

O modelo da inovação em Saúde nos Países Baixos

Propostas do Estado de São Paulo para inovar a Saúde no Brasil
São Paulo, 12 de Agosto 2015

Nico Schiettekatte
Michiel Kortstee



O Delta holandês:

As raízes do nosso "modelo polder"

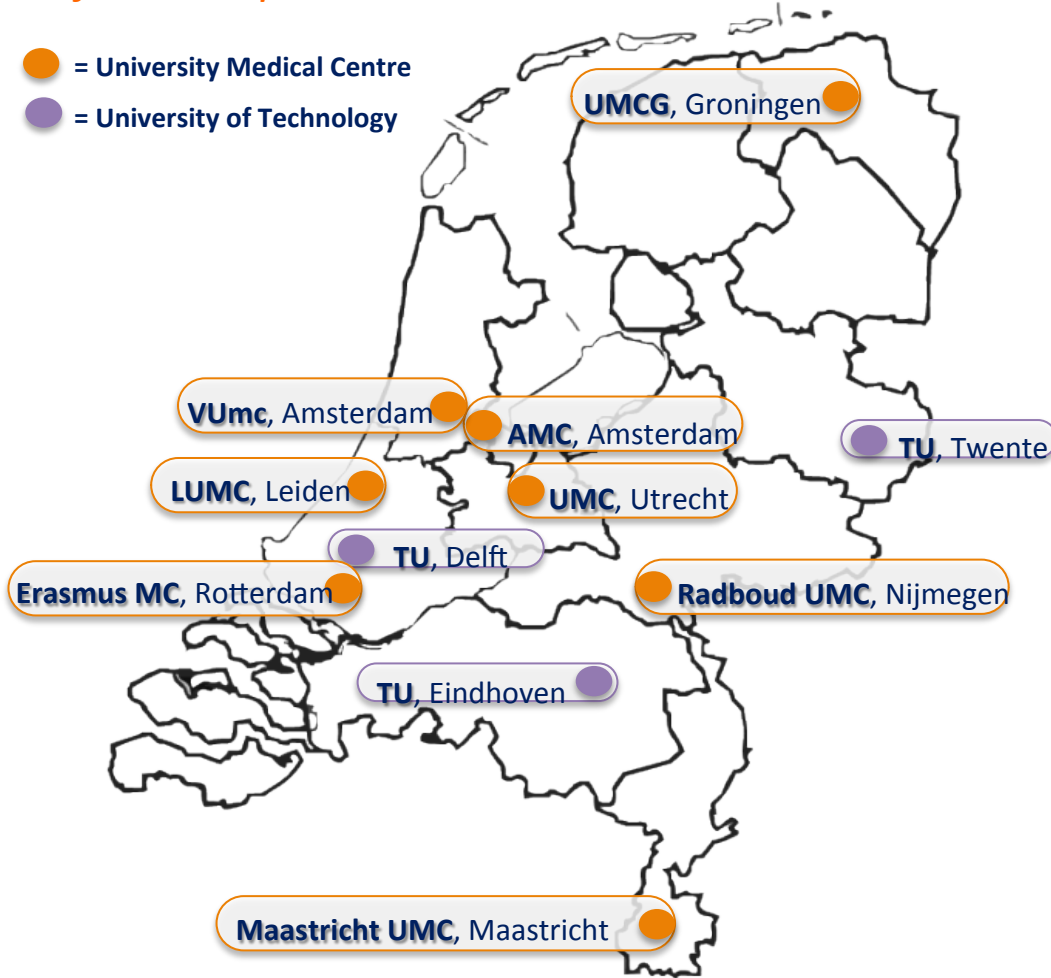


Dutch Life Sciences & Health Sector

1 of the 9 Topsectors in the Netherlands...

● = University Medical Centre

● = University of Technology



Life Sciences & Health industry:

Companies: ~2.500

Total Turnover: ~80 billion EUR

source: Task Force Health Care (2012)

Achievements:

“best health system in Europe”

source: EU Health Consumer Powerhouse 2013, 2014

“Netherlands ranks first in Healthcare Performance”

source: The Commonwealth Fund, 2010

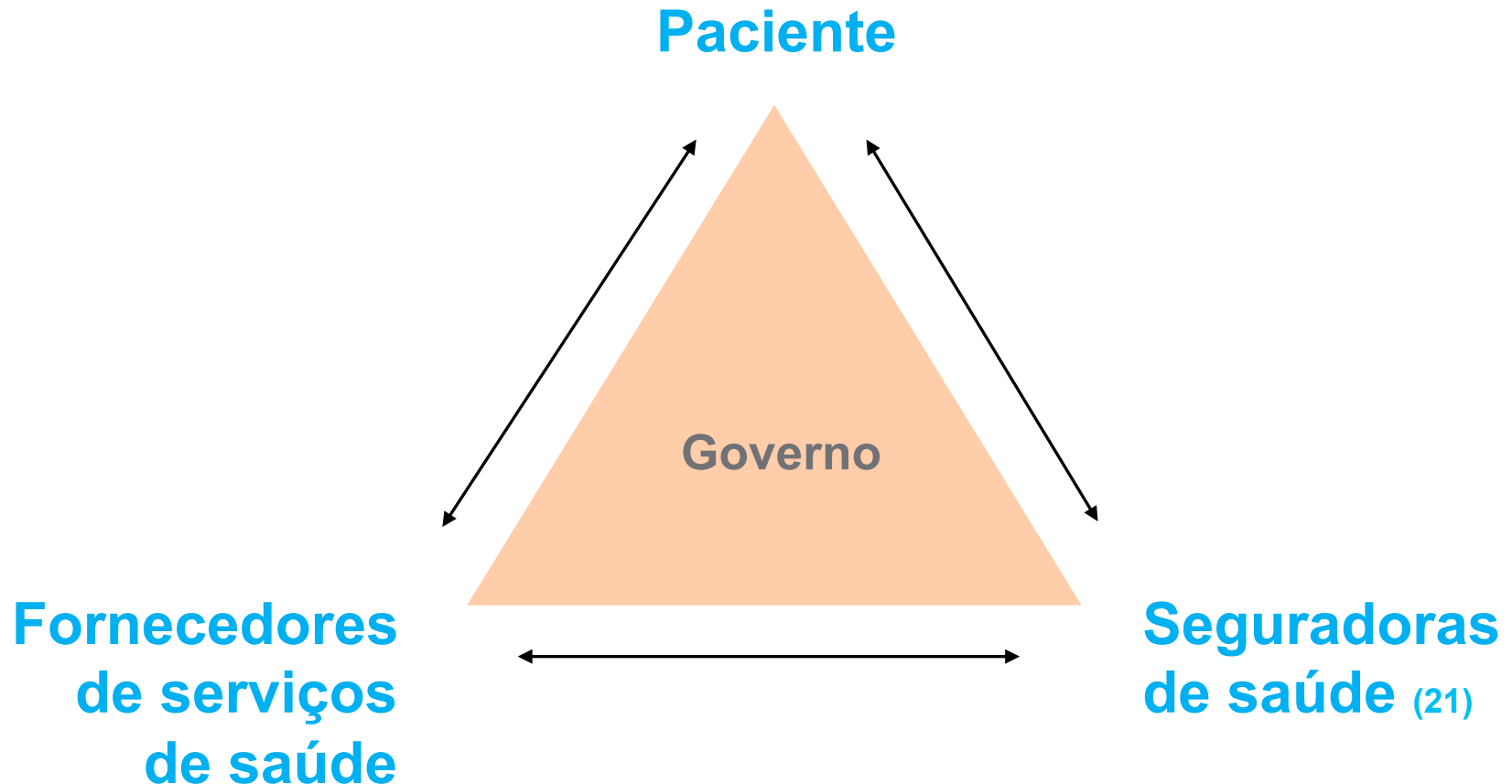
Facts and Figures:

- Health Budget 2015: 71,3 billion EUR (11,8% of GDP)
- Average health exp. over a lifetime: 280.000 EUR
- 1,1 million workers in healthcare (excl. volunteers)
- 8.865 General Practitioners
- 92 Hospitals (incl. 8 University Medical Centres)
- Hospital Beds: 4,7 per 1.000
- Average stay in Hospital: 5,8 days

source: Dutch Ministry of Health (2014)

O Delta holandês na Saúde:

é refletido em nosso sistema de saúde...



Transparência

KiesBeter wijst u de weg naar goede zorg

Home Zoek een zorgaanbieder Check uw zorgaanbieder Kennissbank KiesBeter Alle onderwerpen Contact

Ga naar onderwerp
Bekijk wat goede zorg is bij

Voer een aandoening of zorgvraag in →

→ Of bekijk alle onderwerpen

Zoek stap voor stap een zorgaanbieder

Vind in 4 stappen uw zorgaanbieder →

Bepaal in vier stappen wat voor u belangrijk is bij het kiezen van een zorgaanbieder en bekijk hun kwaliteitsgegevens.

Over kiesBeter.nl

Wat is goede zorg en waar kunt u die krijgen? KiesBeter is de wegwijzer van de overheid naar kwaliteitsinformatie over de zorg in Nederland.

Kwaliteitsinformatie centraal

Op KiesBeter staan zorgaanbieders die gegevens over hun kwaliteit hebben aangeleverd. In vier stappen kunt u kiezen wat de beste plaats is voor behandeling of verzorging. Ook kunt u kijken hoe uw huidige zorgaanbie-

Grafieken



Gefilterd aantal opnames: **141.406**

1 januari 2009 - 23 oktober 2012



Filters aanpassen

Sterfte

1.580 patienten zijn overleden in het ziekenhuis.

86 is de ratio. Dat zijn **265 sterfgevallen minder** dan voorspeld.



Verpleegduur

14.675 opnames hadden een lange verpleegduur.

96 is de ratio. Dat zijn **628 lange opnames minder** dan voorspeld.



Heropnames

6.245 opnames hadden een ongeplande heropname tot gevolg.

114 is de ratio. Dat zijn **776 heropnames meer** dan voorspeld.



Specialismen

Diagnosegroepen

Verrichtingen

OPNAMES

STERFTE

VERPLEEGDUUR

HEROPNAMES

Interne geneeskunde 19.955

443 **102**

971 1948

1170 **121**

Chirurgie 16.146

88 **186**

2464

786 **121**

Cardiologie 14.100

76 **244**

76 **1832**

1003 **111**

Verloskunde en gynaecologie 11.568

79 **11**

971 1415

99 754

Maag-, darm- en leverartsen 10.395

61 **46**

76 **436**

335

Clusters econômicos

The screenshot shows a web browser window displaying the website for Healthy Ageing Campus Netherlands. The browser's address bar shows the URL healthyageingcampus.nl. The website's header includes the logo for Healthy Ageing Campus Netherlands, a search bar, and a navigation menu with the following items: Home, Research, Business, Services, Facilities, R&D Hotel, News, Events, and Contact. The main content area features a 3D architectural rendering of the campus buildings, color-coded by function: blue for Research, orange for Business, and yellow for Facilities. Several purple icons with a flask symbol are overlaid on the buildings. A blue banner at the bottom of the map area contains the text "Campus on the map" and a "Choose your layer:" dropdown menu with options for Research, Business, and Facilities. The browser's status bar at the bottom shows the time as 11:22 on a Tuesday.

<https://www.healthyageingcampus.nl>





umcg

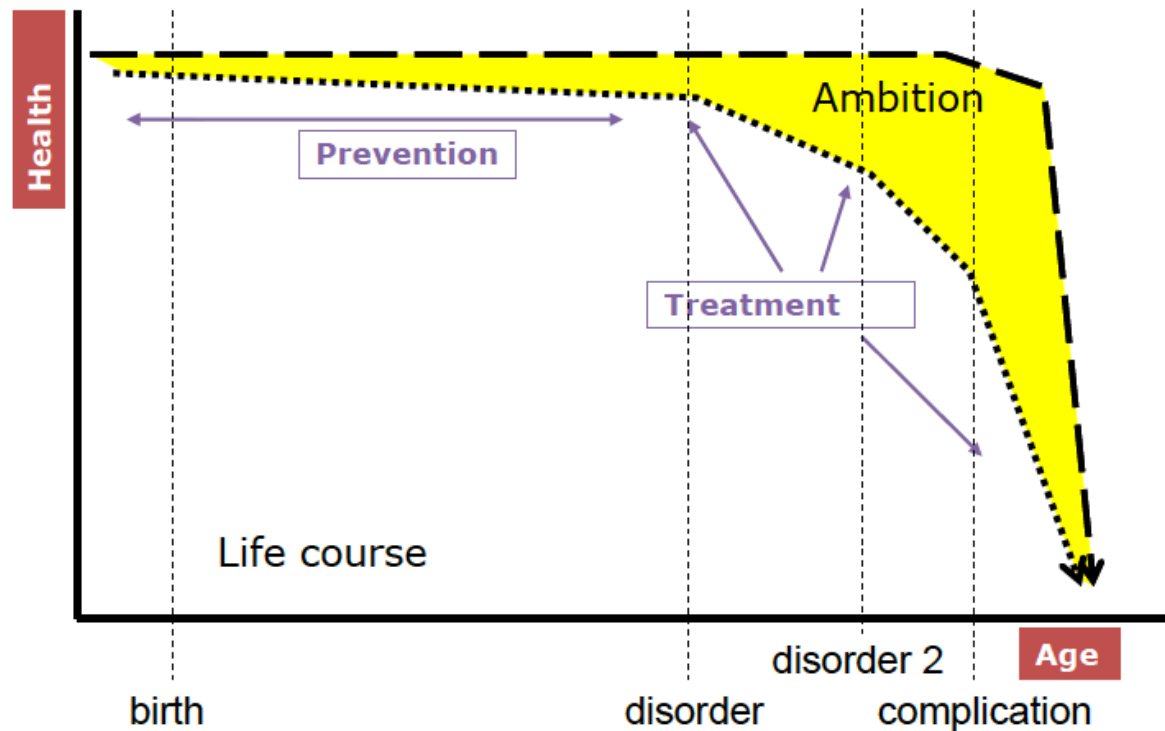


university of groningen



Healthy Aging Network
Leading in Research
Expertise in Knowledge and Innovation

Adding healthy years to life





umcg



university of
 groningen



Healthy Aging Network
 Institute for Health and Care Research
 Center for Health and Society

University Medical Center Groningen

12.000 employees – >1100 beds – annual budget > 1 bn €
4500 students medicine / dentistry / human movement sciences
850 PhD students – 300 PI's – 3000 research staff
2012: 179 PhD theses and over 2000 publications



Temas de pesquisa e desenvolvimento

- Pesquisa fundamental: quais fatores genéticos causam doenças e quais são os indicadores de saúde
- Pesquisa de moléculas, peptídeos e biomateriais para desenvolvimento de medicamentos
- Pesquisa do sistema cardiovascular e transplantes de órgãos e tecnologia médica para transplantes
- Pesquisa do sistema musculoesquelético e tecnologia médica para questões de mobilidade e reabilitação

Campus

- É a incubadora que reúne pesquisadoras, empresas e facilidades na área de envelhecimento saudável
- Define cadeias de inovação, necessidades e oportunidades
- Acompanha projetos de start-up até sua introdução no mercado
- Vários serviços para empresas pequenas e médias para ajudá-las na área de negócios (planos de negócios, financiamento, contatos etc.)
- Facilidades

Home > R&D Hotel > Who's in?

Who's in?

Current tenants, a selection


Print this page



KWIC Healthcare

The objective of KWIC Healthcare BV is to improve the quality and care of hospitals and laboratories using Innovative Communication Technology (ICT). The company is specialized in patient safety with sensor technology. KWIC develops software, improve logistic processes, sell, implement, support and maintain innovative ICT products.

[Campus on the map](#)



brainsonline
CNS CONTRACT RESEARCH

Brains On-Line is a contract research organization (CRO) that operates in the life sciences and pharmaceutical fields. We specialize in preclinical testing of central nervous system targeted drugs. The company is able to provide world-wide coverage from its research facilities in Groningen (The Netherlands) and San Francisco (USA) and the business offices in



LA GRONINGEN
GA↑↑↓↓B
ME

Game Lab Groningen is the working title of the Game Industry Incubator that is being set up for the whole North of the Netherlands. Their pilot starts on September 1st in the R&D Hotel of the University Medical Centre Groningen and will continue in its own building in the centre of Groningen from jan 1 2014 onward.

[Website](#)

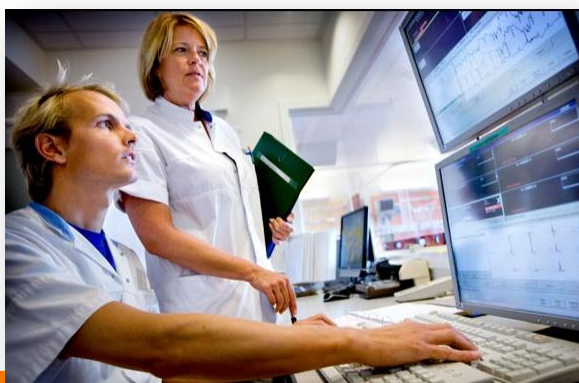
'https://www.healthyageingcampus.nl/rd-hotel' openen in een nieuw tabblad



Pesquisa e Desenvolvimento

CLIMA DE P&D NOS PAÍSES BAIXOS

- 8 Centros Médicos Universitários – 14 Universidades de Pesquisa - 84 hospitais gerais.
- [Times Higher Education](#) (2013): NL, no número 3 está na posição mais alta na Europa: as universidades aportam US\$72,800 por pesquisador.
- 8ª posição mundial em patentes de ciências da vida e saúde (2012).
- Alta produção de publicações & Impacto de Referência (Citation impact): Holanda está no topo com os Estados Unidos, Suíça, Dinamarca,



PERSPECTIVA INTERNACIONAL

- Altos índices de sucesso em fundos e subvenções Europeus: no programa de P&D 50% das iniciativas no cluster de saúde envolve participantes Holandeses.
- Historia de investimentos em parcerias internacionais: 70% das empresas de ciências da vida e saúde cooperam com empresas e centros de conhecimentos internacionais.
- Pesquisas epidemiológicas, clínicas & translacionais em áreas como oncologia, cardiovascular, imunológico e neurociência.

Base de conhecimento:
História de excelência nas ciências de saúde

2º mundialmente em pesquisa cardiovascular

2º mundialmente em Reumatologia

2º mundialmente em doenças neurodegenerativas

No. 1 na Europa em Oncologia

Posição de liderança em Diagnóstico e Imagens



Roadmap de conhecimento e da inovação Topsector LS&H



1. Molecular Diagnostics
2. Imaging & Image-guided therapies
3. Homecare & self-management
4. Regenerative medicine
5. Pharmacotherapy
6. One Health
7. Specialized nutrition, health & disease
8. Enabling technologies & infrastructure
9. Global health, emerging disease in emerging markets



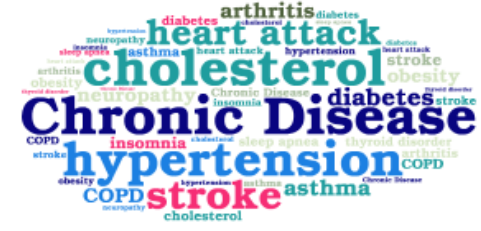
1. **Healthy Aging**
2. **Medical Devices**
3. **E-health**
4. **Personalized Medicine**
5. **Personalized Nutrition**

Nossas conquistas levam desafios compartilhados...



Envelhecimento

+



Doenças crônicas

+



Pacientes exigentes

+



Tecnologia médica

=



Aumento de custos de saúde

Mudanças comportamentais: para uma sociedade participativa



1950



1990



2015

Mudanças: repensar o modelo

HEALTH POLICY BRIEF

WWW.HEALTHAFFAIRS.ORG

1

HealthAffairs



Health Policy Brief

AUGUST 21, 2014

The Relative Contribution of Multiple Determinants to Health Outcomes.
Researchers continue to study the many interconnected factors that affect people's health.

HBR.ORG

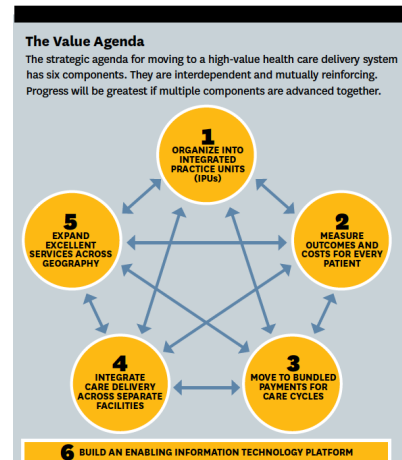
Harvard Business Review

OCTOBER 2013
REPRINT R13108

THE BIG IDEA

The Strategy That Will Fix Health Care

Providers must lead the way in making value the overarching goal by Michael E. Porter and Thomas H. Lee



HBR.ORG

Harvard Business Review

NOVEMBER 2013
REPRINT R1311K

THE GLOBE

Delivering World-Class Health Care, Affordably

Innovative hospitals in India are pointing the way. by Vijay Govindarajan and Ravi Ramamurti

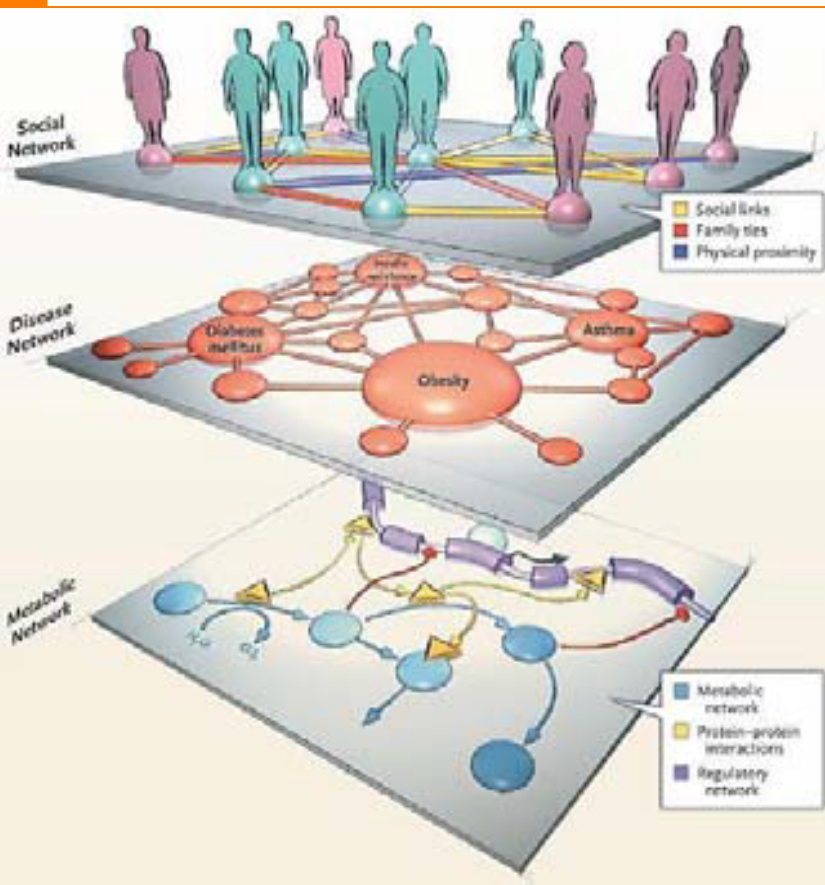


Inovação

Inovação tecnológica (25% do sucesso)

Inovação social (75% do sucesso) +

Inovação em saúde



Reflexões

- Modelo Delta em gestão de serviços de saúde e em PD e Inovação
- Processo de 15 anos
- Sucessos e desafios
 - Triple aim
 - Mudanças comportamentais mais complicadas
 - Financiamento
 - Burocracia
 - A escolha de começar as mudanças é a nós



nico.schiettekatte@minbuza.nl
michielkortstee@gmail.com

OBRIGADO

