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RUPPNER **K**LINIEN GMBH

der

1989...
reshaping public (health)

...with the aid of
structural funds



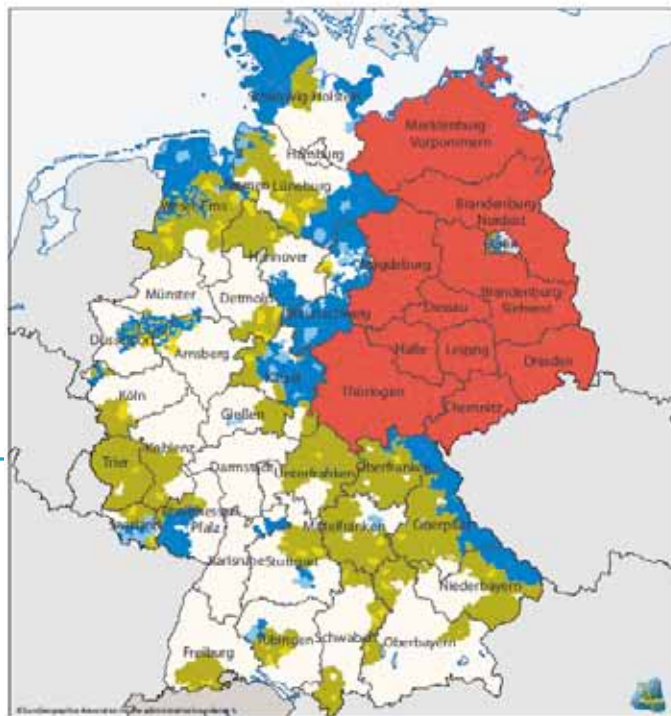


2000-2006:
regional development

by...
health investments

#1 best actions & lessons learned
#2 perspectives

Eligible regions 2000-2006



- | | |
|-------------------------------|--|
| Objective 1 | Objective 2 |
| Objective 1 | Objective 2 |
| Phasing-out (till 31/12/2005) | Objective 2 (partly) |
| Phasing-out (till 31/12/2006) | Phasing-out (till 31/12/2005) |
| Special programme | Phasing-out (Partly) (till 31/12/2005) |

0 250 Km

Eligible regions 2007-2013



- | |
|--|
| Objective |
| Convergence Regions |
| Phasing-out Regions |
| Phasing-in Regions |
| Competitiveness and Employment Regions |

0 250 Km

Brandenburg convergence region:

GNP € 18,000-22,000/yr/c

Fontanestadt Neuruppin
32,505

thereof employed in the
public health sector: 18%

poor accessibility of
higher education

...best actions

Run-down rural infrastructure:
engagement of
regional building &
construction industry

Modernisation of the
road networks:
engagement of regional
transport economics

Recuperation of people

...no ideological blinkers
after the fall of

the Iron Curtain (Die Wende)
as well

new & newly equipped
ambulances

...lessons learned

party politics

closure of previous state-run polyclinics in favor of single physicians' offices

prestigious projects

preferably investing in medical technology of the big hospitals...

neglecting accessibility & dissemination

Masterplan

1. [...]
2. Teachings, training, continuing education
3. [...]
4. Biotechnology and biomedicine
5. Medical technology and telemedicine
6. The elderly
7. [...]
8. Prevention & rehabilitation
9. [...]
10. Health sites and development
11. Export of health & health tourism

Strategische Handlungsfelder		8
1.	Gesundheitswissenschaften als Grundlage und Motor der Entwicklung	8
2.	Lehre, Ausbildung, Fortbildung	11
3.	Transparenz und Steuerung	15
4.	Marke, Messen, Kongresse	18
5.	„Biotechnologie und Biomedizin“	21
6.	„Medizintechnik“ und „Telemedizin“	24
7.	Angebote und Dienste für ältere Menschen einschließlich Pflege	26
8.	Modernisierung und Optimierung der Gesundheitsversorgung	31
9.	Prävention, Gesundheitsförderung, Rehabilitation und Ernährung	35
10.	Verlängerung und Stärkung der Wertschöpfungsketten	40
11.	Gesundheitsstandorte und Entwicklung	43
12.	„Export von Gesundheit“ und „Gesundheitstourismus“	47

Länder Berlin und
Brandenburg

26.10.2007

• Data Highway Communication/Heterogeneous Network Management



• Tele-Mentoring - supporting disadvantaged groups through personal contacts with mentors using telecommunications



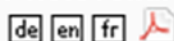
• Office communications assistants with IHK Certificate



• RegioR.U.N - regional training and cooperation association for "Reorganisation of Businesses in the Lower Rhine Region"



• Photovoltaics training



• Rural teleworking



• Opening up the labour market to young immigrant school-leavers



• Tolerance in the future workforce



• Berlin develops lifelong learning network



integrating
the master
plan in
investments
at regional
and local
level

è T-Health

- monitoring
- prevention & rehabilitation
- the elderly

è › School building ‹

- distance learning

currents for

building regional
networks

(not just from health industry)

common (trans-sectoral)
clinical pathways

cross-linked by telemedicine
in rural regions, extending
telemedicine by telecoaching

close to home medicine
close to home learning

for
example
elder

EU structural funds' OPs 2000-2006

1

promoting the economy's competitiveness

2

infrastructural measures

3

protection/amelioration of the environment

4

manpower potential & equal opportunities

5

rural development

6

technical aid

ESF:
2007-2013 OP's
4 'priority axes'

A

flexibility/competitiveness
of employees

B

human resources'
upgrading

C

access to employment
and social reintegration

D

transnational measures

currents

innovation programme: INNOPUNKT

INNOvative arbeitsmarktpolitische
Schwer**PUNKT**-Förderung
innovative core areas of labour
market's promotion



4

manpower potential &
equal opportunities

B

human resources'
upgrading

**Sponsorship of
pilot projects**
(Ministry of Labour)

2000-2006:
18 INNOPUNKT
campaigns,
101 pilot projects

...Basics:

Focal points of support
identified & defined in dialogue

Contest of ideas
call for concepts with an innovative
approach

Choice of the projects
according to quality

Comprehensive themes:
e.g., gender mainstreaming,
networking, public relations

Patients' Ways

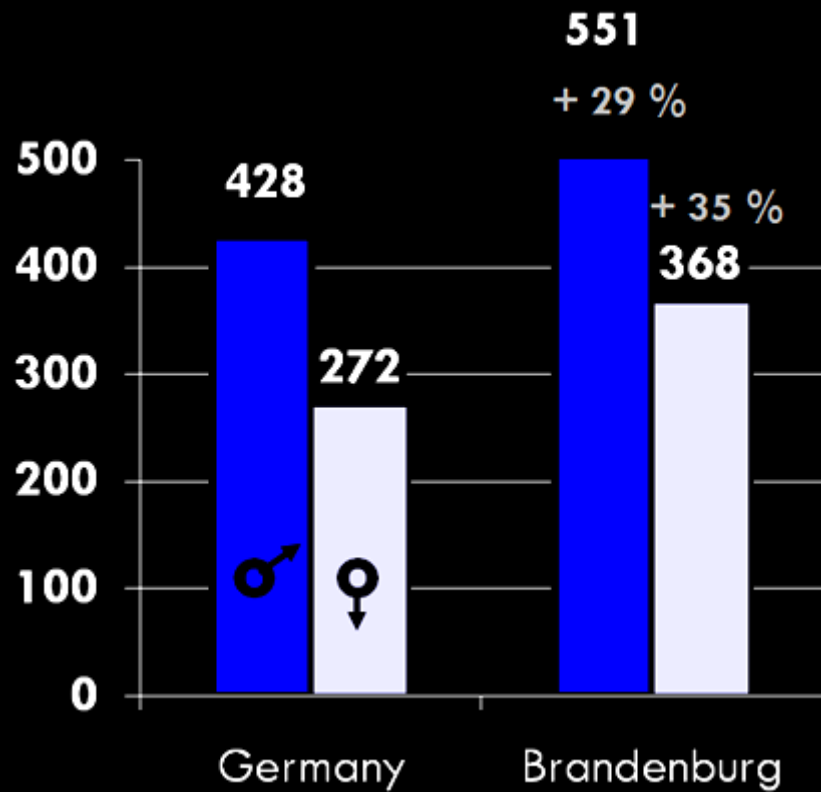
Regional Cardiovascular Mortality in Germany



TRIAL

Dt Ärzteblatt 1999;96:A483-488

coronary careers: 2001-06



What's the expense (this year, next year...) and the outcome (medical as well as economic) after the initial diagnosis 'coronary heart disease'

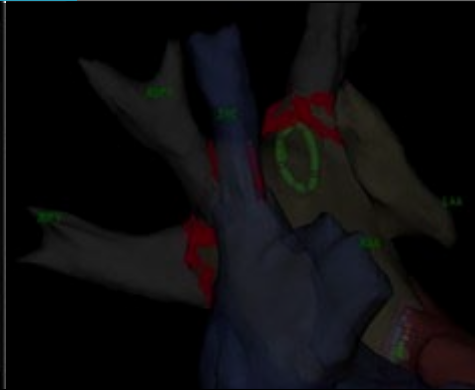
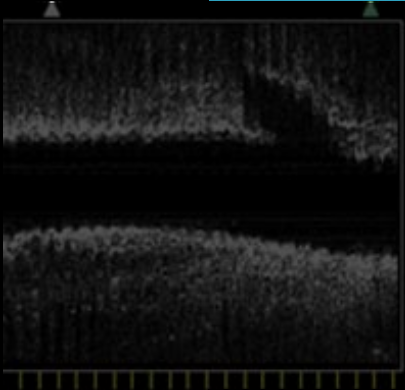
• through all stations of a health care system
• follow-up ≥ 1 yr (N=1.016, 2001 ff.)

TRIAL 2

Which variables affect expense and outcome?

Registry/consecutive patients

N = 1.016 (2001 ff)
follow-up 1-7 yrs



- payments 1st yr(s)
- cumulative hospital time/unfitness for work
- major cardiovascular events 1st yr
- risk profile changes 1st yr
- gender distribution
- 'pharmacy economics'
guidelines adapted/cumulative expenses
- 'Outcome measurements'

expanding the view on medical care:
to regional development



Conclusions from trial 2, e.g.



- ü encourage: specialized (cont. working) outpatients' departments
- ü encourage: T-Health
- ü correct for: reha & prevention deficits
- ü learn: elderly are not more expensive if longer self-sustaining



ë simulation of different interventions based on the records



TRIAL
3



The Sheltered Way

Technical and organisational network structures for cardiological processes

A Feasibility Study

by order of Ruppiner Kliniken GmbH

Project idea (as yet no application for support)

Aims

- networking of relevant stakeholders
- sustainable lowering of morbidity & mortality risks
- increase of the quality of life
- decrease of health related spendings

Sequence

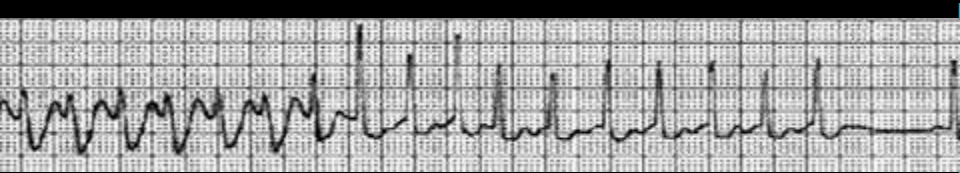
- (1) patients' selection: CARRISMA (global risk assessment)
- (2) trans-sectoral care (in-patient as well as outpatient shared clinical pathways)
- (3) Telecoaching (supporting self-responsibility & -management)
- (4) Telemonitoring (vital signs, premature detection of complications)

all regional stakeholders on board: ›cardiovascular patient at risk‹

risk assessment

concomitant: telemonitoring & telecoaching

assisted living for the patient at risk



what's done:





2007-2013:

between the Possible and the Imaginary

Brandenburg

(sharing structural similarities with the new member states)
in some aspects
a laboratory for health investments
as means for regional policy

Key Messages

1

avoid ideologically instead of socially inspired investments

2

avoid (just) prestigious projects

3

encourage networking of all regional stakeholders

4

identify focal points of support in dialogue

5

contest of ideas, choice of the projects according to quality

6

seek to reach synergy between EFRE and ESF



› The magic is always in the details. ‹

but:



› On courage hinges the success. ‹



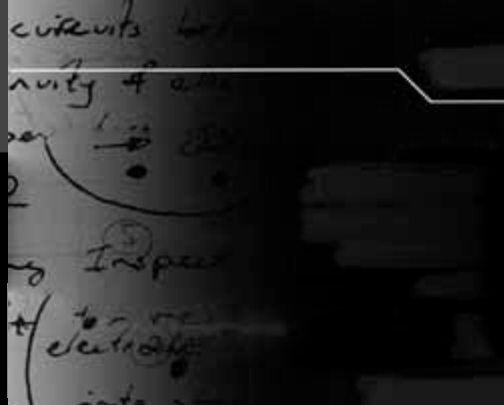
Universität Rostock

Deutsche Universität
für Weiterbildung

Berlin University for
Professional Studies

Business School
Potsdam

University for
Management and
Communication
Potsdam



collaborating with: **Ruppiner Kliniken GmbH, Medizinische Klinik A,**
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