

Mecklenburg-Vorpommern The Leading Health Region in Germany. BioCon Valley – Initiative for Life Science and Health Economy

Rostock-Warnemünde, Germany, 31.08.2015

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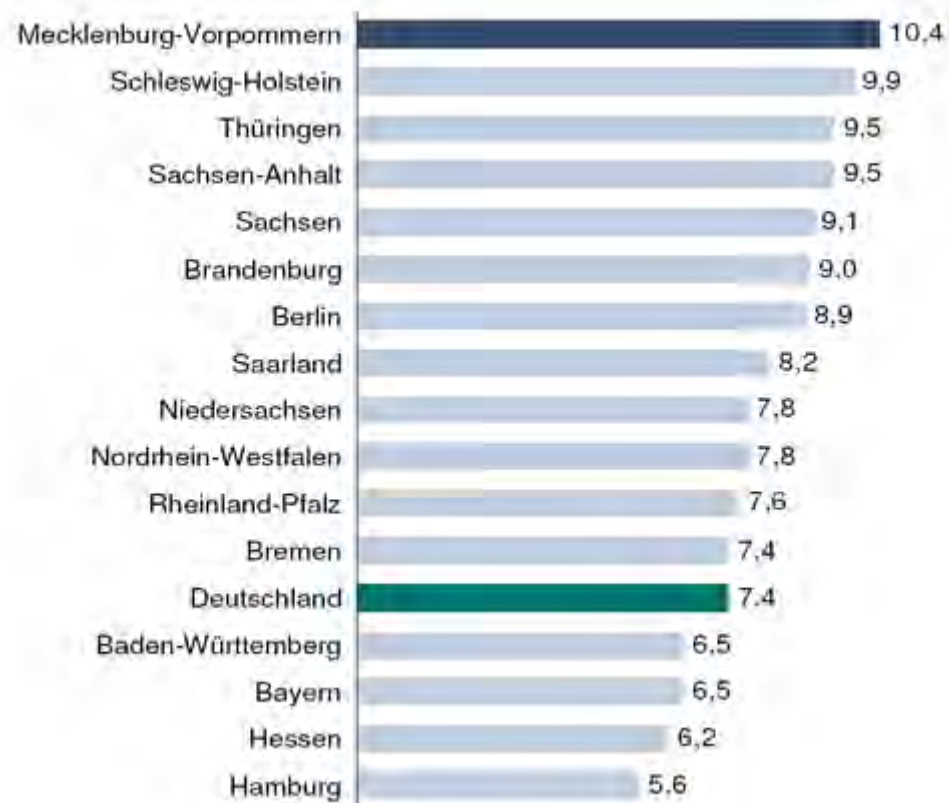
Life Science + Health Economy

in Mecklenburg-Vorpommern

Theses Regarding Health Economy on the 24th Baltic Sea Parliamentary Conference

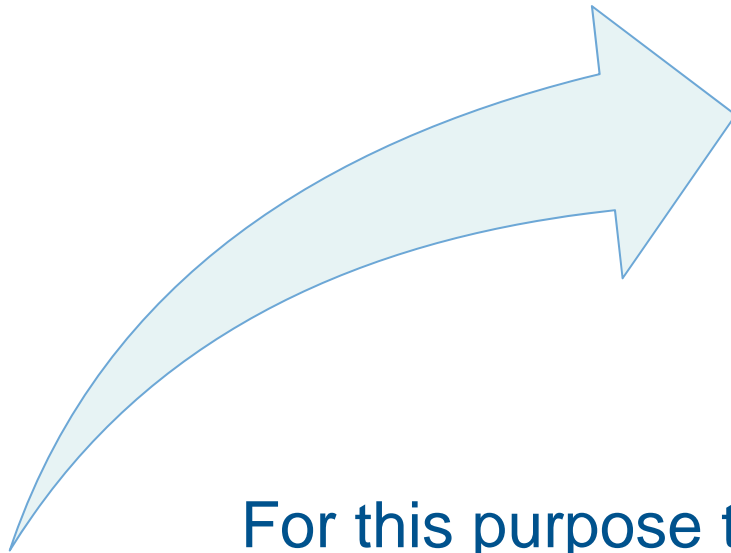
- further strengthen measures for collaborative implementation of a joint **eHealth Innovation ecosystem** based on a Baltic Sea region cooperation platform for eHealth initiatives (RIS 3) which should establish an agenda build on smart specialization and mobilize regional resources based on already existing structures like ScanBalt, the flagship Baltic Sea Health Region and ehealth for Regions
- ensure global comparability of health economy and measure the performance and the impact of the healthcare systems via economic growth and employment by establishing the first reliable transnational method “**economic footprint of health economy**”
- further strengthen support for the initiative “**Baltic Sea region as one test site for development of health care products and services**”, a key pillar in the ScanBalt strategy 2015 – 2018 and consisting in mutually coordinated sub-topics being targets for coordinated investments between Horizon 2020, structural funds, regional and national public-private financing

Share of social & health services of the gross value added in 2011



Source: Destatis, NORD/ LB Research (2015)

Mecklenburg-Vorpommern. Facts and Figures



Mecklenburg-Vorpommern:

**No.1 Health Region in
Germany**

For this purpose the region has the right
„software“ and „hardware“

Software

... healthy environment ...



The region is combining the competitive advantages of **soothing climate** and **intact landscapes** from the Baltic Sea to the Lake district

Cluster for **Life Science** + **Health Economy**

Hardware

... excellent infrastructure ...

The health and wellness sector of the region

-> one of the most modern and efficient in Europe:

- 34 hospitals
- 61 rehabilitation hospitals awarded state recognition
- 2 universities
 - Rostock (est. 1419)
 - Greifswald (est. 1456)
 - with medical high-end centres,
 - 3 universities of applied science
- **Gross value ~ 14 percent,**
- **In 2013 the region broke the 100.000-employee mark**
- **Since 1990 2 billion € were invested in health economy**
- **Life Science sector with more than 120 enterprises about 3.600 employees, and mostly medium sized companies**



BioCon Valley GmbH Ltd.

- Support of governmental activities
- Bundle forces
- Stimulate cooperation between research & industry
- Promote regional/ international cooperation

BioCon Valley®

Life Science + Health Economy



BioCon Valley GmbH
<i>Capital Company</i> Land Mecklenburg-Vorpommern 57% BioCon Valley e.V. 27% Financial institutions 14% Private Persons 2%
BioCon Valley e.V.
<i>Non profit association</i> ~150 members (companies, universities, research institutions, service providers, hospitals, hotels, ...)



Board of Trustees of Health Economy

Federal State of Mecklenburg-Vorpommern



Board of Trustees of Health Economy
Federal State of Mecklenburg-Vorpommern

Life Science

Health Care
Services

Healthy
Ageing

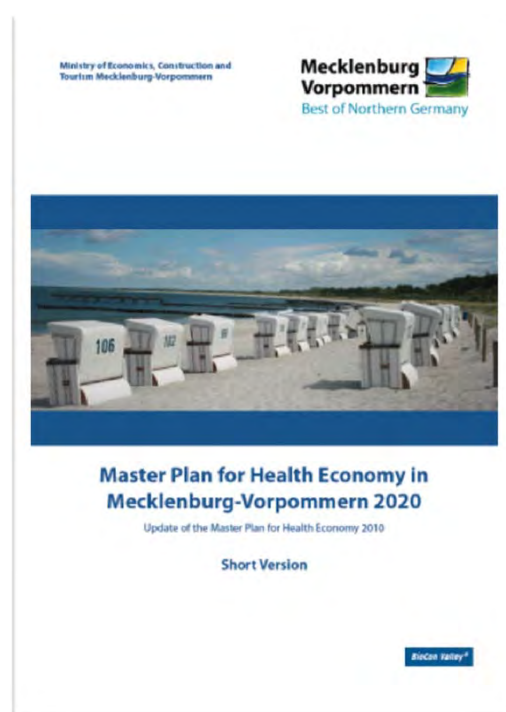
Health
tourism

Nutrition for
Health

- **Advisory body for the development of the health economy**
- **Nationwide unique trilogy of Politics, Economy and Science → „triple helix“**
- Appointed by Prime Minister
- about 60 high ranking experts from Science, Industry, Health Insurance Funds, Associations and Government
- 5 Strategic working groups (see topics above)
- Consulting, Communication, Priorities

The „Bible“: Masterplan Health Economy MV 2020

A Vision for Mecklenburg-Vorpommern in 2020 – Guideline for Health Economy



- 10 year strategic agenda
- 5 fields of action
- Projects focussing on cross-sectoral approaches



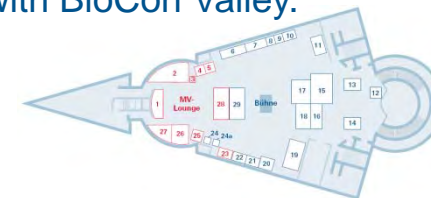
National Conference on Health Economy

More than a Decade Driving Science and Business!



Invitational conference of the Federal State Mecklenburg-Vorpommern, since 2005 for more than 10 years, with about 700 experts

The Board of Trustees of Health Economy, the State Government and the programming commission prepare content and concept in cooperation with BioCon Valley.



Conference Centre , Yachthafenresidenz Hohe Düne, Rostock-Warnemünde

“A uniform definition of the term Health Economy was coined, the demand for a prevention law was expressed and the wish for the creation of healing woods. Another noticeable success is that over the past 10 years our Conference has established itself among the numerous German conferences on Health Economy and is gaining international importance.”

Prof. Dr. med. Dr. h.c.(mult. Horst Klinkmann) F.R.C.P., Congresspresident

www.konferenz-gesundheitswirtschaft.de

National Conference on Health Economy

Conquer a field in an “academic way”

Health Economy 2005

is the production and marketing of goods and services which serve for prevention as well as for the provision of health and for rehabilitation.

→ a uniform definition of the term “Health Economy” recognized within the EU

Health Tourism 2013

is the branch of health and tourism economies that contributes to maintaining and restoring health and holistic wellfeeling by using medicine-based services.

Internationalisation as growing success factor of the National Conference on Health Economy

- Since 2007, **partner countries with the focus on the Baltic Sea Region** were integrated: Sweden (2008), Finland (2009), Denmark (2010) and Poland (2011), Russia (2014)
- Since 2011, BioCon Valley integrates the Scan Balt fmba and organises the **Baltic Sea Health Region Meeting BSHRM** at the National Conference on Health Economy



Signing an international cooperation agreement during the 11th National Conference on Health Economy in presence of the Portuguese Health Minister in 2015

Thesis: Forum “Baltic Sea Region for Health Economy”

- establish a **Forum „Baltic Sea Region for Health Economy”**, to ensure a sustainable national and international meeting and exchange platform



1st BSHR Meeting (2011)
Cross Sectoral Challenges in a European Model Region



2nd BSHR Meeting (2012)
Diabetes mellitus – Global Challenge and Innovative Solutions



3rd BSHR Meeting (2013)
Building International Bridges in Health and Life Sciences beyond the Baltic Sea Region



4th BSHRM (2014)
Funding Opportunities in the New 2014-2020 Period



5th BSHRM (2015)
Active and Healthy Aging, St. Luke Health Path

10 Years of the National Conference on
Health Economy

Selected Results



Rostock, Warnemünde
Yachthafenresidenz Hohe Düne

BioCon Valley®

Thesis: European strategies and cross-border projects

Fighting hospital acquired infections and bacterial resistance in the Baltic Sea Region

Thesis “foster the development of the Baltic Sea Health Region by **further strategies and European cross-border projects**”, e.g. by joint initiatives against the further spread of multi-resistant bacteria



HICARE

“Health Region Baltic Sea Coast
Action Alliance against Multi-Resistant Bacteria“
c/o BioCon Valley



Baltic Amber

“Baltic Alliance against Multi-Resistant Bacteria“
c/o BioCon Valley

HealthShare

„Platform to develop diagnostic and prevention solutions to reduce multi-resistant bacteria in hospitals“
c/o ScanBalt

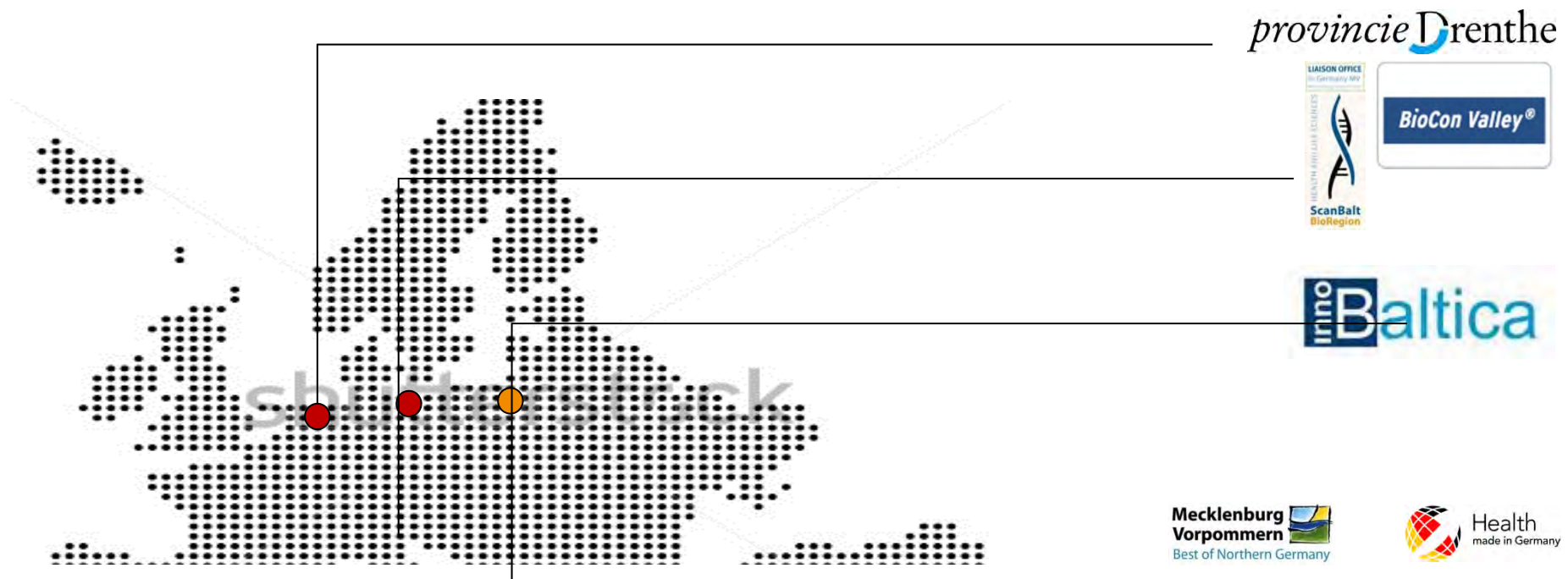
Thesis: European strategies and cross-border projects

St.Luke Health Path

Thesis “foster the development of the Baltic Sea Health Region by **further strategies and European cross-border projects**, e.g. by connecting the fields of health with tourism, Information and communication technologies ICT and natural resources (“St. Luke Health Path”)

EUBSR Priority Area **Health** connected with

- Tourism (according the definition of Health Tourism 2013)
- Information & Communication Technologies ICT
- Natural Ressources (SBP “Green and Blue Growth”)



Thesis: European strategies and cross-border projects

Connecting Traditional and Western Medicine (“Synergistic Medicine”)

Thesis “foster the development of the Baltic Sea Health Region by **further strategies and European cross-border projects**, e.g. by connecting Traditional and Western Medicine



Synergistic Medicine



3rd National Conference on Health Economy, 2007

- **opening of a central control institution to monitor the success of therapies** from complementary medicine e.g. in Germany
- **integration of complementary medicine into the teaching schedule** at medical schools

*Mongolian Kumbai Lama, Mongolia and former **Prime Minister** Mecklenburg-Vorpommern, Germany*



Bologna Declaration on Synergistic Medicine, 2012

- Under the Patronage of the Former President of the European Commission and Former **Prime Minister of Italy, Romano Prodi**, and the Former vice chairman of the Standing Committee of the **National People's Congress of China Xu Jialu**, some 150 Chinese and European experts

Thanks!

Mecklenburg-Vorpommern...a Paradise in Europe!

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