

### FORTH Project Details

Sector: Healthcare

User: GGD West-Brabant: Co-creation with 6 organisator

Country: The Netherlands

Year: 2013

Online  Offline

Facilitator(s): Eveline van Eck



### Innovation Assignment:

GGD West-Brabant (Health Promotion/Prevention) and Amphia (General hospital) started an Innovation Expedition. The assignment was to come up with an integrated approach connecting care, prevention and well-being, that fits the new paradigm of Positive Health. How might we keep 55.000 inhabitants healthy and vital, in Oosterhout - a municipality in The Netherlands?

### Highlights of the process:

This was a co-creation with six organisations. Besides the two initiators, these were Surplus (homecare/welfare), Zorroo (primary care), Oosterhout (municipality) and BOM (regional accelerator). We worked with 8 core team members, and 8 extended team members from the management and the board of both organizations. We explored 8 Innovation opportunities and discovered many needs and frictions among the target group: residents of the community of Oosterhout. We generated 1000 ideas, and out of 12 concepts we made 4 new business cases.

### Main results:

Of the 4 mini new business cases, 2 are being further developed: Big Data Oosterhout and Animo. "Big Data Oosterhout" is aimed at sharing relevant data in order to organize a better and future-proofed, data-driven healthcare. "Animo" is a new local health care concept. It develops programs aimed at preventing health problems. Working from a 'positive health' perspective gives the common thread, together with the actual needs of the residents of Oosterhout. Animo organizes co-creation days to develop new solutions, using the expertise of the 5 collaborating organizations. [Over Animo \(animo-oosterhout.nl\)](http://overanimo(animo-oosterhout.nl)) (in Dutch).

