

The Importance of Start-ups in Healthcare

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Director - BlueHealth Innovation Center



BlueHealth Innovation Center

supported by  Microsoft



STRATEGY



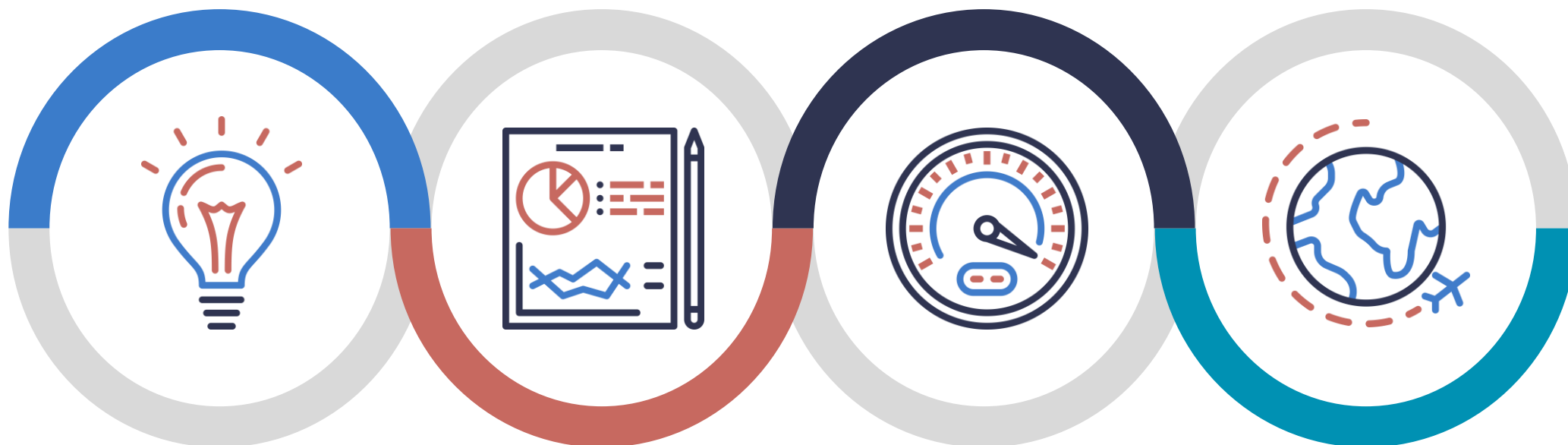
STUDENTS



START-UPS



HEALTHCARE PROVIDERS



IDEATION
from nothing to idea

INCUBATION
from idea to business plan

ACCELERATION
from business plan to market

SCALING
from market to internationalization

PARTNERS

GOVERNMENT



HEALTHCARE PROVIDERS & ACADEMIA



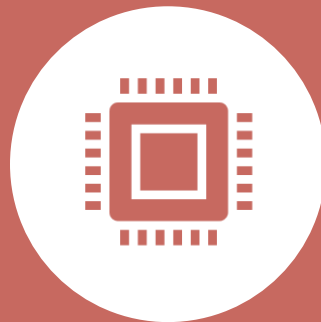
INDUSTRY



AGENDA



DIGITAL ARENA



TECHNOLOGY



ENTREPRENEURSHIP



SOCIETY & TECHNOLOGY

FROM...



TO...



FLIP THINKING



DUALITY





THE TWILIGHT ZONE

EVERY ORGANIZATION IS A DIGITAL ORGANIZATION



Firmware Update to Address Cybersecurity Vulnerabilities Identified in Abbott's (formerly St. Jude Medical's) Implantable Cardiac Pacemakers: FDA Safety Communication

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Date Issued

August 29, 2017

Audience

- Patients with a radio frequency (RF)-enabled St. Jude Medical implantable pacemaker
- Caregivers of patients with an RF-enabled St. Jude Medical implantable cardiac pacemaker
- Cardiologists, electrophysiologists, cardiothoracic surgeons, and primary care physicians treating patients with heart failure or heart rhythm problems using an RF-enabled St. Jude Medical implantable cardiac pacemaker

Medical Specialties

Cardiac Electrophysiology, Cardiology, Cardiothoracic Surgery, Heart Failure

Devices

Abbott's (formerly St. Jude Medical's) implantable cardiac pacemakers, including cardiac resynchronization therapy pacemaker (CRT-P) devices, provide pacing for slow or irregular heart rhythms. These devices are implanted under the skin in the upper chest area and have connecting insulated wires called "leads" that go into the heart. A patient may need an implantable cardiac pacemaker if their heartbeat is too slow (bradycardia) or needs resynchronization to treat heart failure.

BioMind™

BioMind™ is a state-of-the-art diagnostic support system that uses deep learning technology to analyse MRI and CT images.



225

66%

87%




$$\text{VALUE
BASED
HEALTHCARE} = \frac{\text{QUALITY}}{\text{COST}}$$

**VALUE
BASED
HEALTHCARE**

=

OUTCOME x EXPERIENCE

COST

**VALUE
BASED
HEALTHCARE**

=

EFFECTIVENESS x EXPERIENCE

EFFICIENCY



E

E

E

THE REAL TRIPLE AIM

E

E

E

FUTURE SOLUTIONS

BETTER OUTCOME




BETTER EXPERIENCE



BETTER BUSINESS

TECHNOLOGY IS CHANGING THE WAY...

A photograph of a male physician with grey hair and a beard, wearing a white lab coat and a stethoscope, looking down at a tablet device. The image is overlaid with a semi-transparent blue filter.

**PHYSICIANS
PRACTICE**

A photograph showing a pair of hands holding a smartphone. The image is overlaid with a semi-transparent teal filter.

**PATIENTS
LEARN & DO**


A photograph of a caregiver assisting an elderly woman. The caregiver is wearing a white shirt and is helping the woman, who is wearing glasses and a patterned top. The image is overlaid with a semi-transparent red filter.

**CAREGIVERS
ASSIST**

A photograph of an operating room with various medical equipment, including monitors and surgical instruments. The image is overlaid with a semi-transparent dark blue filter.

**CARE
INSTITUTIONS
MANAGE**

TECHNOLOGY IS **RAPIDLY** CHANGING THE WAY...

A photograph of a male physician with grey hair and a beard, wearing a white lab coat and a stethoscope, looking down at a tablet computer. The image is overlaid with a semi-transparent blue filter.

**PHYSICIANS
PRACTICE**

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LEARN & DO**

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**CAREGIVERS
ASSIST**

A photograph of an operating room with multiple monitors and medical equipment. A person in surgical attire is visible in the foreground. The image is overlaid with a semi-transparent dark blue filter.

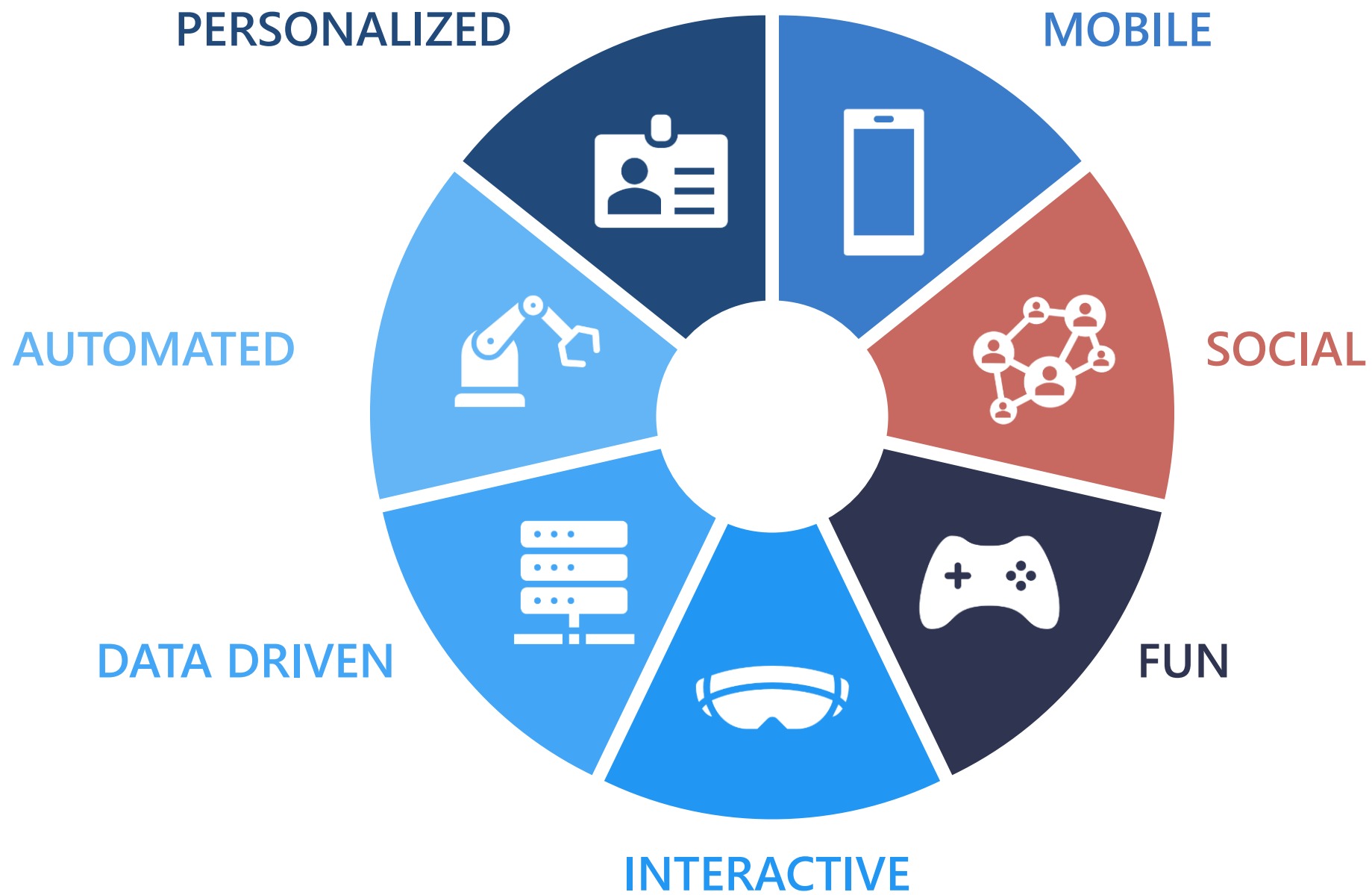
**CARE
INSTITUTIONS
MANAGE**



**WHAT CAN
DIGITAL TECHNOLOGY
DO TO HELP?**

THE FUTURE OF HEALTHCARE ?





MOVEUP



move**UP**

HELPPER

Ik woon in postcode en zoek een Helpper voor mezelf ▼

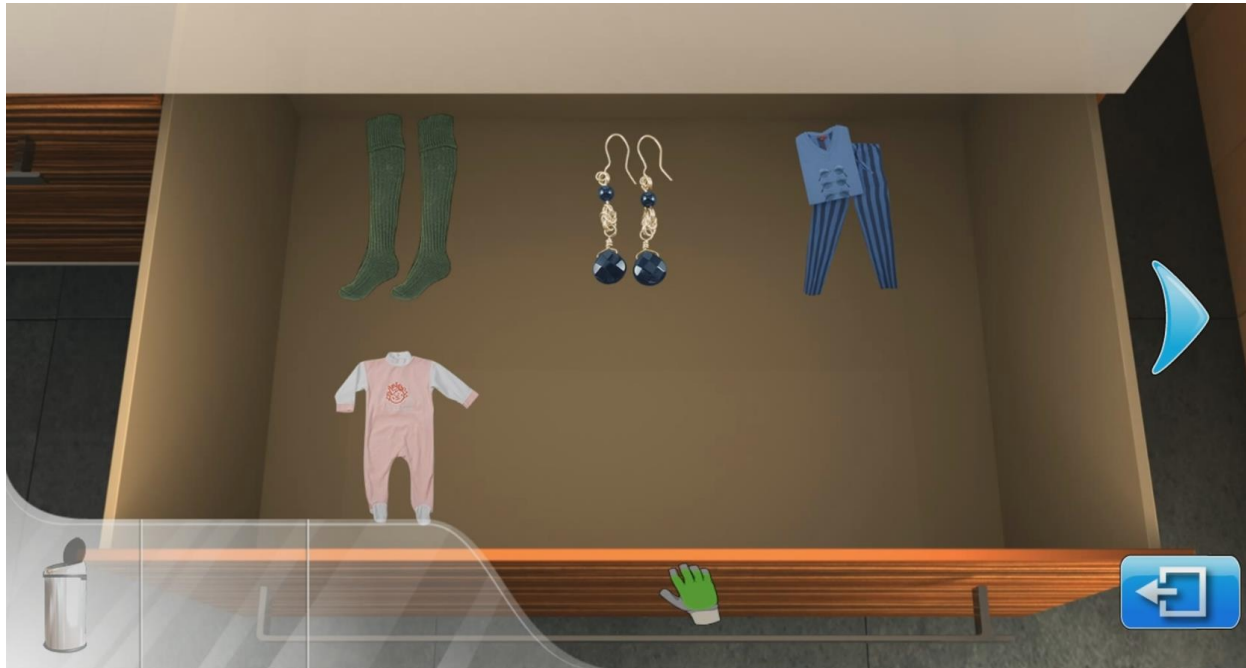
Helpper zoeken



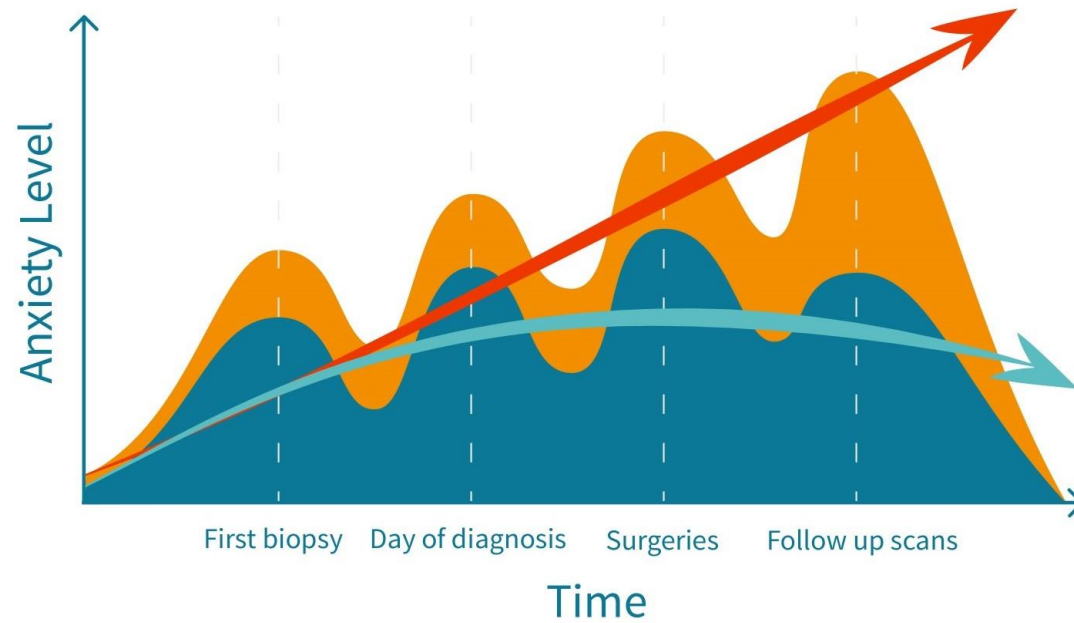
CREATIVE THERAPY



R.O.G.E.R.

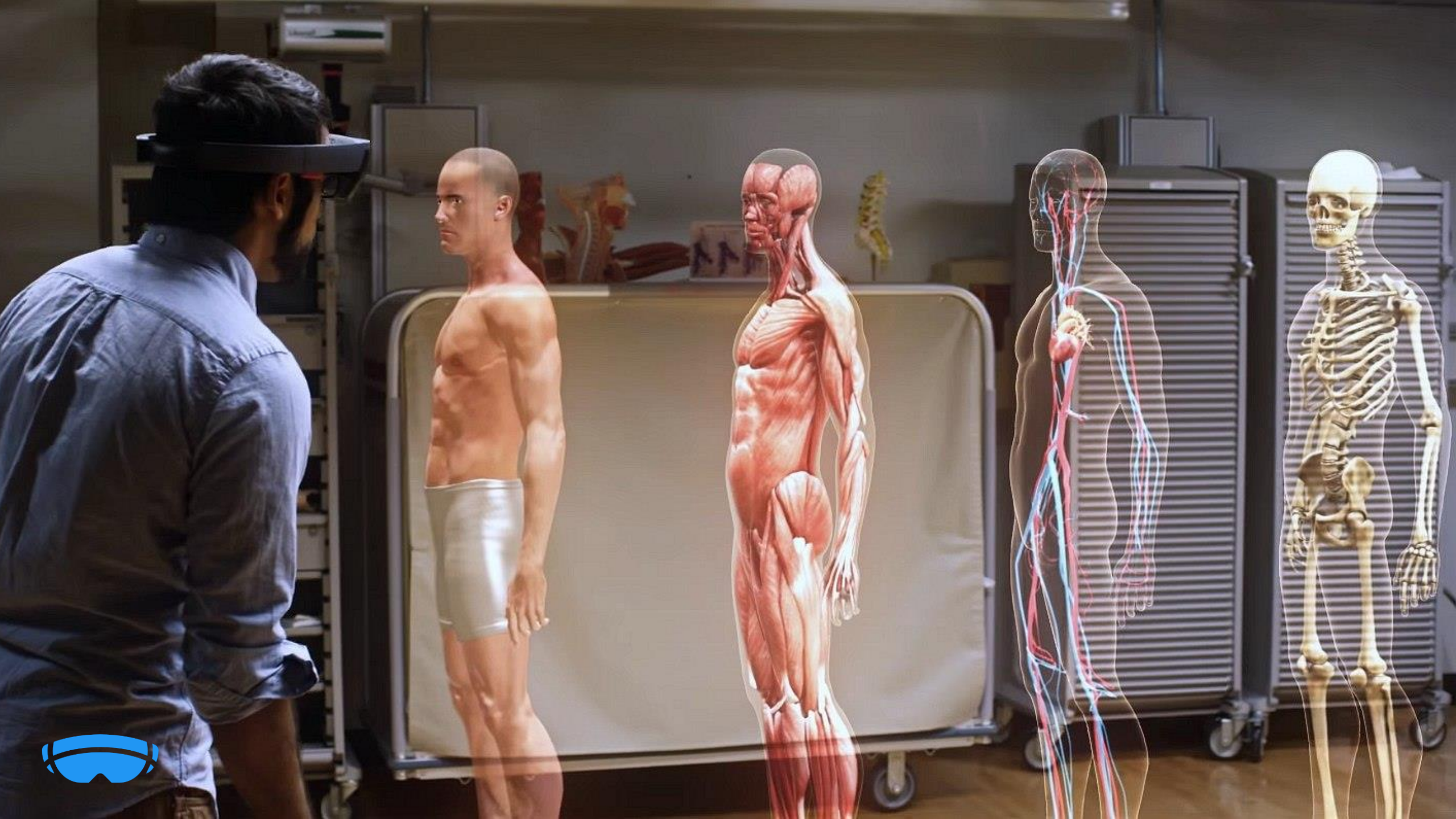


ONCOMFORT





M-IGHTY



LYNXCARE

Box 155
1056 East 19th Avenue
Denver, Colorado
80216-1086

Telephone Number
303-861-8895

NEUROLOGY CONSULTATION

REGARDING: [REDACTED]

TCH MR NO: [REDACTED]

DATE OF BIRTH: [REDACTED]

DATE OF VISIT: 11/13/2002

Dear

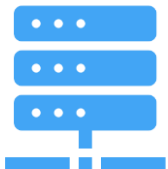
We had the opportunity to follow up with [REDACTED] today in the neurology clinic regarding his syringomyelia, Chiari I malformation, and history of tethered cord status post surgical repair. He was accompanied by his mother.

HISTORY OF PRESENT ILLNESS: As you know, [REDACTED] is a 7-year-old right-handed Caucasian male. [REDACTED] was diagnosed with tethered cord and syringomyelia one year ago. The tethered cord release was performed by Dr. [REDACTED]. The family was later seen by the Chiari Center in New York. We saw [REDACTED] today for routine neurologic evaluation.

[REDACTED] has been doing well since our last visit in September 2002. It was noted that there was hair kinking which was evaluated by dermatology (Dr. [REDACTED]). He was diagnosed with woolly nevus, a benign condition. He has also reported leg pain which he describes as shooting and stabbing in quality. There has also been transient leg weakness over the past week. Approximately one week ago [REDACTED] reported right shoulder and rib pain which resolved. Mother noted that at that time [REDACTED] appeared quite sick with dark circles under his eyes and facial pallor.

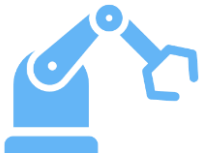
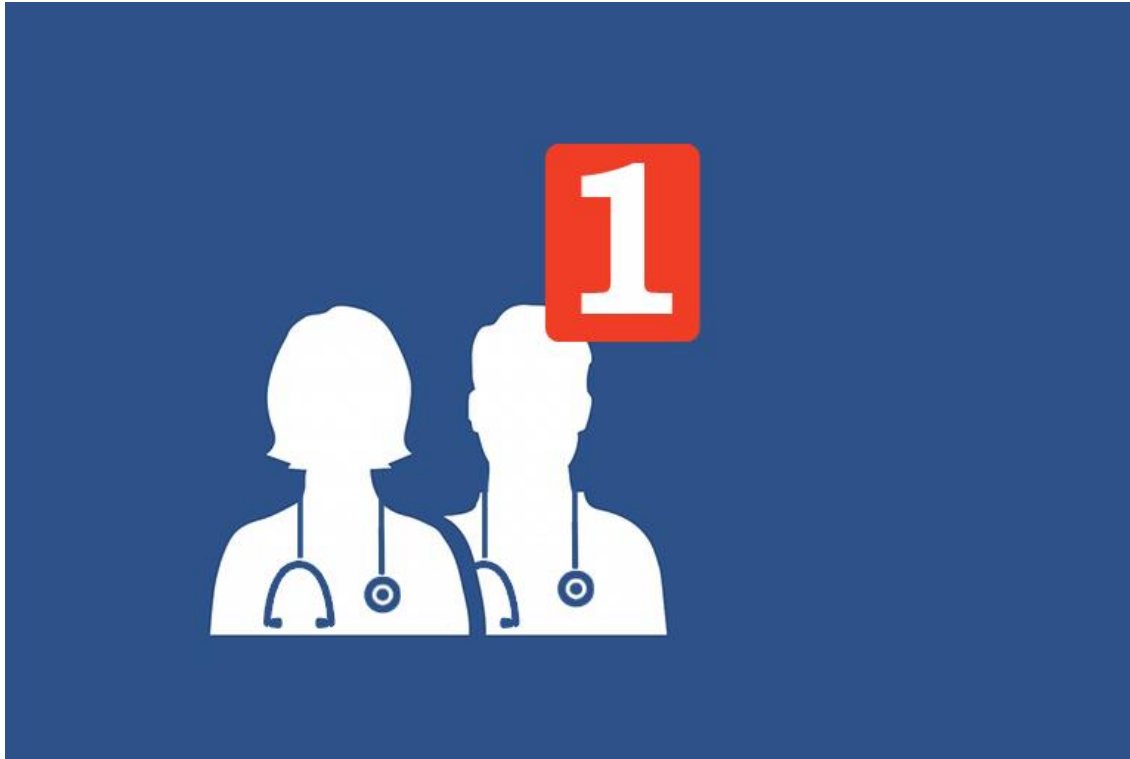
DIAGNOSTIC EVALUATIONS: Repeat MRI (magnetic resonance imaging) of the brain and cerebrospinal column were obtained on November 5, 2002, here at The Children's Hospital. The brain MRI showed unilateral Chiari type I malformation, punctate signal abnormality in bilateral frontal lobes, left side greater than the right, without abnormal enhancement, a nonspecific finding, normal circle of Willis MRA (magnetic resonance angiography) angiogram. The cervical spinal MRI showed stable cervicothoracic spinal cord syrinx and prominence of the lower thoracic spinal canal; asymmetric Chiari type I malformation with the left cerebellar tonsil low in position; probable os odontoideum with no abnormal enhancement seen related to the dens; stable conus position with unchanged fatty filum.

Laboratory work was obtained to rule out Menkes' variant. A ceruloplasmin level was 26 which is within normal limits. The copper level is currently pending.



LYNXCARE

BINGLI

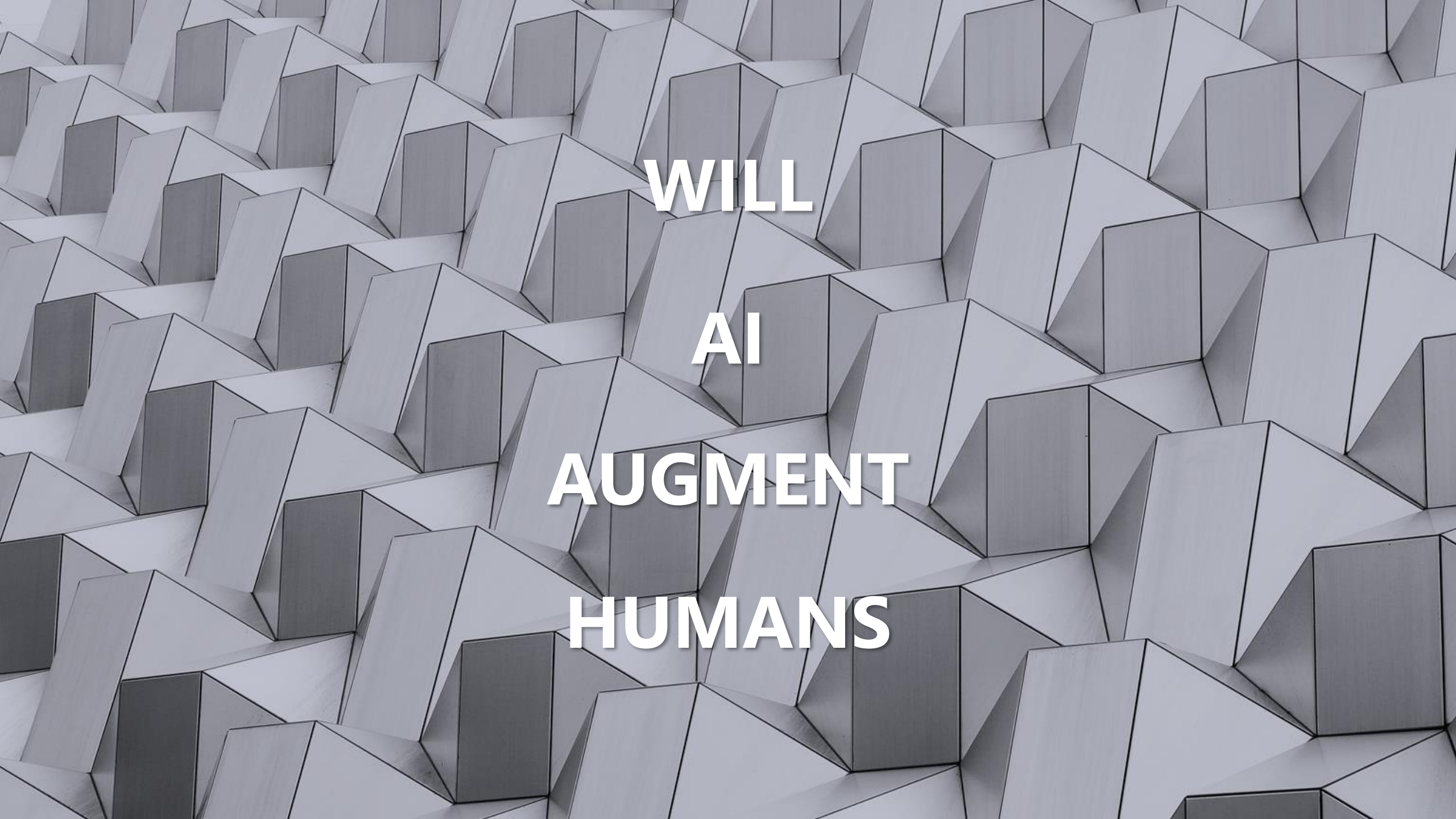


BINGLI

Prepared patients – informed doctors
for better consultations

SNEEZZ

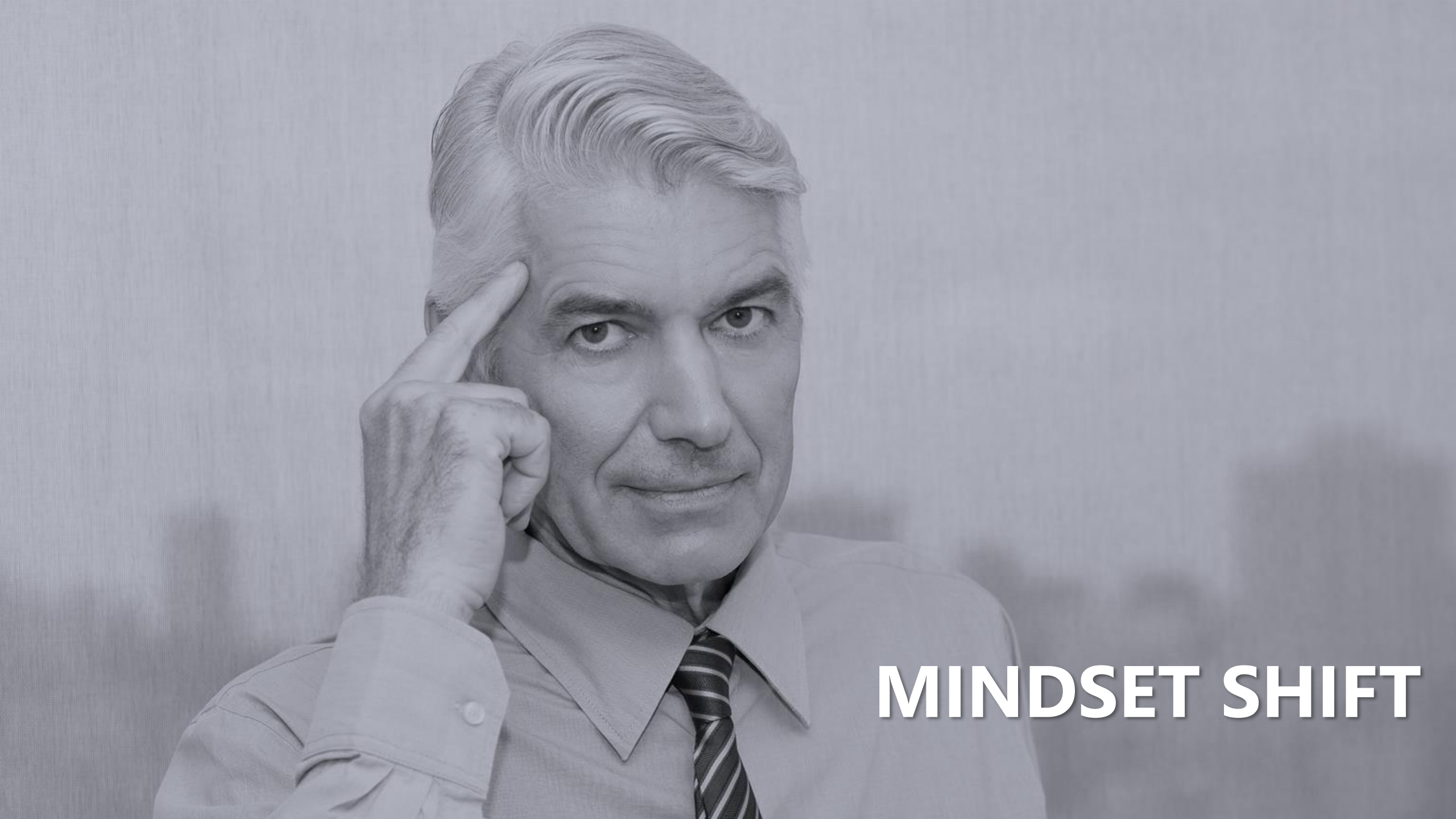




**WILL
AI
AUGMENT
HUMANS**



**WILL
HUMANS
AUGMENT
AI**



MINDSET SHIFT



POSITIVE MINDED ENTREPRENEURSHIP



POSITIVE MINDED INTRAPRENEURSHIP

THE NEW SUPERHEROES



**WE
NEED
MORE
SNEAKERS**





OPPORTUNITY ANALYSIS



**“THE OPPORTUNITY IS BIGGER THAN
WHAT IS STANDING IN YOUR WAY.”**



YES BUT...

“

WE HAVE TO SHOW COURAGE
IN THE FACE OF REALITY.

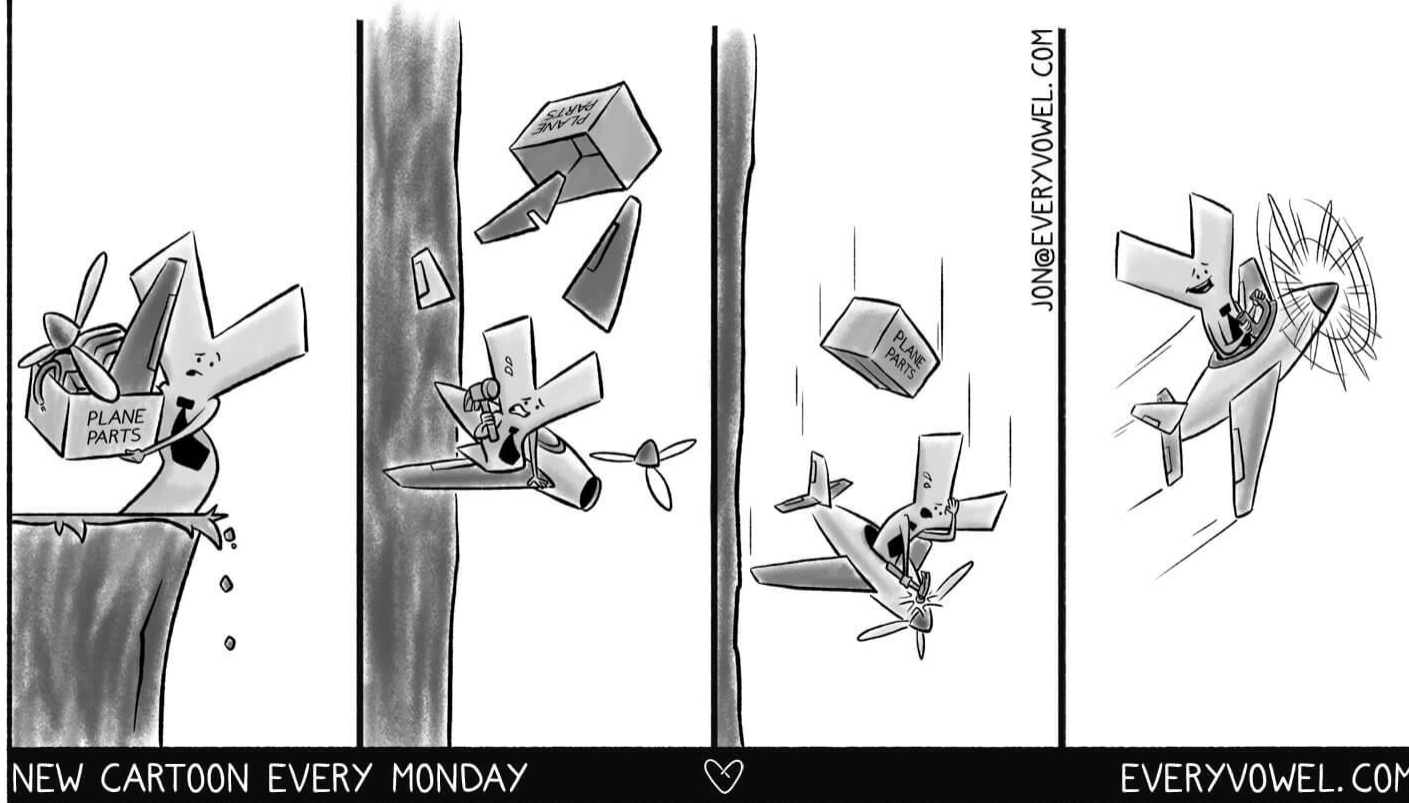
- SATYA NADELLA

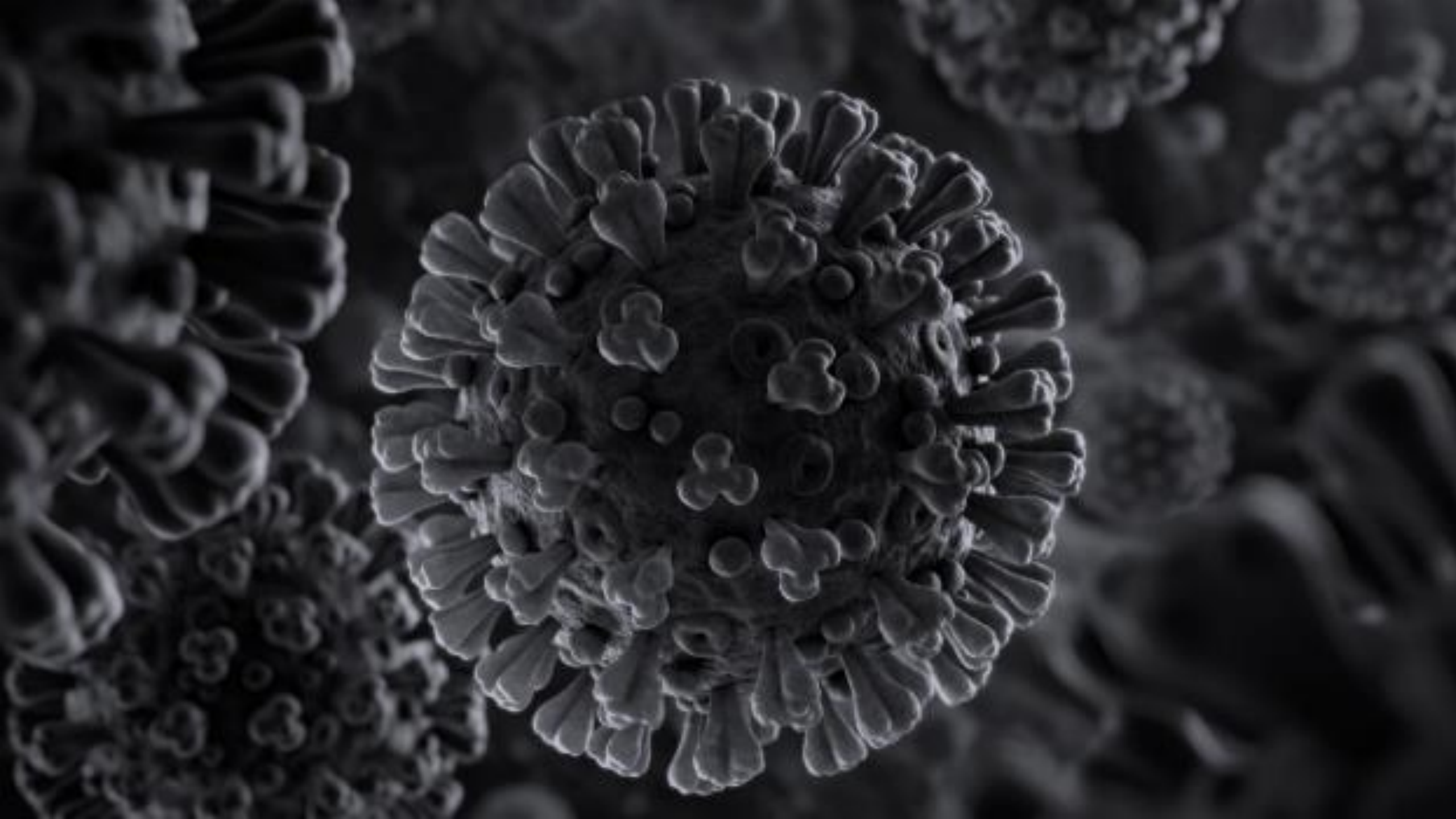
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ENTREPRENEURSHIP IN A NUTSHELL







POSITIVE MINDED ENTREPRENEURSHIP

INGREDIENTS OF A START-UP



GOOD IDEA



OPPORTUNITY



TEAM



**EXECUTION &
TENACITY**

INGREDIENTS OF A START-UP



GRASSROOT
IDEAS



YOU ARE
THE MARKET



DO YOU TRUST
YOUR TEAM?



JUST GO FOR IT

“

SCREW IT, LET'S DO IT!

– RICHARD BRANSON

”



A black and white photograph of a man in a dark suit and light shirt leaning against a brick wall. He is standing next to an arched doorway with an ornate metal gate. The background is a brick wall.

“

YOU CAN MAKE EXCUSES,
OR YOU CAN MAKE PROGRESS.
YOU DECIDE!

- TOM BRAEKELEIRS

”

THANK YOU!

Tom Braekeleirs - tom@bhic.care

C-Mine Crib
C-Mine 12
3600 Genk

StartUpVillage
Lange Gasthuisstraat 29
2000 Antwerpen

De Krook
Miriam Makebaplein 1
9000 Gent





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