Health~Holland Visitors Programme 2024

World of Samuel Control of Sam

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?



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



- 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
- 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







City of Rotterdam









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



Delft University of Technology









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



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

 Goal: showcasing Philips and presenting their latest innovations and strategies



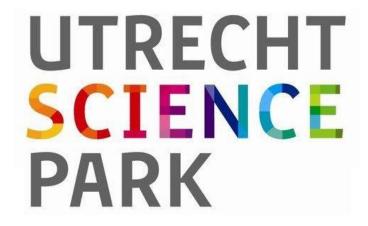




Program

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: Covergence Health & Tech
- Sustained engagement with Dutch SMEs and stakeholders during WoHC





