

# Netherlands Life Sciences & Health Mission to Colombia

16–19 April 2024



Netherlands

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# The Netherlands

# The Netherlands



## Locations

1. Amsterdam (and Airport Schiphol) |
2. Arnhem | 3. Assen | 4. Breda |
5. 's Hertogenbosch | 6. Eindhoven |
7. Enschede | 8. Groningen | 9.
- Haarlem | 10. The Hague | 11.
- Leeuwarden |
12. Lelystad | 13. Maastricht |
14. Middelburg | 15. Rotterdam |
16. Utrecht | 17. Zwolle |

# The Dutch Perspective on Life Sciences and Health

The Netherlands is home to a vibrant, concentrated Life Sciences & Health cluster of more than 2.500 healthcare companies and research organizations. The Netherlands is considered to be the most concentrated region in the world when it comes to creating economic and social value to healthcare. It all started in the 16th and 17th century, when the Dutch invented the microscope and pioneered in microbiology.

The Dutch Life Sciences and Health sector (LSH) has a strong reputation. The industry has a broad spectrum ranging from medical devices, mobility & vitality, high-tech and eHealth to hospital building and public health expertise and solutions.

Taking into account the global and national challenges of healthcare, the Dutch LSH sector is working on enhancing healthcare through innovation. Through efficient, effective, accessible, comfortable and high-quality healthcare solutions, costs can be reduced while capacity increases and the quality of care improves.

## What are Global Healthcare Trends & Challenges

Each country is geographically, demographically, politically and economically different. Nevertheless, multiple global trends seem to affect all of us now or in the near future.

First of all, we see an aging society in which more people are confronted with chronic diseases. Whereas in The Netherlands it is estimated that seven million people will be chronically ill by 2030, it is believed that half of the world's population is chronically ill by 2050.

Second, our world population, especially the middle class, is growing rapidly. This leads to an increase in the demand for healthcare. Even today there is already a global shortage of health workers, both nurses and physicians. In The Netherlands the shortage is estimated to be 450.000 workers by 2025.

A third global trend is the negative impact that unhealthy lifestyles have on our healthcare. Our use of tobacco, alcohol, and fast food combined with less exercise increases the prevalence of obesity, diabetes, cardiovascular diseases and cancers. These diseases increase the demands on our healthcare professionals and on the infrastructure around them.

Moreover, patients become more demanding as they have access to more information through the internet. Medical technological developments, including eHealth, telemedicine and personalized medicine, will increase the quality and accessibility of healthcare. At the same time, we need to keep a sharp eye on the rise of costs leading to non-sustainable health systems



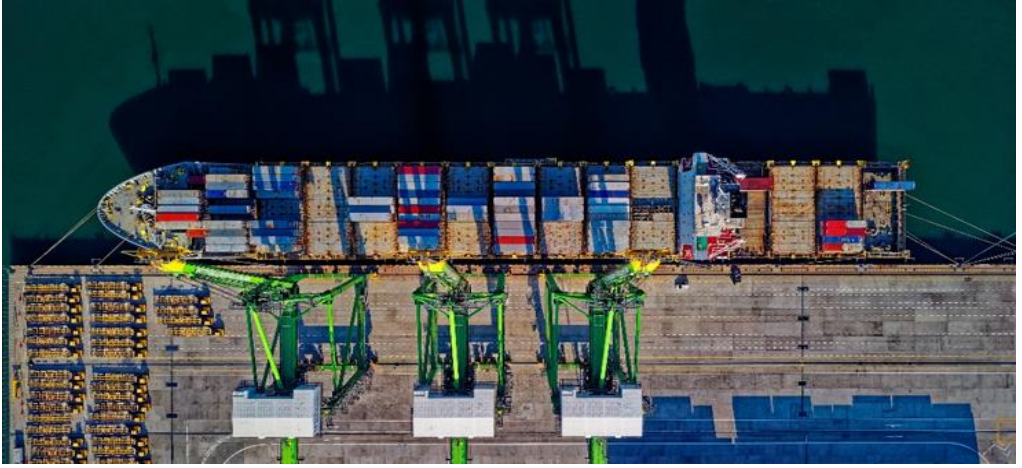
### Global Impact of Dutch Smart Solutions

The world of healthcare interventions is in constant flux – new and emerging infectious diseases, changing disease patterns, demographic changes, rising costs of healthcare. At the same time, innovative answers to these challenges have emerged in the Dutch LSH sector. Through efficient, effective, accessible, comfortable and high-quality healthcare solutions, costs can be reduced while capacity increases and the quality of care improves. Addressing these shared challenges, the Dutch set up three main objectives for the Dutch healthcare system: Quality of care (effective, safe and patient-centered), Accessibility to care (reasonable costs for individuals, reducing travel distance and waiting times) and Affordability of care (overall cost control). With this broad commitment to the stimulation of healthcare innovations the Dutch government holds the interest of the patient in mind. For the Dutch LSH sector, knowledge-sharing and close cooperation and collaboration-between companies and research institutions, with full support of the government, is what drives this success. Over the last centuries, Dutch companies & organizations see a global market where they can put their expertise to work in order to innovate and improve healthcare systems.

The Netherlands has a long lasting history in the Life Sciences & Health domain:

- ❑ **Andreas Vesalius** (1514 – 1564) was an anatomist, physician, and author of one of the most influential books on human anatomy, *De humani corporis fabrica* (On the fabric of the Human Body).
- ❑ **Spectacle makers Hans Lippershey** (1570 – 1619) and **Zacharias Janssen** (1585 – pre-1632), and the instrument-maker and optician **Jacob Metius** (1571 – 1631) Alkmaar.
- ❑ **Antoni van Leeuwenhoek** (1632 – 1723) is known as ‘the Father of Microbiology’ and considered to be the first microbiologist.
- ❑ **Herman Boerhaave** (1668 – 1738) “the father of physiology”.
- ❑ **Jan Swammerdam** (1637 – 1680) was the first, in 1658, to observe and describe red blood cells.
- ❑ **Jacobus Henricus van ’t Hoff** (1852 – 1911) First winner of the Nobel Prize in Chemistry.
- ❑ **Willem Einthoven** (1860 – 1927) Winner of the Nobel Prize in Medicine in 1924 for his invention of electrocardiogram.
- ❑ **Willem Kolff** (1911 – 2009) developed and applied the first functioning artificial kidney in 1943.

# Connected Care in the Netherlands



## The Netherlands as your partner for 'Connected Care'

Like Colombia, the Netherlands is also experiencing an ageing society, a growing number of patients with non-communicable diseases, rising costs and a shrinking workforce. This results in an increasing demand for care. In the Netherlands, we are working hard on the challenge to keep healthcare affordable and to improve accessibility. Collaboration and exchange of best practices can contribute to finding effective solutions to these challenges in both countries. Especially surrounding the following topics.

### eHealth and Telemedicine

The Netherlands can be a partner for Colombia in sharing knowledge, technology and experience in the areas of patient privacy, digitalization and data management, prevention-focused care, telemedicine and ready-to-use integrated solutions. Digital solutions also offload the bureaucratic pressure on healthcare workers, allowing them more time to offer patients excellent care.

### Accessibility

Due to Colombia's vast landscape and division of urban and remote areas, using innovative solutions to improve the accessibility to healthcare is one of the national government's main priorities. Therefore, innovative digital solutions are cost-effective tools making quality healthcare more accessible for low-income communities, reducing inequities.

### Public health screening

The Netherlands can support Colombia by sharing knowledge and experience from our own public health sphere. Colombia can directly benefit by increasing the use of preventative screenings as it reduces medical costs for insurers, improves quality of life of patients and decreases the burden of noncommunicable diseases, all while reducing the work pressure for staff.

The Netherlands strongly believes that international collaboration is the key to achieving the many challenges we face globally. With the Netherlands' 'quadruple helix' approach, knowledge institutes, governments, business and society come together to create universal, patient-centered and innovative healthcare solutions.

# Company Profiles



## Deerns Consulting Engineers



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Deerns was founded in 1928, celebrates this year its 95 year anniversary and has more than 550 staff members spread across offices in The Netherlands, Germany, France, Italy, Spain, The United Kingdom, Brazil, and Middle East. Deerns also has partnerships in S.E. Asia, India, Indonesia and the United States of America. Through our network of national offices, partnership and cooperation with local architects and engineering firms, we are able to provide our top international knowledge in Hospital design to local markets and adjust it to the local circumstances. Deerns recently opened a new entity in Colombia from which, with support from our offices in Brasil, Spain and the Netherlands, we offer state-of-the-art hospital design. We support our clients in realizing smart hospitals where safety, comfort and a healing environment, together with efficiency, quality and sustainability are optimized for the patient, visitors and hospital organization.

We are Market Leader in specialized MEP design for hospitals in the Netherlands and have large portfolio of references internationally. Deerns designed more than 100 hospitals all over the world.

#### Products and Services Offered:

- Design of state of the art hospitals
- MEP design
- Medical equipment consultancy
- Smart Hospital Building consultancy
- Sustainable and Green Hospital Design

#### Unique Selling Points:

#### **Future proof, sustainable and Smart Hospital Building Design**

Imagine a hospital completely centred around the patients and their loved ones. A hospital where all processes are devoted to realizing the best quality care, in the most efficient and cost-effective way, with optimal attention to hygiene and safety. This can be achieved through the integration of advanced hospital design and smart building technology: the foundation for an intelligent, space-efficient, sustainable, a adaptable, and future-proof hospital layout with a focus on "less bricks, more bytes".

#### Points of Interest

Decision makers at private and public hospitals involved in the development of new hospitals and to be renovated hospitals.



## Elsevier BV

Elsevier es una compañía global líder en soluciones de información que ayudan a los profesionales de la ciencia, la salud y la tecnología a tomar mejores decisiones, brindar una mejor atención y realizar descubrimientos innovadores en sus campos. Tenemos 66 ubicaciones en 24 países con más de 7500 empleados en todo el mundo.



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Tenemos más de 140 años de experiencia en publicaciones académicas y proporcionamos más del 25 por ciento del contenido clínico del mundo que cubre todas las especialidades médicas.

Nuestra misión es mejorar la provisión de cuidados en salud apoyando médicos, enfermeros y otros profesionales, así como a pacientes para mejores decisiones trayendo mejores resultados a los pacientes y un cuidado más efectivo.



### Daniela Naranjo Caicedo

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Partiendo de nuestras raíces como publicadores, hemos creado soluciones de contenido para suplir las necesidades de las instituciones de salud, categorizadas de la siguiente manera:

- **Referencia y apoyo a la toma de decisiones:**  
Respuestas rápidas y fiables para apoyar las decisiones clínicas y diagnósticas, la formación y la actualización continua.
- **Formación:**  
Formación en habilidades clínicas y profesionales y gestión del e-learning.
- **Práctica clínica:**  
Contenido basado en evidencia integrado directamente en la historia clínica electrónica.
- **Investigación:**  
Plataformas interdisciplinarias que respaldan el proceso de investigación y ayudan a tener un mayor impacto.
- **Vías clínicas:**  
Recomendaciones de cuidado específicos para los pacientes, definidos por expertos.

## Elsevier BV

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## HealthTalk

In a world where longevity is on the rise, the realm of public health and medicine is undergoing a profound transformation. With the prevalence of chronic diseases escalating within an increasingly sedentary population, the economic burden on healthcare systems is mounting. This shift in focus from reactive "sick care" to proactive health management is driving industry leaders to re-envision healthcare delivery, placing emphasis on improving outcomes for entire populations.

At MEDrecord, we embrace this paradigm shift wholeheartedly. We believe in dismantling the barriers between medicine, health, and care, and fostering a value-based, customer-centric approach. Our mission is to empower individuals to lead their healthiest lives by offering a comprehensive suite of telemedicine and virtual care solutions.

Through cutting-edge AI technology, we provide telehealth services spanning mental health support to chronic care management. Our aim is not just to treat ailments but to promote wellness, prevention, accurate diagnosis, and effective treatment.

Central to our operations is the MEDrecord eHealth platform—an accredited system built on principles of safety, transparency, data ownership, cybersecurity, inclusivity, and patient education. This platform serves as the cornerstone for remote patient management, offering features such as scheduling, remote monitoring, video consultations, AI-driven speech recognition, and automated reporting.

In Colombia, where the prevalence of diabetes is significantly higher and distances between patients and healthcare facilities are often considerable, our technologies hold even greater significance. Our speech-to-text capabilities enable seamless communication between patients and healthcare providers, bridging linguistic barriers and facilitating efficient documentation. Additionally, our motivational chatbot offers personalized support, empowering patients to adhere to treatment regimens and adopt healthier lifestyles despite geographical challenges.

Our commitment to customization and interoperability ensures that our solutions can seamlessly integrate into Colombia's healthcare system, addressing the unique needs of both patients and healthcare providers. Whether accessed through desktop or mobile (iOS and Android), in spoken or clinical languages, our platform caters to diverse populations, fostering inclusivity and accessibility.

Moreover, our adherence to rigorous certifications such as ISO27001, NEN7510 and HL7 FHIR underscores our unwavering commitment to reliability and data security, essential prerequisites for operating within the healthcare domain.

At MEDrecord, we're not just shaping the future of healthcare—we're revolutionizing it. Join us in our mission to redefine what's possible in health and wellness. Discover more about our transformative solutions at [www.medrecord.io](http://www.medrecord.io), [www.medsafe.io](http://www.medsafe.io), [www.dubdiabetes.nl](http://www.dubdiabetes.nl), and [www.healthtalk.ai](http://www.healthtalk.ai).

## HealthTalk

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# MEDIFY

- clarifying healthcare -

## Medify



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Our SaaS platform or MEX (Medical Experience) implementations are a consistent method of patient education and screening that will enhance quality and yield efficiency benefits for the hospital or clinic using it. Our goal is for each patient to understand all relevant information, provide informed consent and get screened before the procedure. This will increase patient satisfaction, better specialist-patient interaction and reduced consultation time. Our MEX has been created together with practitioners, patients, nurses and low literacy panels providing a deep understanding of the current patients needs.

## Medify

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## Resonandina

A los hospitales frecuentemente les faltan los recursos, conocimiento o espacio para equipos de diagnóstico de alta capital. No tienen suficiente poder adquisitivo para comprar los equipos o prefieren usar los fondos disponibles por otros objetivos dentro de sus operaciones. La financiación local (bancaria) requiere colaterales pesados y limita la flexibilidad del hospital para otras inversiones.

Use it, don't own it!

El modelo innovador “pago por uso” sostenible de leasing médico, hace los exámenes diagnósticos accesibles para todos. En América Latina, la compañía está operando en más de 10 países y desde enero ha firmado contratos con 5 hospitales en Colombia.

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## ENGLISH

Hospitals often lack money, knowledge, or space for capital intensive medical equipment. They don't have sufficient financial strength to acquire the equipment or prefer to use the financial resources otherwise within their operations. Local (bank) financing requires heavy securities and limits the hospital's flexibility for other investments.

Use it, don't own it!

Resonandina's innovative pay-per-use sustainable medical lease model makes diagnostics accessible for everyone. In Latin America the company is active in more than 10 countries and since January the company signed deals with 5 hospitals in Colombia.

## Resonandina

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## Spectator Healthcare Technology

Spectator Healthcare Technology has more than 15 years of experience in the development of cutting-edge call and service centre technology - for a wide variety of applications in Security, Healthcare and Communication - with presence in 4 continents: Europe, Middle East / Central Asia, Latin America and Africa.



### Frans Hermes

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Spectator aims to increase cost-effectiveness as well as satisfaction for patients and their caregivers by improving Healthcare access and the Quality-of-Life of those in need, regardless of gender, race, religion, social status or geographical location.

The Spectator Telehealth Communication Platform ('SCP' platform) provides an integrated and future-proof digital solution, covering the whole Patient Journey, from Prevention to remote Primary Care and Chronic/Elderly Care services.



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The BiDiApp is a white-label and customisable application for mobile devices in urban areas to allow not only access to medical information and questionnaires, but also encrypted and safe communication via chat and video tele-consultation.

Remote Patient Monitoring in combination with personalised questionnaires is coupled with intelligent action plans and threshold alarming for automated follow-up, whereas integrated Personal Alarm Systems can be combined with Intelligent Video Analysis for detection, prevention, and verification.

In more remote/rural areas patients can make use of the Spectator Tele-Assistance-Room (TAR) solution, which also remotely supports local staff in case of small surgeries and/or urgent treatments.

All data communication is logged and can be made available for audits, reporting and synchronisation with existing back-office systems and third-party databases (e.g. HIS/EHR).

Spectator offers a flexible Telehealth-as-a-Service business model, based on long-term partnerships.

## Spectator Healthcare Technology

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## Topicus

### About Topicus

Topicus is a Dutch software company, on a mission to connect citizens, healthcare professionals and financiers. Our aim is to contribute towards a (better) balanced healthcare system by people and patient empowerment, community engagement and operational excellence according to the quadruple aim:

1. Better care for individuals
2. Better health for the population
3. Lower costs through improvement
4. Improved provider satisfaction

We at Topicus Public Health believe that early detection of communicable diseases and non-communicable diseases make an important contribution to population health and limitation of future healthcare consumption and costs.

### Our products & services

For patients, professionals, healthcare organizations, commissioners and Ministries of Health (MoHs) we deliver the software screening platform PreventUs for both screening of non-communicable and communicable diseases covering all aspects of the screening process. We actively contribute to public health by supporting the Dutch nationwide screening programs on breast-, colorectal- and cervical cancer and tuberculosis. Furthermore we facilitate the nationwide testing infrastructure for Covid-19 and we support the complete test and vaccination programme on Covid-19 in The Netherlands.

We link existing organizations, healthcare organizations, chain partners and hardware and software applications together to form connected screening pathways. With respect to interoperability, we follow international standards of information exchange (HL7, XDS, DICOM, IHE) and support unified workflow across (national) screening programmes. For monitoring and evaluation, we deliver on consultancy about business intelligence (reporting) tools, quality indicators and (other) key performance indicators.

### Topicus

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## **The Organisation**

TFHC, RVO, Embassy, Holland House  
Colombia



## Task Force Health Care

The Task Force Health Care (TFHC) is the public-private platform for the Life Sciences and Health sector with over 120 partners founded in 1996. Our mission is to improve healthcare and wellbeing internationally with the use of Dutch expertise and in a sustainable and demand-driven manner.

The TFHC network consist of partners from industry, knowledge institutes, NGOs, healthcare providers and the government, all active in the Dutch Life Sciences & Health sector. Our partners provide smart solutions to various healthcare challenges.



### Micha van Lin

Director  
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#### We aim to:

- Stimulate cooperation and knowledge-sharing in order to combine forces within the Dutch healthcare sector, and;
- Present and position the Netherlands abroad in order to be involved in the global and local healthcare challenges.



### Lotte Hendriks

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#### Why?

To improve healthcare internationally with the use of Dutch expertise.

#### How?

- Through weekly activities within and outside the Netherlands, like health missions, Holland Pavilions, meetings and conferences;
- Through developing and sharing knowledge with the use of our website, social media and various publications;
- Through network facilitation and extensive relationship management.

## Task Force Health Care

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Netherlands Enterprise Agency



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## Netherlands Enterprise Agency (RVO)

The Netherlands Enterprise Agency (RVO), also known as Rijksdienst voor Ondernemend Nederland in Dutch, is a government agency of the Netherlands. Its primary purpose is to support and promote sustainable entrepreneurship, innovation, and international business in the country. The RVO operates under the auspices of the Ministry of Economic Affairs and Climate Policy.

### Key functions:

- Business Support
- International Trade Promotion
- Grant and Funding Programs
- Sustainable Development and Energy Transition
- Knowledge and Expertise

Overall, the Netherlands Enterprise Agency (RVO) acts as a bridge between the Dutch government and the business community, facilitating economic growth, innovation, and international cooperation. Its multifaceted activities aim to strengthen the competitiveness of Dutch enterprises and contribute to a sustainable and prosperous economy.

Rijksdienst voor Ondernemend  
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Kingdom of the Netherlands

## Embassy of the Kingdom of the Netherlands, Bogotá

The Embassy of the Kingdom of the Netherlands in Bogotá serves as the diplomatic representation of the Netherlands in Colombia. Its primary role is to foster and strengthen bilateral relations between the two countries.



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### Key functions:

- **Diplomatic Relations:** The embassy manages bilateral relations between the Netherlands and Colombia, fostering cooperation and addressing issues.
- **Consular Services:** The embassy assists Dutch citizens with passports, visas, emergencies, and legal matters in Colombia.
- **Trade and Economic Promotion:** The embassy promotes trade, investment, and networking between Dutch and Colombian businesses.
- **Cultural and Educational Exchange:** The embassy supports cultural events, educational collaborations, and scholarships.
- **Political and Development Cooperation:** The embassy engages in political dialogues and supports development programs in areas like life sciences and health.
- **Assistance and Support:** The embassy provides aid to Dutch citizens in emergencies and offers guidance on legal and administrative matters.

Overall, the Embassy of the Kingdom of the Netherlands in Bogotá serves as the primary diplomatic channel for maintaining bilateral relations, promoting trade and economic cooperation, supporting Dutch citizens, facilitating cultural and educational exchanges, and engaging in political and development dialogues between the Netherlands and Colombia.

## Embassy of the Kingdom of the Netherlands in Bogotá

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Holland House Colombia, supported by the Dutch government, has developed into the strategic partner for entrepreneurs with export ambitions, establishment plans and growth objectives in Colombia. With over 420 member companies and more than 1,300 supported exporters, our organization is at the forefront of growing Dutch exports and investments in Latin America's third largest economy.

Holland House Colombia is among the most important bilateral Chambers of Commerce in Colombia and leading Dutch trade promotion organizations in the world. In 2018, for instance, our organization became the first business council worldwide to be accredited by NLi nBusiness.

The Holland House Colombia is your 'one-stop-shop' in Colombia and is the connection point between companies and organizations in the Netherlands and Colombia. A brokerage function between both countries where business development is central. We do this partly through our 420-plus members who are an important source of information and knowledge, and partly through cooperation with the right parties (governments, sector specialists and companies) to clarify and exploit opportunities for Dutch businesses.

Besides organizing a wide variety of trade promotion activities such as trade missions and networking events, Holland House Colombia offers a wide range of services. Whether you are starting out with an orientation to the Colombian market, or have been active for years, the Holland House Colombia can meet every need.



To learn more on how The Netherlands is cooperating with its international counterparts:

Visit [NL Platform](#) or follow us on [LinkedIn](#)



Netherlands