

Health~Holland Visitors Programme 2024

External information overview



Health~Holland Visitors Programme 2024

1. Positioning of the Dutch LSH sector
2. Introduce 40 / 45 international delegates to the Dutch LSH Sector
3. Connect over 125 Dutch SME's (inter)nationally

How to reach these goals?

1 Delegates

- ~ Select and invite the right people
- ~ Create a connection before departure
- ~ Involve the delegates in a well organised program

2 Dutch SMEs

- ~ Organize networking events (WoHC)
- ~ Involve our TFHC-partners
- ~ Partner in marketing & communication and invitation of participants

Themes and topics

Goal: Allingment of global topics – What do we highlight from The Netherlands?

1. Sustainability in healthcare
2. Healthcare Workforce
3. Health & Tech
4. Healthy ageing and prevention
5. Digitalisation
6. Global acces to care



Delegates profile

Goal: strengthening the relationship between the Netherlands and key international stakeholders in the Life Sciences & Health ecosystem.

Focus regions

- 40-45 International delegates
- Per country 3 to 5 delegates.
- Priority regions: EU, US, Canada, ASEAN, India, Gulf region, Mexico, Colombia, Brazil, East Africa.

Profiles

- Ministries of Health & Provincial / Regional Departments of Health
- University Medical Centers / Academic Hospitals
- Public & Private Hospital Operators
- Elderly / Rehabilitative Care Providers
- NGOs
- Health Insurance Providers & (Health) Financing Institutions
- Renowned Health Thinktanks, Knowledge Institutions & Independent Healthcare Accreditation Institutes
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- C-level / Decisionmaker / Influencer

HVP 2024 Important Additional Information

International delegates – Physical programme

Important additional information!

- ~ +/- 50 spots available for physical HVP programme.
- ~ Per country 3 to 5 delegates.
- ~ Targeted invitation. Invitations that register will be able to participate in programme.
- ~ Organising committee reserves the right to reject certain registrations.
- ~ Extra participants from same organisation or extra organisations can only participate in HVP 2024 after approval from the organising committee – travel, accommodation and meals costs are not covered for these participants.

Covered costs for selected participants:

- ~ Hotel in Rotterdam (4 nights max.)
- ~ Collective transport within the programme
- ~ Lunches & dinners within the programme
- ~ 3-day programme full of relevant meetings / visits
- ~ Entrance to World of Health Care

Costs at expense of delegates:

- ~ International travel costs to and from the Netherlands
- ~ All other (personal) cost not specified to be covered
- ~ NL foreign participants (Embassy / CG / NBSO) can participate but pay for lodging (transport & meals included)

Program

Date tbd (1-2 weeks before departure)

Online preparation meeting

- ~ Introduction by Micha van Lin
- ~ Presentations by
 - ~ Health~Holland
 - ~ VWS
 - ~ Philips
 - ~ Erasmus MC
 - ~ TFHC
- ~ Program
- ~ Practicalities

Program overview

23/9 – 26/9 - 2024

	Monday 23 Sept.	Tuesday 24 Sept.	Wednesday 25 Sept.	Thursday 26 Sept.	Friday 27 Sept.
Morning	Arrival	Rotterdam Intro NL healthcare policy and ecosystem	Delft Convergence: health & tech	Philips	Departure
Afternoon	Arrival	Rotterdam Erasmus MC	WoHC	Utrecht Science Park	Departure
Evening	Rotterdam Schielandshuis Welcome Reception	Rotterdam Dinner	Dinner with TFHC partners	Networking ROM Utrecht	

Program

Monday 23/9

- ~ Arival of the delegates
 - ~ Transport on own occasion to hotel
 - ~ Dinner at own occasion

- ~ Networking reception at the Schielandshuis, Rotterdam
 - ~ Goal: introducing the TFHC team, Health~Holland and the delegates. Solving practical issues.
 - ~ Finger food will be served



Program: Introducing the Dutch healthcare policy and ecosystem

Tuesday 24/9 Morning

- ~ Breakfast at hotel
- ~ Seminar at Kop van Zuid, Rotterdam
 - VWS -> Key healthcare policy developments in NL
 - Health~Holland -> Topsector strategy
 - Municipality of Rotterdam -> Regional ecosystem
 - Q&A with the delegation

- Meeting room De Rotterdam? Max 50 participants?
- Engagement Rotterdam Municipality / RotterdamSquare



Ministry of Health, Welfare and Sport



City of Rotterdam



RotterdamSquare



Program: Erasmus MC transforms care: accessible, sustainable and better balanced

Tuesday 24/9 afternoon

- ~ Visit Erasmus MC
 - ~ Group photo
 - ~ Introduction by Erasmus MC and EGM
 - ~ Break-out sessions in line with the HVP-themes
- ~ Goal: showcase an academic hospital and its innovations
- ~ Dinner in Rotterdam



Program – Convergence: Health & Tech

Wednesday 25/9 Morning

- ~ TU Delft
- ~ YES!Delft
- ~ Reinier de Graaf Hospital
- ~ TNO



World of Health Care

Wednesday 25/9 afternoon

Program

- ~ Walk in
- ~ Welcome by Micha van Lin
- ~ Panelsessions round 1
- ~ Panelsessions round 2
- ~ Plenary fire-side chat with delegates
- ~ Networking



Program: improve people's health and well-being through meaningful innovation

Thursday 26/9 Morning

PHILIPS

- ~ Site visit at Philips, Eindhoven
 - ~ Introduction by Philips
 - ~ Lunch

- ~ Goal: showcasing Philips and presenting their latest innovations and strategies

Program

Thursday 26/9 Afternoon

- ~ Site visit at Utrecht Science Park, Utrecht
 - ~ Introduction by tba
 - ~ Site visits in line with the HVP themes
 - ~ Networking session with ROM region Utrecht
- ~ Dinner
- ~ Goal: showcase the Utrecht Science Park and connect the delegation with local innovators and entrepreneurs



What's new

- ~ Slightly smaller group of delegates due to rising costs
- ~ Live participants meeting instead of online session with prerecorded videos
- ~ Improved engagement of Rotterdam Ecosystem
- ~ Improved visibility of Rotterdam Municipality
- ~ Site visit in Delft: Convergence Health & Tech
- ~ Sustained engagement with Dutch SMEs and stakeholders during WoHC