



# Business Region Göteborg



BUSINESS REGION  
GÖTEBORG

# CHANGING DEMOGRAPHICS DEMANDS HEALTH CARE REFORMS

- Rising health care costs
- Growing aging population with chronic conditions
- Growing middle class in developing countries
- Urbanization and increased in lifestyle diseases (obesity, diabetes, etc.)



- New consumer technologies ex. digitalization
- Patient expectations (supply- driven to demand driven)
- Global shortage of clinicians and caregivers

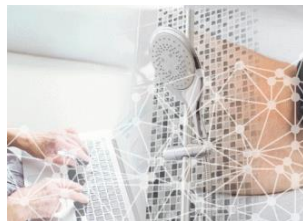
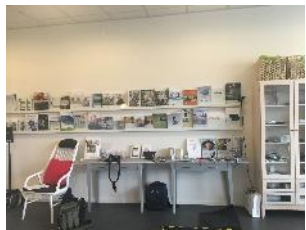


# CHANGING DEMOGRAPHICS: A NEW APPROACH TO GLOBAL HEALTH CARE

- Predictive
  - Preventive
  - Participatory
  - Personalized
- 
- ✓ Cross-disciplinary collaborations
  - ✓ Public-private Innovation partnerships
  - ✓ New healthcare delivery models
  - ✓ Cost- effective health solutions and evidenced- based
  - ✓ International collaborations (talent, funding, infrastructure).



# ALLAGEHUB: FOCUSING ON THE NEEDS OF A GROWING AGING POPULATION



## INSPIRATION ENVIRONMENT

- Exposition of latest technology
- Delegation visits
- Robotics, sensors, mHealth
- Fall prevention, alert systems

## LIVING LABS

- Research and develop.
- Demonstration at elderly care facilities

## INNOVATION ARENA

- Idea bank
- Needs/challenges/solutions
- Cross-sectorial collaborations

## LEARNING/ BENCHMARK

- Seminars /conferences
- Courses, training



# INNOVATION PLATFORM



Health care  
innovation culture



Patient innovators



Life Science industry



Academia and other  
authorities

Supporting healthcare employees' innovation capacity

20M SEK/ year to test and validate new ideas products and services within the healthcare (product development, IP, market analysis, personell costs, equipment)

- App to follow up patients with bipolarity
- Use of 3D techniques to improve digital planning and communication before dental surgery
- Health app for children with respiratory problems
- Use of mobile technologies to quantify and diagnose parkinson
- Interactive webpage for patients with obesity



# SAHLGRENKA LIFE: NEW LIFE SCIENCE TRANSLATIONAL CENTER AT THE NORDICS' LARGEST HOSPITAL

- 115 000 sqm premises integrated with the hospital and the university.
- SEK 3 billion to be invested
- Unique arena for collaboration from molecule to patient.
- Access to clinics, physicians, researchers and patients to accelerate innovation output.
- Access to competence and expertise:
  - ✓ Translational molecular-medicine research center
  - ✓ Laboratory medicine and diagnostic center
  - ✓ Testbeds and living-labs





### New LIFE Science Hub

- 100 000sqm to be transformed from an industrial to innovation hub
- From 5000 to 8000 employees by 2021
- Focus on cross-sectorial collaboration (Life Science, material science, ICT)

### One of AZ's strategic global R&D centres

- Focus on CVMD, Respiratory, Inflammation and Autoimmunity
- 2,400 employees, (300 scientists from 30 different countries)
- 25% of global R&D resources work in Gothenburg
- 100 MEK/day invested in R&D in 2014

### BioVenture Hub

- Emerging life science companies and academic groups
- Access to big pharma know-how and infrastructure
- No strings attached
- 22 companies already established
- AZ orphan innovation

# CONNECTING INNOVATIVE SOLUTIONS, HEALTHCARE AND THE GLOBAL MARKET



TechNordic



HealthTech Nordic



ScanBalt



Translational Living  
labs for aging

