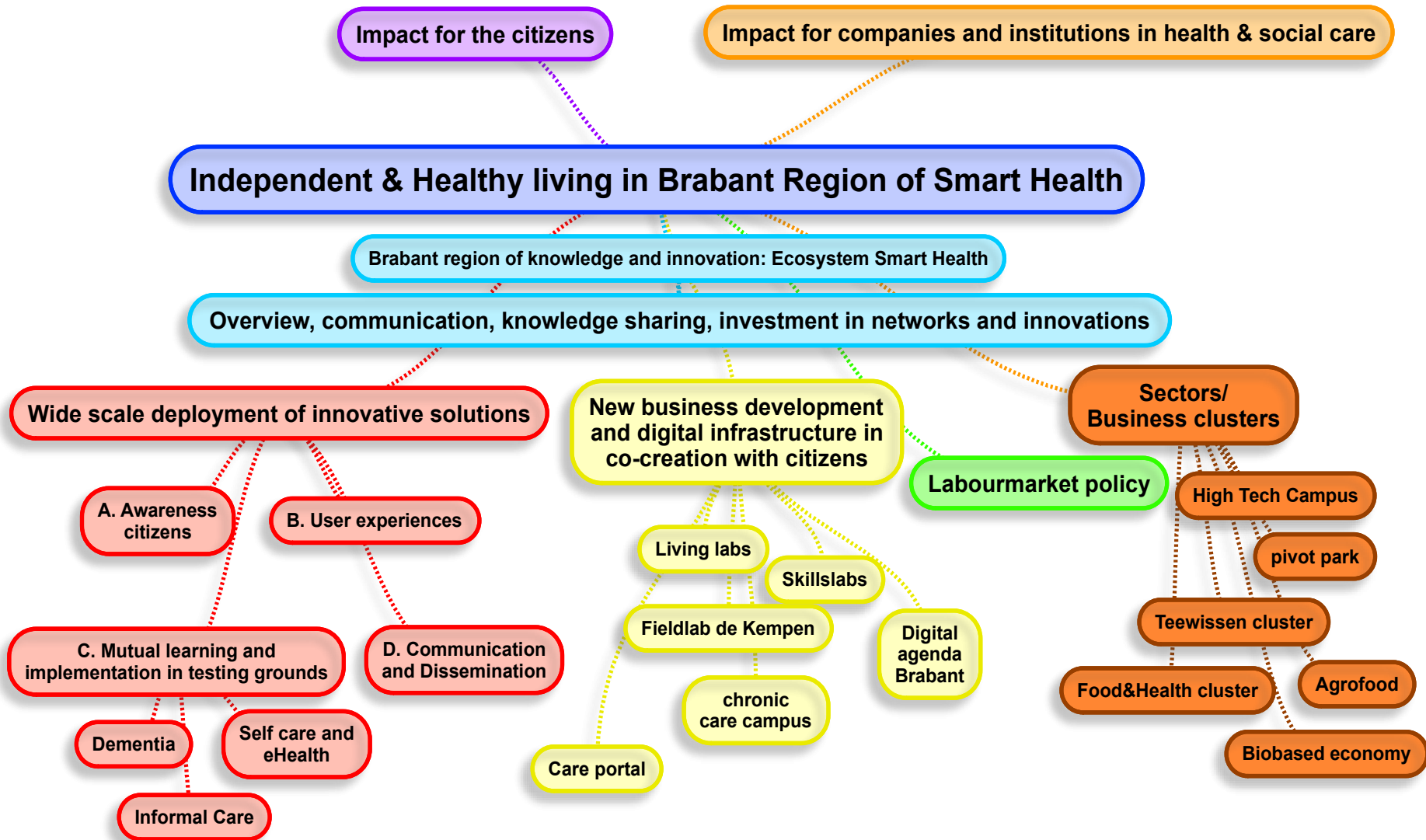


## Dementia testing ground:

- Implementation of Living lab products
- Awareness raising
- Knowledge sharing



# Ecosystem of Smart Health





# WORLD HEALTH & DESIGN FORUM 2014

21-23 OCTOBER  
EINDHOVEN THE NETHERLANDS

## RESHAPING THE FUTURE OF HEALTH CARE BY CREATING BETTER LIVES FOR PEOPLE

Forum Programme: Health & Industry, Social Innovation,  
Healthy Living

- A unique combination of design, high-tech and social innovation
- to inspire people to join forces all over the world and initiate crossover projects for active and healthy ageing and healthy living.
- to boost wide-scale deployment of smart care and e-health solutions that increase the level of self-management and informal care of our citizens

Come and join us in Eindhoven for:

- inspiring keynote sessions
- interactive workshops and theme sessions
- site visits to field and skills labs and to the Dutch Design Week
- ample networking opportunities
- and, why not make your contribution in one of the dynamic speakers' corners?

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Provincie Noord-Brabant



### A SELECTION OF OUR SPEAKERS

- **Prof. Caroline Hummels**, professor Design Theory of Intelligent Systems, dept. of Industrial Design, Eindhoven University of Technology
- **Dr. Claudia Pagliari**, senior lecturer Primary Care, University of Edinburgh
- **Prof. Karen Pine**, director of Endless Possibilities, Do Something Different / professor of Developmental Psychology, University of Hertfordshire
- **Marga Hoek**, author of Management Book of the Year 2014, the Netherlands
- **Prof. Kees Dorst**, professor of Design Skills for Interaction, University of Technology, Sydney and TU/e

[www.whdf2014.com](http://www.whdf2014.com)

 @WHDF2014

# Thank you

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