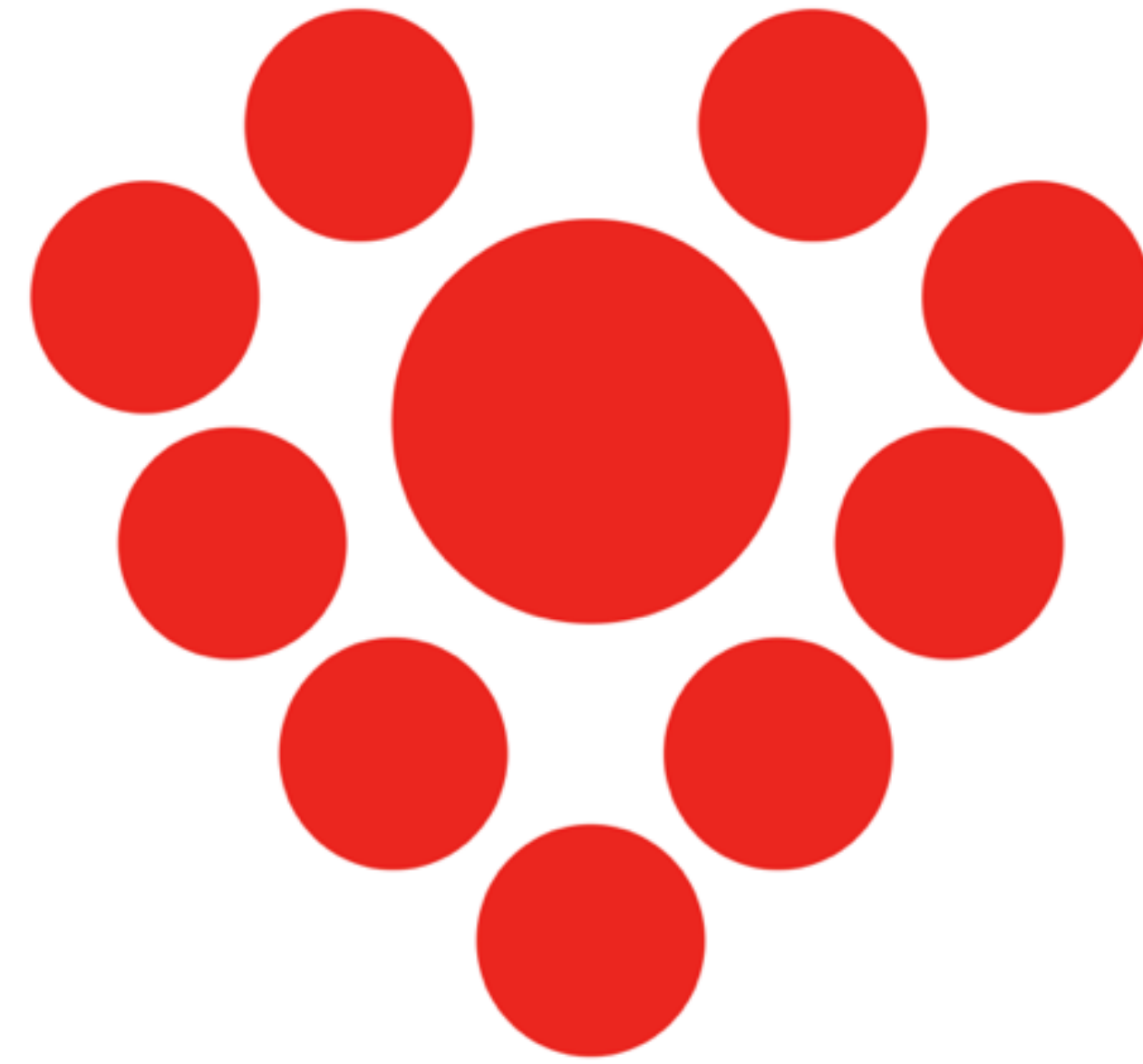


***It's all about
people !***



Health Hub Utrecht
&
RAPID Health

New regional alliance formed in 2016 for cooperation and transformation



HOLLAND
HEALTH
HEART

UTRECHT REGION

TO KNOW | TO PREVENT | TO CURE | TO CARE

UTRECHT REGION

HEALTH AND HAPPINESS
FOR ALL 'UTRECHTERS'

GELUKKIG
GEZOND
2030

HEALTH HUB
UTRECHT

UTRECHT REGION

Most Competitive region of EU

Province: 1.2 million people
City of Utrecht: 350.000 people



12 Nobel Prize winners



HEALTH HUB UTRECHT

REGIONAL + NATIONAL CITYDEAL



HEALTH HUB UTRECHT BOTTOM UP – TOP DOWN THINK AND DO PARTNERSHIP

GELUKKIG
GEZOND
2030



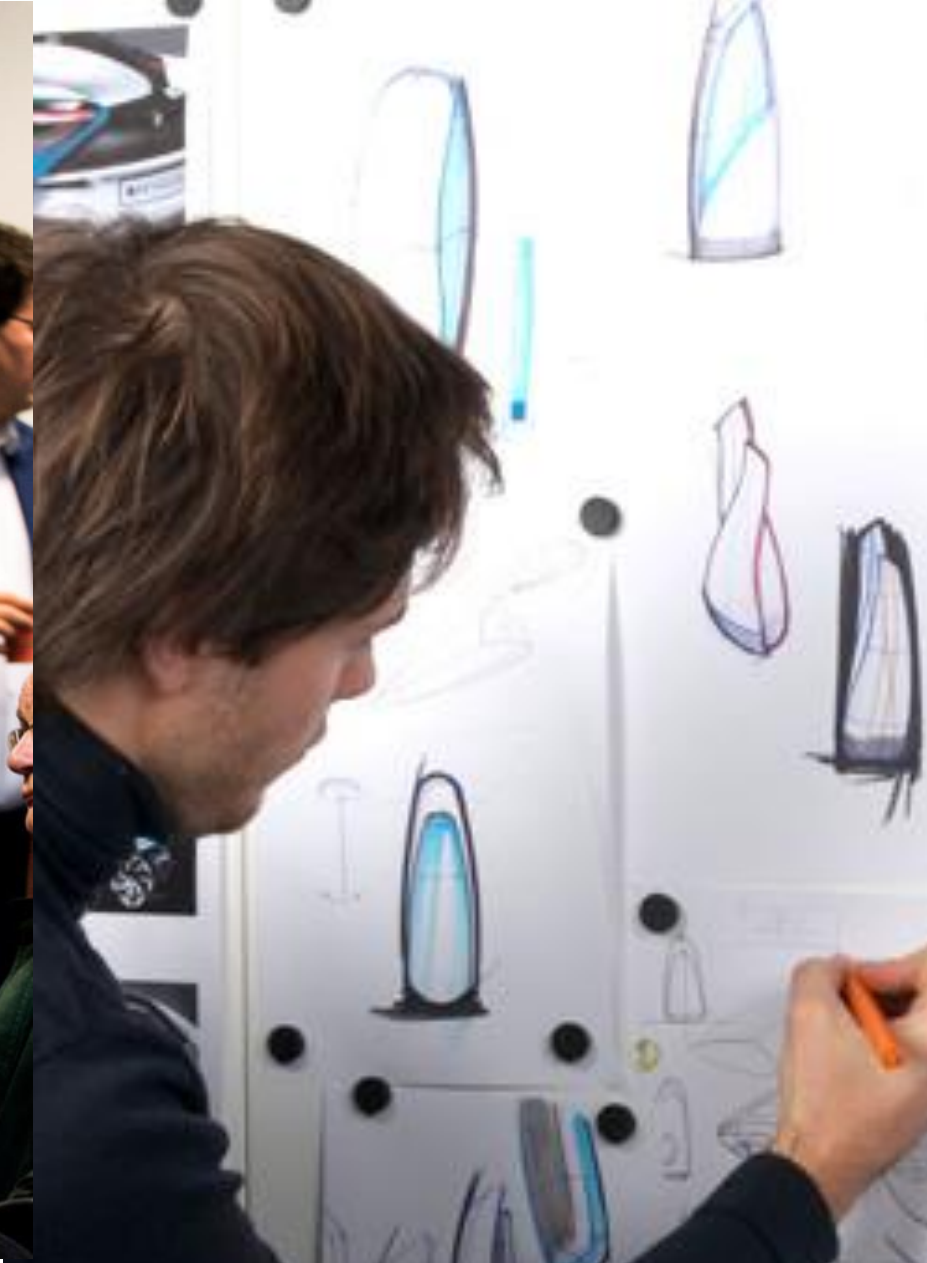
PRACTICE



RESEARCH



POLICY



DESIGN



BUSINESS

HEALTH HUB UTRECHT

Objective:

Happy and Healthy Utrechters



GOAL HEALTHY AND HAPPY 'UTRECHTERS' IN 2030

COALITION 1
AREA SPECIFIC
PREVENTION

COALITION 2
DIGITAL
TRANSFORMATION

COALITION 3
ATTRACTIVE
LABOR MARKET

POSITIONING UTRECHT 'HOLLAND HEALTH HEART'



HEALTH HUB UTRECHT
PRAKTIJK | ONDERZOEK | BELEID | ONTWERP | ONDERNEMEN

HEALTH HUB UTRECHT

COALITION 1 PREVENTION



LOOKING
AT ALL
SOCIO-
ECONOMIC
LEVELS



HEALTHY START
FIRST 1,000 DAYS,
GENERATION U

REGULAR EXERCISE
FALL PREVENTION, COMBINED
LIFESTYLE INTERVENTION

**HEALTHY LIVING
ENVIRONMENT**
AT HOME, AT WORK, AND
IN PUBLIC SPACE

HEALTH HUB UTRECHT

COALITION 2 DIGITAL TRANSFORMATION

GELUKKIG
GEZOND
2030



TOWARDS 1
PERSONAL
HEALTH
ENVIRONMENT

WE-HEALTH
PHYSICAL AND DIGITAL
SELF-REGULATION AND
MONITORING

DATA ANALYTICS
INSIGHT INTO PATIENTS AND
CHAINS, SUPPORT
DECISION-MAKING

CONNECTED HEALTH
CONNECTING PROVIDERS
SECURE AND SHAREABLE

HEALTH HUB UTRECHT

COALITION 3

ATTRACTIVE JOB MARKET



**HOUSING,
MOBILITY,
EXTRA
FACILITIES**

CHOOSING FOR CARE
MORE STUDENTS, LATERAL
CAREER MOVE, BETTER
IMAGE

LIFELONG LEARNING IN CARE
MORE INTERNSHIP POSITIONS,
NEW DEGREE PROGRAMMES

**NEW WORK METHODS IN
CARE**
CONTRACT TERMS,
DIGITISATION AND INNOVATION

HEALTH HUB UTRECHT

GUIDING PRINCIPLES THE SIMPLE SEVEN



1. Innovation is cooperation

2. Freedom in unity

3. Cost before benefit

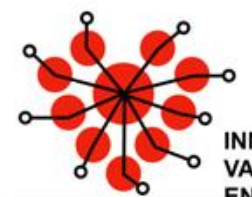
4. If you're in, you're in

5. Transparency is key

6. Think, dare, do (and build on what's already done)

7. Laughing is allowed

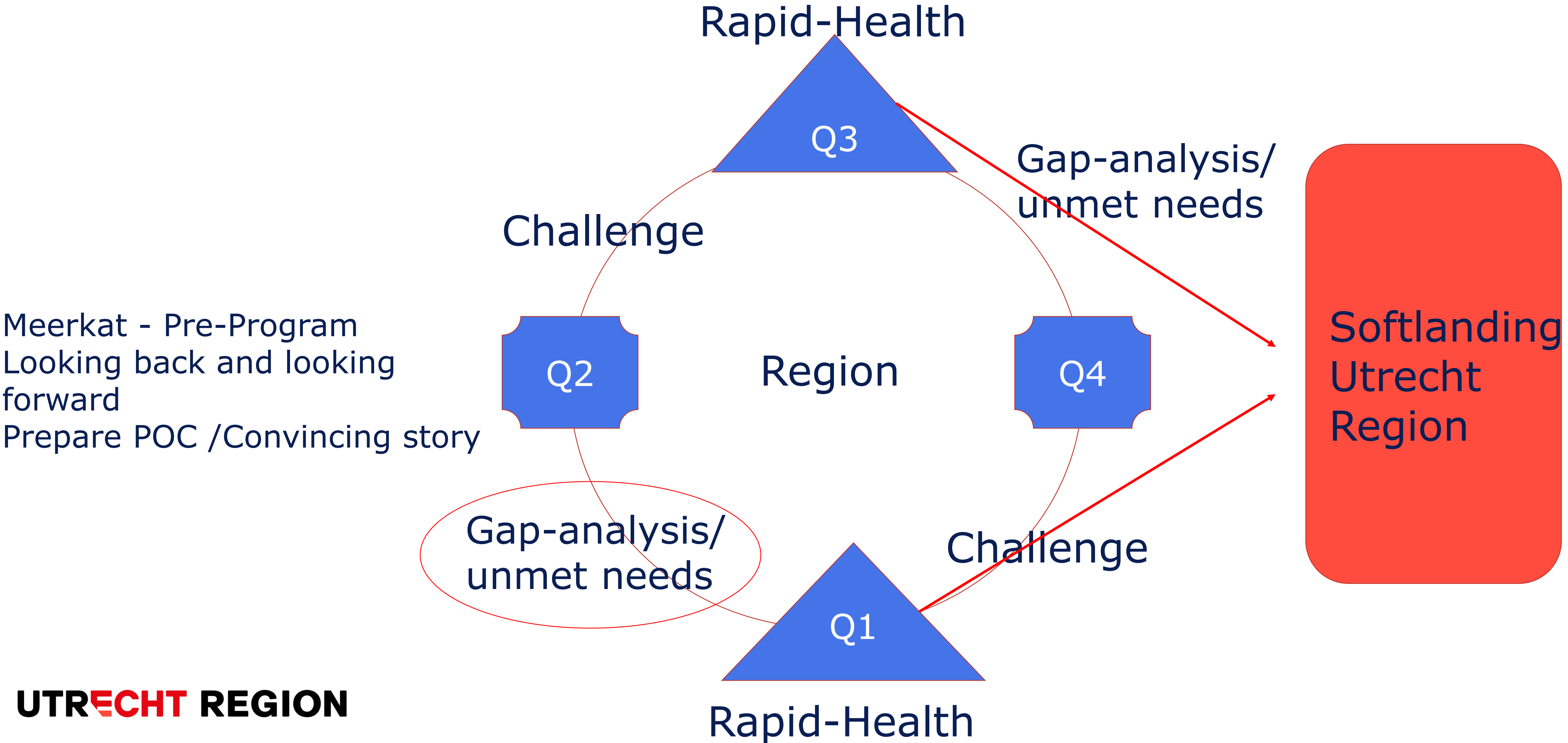
14



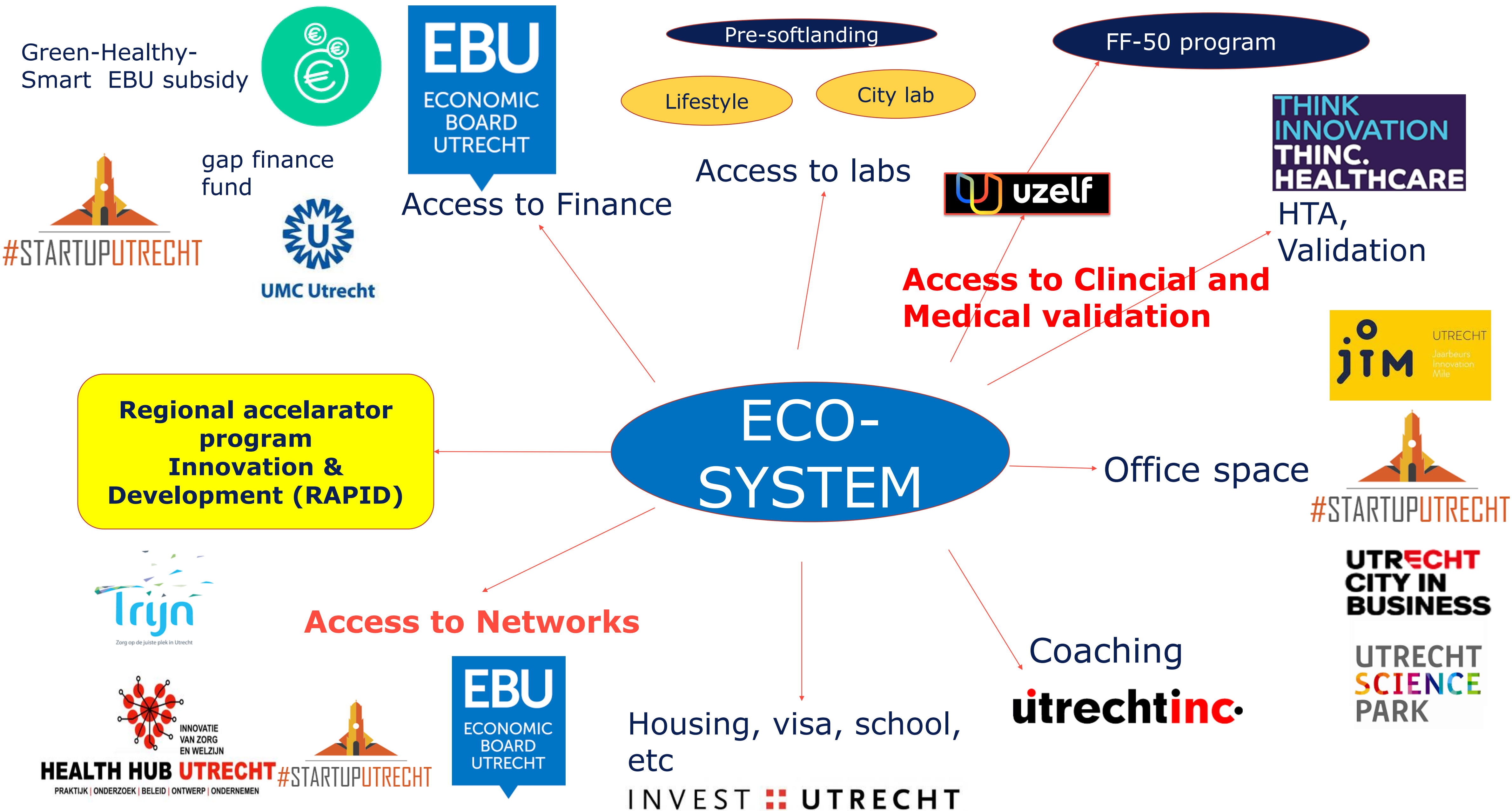
Overcome societal challenges
by
innovate through cooperation

Vital citizens in a vital economy

Proces: Utrecht Region Rapid Health goal = HIGH % succes rate



Utrecht Health - ecosystem



Gap Analysis / Challenges in 2019:



Our focus areas include:

- Diagnostics
- A.I. & Big Data
- Population Health
- Wellness
- Telemedicine/Hospital at home

Worldwide:

- Connected Communities
- Seamless Healthcare
- Personalized healthcare

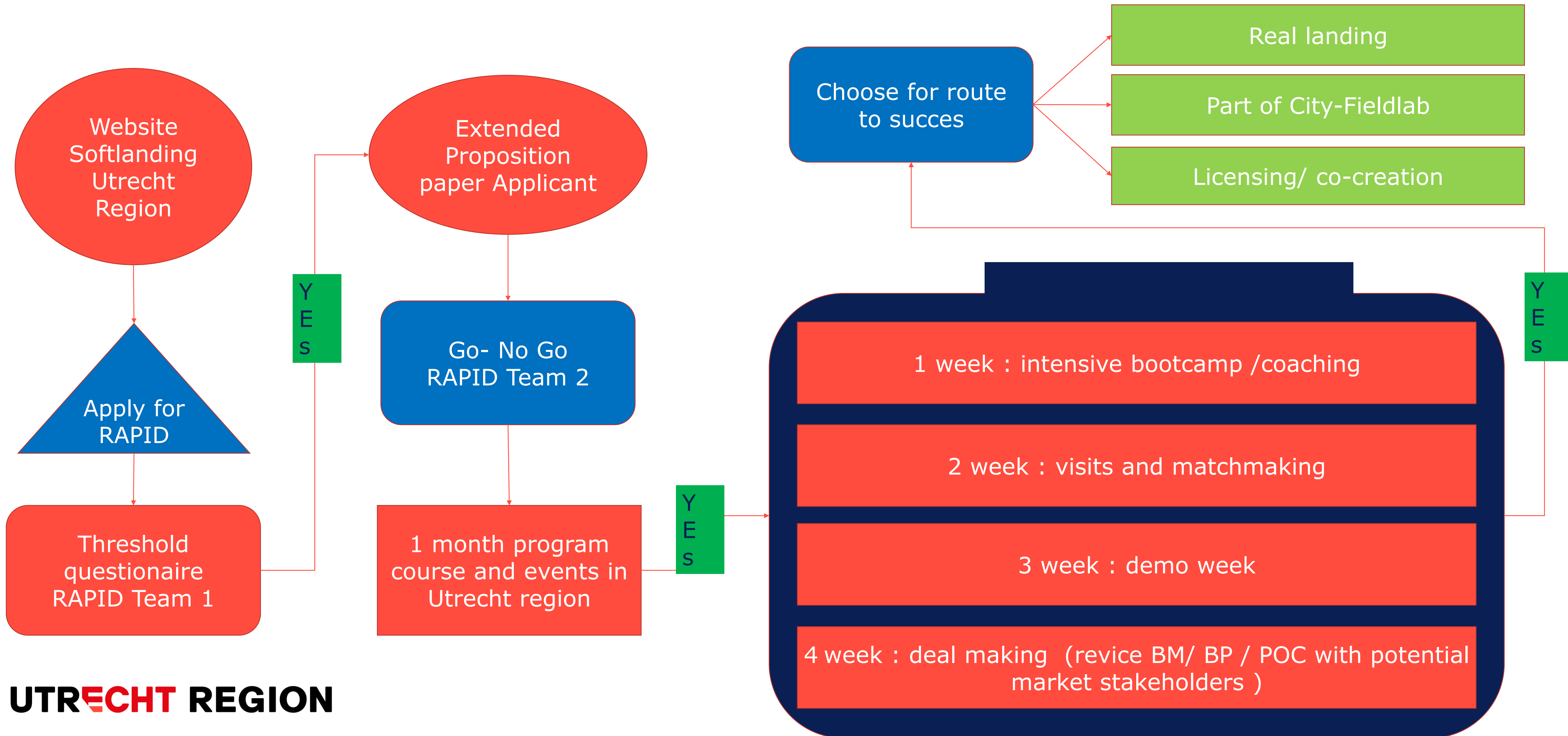
Aims:

- HIGH Impact on society
- Building new economy
- Growth opportunities for Unicorn
- Increase value for the companies

For Taiwan

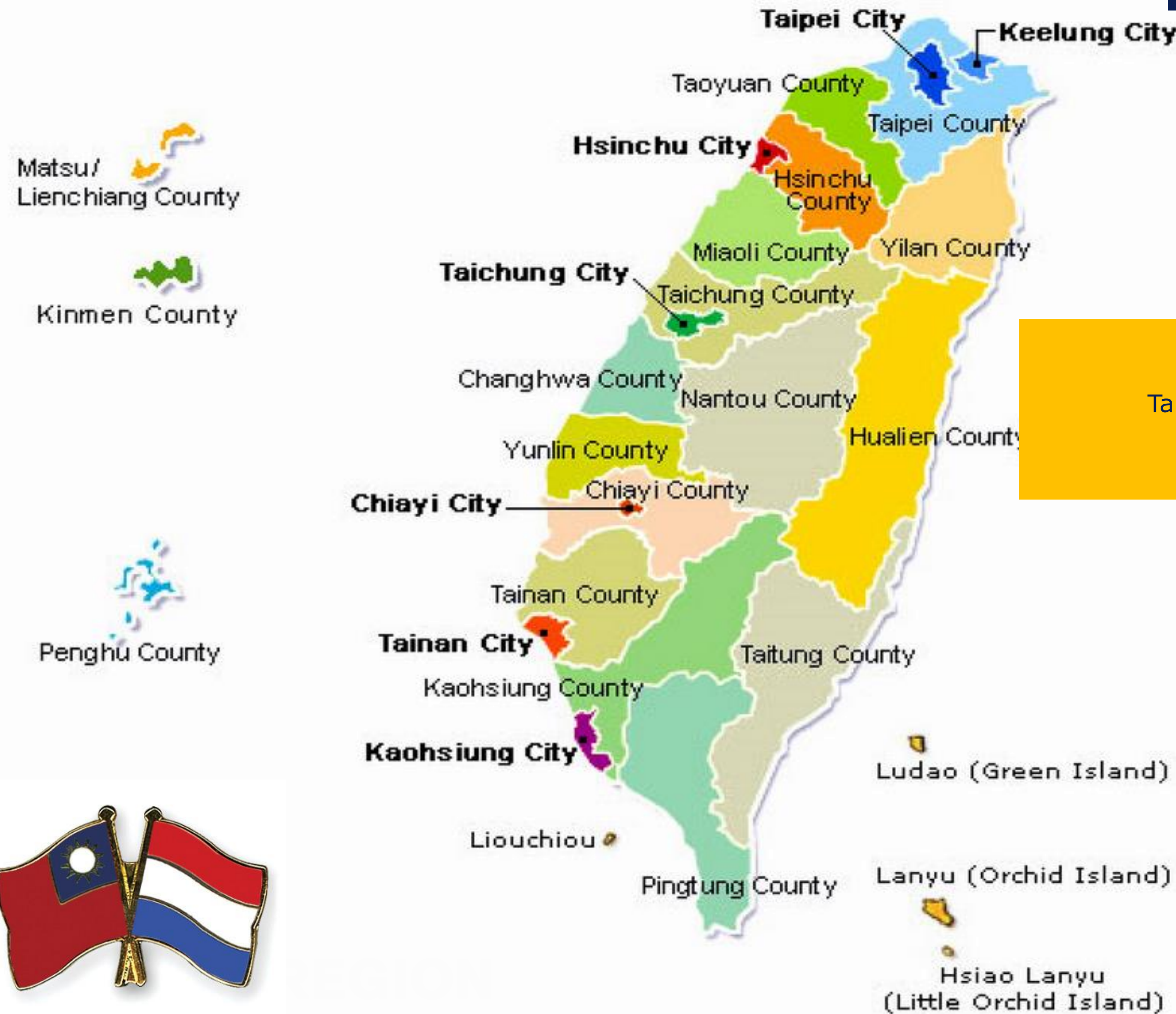
RAPID- Health : <https://www.rapid-health.eu/>

RAPID- Health : Access to Market Regional Accelerator program

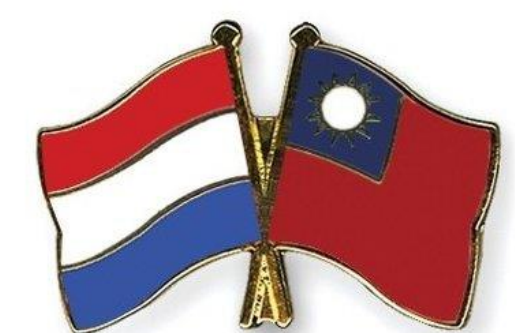
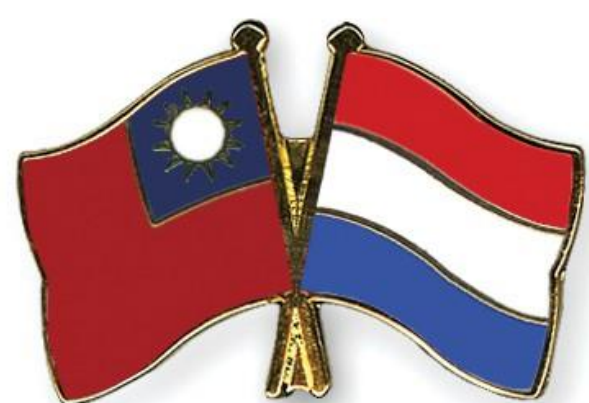




Taiwan – Netherlands – EU Business development in Health



Utrecht Region
Taiwan Globalisation Network
Sept 2019



Scale: 3 pixels / km (Groningen to Antwerp 265 km, Taipei City to Kaohsiung City 294 km)

HEALTH HUB UTRECHT

WARM INVITATION
COME AND LET'S TALK BUSINESS

