

How to develop health regions as driving forces for quality of life, growth and innovation? The experience of North Rhine-Westphalia

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Gesundheit und Arbeit des Landes Nordrhein-Westfalen**

**Workshop „Regional health policy – Promoting equity in spite of cross-currents?“, Bochum,
North Rhine-Westphalia, 13 – 14 September 2010**

unterstützt durch:



EUROPÄISCHE UNION
Investition in unsere Zukunft
Europäischer Fonds
für regionale Entwicklung



Cluster Health Care Economy has been established in 2008

Regional approach to develop health care industries

Head of the cluster is Ms. Brigitte Meier



6 Health Regions belong to this cluster: Aachen, Cologne/Bonn, Münsterland, Ostwestfalen-Lippe, Ruhrgebiet and Südwestfalen

Basic idea

The Health Care Sector is
not only a growing cost driver
but
represents an economic field
with important effects on employment,
innovation and quality of life.

Total jobs in the health care sector in NRW 2008

Area	Jobs	Area	Jobs
In-patient and Semi In-patient Care	278,789	Research	9,784
Mobile Care	267,636	Trade in Health Care Products	45,817
In-patient and Mobile Elder-care	232,407	Sport and Leisure, Wellness	12,819
Pharmaceutical Industry	13,886	Health Tourism	8,921
Medical and Gerontological Technology, Health Trade Professions	42,511	Education, Training	3,833
Pharmacies	46,038	Other Areas	9,976
Administration/Insurance	96,635	Sum	1,069,052

Sources: Bundesagentur für Arbeit, Kassenärztliche und Kassenzahnärztliche Vereinigung Nordrhein und Westfalen-Lippe, LIGA NRW, Handwerkskammern Aachen, Dortmund, Düsseldorf, Köln, Münster, OWL und Südwestfalen; Berechnung und Darstellung: Institut Arbeit und Technik, 2009

About 80% of the jobs represented by the 6 health regions

Regions/NRW 2008	Jobs
Ruhrgebiet	296,651
Köln/Bonn	184,696
Ostwestfalen-Lippe	120,900
Münsterland	96,975
Südwestfalen	77,586
Aachen	69,599
NRW	1,069,052

Sources: Bundesagentur für Arbeit, Kassenärztliche und Kassenzahnärztliche Vereinigung Nordrhein und Westfalen-Lippe, LIGA NRW, Handwerkskammern Aachen, Dortmund, Düsseldorf, Köln, Münster, OWL und Südwestfalen; Berechnung und Darstellung: Institut Arbeit und Technik, 2009

Developing excellence in NRW Health Care Economy

- Cluster Health Care Economy North Rhine-Westphalia is part of the innovation policy of North Rhine-Westphalia
- With its cluster policy, NRW supports its health regions in their systematic development and networking
- Activities within the single regions are welcome as well as activities between the health regions
- Moreover cross-cluster activities take place, e. g. with the Biotechnology Cluster and the Medical Technology Cluster
- Cluster activities aiming at networking across the different areas of the Health Care Economy to meet patient-oriented treatment solutions and interlinked Health Care Provision

Initial phase

- Analysing regional strength
- Developing regional concepts
- Establishing regional branch forums
- Regional conferences with structural policy partners
- Defining thematic sponsorships
- Establishing an inter-regional work group
- Marketing and fairs participation



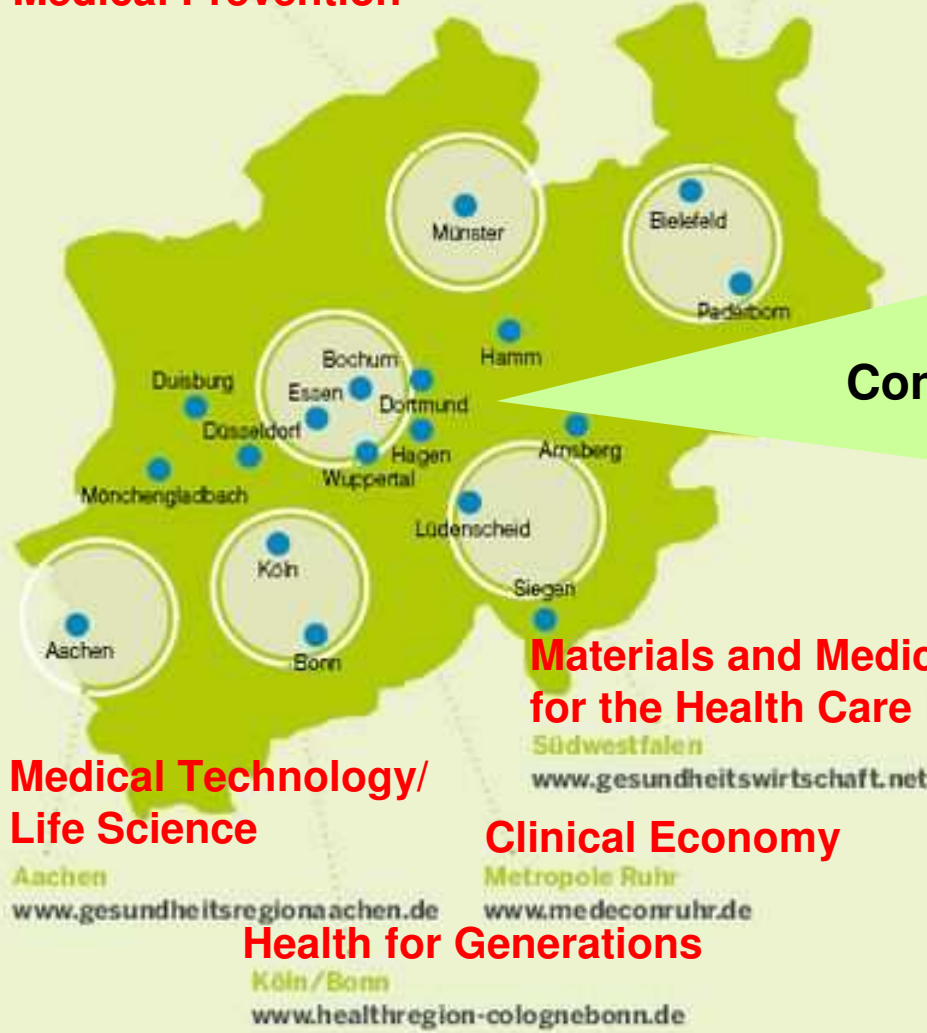
Gesundheitswirtschaft.NRW.regional

Münsterland
www.gesundheitswirtschaftmuensterland.de

Ostwestfalen-Lippe
www.zig-owl.de

Medical Prevention

Interlinked Health Care Provision



**Medical Technology/
Life Science**

**Materials and Medical Technology
for the Health Care Economy**

Südwestfalen
www.gesundheitswirtschaft.net

Clinical Economy

Aachen
www.gesundheitsregionaachen.de

Metropole Ruhr
www.medeconruhr.de

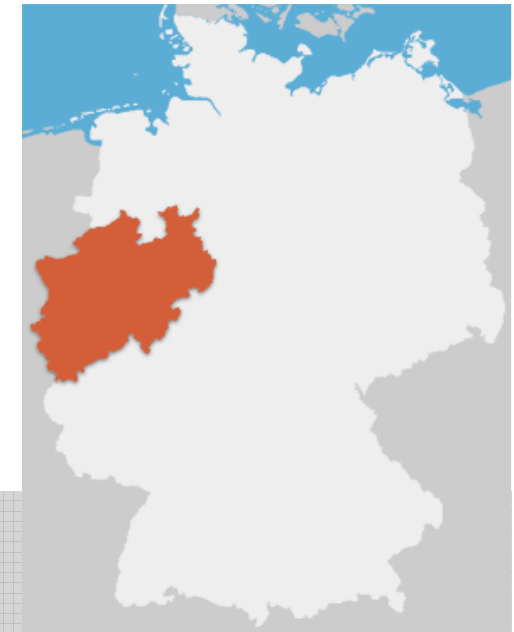
Health for Generations

Köln/Bonn
www.healthregion-colognebonn.de



Thematic sponsorships of the health regions

**Thematic
Conferences in
2010**



Health Region Aachen

Main topics

- Medical Technology/ Life Sciences
- Second Health Market / Health Tourism
- Employment and (Continuing) Education
- Care Provision
- Cross-boarder Cooperation

Health Region KölnBonn

Main topics

- Health for Generations
- Medical Specialist Staff
- Prevention and Rehabilitation
- World-class Medical Research
- International Guest Patients
- Medical Technology/Telemedicine

Health Region Münsterland

Main topics

- Medical Prevention
- Early Diagnosis
- Innovative Provision of Care
- Nano-bio Technology and Analytics
- Telemedicine, Telematics
- Logistic in Health Care

Health Region Ostwestfalen-Lippe

Main topics

- Interlinked Health Care Provision
- Care Networks Geriatrics
- World-class Medical Science „for heart and brain“
- Initiative Telemedicine NRW
- Rehabilitation and Prevention
- Knowledge Transfer & Cluster Development

Health Region Metropole Ruhr

Main topics

- Clinical Economy
- Integrated Care Concepts
- Prevention and Rehabilitation
- Health Care and Demography
- Life Science and Medical Sciences

Health Region Südwestfalen

Main topics

- Materials and Medical Technology
- Applied Medical Technology/Suppliers
- Medical Care Provision/Rehabilitation and Prevention
- (Continuing) Education in Health Economy
- Health Tourism

Second phase

- Continuing development and networking activities
- Benchmarking with other European regions
- Project of the health regions: Value-based Health Care

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