



Region of Southern Denmark

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- An introduction to the Region of Southern Denmark
- Why welfare technology?
- The regional partners and strategy
- Examples of technologies



One region – 22 municipalities



Area: 12,206 km²

Population:

1,2 millions residents

The three largest municipalities:

Odense – 187,900.
(4th largest in DK)

Esbjerg – 114,600.
(5th largest in DK)

Vejle – 105,900.
(6th largest in DK)

The three smallest municipalities:

Langeland – 13,600.

Ærø – 6,700.

Fænø – 3,200.
(2th smallest in DK)



The Region's Major Tasks



- **Health** (staff 18,743)
- - primarily hospitals, practitioners, public health insurance



- **Social Care** (staff 2,370)
- - primarily facilities for citizens with a physical or mental handicap



- **Psychiatry** (staff 2,111)
- - outpatient treatment and 24-hour care



- **Regional Development** (staff 121)
- - business, environment and public transportation

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A definition ...

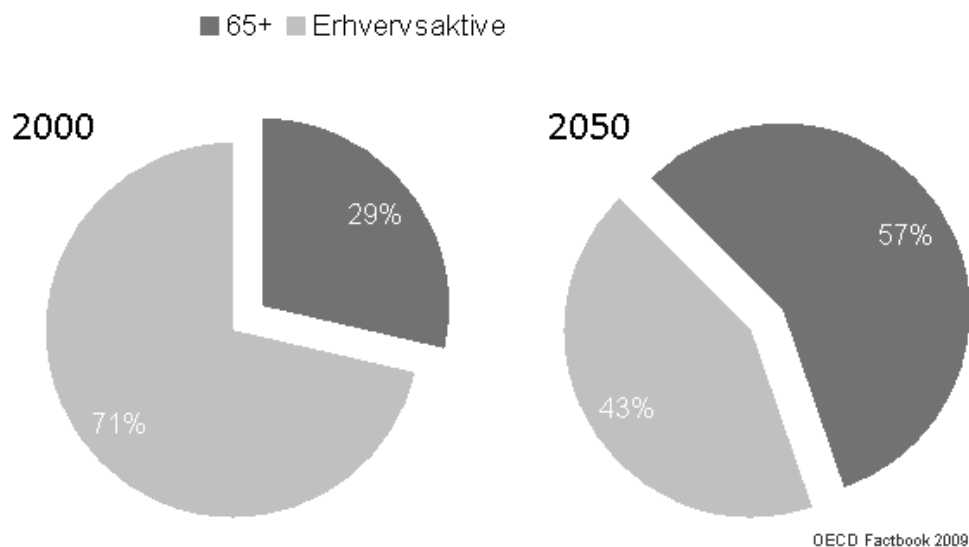
Welfare Technology:

“A technology or service that can help and assist users in the health and social sector and improve the efficiency of work processes”



Why welfare technology?

Percentage of population +65 in relation to active work force in Denmark



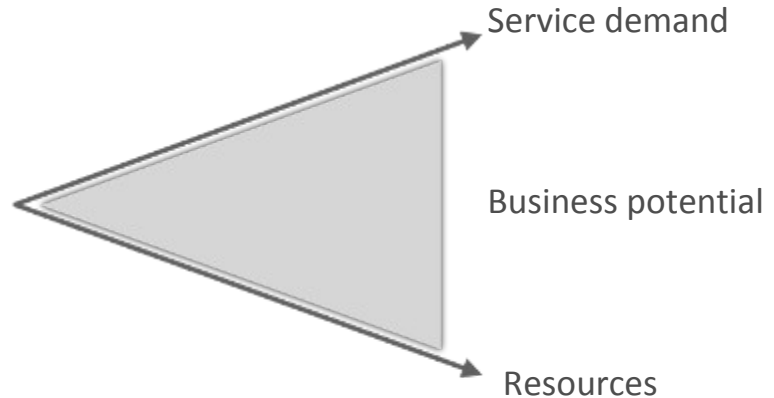
Why welfare technology?

CHALLENGES

- Diminishing workforce
- Growing public demand
- New business areas are required to ensure growth

BENEFITS

- Better working environments
- Services of higher quality
- New business ventures



Commercial strengths in the region

Competence areas	Examples of products and services for the health and welfare sector
IT system development	Electronic patient journals, administrative IT systems for residences and institutions
Intelligent aids	Robot cleaners, raise/lower/lift devices, intelligent beds, PDAs for health and care staff
Automation	Robots for surgery, diagnostics and blood tests, automation of support functions (meals, washing, purchasing, transport) at institutions
Telemedicine	Patient suitcases for patients with chronic illnesses, video consultations for home help assistants and patients
Medicine and biotech	Pharmaceuticals
Medico-technical equipment	Measurement instruments, disposable items, etc.
Misc.	Other subsidiary sectors related to the health and welfare sector.

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SHARED GOALS, a vision and a forum of cooperation:

- Growth in existing companies
- New growth companies
- Free up workforce resources
- Improved service for citizens

Velfærds:
teknologi:nu

Initiators:

Region of Southern Denmark, Municipality of Odense, Danish National Board of Social Services, University of Southern Denmark

Members today include

Welfare Tech Region, Municipality of Vejle, RoboCluster, Danish Technological Institute, University College South, University College Little Belt, Kolding School of Design, IT Forum Southern Denmark, Væksthus Syddanmark, Odense Development Forum, et al.



Region Syddanmark

Cooperation is a key

Companies

- 314 companies
- More than 30% in Odense

4 Hospital Units – currently at 18 sites

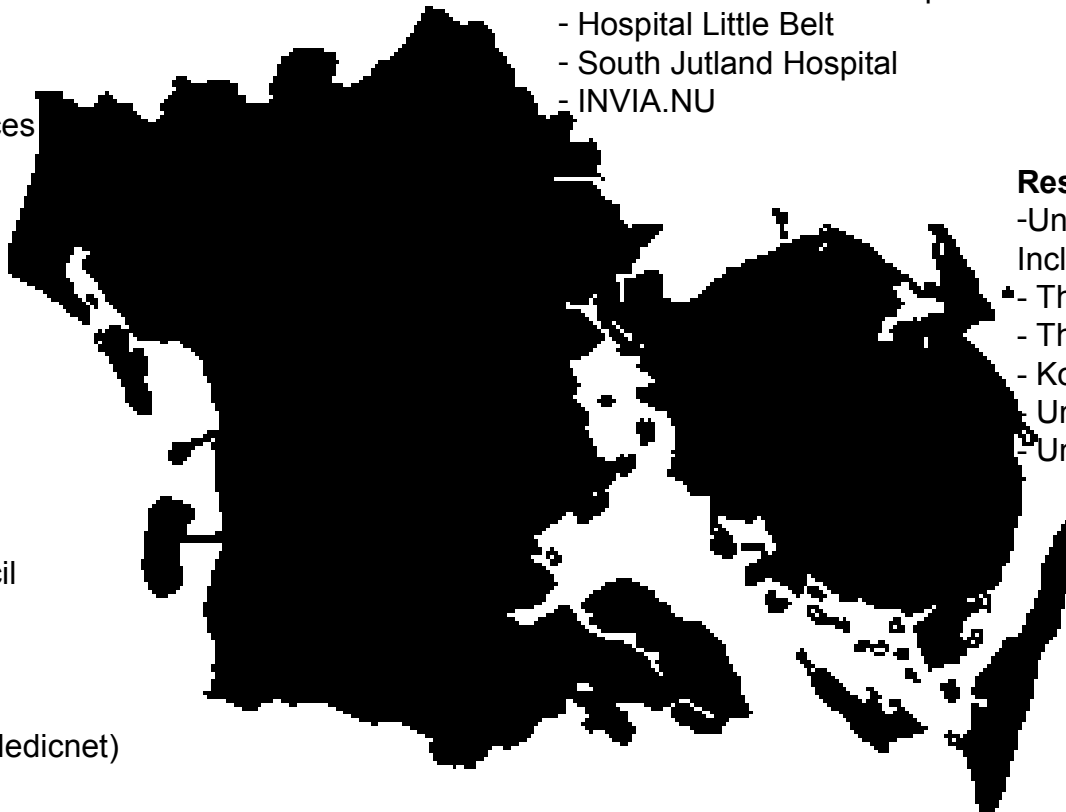
- Odense University Hospital/Svendborg Hospital
- South-West Jutland Hospital
- Hospital Little Belt
- South Jutland Hospital
- INVIA.NU

Research & education

- University of Southern Denmark
- Including:
- The Mærsk Institute
 - The Mads Clausen Institute
 - Kolding School of Design
 - University College South
 - University College Little Belt

Knowledge institutions

- Danish Technological Institute
- MedCom



Unions

- FOA
- The Danish Nurses' Organisation

Commercialisation & Business promotion

- University Tech Transfer
- Business Development Forum
- Jutland Development Council

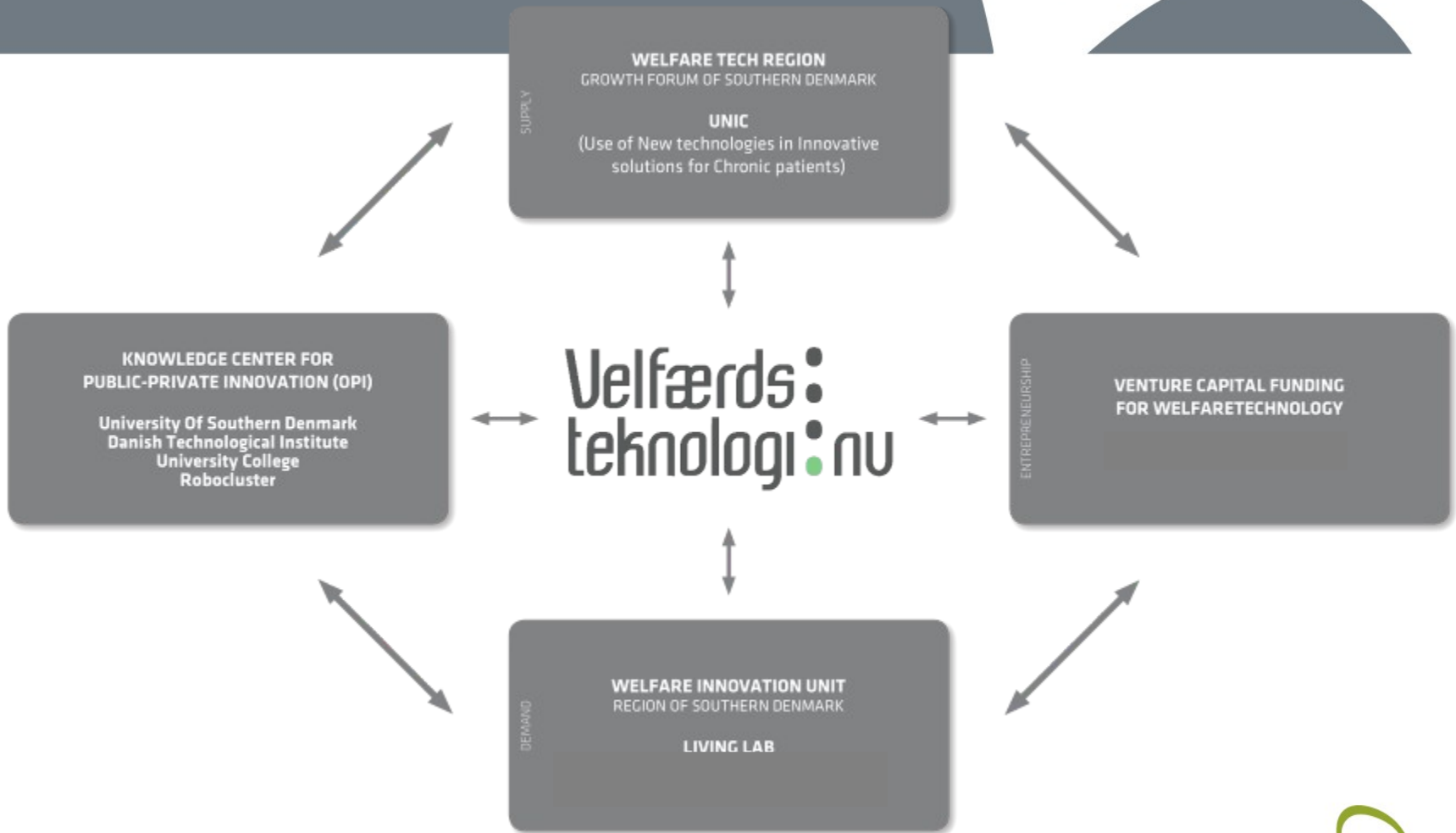
Networks

- RoboCluster
- (Supplynet, Carenet, Medicnet)
- Alu-Cluster
- Mechatronics cluster
- IT Forum Southern Denmark
- IT Forum Fyn
- Welfare Tech Region



Region Syddanmark

Region of Southern Denmark: Strategy

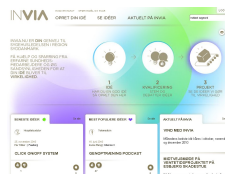


More intelligent Demand



INVIA – the Welfare innovation unit

On the demand side, the Region of Southern Denmark in September 2009 set up a new Welfare innovation unit. The task of the unit is to clarify and identify needs for welfare technology solutions at all hospitals administrated by the Region of Southern Denmark.



Living Lab

The Region opened a “Centre for user-driven innovation” or “Living Lab” in 2010. The centre will involve users and businesses in the building of new “super” hospitals in the region and will make it possible to test new processes and products in a realistic setting and on a 1:1 scale.



INVIA.NU ER **DIN** GENVEJ TIL SYGEHUSLEDELSEN I REGION SYDDANMARK.

FÅ HJÆLP OG SPARRING FRA ERFARNE SUNDHEDS-MEDARBEJDERE OG ØG SANDSYNLIGHEDEN FOR AT DIN **IDÉ** BLIVER TIL **VIRKELIGHED**.



1
IDÉ

HAR DU EN GOD IDÉ
SÅ OPRET DEN HER



2
KVALIFICERING
STEM OG
DEBATTER IDÉER



3
PROJEKT
SE DE IDÉER VI GØR
TIL VIRKELIGHED

SENESTE IDÉER

[Se alle](#)



Hospitalsudstyr

25. november 2010
Pia Tribler | Faaborg

CLICK ON/OFF SYSTEM



1



0

MEST POPULÆRE IDÉER

[Se alle](#)



Telemedicin

16. juni 2010
louise Bang | Odense C

GENOPTRÆNING PODCAST



47



8

AKTUELT PÅ INVIA

[Se alle](#)

VIND MED INVIA

Månedens bedste idé kåres i oktober, november og december 2010

MIDTVEJSMØDE PÅ VENTETIDSPROJEKTET PÅ ESBJERG SKADESTUE

INVIA's opgave er at drive en række forskellige

Intelligent Demand - The INVIA innovation screening proces

What does this mean for the patient/client?

What does this mean for the organisation?

What supports the assumption that the idea works?

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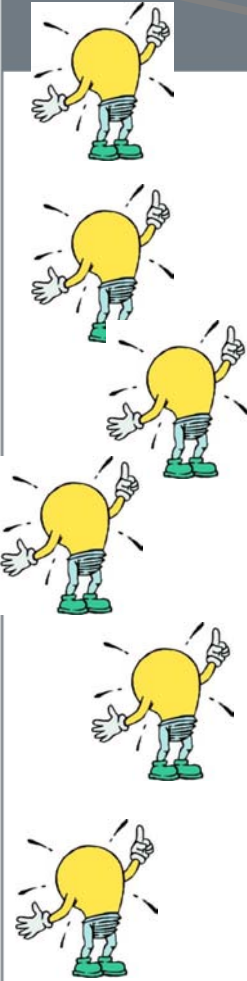
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How many people can benefit from the idea?

Are there any legal or ethical obstacles?

Is the idea new, or do similar ideas or products already exist?

Which resources (people, time and money) are required to implement the idea?



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EXEMPEL - fiktive tal

Udfordring	Udfordring	Udfordring	Udfordring
1. Vækst og velfærd	3,77%	14,82%	
2. Innovation og lønsomhed	3,88%	12,87%	
3. Udforskning af gods og personer	0,56%	-0,41%	
4. Kompetencer	8,28%	-3,72%	
5. Oplevelsesregimen	2,28%	3,72%	

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How To Write Business Plan



How To Write Business Plan



Supply



Welfare Tech Region

On the supply side, a Welfare Tech Region is an intra-regional cluster backed and funding by public and private sector partners within the Region of Southern Denmark.

The purpose of Welfare Tech Region is to reinforce and expand the range of welfare technology companies in the region based on the positions of strength in robot technology and telemedicine.

www.welfaretechregion.dk/en

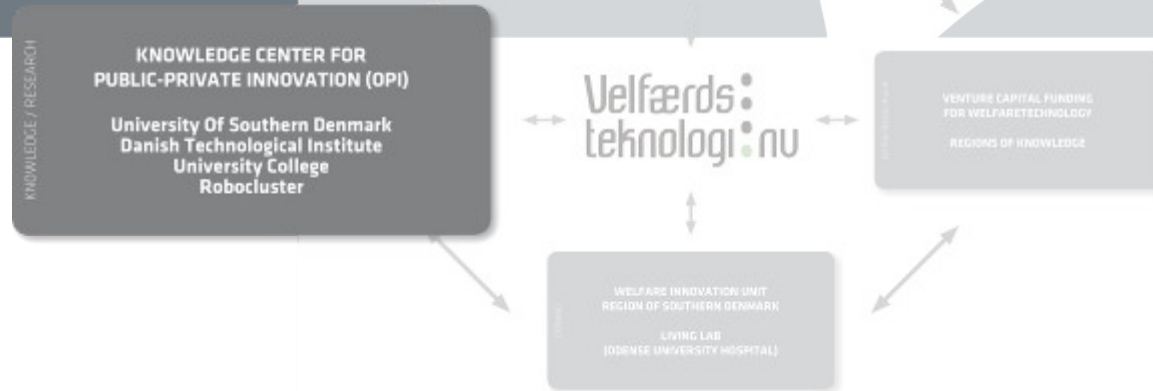
UNIC

UNIC is a newly formed national partnership with administrative secretariat in the Region of Southern Denmark and a budget of DKK 130 million (17 mil. Euro).

The aim of the project is to create innovative solutions for patients with chronic diseases, such as cancer, heart disease and chronic respiratory diseases.



Knowledge



Public-private innovation

The region has (1. januar 2011) established a Centre for public-private innovation within the health related economy. The purpose of the centre is to collate and pass on knowledge.

Make best practice examples available and provide practical and legal guidance to companies and public parties that seek to enter into open innovation alliances, with the purpose of developing better products for the care or hospital sector.

Entrepreneurship/Internationalisation



Venture capital

The region is, in cooperation with other West Danish regions, setting up a venture capital fund, which will make more than DKK 100 million available to invest in spin-off companies within the health-related economy. The initiative aims to close gap in the innovation chain by making high-risk funds available to spin-off companies at a very early stage in the innovation chain.

South Denmark European Office

South Denmark European Office is the Brussels representation of Southern Denmark's local and regional public authorities. . SDEO provides services to all stakeholders in the region.

MedCom International

MedCom is a co-operative venture between authorities, organisations and private firms in the Danish healthcare sector.



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WELFARE TECHNOLOGY?

Washing toilet

The washing toilet is a toilet seat with built-in washing functions. Users can go to the toilet without assistance.

The toilet has been successfully tested in the Municipality of Kolding and is currently being tested in Roskilde, Ringsted and Slagelse with support from the PWT (Public Welfare Technology) Fund.



Telemedical treatment of wounds

Treatment of wounds via mobile telephony. Patients can avoid preliminary examinations and go directly to a specialist for diagnosis.

Won the 2008 digitalisation award.

Partners: Hospital of Southern Jutland, four local authorities in Southern Jutland, and Dansk Telemedicin

Tele-interpretation in the healthcare sector

Video interpretation makes it possible to optimise the use of interpreter resources as the interpreter is not contacted until the patient and healthcare staff are ready. Video interpretation also eliminates the time interpreters spend on transport, parking, etc.

This saves 20 minutes per interpreting assignment.

Partners: OUH, MedCom, Cisco, et al.



Region Syddanmark

Welfare Technology: Telemedicine

"The Patient Suitcase"

The patient suitcase makes it possible to monitor COPD patients in their own homes – thus saving hospital beds and improving patient satisfaction. Cuts repeat hospitalisations by half.



"Sår i Syd"

Tele-medical wound care
Wound care via mobile telephony. This enables patients to avoid preliminary examination and go directly to the specialist for a diagnosis.



Facts

- Welfare technologies is high on the (inter)national and regional political agenda. (ex. AAL Forum 2010 in Odense)
- The Growth Forum of Southern Denmark has provided 18 mio. euros to projects with a total budget of some 56 mio. euros since 2007.
- Companies in the region exported technology and services worth 400 mio. euros in 2007 - 20% growth in exports between 2004-2008.
- C. 3500 regional companies work (to some degree) within the field of welfare technology – c. 300 companies see it as their core business (more the 50% of turnover). c. 4300 people, 1% of work force.



Conclusions

- Huge growth potential in welfare technologies but ...
- Cooperation and coordination at national, regional and local level
- Focus on (few) areas of commercial strength
- Positive business cases
- Understand public procurement
- Listen to the users, but bring in the experts ...
- Clear contracts and mutual understanding of goals and benefits!



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Velfærds:
teknologi:nu



Region Syddanmark