

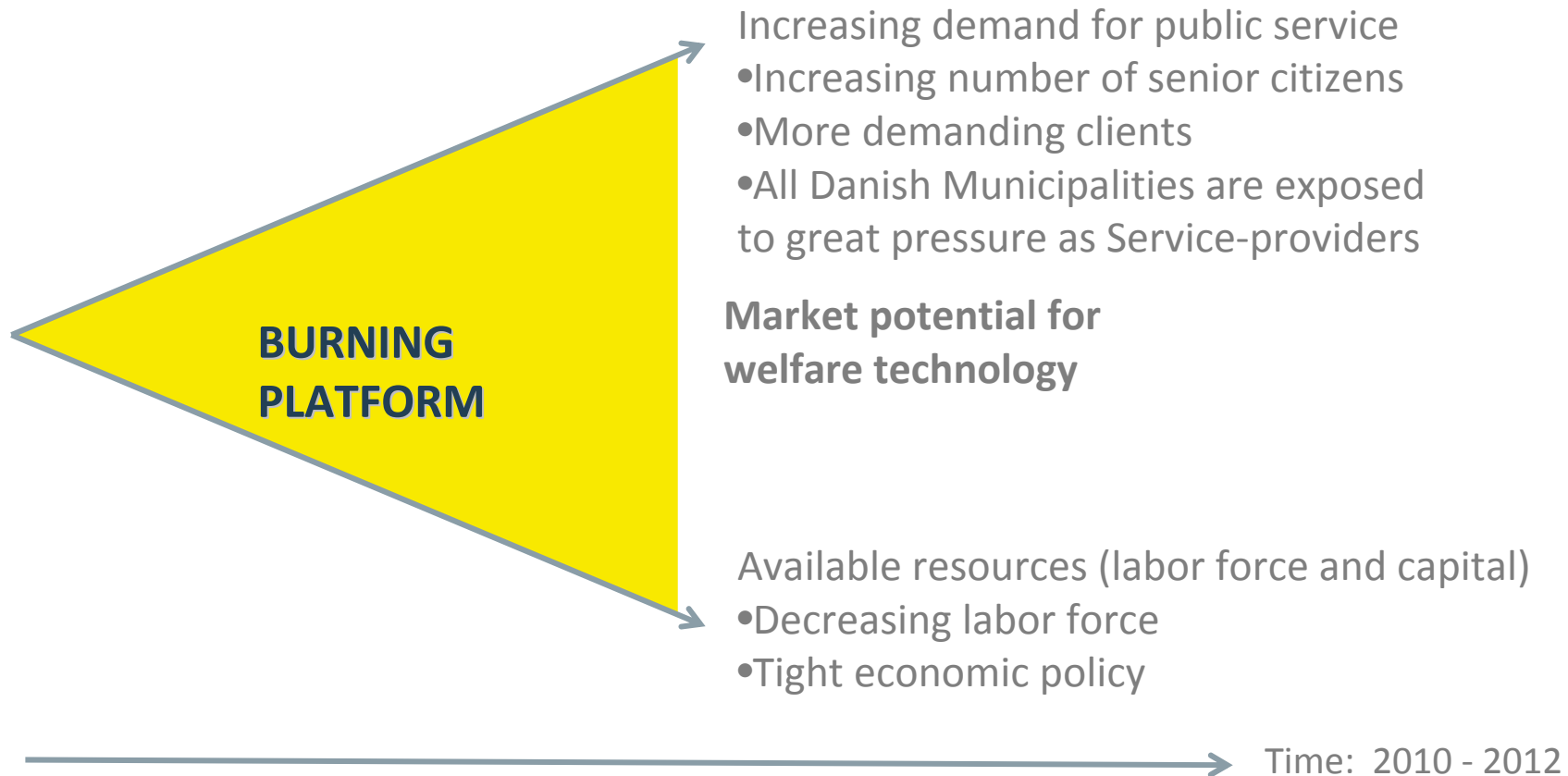
WelfareTechRegion

An international hub for innovation, testing
and use of welfare technologies
for healthcare, rehab and eldercare

Building synergies from research and development to deployment

Workshop 05A04 OPEN DAYS 8th European Week og Regions and Cities - 4 – 7 oct. 2010

The Challenge ("Burning platform")



Vision



- Welfare Tech Region is an international hub for innovation, testing, and use of welfare technology for healthcare, rehabilitation and eldercare.
 - Unique interplay and collaboration between businesses, hospitals, universities and public authorities
 - Concentration of companies that produce and develop intelligent solutions for healthcare, rehabilitation and eldercare
 - Proactive approach to testing and implementing new technologies at hospitals, elderhomes, rehabilitation centers, etc.



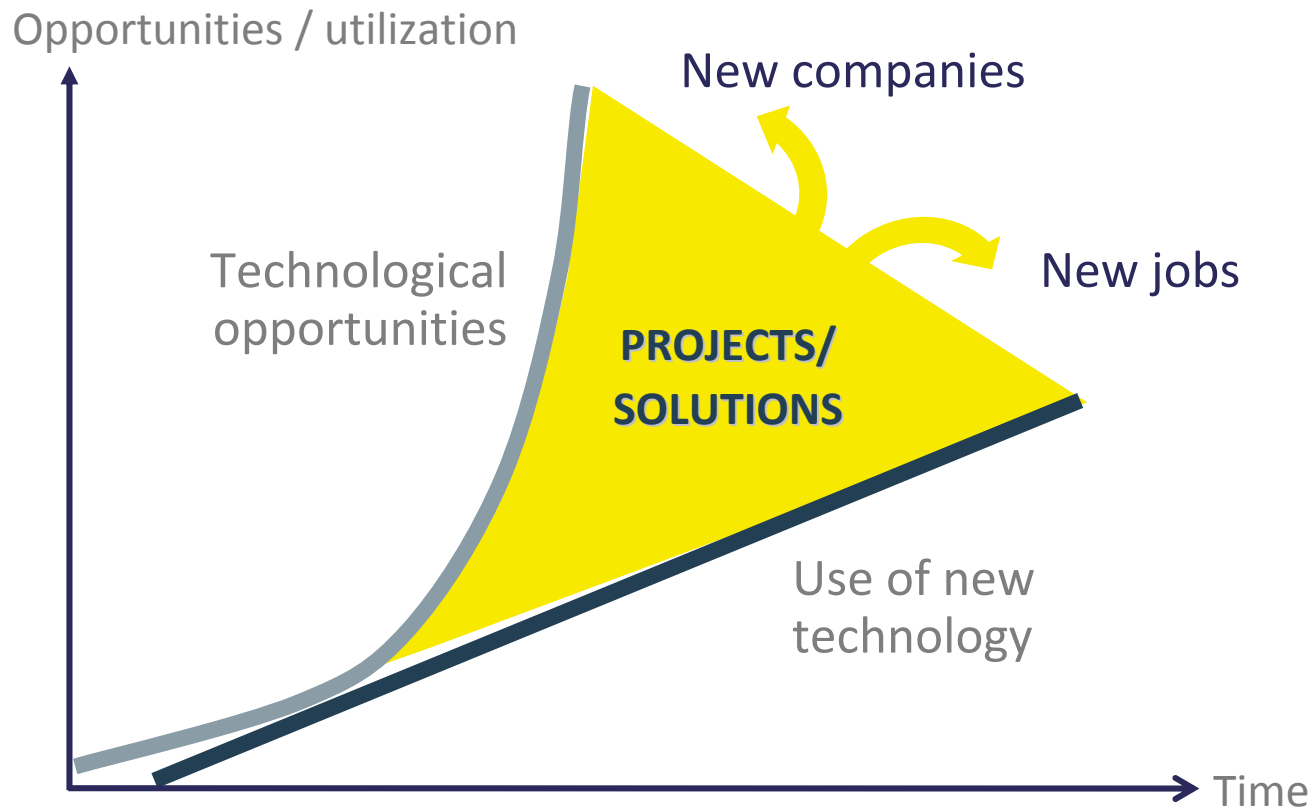
Mission



- Promoting business growth through collaboration between industry, research and government to develop, produce and implement technological products for healthcare, rehab and eldercare that are useful to society and improves the daily life's of people.
 - Coordinate collaboration and knowledge sharing
 - Fundraising
 - Consultancy



Potential



Focus and goals for the project



Telemedicine



**Assistive
Technology**



Robotics



**Information
Technology**

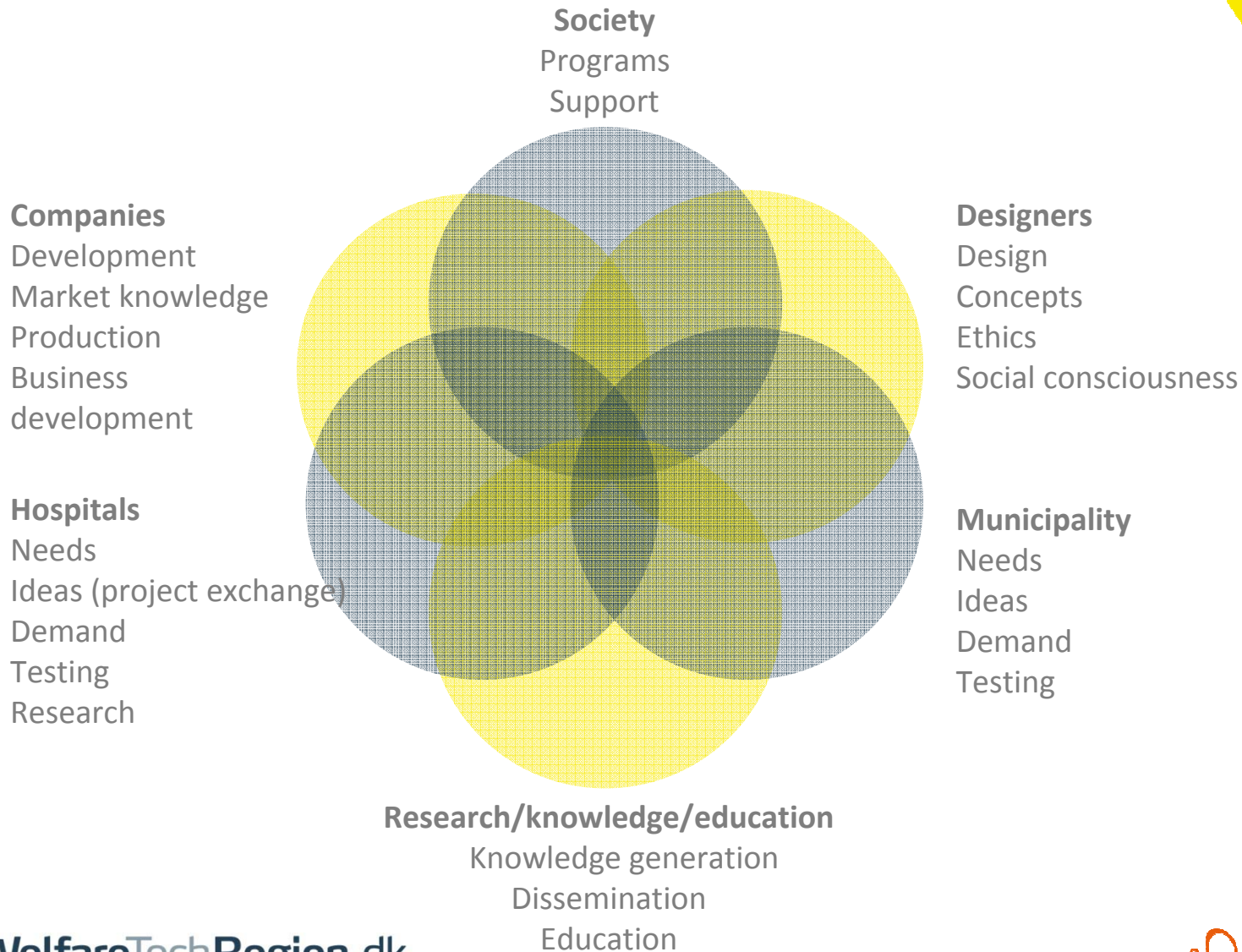
2010 - 2012

50 new companies in the region

500 new jobs in the region

100 new projects

Innovative collaboration



Strong support



- Political support by the Region of Southern Denmark
- Collaboration with 22 municipalities in the region
- Welfare technology is pointed out as a strategic area by the Danish government
- Support by 60 public and private organizations
- The members include University Hospital Odense, one of the leading hospitals in Europe and University of Southern Denmark





**The
Welfare Tech Region
Association**

An independent legal organization

- Strategy and business development
- Executive board

**The
Welfare Tech Region
Project**

A project under The European Regional Development Fund

- Period 2010-2012
- 16 million US\$ in public funding
- Goals and milestones
- Projects

Partners in the WTR project



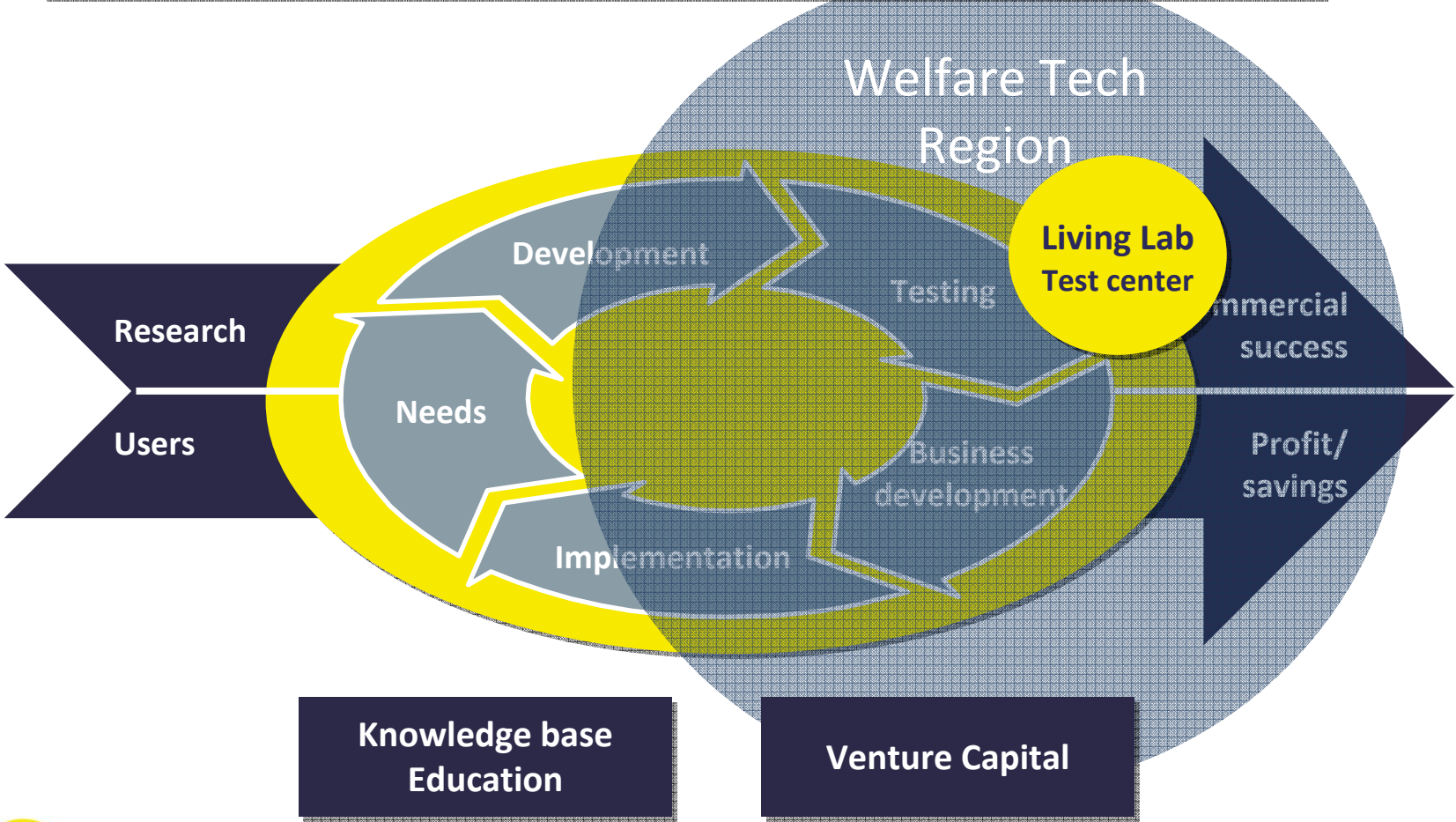
- 49 initial partners from the region
 - 24 corporate companies
 - 25 public organizations and universities
- Members of the association:



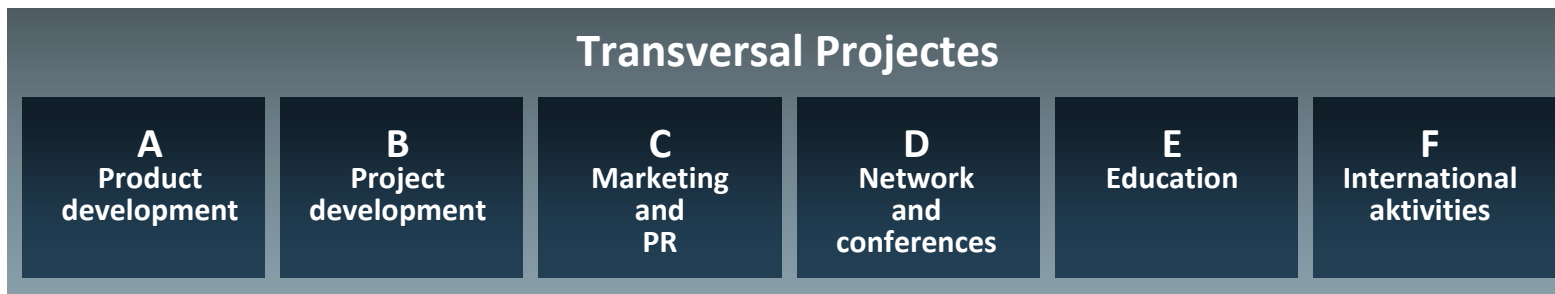
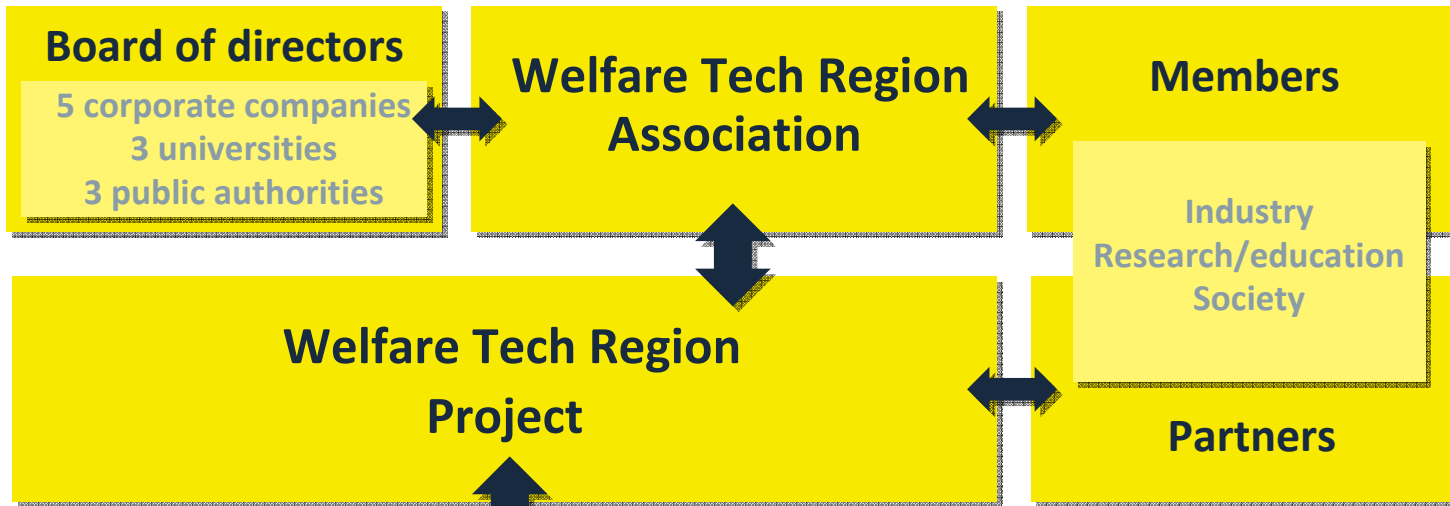
The Regional Venture



Velfærdsteknologi.nu
Umbrella organisation for the regional initiatives



Overview



Intelligent solutions



Robotic Vacuum Cleaners
Tested in two Care Centers
Optimization of work processes
Improved working environment
Direct improvement of quality



Patient Briefcase (COPD)
Reduction in re-admissions
Reduction in "in-days"
Improved staff-patient communication
Reductions in expenses



GPS (Senile Dementia)
More self-reliant and improved quality of life
Improved safety
Improved working environment
Optimization of work processes



Exoskeleton
Testing for rehabilitation
Improve the mobility of disabled
Setting up business in Denmark



Interpretation services
Reduction in time and reduced expenses
Optimized utilization of interpreters
Waiting time reduced
Improved quality
Improved working environment

Services



- Access to end-users
- Idea development
- Testing of proof of concept
- Project development
- Match making
- Fundraising
- Project management
- Testing/living lab
- Access to public buyers
- Social network
- Knowledge sharing

Location



- Welfare Tech Region is only an hour and half from Copenhagen Airports and close to the German border
- A natural gateway to the European market and the other Scandinavian countries



Contact



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