

HEALTH CAREVAN 2010



Health CareVan in California
Autumn 2010

Project Description & How to Join!
Invitation to Danish stakeholders.

Innovation Center Denmark
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Background and introduction

The capacity of health care systems everywhere are strained due to demographic shifts, increasing costs, and a dramatic increase in number of people with chronic diseases. Technology and process innovation may offer a solution to counter this development and Denmark is at the very forefront at developing and implementing smart healthcare solutions.

A recent Healthcare IT seminar arranged by the Danish Trade Council in Denmark, featuring key US stakeholders, highlighted the opportunities for Danish and US businesses in tapping into Danish experience and excellence to explore current US market opportunities.

Denmark has just been elected the leading IT nation in the world by World Economic Forum for the third year in a row. Innovations in the health sector are numerous and include vital areas such as Electronic Health Records, Computerized Provider Order Systems, Telemedicine and Electronic Patches, just to mention some of the on-going developments and projects.

Denmark is an optimal country for developing, testing and implementing Healthcare IT solutions; the population is small (5.5 million) and homogenous, and extremely e-ready (Denmark is number #1 in the world on eReadiness and top #3 on number of broadband subscribers per thousand inhabitants); the healthcare sector is primarily public and well-coordinated (recently voted second-best in Europe by Health Consumer Powerhouse) amongst the various institutions operating the sector; last, there is a huge political effort towards the digitalization of the health care sector. Thus, Denmark has the perfect size and environment for testing new technologies.

California, the seventh strongest economy in the world, is a global hub for healthcare innovation in medical devices, drug development & delivery, California is the global sweet spot for life science companies in general supported by investors, research talent and large corporations, such as e.g. Kaiser Permanente, who is on the global forefront of innovation in health, and four major research universities with more than USD 500 million in research funding in the area: Stanford University, University of California at Berkeley, San Francisco and Davis.

On November 7 2009, a health care bill was passed by the House of Representatives and it is expected that president Obama will sign a health care reform bill either by the end of the year or in the early 2010. It is foreseen that the coming years will focus on efficiency, coverage, cost-containment and innovative solutions as never seen before.

Expert evaluations estimate that the health care sector in the US can save more than 80 Billion USD every year if IT solutions are widely implemented! According to OECD, the US spends 16% of GDP on health, a number that is expected to reach 19.5 % of GDP by 2017. In contrast Denmark spends only 9.8%. The Obama Administration has earmarked 19 billion USD for Health IT solutions, and the total market for IT solutions in health is estimated to have a size of 150-200 billion USD.

We believe that Denmark and California can benefit hugely from a closer collaboration within health innovation. All areas, ranging from the knowledge exchange, products, solutions, and processes in health care to research, testing and cooperation in demo projects could be relevant. Where California has the muscle, Denmark has the agility.

It is our ambition that Denmark and California during 2010 will strengthen their collaboration intensively. Our vision is that Denmark can become an even stronger development and test market for new technologies in cooperation with Californian stakeholders in health, and that the collaboration can open new market opportunities for Danish solutions as well.

Health CareVan 2010 - Objectives

The Health CareVan is envisioned to be a real physical mean of transportation (van), co-sponsored by Danish companies, which during the autumn of 2010 will visit US companies, universities, hospitals, and other stakeholders in the Californian Health Care sector.

The overall objectives are:

1. To promote Danish innovations and existing products, solutions and methodologies
2. To demonstrate Danish competencies in research and products, methodology and design, and to learn from the Californian experience
3. To arrange workshops between relevant stakeholders to exchange ideas and experience with new technology or design of health care services
4. To establish a number of new partnerships between Danish and Californian companies and researches
5. To open up for increased collaboration between Denmark and the US within health care related products and services, and
6. To get US companies to place R&D and test activities in Denmark

Health CareVan - Focus and Methodology

The Health CareVan will take place during autumn 2010 during three different weeks from September – November 2010. The weeks will have three different topics, and will appeal to a different set of stakeholders. Danish and American stakeholders can freely choose to participate in the entire project or in specific weeks only. A limited number of Danish companies will have the opportunity to become Gold Sponsors for the entire CareVan.

The themes of the three weeks are:

1. Week one: 'Healthy Living' – the Human Factor
2. Week two: 'Health IT & Medical devices' – the Technology Track
3. Week three: 'Drug Development & Delivery' – the BioPharma Track

In the following each week is described more in detail.

Week one: 'Healthy Living' – the Human Factor

This week is planned to take place the 20-24th of September 2010.

In a world of rising health care cost, demographic challenges and an increased no. of people with chronic diseases, we need to figure out how to be better at prevention and even health promotion. The first week of the Health CareVan will focus on *prevention and the human factor* in how to promote and implement a healthy lifestyle. The week will focus on prevention methodology and research, and best practice within prevention. Other topics will be healthy living: Foods and Exercise, the role of the working place in health, etc. A special workshop on user-driven innovation and methodologies to involve target groups in health will be hosted at IDEO.

It is our objective of this week to create extensive awareness about the Health CareVan among relevant stakeholders in the US. The week will therefore offer spectacular and media attractive events to open up doors for dialogue and interest in the subject (Prevention) but also create awareness about the weeks to follow (Technology/Health IT & Medical Devices and Drug Development & Delivery).

A un-conference and a healthy living seminar will be hosted together with UC Davis's Foods and Health Institute with the participation of i.e. Chris McDonald, Arne Astrup and Bente Klarlund, among others. The Danish Minister of Health and Prevention, Mr. Jakob Axel Nielsen, will be invited to join. We plan to arrange at least one major dinner with the Nordic Kitchen on the agenda (Claus Meyer).

We plan to arrange a bicycle ride across the Golden Gate Bridge with leading Danish Ministers, company CEOs and researchers together with their Californian counterparts.

Danish mainstream press as well as their Californian counterparts will be invited to follow the Health CareVan.

It is our goal to create awareness, secure strong US participation in the CareVan and to be able to create a new innovation alliance between Denmark and California on health issues with focus on future collaboration in research, among other things.

Target group for this week in short:

- Researchers and companies working in the area of prevention and/or in user-driven innovation
- Researchers and companies with an interest in high profile PR in relation to the entire Health CareVan
- Government officials and other decision makers
- Companies in the healthy living space from exercise to food

Outcome is expected to be:

- Extensive media coverage in Denmark and in California
- New relations in relevant area (prevention and methodology in health), among researchers, government officials and companies
- Access to the US market and to knowledge (local experience and research)

Week two: 'Health IT & Medical Devices' – *the Technology Track*

This week is planned to take place the 25-29th of October 2010.

The Health CareVan will invite all sorts of innovative solutions on board that week, from devices to IT solutions in health. The CareVan will visit leading universities (Stanford and UC Berkeley), hospitals (Kaiser Permanente, Veterans Hospital), to decision makers in Sacramento, and major US companies and organizations (i.e. Genentech/Roche, Medtronic, Pfizer, Oracle LifeSciences, IBM, BioRad, Life Technologies).

On every stop on the way, the participants will host short and focused workshops on specific topics, to exchange experience, test products, discuss new innovations, and what's next!

The objective of this week is to promote Danish technology and solutions, and to learn from the Californian experience. The week must create new market opportunities for Danish companies, new partnerships, and new areas of collaboration between researchers and companies.

Target group for this week in short:

- Researchers, government officials and companies in Health IT and MedTech in a broad sense

Outcome is expected to be:

- Access to the US market and to specific knowledge (local experience and research) in selected fields
- Access to potential US customers, partners or investors
- New partnerships between CA and DK based organizations

Week three 'Drug Development & Delivery' – *the BioPharma Track*

The week is planned to take place 29th of November – 3rd of December 2010.

Primary stakeholders in this week are researchers and innovators, new biz departments of big companies and investors/venture funds. Co-organizer in Silicon Valley will be BayBio, a trade association in Northern California representing more than 1,377 companies with more than 100,000 employees.

The week will focus on some of the newest innovations and the future needs for innovation within drug development and delivery. Chronic diseases will be in focus.

Subjects will be: areas of future innovation, development and commercialization needs and focus, demo sessions, pitching sessions, and research programs.

A framework for the week is the newly signed bilateral research agreement between Denmark and the US.

Target group for this week in short:

- Researchers, government officials and companies involved in Drug Discovery, Development & Delivery – focus is on chronic diseases

Outcome is expected to be:

- Access to the US market and to specific knowledge (local experience and research) in selected fields
- Access to potential US customers, partners or investors
- New partnerships between CA and DK based organizations

The third week will be closed by a spectacular show – a visit of the National Danish Performance Team!

The National Danish Performance Team main objective match the Health CareVan: Inspire to exercise, movement and a healthy lifestyle!

The National Danish Performance Team

The team's world travel brings it to California by the end of November – beginning of December 2010. The team will travel the US for a 3-month period from October – December 2010 visiting more than 15 states underway. The team offers a spectacular show, but also so much more. Through mutual inspiration the team promotes sports, personal relations and understanding between people. Any community, venue or stage is equally important doing shows, displays and workshops. The team members are true ambassadors for Denmark, a healthy lifestyle and international understanding. Sponsors of the Health CareVan can choose to co-sponsor the Performance team as well, and will be offered special sponsor packages. Please contact us for specific quotes.

How to join?

You can join in different ways and at different levels.

You can for example sponsor the Health CareVan at different levels. We are looking for 1-2 main sponsors of the entire CareVan and sponsors for the individual three weeks.

Signature Sponsor for the entire Health CareVan – DKK 150.000

As a top sponsor for the Health CareVan your company will receive the highest possible level of exposure during the three week period. The physical Health CareVan will carry your logo in the streets of California. You will receive the maximum exposure to and interaction with all attendees. Get the best return on your investment for PR, marketing and sales and influence attendees by putting a speaker on relevant panel sessions or deliver a key note presentation (subject to programming needs). Promote your brand awareness for months by being featured on the event Website and with top billing at the events and conferences arranged. Show your leadership in the industry with this high profile sponsorship.

- Influence the route of the Health CareVan by pointing at topics, wish list of partners, invitees, etc.
- Guaranteed speaker representation on relevant panel sessions and events, CEO showcase opportunity
- CEO or VP level participation in selected private sessions with key potential partners or decision-makers, special arrangements prepared for your company only according to agreement
- Possible pre-event reception or event
- CEO or VP level participation in key promotion events, i.e. the Golden Gate bike ride with ministers, etc.
- Sponsor Recognition on all Event Literature
- Sponsor Recognition on all Event Signage
- Sponsor Recognition on all Event Website pages
- Tabletop exhibit for company promotional materials and/or product display
- 5 VIP passes to the conferences or events for staff or clients
- Extensive media coverage in collaboration with the sponsor communication and PR departments.

Gold Sponsor for the entire Health CareVan – DKK 75.000

Being a gold sponsor for the Health CareVan puts your company in front of an influential audience during the three thematic weeks, and for months ahead on the web. Benefits for Gold sponsors include:

- Influence the route of the Health CareVan by pointing at topics, wish list of partners, invitees, etc.
- Guaranteed speakers on relevant panel sessions and events
- CEO or VP level participation in key promotion events, i.e. the Golden Gate bike ride with ministers, etc.
- Sponsor Recognition on all Event Literature
- Sponsor Recognition on all Event Signage
- Sponsor Recognition on all Event Website pages
- Tabletop exhibit for company promotional materials and/or product display
- 3 VIP passes to the conferences or events for staff or clients
- Media coverage in collaboration with the sponsor communication and PR departments.

Thematic week sponsor – DKK 30.000

Select the week of your interest, and focus on that week only as a sponsor! Benefits for sponsors at this level include:

- Influence the topics of that week, provide wish list of themes, partners, invitees, etc.
- Guaranteed speakers on relevant panel sessions and events during the week
- CEO showcase option
- One special event session arranged to meet specific interest of sponsor company
- Sponsor Recognition on all material during that week
- Tabletop exhibit for company promotional materials and/or product display

