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

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

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

<table>
<thead>
<tr>
<th>Regions/NRW 2008</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruhrgebiet</td>
<td>296,651</td>
</tr>
<tr>
<td>Köln/Bonn</td>
<td>184,696</td>
</tr>
<tr>
<td>Ostwestfalen-Lippe</td>
<td>120,900</td>
</tr>
<tr>
<td>Münsterland</td>
<td>96,975</td>
</tr>
<tr>
<td>Südwestfalen</td>
<td>77,586</td>
</tr>
<tr>
<td>Aachen</td>
<td>69,599</td>
</tr>
<tr>
<td>NRW</td>
<td>1,069,052</td>
</tr>
</tbody>
</table>

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
Thematic sponsorships of the health regions

Medical Prevention

Interlinked Health Care Provision

Medical Technology/Life Science

Materials and Medical Technology for the Health Care Economy

Clinical Economy

Health for Generations

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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