



**MISSÃO BRASIL - HOLANDA**



- Entre os dias 12 a 16 de junho, profissionais e empresários da saúde do Estado de São Paulo se reuniram em uma missão à Holanda a fim de descobrir oportunidades do setor no país.

➤ **Objetivos da missão:**

- Fomentar as relações entre Holanda e São Paulo, tendo como principal foco a inovação, pesquisas, empreendedorismo e educação.
- Apresentação as empresas e instituições holandesas de saúde, com a finalidade de criar um panorama de oportunidades de cooperação com o setor saúde.

- **Monday June 13 - The Hague**

- **Seminar Dutch Health System**

- **Visit Dutch Ministry of Health, Welfare & Sports**

- *Director General Curative Care drs. Bas van den Dungen*
- ***“The Dutch Health System: How does it work?”***
- *by Ministry of Healthcare, Wellbeing & Sports*
- ***“Top consortia for knowledge & innovation”***
- *by board member of the direction of Innovation & Knowledge of the Ministry of Economic affairs drs. Odilia Knap*

- **Walk from Ministry of Health, Welfare & Sports to Ministry of Education, Culture & Science**

- ***“Dutch Health System & Integrated approaches”***
- *Director General of the Ministry of Education, Culture & Science drs. Hans Schutte*
- ***Introduction to Topsector LSH and PPPs***
- *by Executive Director of Topsector LSH Prof. dr. Nico van Meeteren*
- *<http://www.health-holland.com/>*

- **ZonMw research projects**

*by Head of Strategy & Innovation of Zon MWMartijntje Bakker*

*<http://www.zonmw.nl/en/>*

- **Onco Research Initiative**

*by Interim Director Fred Plukker (TO BE CONFIRMED)*

*[http://healthholland.h5mag.com/update\\_may\\_2016/research\\_development](http://healthholland.h5mag.com/update_may_2016/research_development)*

- **Panel discussion / questions from delegation**

*moderated by Executive Director of Top sector LSH Prof. dr. Nico van Meeteren*

- **“Transparency and choices of citizens”**

*By André van der Veen , General Director of de Praktijk Index*

*<https://www.depraktijkindex.nl/#/>*

- **Showcase: van ‘t Hoff programme TNO**

*by Ir. Michiel Olderwald, Business Developer Medical Devices at TNO*

*<https://www.tno.nl/en/>*

- **‘New concepts for research in Elderly Care and Healthy Ageing’**

*by Prof. dr. Eline Slagboom, Dr. Jacobijn Gussekloo and Prof. dr.*

*Matthijs Numans of Universiteit Leiden*

*<http://www.universiteitleiden.nl/en>*

- **Recap & panel discussion**

*moderated by Executive Director of Topsector LSH Prof. dr. Nico van*

*Meeteren*

# • Tuesday June 14 - The Hague and Zoetermeer

- ❑ Seminar: “Healthcare in the Netherlands & Brazil – Shared Challenges, Smart Solutions”

## The Hague

- **“Dutch Healthcare Challenges and Smart Solutions”**

*by Chairman of Task Force Health Care - Mr. Thijs Teeling*

*<http://www.tfhc.nl/>*

- **“Healthcare in Brazil: Trends & Challenges”**

*by Brazilian delegation members*

- **“Smart Solutions!”**

*Showcases of Dutch smart solutions & initiatives*

- **Session: “Healthcare Entrepreneurship, Training and Management”  
Erasmus iBMG Healthcare Management Programs**

*by Associate Professor of Health Economics & Director of Studies - Marco Varkevisser PhD - <http://www.bmg.eur.nl/english/>*

- **Nyenrode Healthcare programs**

*by Program Director Health dr. Sjoerd de Blok*

*<http://www.nyenrode.nl/Pages/Default.aspx>*

- **Zoetermeer**

- *Visit Lamboo Mobile Medical in Zoetermeer*

<http://www.mobile-medical.eu/>

- *Welcome & Presentation*

*by Sales Director of Lamboo Martijn Grevers & Director of Resonandina Floriaan van Bemmelen - <http://www.resonandina.com/>*

- *“Networks in Open Innovation in Healthcare”*

*By Director of Healthcare at Rabobank international Michel van Schaik  
<http://www.openinnovation.eu/>*

- *Demonstration of state of the art Mobile Imaging &Diagnostics Solution- Applied innovation for “bringing Health care to the people”*

- **Wednesday June 15 – Amsterdam- Utrecht- Nijmegen**
- ❑ **Fiels visits – From research to innovation and new concepts of delivery of health care**
- ***Visit Antonie van Leeuwenhoek – Netherlands Cancer Institute (Nki) -***  
<http://www.nki.nl/>
- Welcome & presentation by Nki
- Presentation on the building environment by Dutch Health Architects
- <http://www.dutchhealtharchitects.nl/>
- Hospital tour

## □ Utrecht

- **Visit Testlabs Nutricia - Utrecht**
- *Lunch and presentation of Buurtzorg by Gertje van Roeffel*
- <http://www.nutricia.com/>
- <http://www.buurtzorgnederland.com/>
- *“Cancer Care (Oncology) & Advanced Medical Nutrition” by Nutricia and visit to Testlabs*
- 

## □ Nijmegen

- **Visit Radboud UMC - Medical Innovation and Technology expert Center (MITeC)**
- <https://www.radboudumc.nl/Zorg/Afdelingen/Operatiekamers/MITeC/Pages/default.aspx>
- *Welcome & Short introduction to MITeC*
  - *Visit state of the art operation theatres*



# **Thursday June 16 – Groningen - Amsterdam**

## **☐ Groningen**

- **Seminar & Field visits – Healthy Ageing & Vitality**
- Morning program at Healthy Ageing campus Netherlands@ UMC Groningen
- <https://www.healthyageingcampus.nl/>

## **☐ Amsterdam - Weesp**

- **Hogeweyk Alzheimer Village**
- Visit and Dinner at Alzheimer Village Restaurant



**THE END!**



**Sueli Gonsalez Saes**  
**SES/CCTIES**