

***It's all about  
people !***



Miffy was born  
and reaised in  
Utrecht





# Jelle van der Weijde

Director Health economy

Economic Board Utrecht

**EBU**  
ECONOMIC  
BOARD  
UTRECHT

Gezond



INNOVATIE  
VAN ZORG  
EN WELZIJN

**HEALTH HUB UTRECHT**

PRAKTIJK | ONDERZOEK | BELEID | ONTWERP | ONDERNEMEN

Healthy and Happy  
living in  
an urban environment

**UTRECHT REGION**







**UTRECHT REGION**





# Working on SDG's = Bridging Gaps

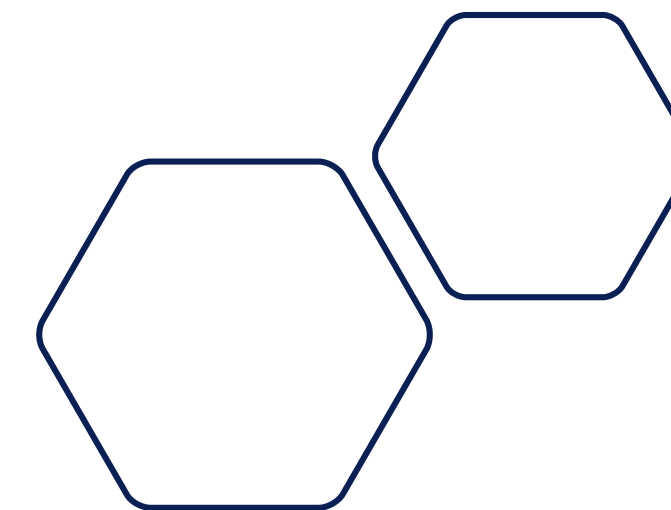
Societal challenges  
Exchange en export Knowledge,  
Startups, scale-ups

Utrecht Region  
Health Hub Utrecht

Strategic partner Region







It is all about people



# Open Business invitation

Design accessible, affordable and sustainable FUTURE Health together ?

## Taiwan

- Top Down
- National
- Hospital based (>450 )
- Per capita 2400 dollar/Y
- Quality Index 9 (0-10)

## Netherlands

- Decentralized
- National framework
- GP based (<100 hospital)
- Per capita 5200 dollar/Y
- Quality Index 9 (0-10)

Both systems are top of the world and not sustainable !

# Bridging Gaps : Future Health Design 2030

Health: as 'a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity'.

Value Based Procurement

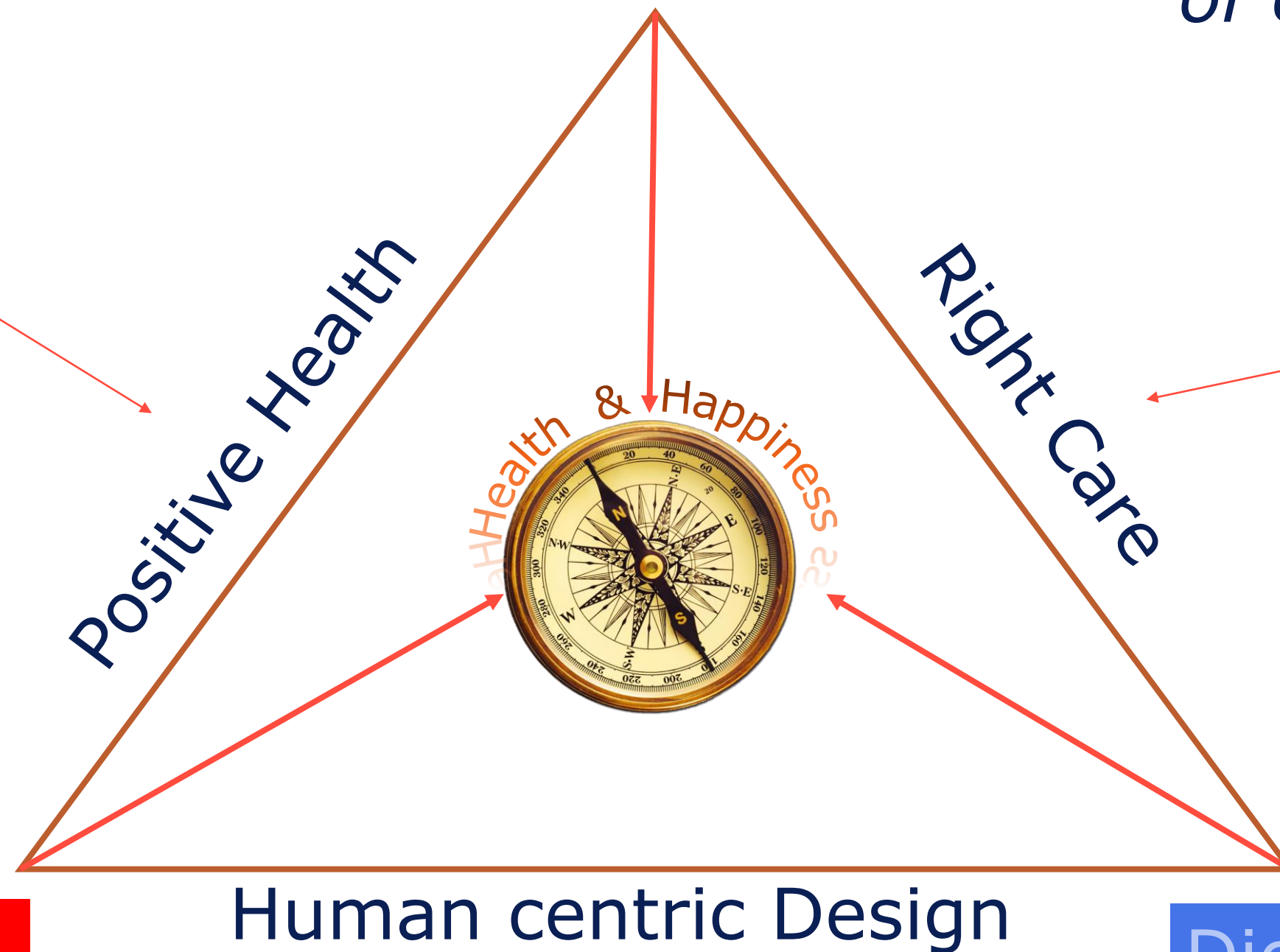
*making purchasing decisions that consider how a product or solution can best deliver the outcomes being measured and reduce the total cost of care*



P6 medicine

1. Personalized
2. Preventive
3. Participatory
4. Predictive
5. Proactive
6. Precision Medicine

UTRECHT REGION



Digital Health

- Data-based
  - Robotized
  - AI
  - Blockchain
  - VR+AR
- => Primary process:  
*Health = digital unless physical proximity is needed*



Regional alliances health-wellbeing

Design accessible, affordable and sustainable  
FUTURE Health together ?

谢谢