



Cardiolgie Centra Nederland

Onze zorg klopt!

Publiek Private samenwerking

What the heck? Introducing Pribliek

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first they ignore you
then they laugh at you
then they fight you
and then you win (collaborate)

[Mahatma Gandhi](#)



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Iedere patiënt, de juiste zorg op de juiste plaats

- **Netwerk** waar de patiënt de spin in het web is



BLENDED



Changes in society accelerate development of eHealth

Health demand

- Expected growing demand for care and cure (life expectancy, level of chronically illness) and level of cost sets pressure on acceleration of e-health

Technology

- New technology is able to increase efficiency and effectiveness of health market and giving the consumers insight and control over own health

Smart devices

- The advent of smart devices such as smart phones, tablets and wearable have increased the use and accessibility to health apps

Behavior

- People want more control over themselves instead of care monitoring by the doctor

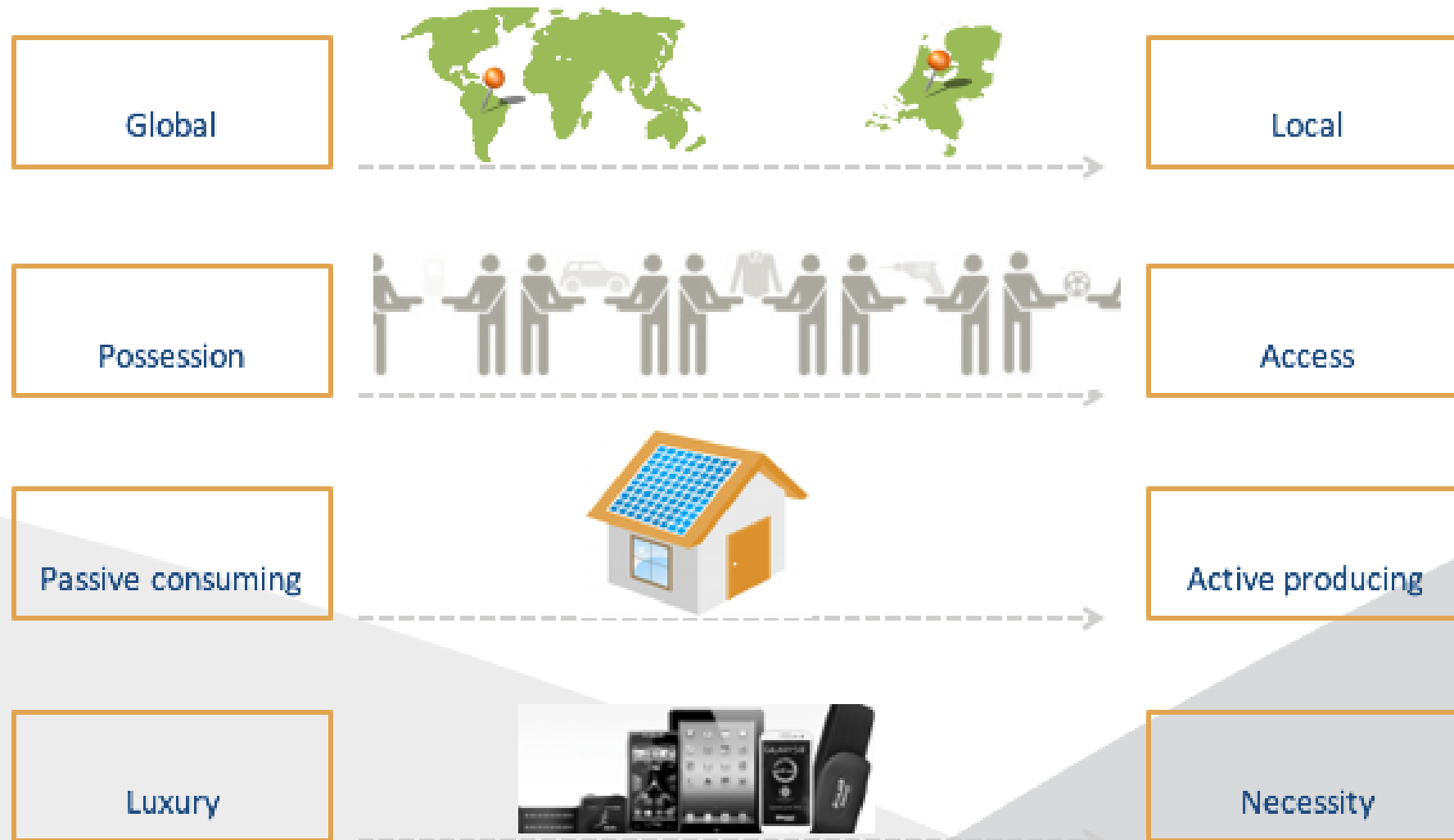
Data

- More and more health related data is generated which opens a window of opportunity



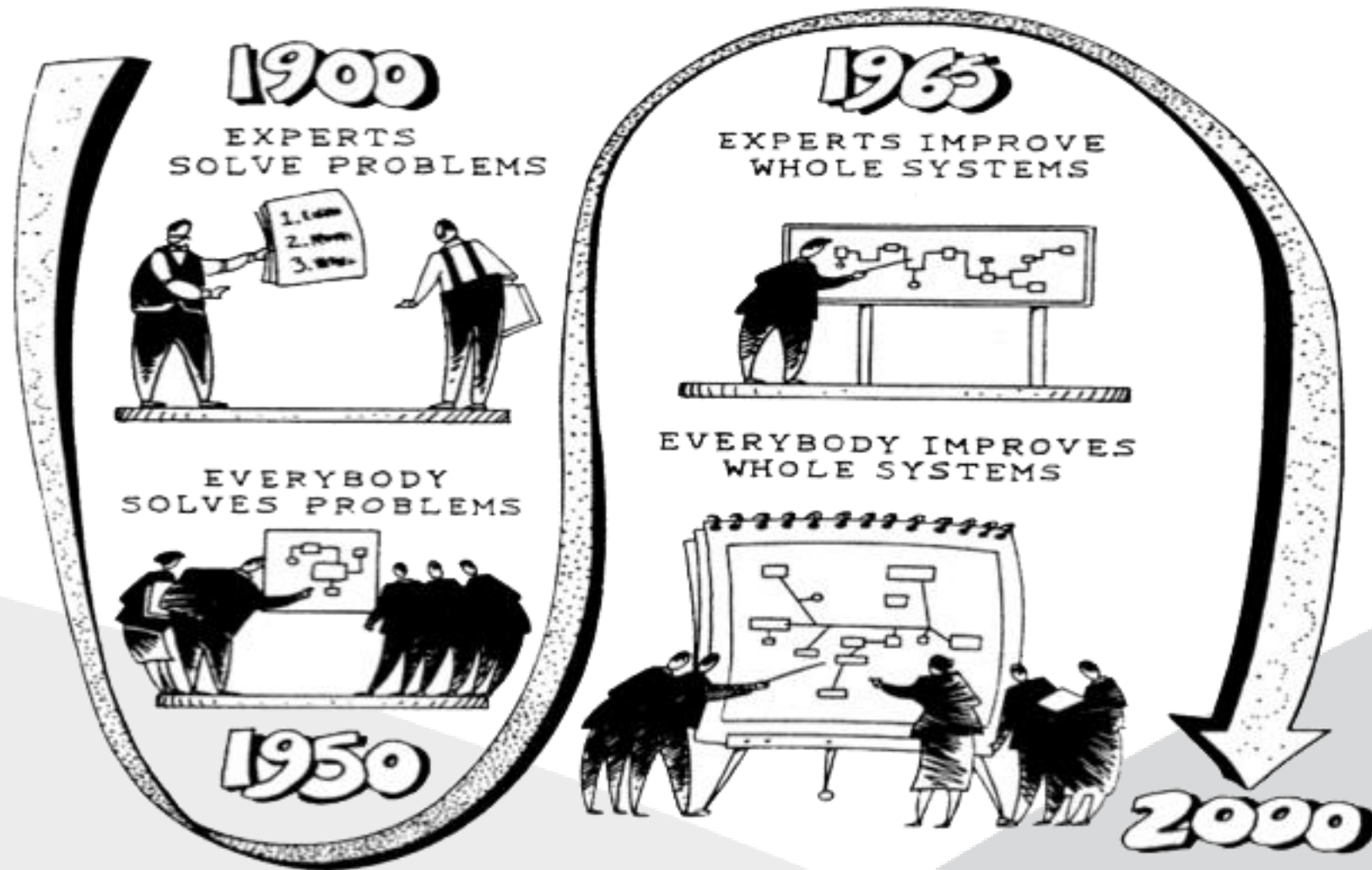
Important trends in consumer behaviour

Consumer wants to have influence on products and services and more control over themselves (own health)

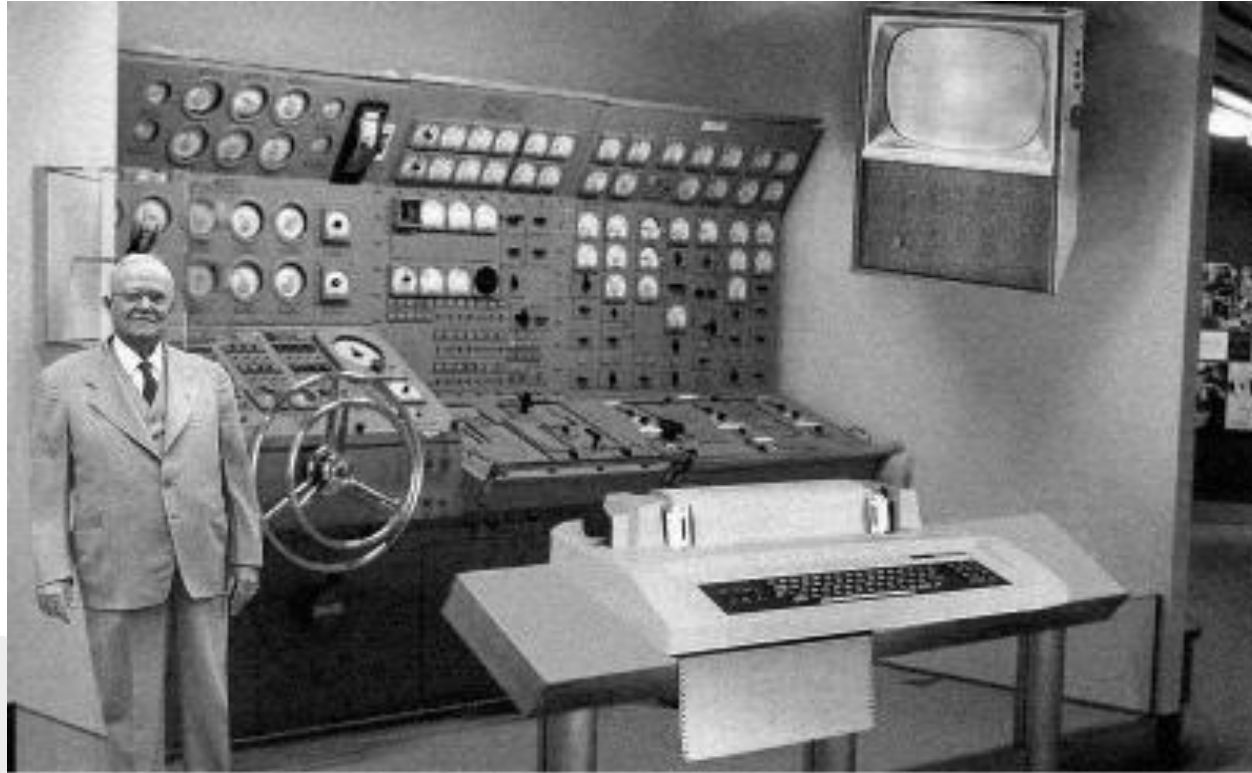


The emergence of new technologies leads to shift of power to the consumer

Co-creation: *Nobody knows as much as everybody*



Innovation is the game changer



Scientists from the RAND Corporation have created this model (1954) to illustrate how a "home computer" could look like in 50 years.

Innovation is the game changer



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The future is in the clicks not in the bricks

www.cardiologiecentra.nl

