

‘Uzelf’ in seven sentences

1. ‘Uzelf’ is working on more healthy life years for every citizen in Utrecht area.
2. The citizens of Utrecht live longer and healthier by taking better care for themselves and having more control on their health with innovations for self-management.
3. Many healthcare innovations perish before they reach the marketⁱ. ‘Uzelf’ is helping entrepreneurs to overcome these barriers, so that the innovations will reach the people who live in Utrecht.
4. ‘Uzelf’ – a regional networkⁱⁱ - activates stakeholders to be of service for entrepreneurs. Uzelf connects stakeholders as a strong environment for development and helps entrepreneurs to develop their self-care innovations.
5. The ‘Uzelf’ network provides access to the entrepreneur to the available care, knowledge and entrepreneurship in the Utrecht region, in addition, access to populations and financial parties. ‘Uzelf’ provides efficient contacts and facilitates cooperation.
6. ‘Uzelf’ is working via www.uzelf.org and also through work sessions. An ‘Uzelf’ innovation coach and entrepreneur map questionsⁱⁱⁱ and answers and come to a plan of action. “A process that could take us months to finish, was done in only one afternoon” - Mike van Holsteijn (Healthcoin)
7. The purpose is that the Utrecht citizens live a longer and healthier life. Expected advantages of prosperous self-care innovations are more employability and cost effective healthcare plans.

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Essential function in a process for development:	possible barrier:
1. Experiments by entrepreneurs	thought from technology, not from the question
2. Development of knowledge	laborious validation (time consuming)
3. Exchange of knowledge	gebrek aan langdurige samenwerking
4. Richting geven aan het zoekproces	lack of continuing collaboration
5. Function – market - creation	An economic model in which health takes central stages does not exist; costs and benefits lie with different sides
6. Mobilizing resources	still no funds for self-management innovation – lack of digital skills and skills to promote health
7. Response to resistance	still no message supported and publicized by many partners to deduct resistance

Source: RVO 2017, January. An analysis of innovation development of self-management services in health care.

ii Partners van Uzelf:



iii Questions (for example):

- what's the present stage of the innovation?
- how does the innovation reach the market?
- which qualities make the innovation successful?
- how can the quality, safety and efficacy of the innovation be proved?
- which kind of business model goes with the innovation?