



# Networks of Open Health Innovation

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From São Paulo (Brazil)  
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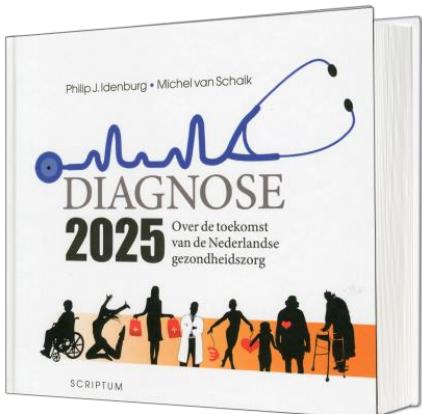


Rabobank

# Diagnose “movement” started in 2009

Relevance for Rabobank:

- Business
- Societal

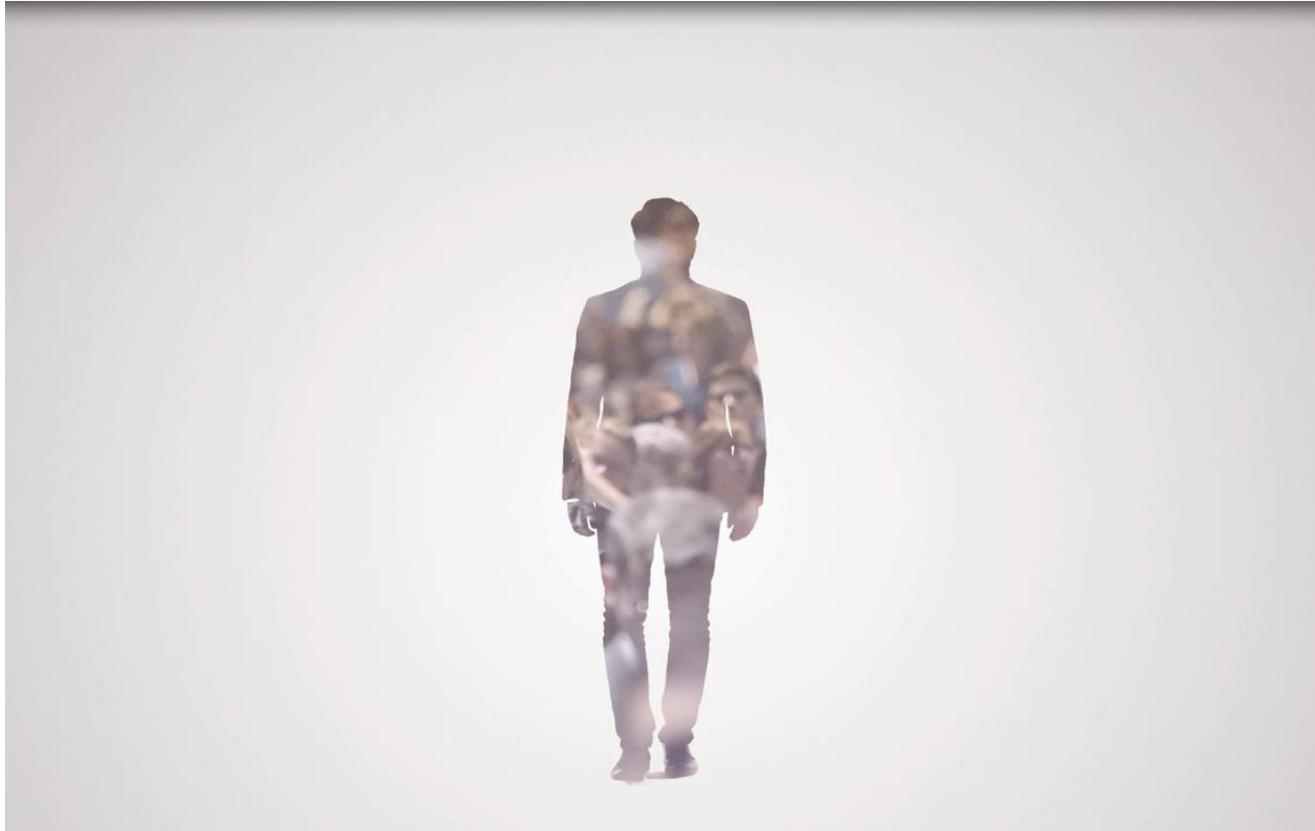


**2010:**  
Healthcare systeem is  
not sustainable



**2013:**  
Strenghten  
innovation and  
entrepreneurship!

# Video





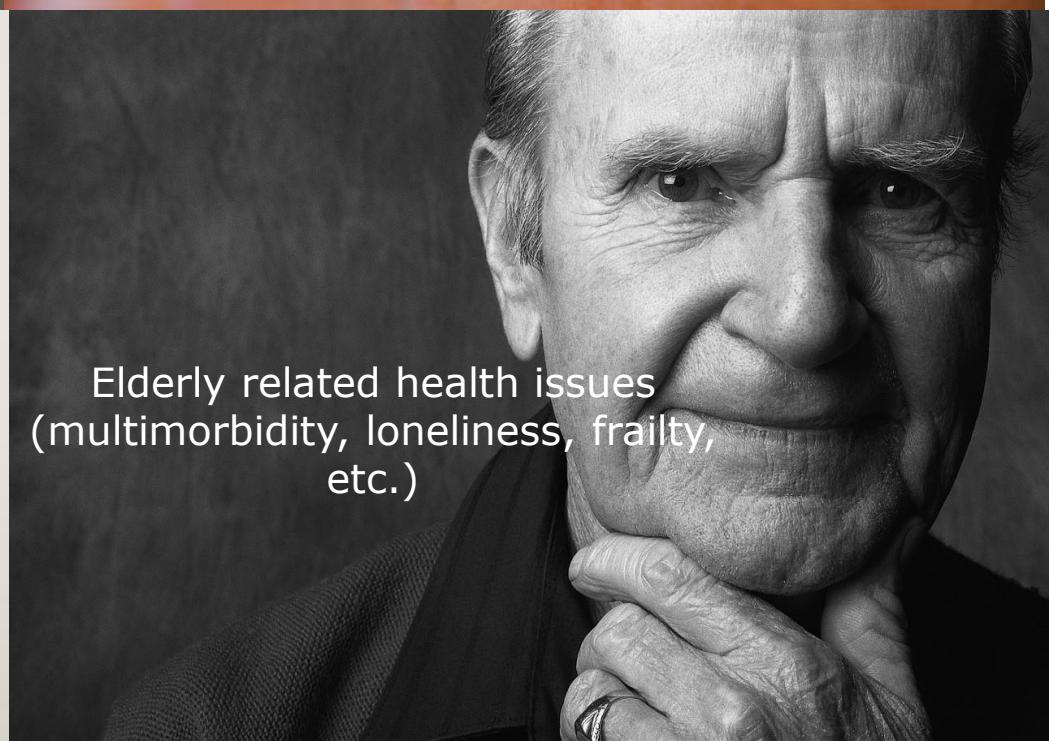
Cancer



Chronic Heart disease



COPD en Astma



Elderly related health issues  
(multimorbidity, loneliness, frailty,  
etc.)

# Network for Open Health Innovation

## Critical succes factors

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- What problem to solve? (societal perspective) → prioritization (healthy aging, chronical diseases too broad);
  - Create a collaborative learning platform (independent) → profile program manager is crucial!
  - Invite experts from different fields (research, business, HC professionals, finance)  
passionate people, no hidden agenda's, belief in sharing;
  - Define the problem and formulate a clear ambition;
  - Collect data/ rules of engagement (IP);
  - Generate (disruptive) ideas;
  - Make selection (Dragon's den = multidisciplinary expert panel);
  - Best ideas continue in pressure cooker (e.g. Rock Start = incubator for start-ups);
  - Provide funding (soft loans, no subsidies);
  - Disruptive innovations require strong entrepreneurship;
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# Best practice start-up/ scale up.



<https://www.youtube.com/watch?v=pPBNI8uo>

# Best practice



Prinses MÁXIMA  
centrum voor kinderoncologie



- (Clinical) leadership;
- Vision/ Ambition: Value Based Health Care (patient centered);
- Center of Excellence: Focus on treatment and research (critical mass);
- Professionals and patients in governance (Cooperative);
- Citizens = 'shareholders' (bond issued);



Rob Pieters  
Prinses Máxima Centrum



# What can Rabobank offer?

- Vision/ ambition to contribute to vital communities;
- Connecting knowledge, networks and capital (local, (inter)national and across industries/ sectors): F&A <==> Healthcare;
- Building “Coalitions of the willing”;
- “Export” of Dutch health innovations;



# Finally

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- Increasing turbulence
- Increasing uncertainty
- Decreasing predictability
- Increasing complexity



Peter Drucker

*“The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday’s logic.”*