



# PREVENTION ~ CARE ~ CURE

## Our story

**Worldwide, Dutch healthcare is ranked very high. The average life expectancy in the Netherlands is high, about 81 years. Research suggests that our country has the tallest people and happiest children in the world. Our healthcare system is known throughout the world. It is 150 years old, is high quality and is accessible for everyone. We work hard at making better care available for less money, and are successful in this: stable costs of care with better results each year. Our knowledge of health chains and market needs along with our experience in open public-private partnership is substantial. The Dutch are used to being among different cultures; we are empathetic to local needs and are familiar with hierarchical structures. All this makes the Dutch Life Sciences and Health sector the ideal partner to consult if you are searching for the solution to complex health issues in countries faced by the same challenges. To inspire them and improve healthcare together.**

**The world's population is increasing steadily and, with it, the demand for healthcare.** In prosperous countries people are living longer and the proportion of older people is rising. So the number of people that has to earn for those that no longer work is also growing. Furthermore, more people are now suffering from chronic and age-related diseases like dementia, Parkinson, cancer and cardiovascular diseases. The treatment of these diseases is improving all the time as is the quality of the patients' lives. At the same time, it is all costing a lot more while unhealthy lifestyles are causing all kinds of health problems in these countries. This is why the focus is on prevention. In countries where the economy is developing,

there are quite different needs. Here the issue is the availability of care providers and access to medicines and simple medical equipment. The care is often poorly organised and the hygiene is often sub-standard, whereby the danger of epidemics is ever present.

The Netherlands is also faced by increasing demand for care and the challenge to keep it affordable and to improve accessibility. The Dutch economy and healthcare are interrelated. Good care means that people with chronic disorders can still be part of the workforce – it helps get people that have been ill back to work faster.



## Dutch solutions

**The Netherlands is one of the world's top ten economies, something that we can attribute to centuries of invention, discovery and international trade.** Our freedom to experiment has brought the world significant progress in the field of health. We all know the microscope. But what about microbiology, the invention of the electrocardiogram, the artificial kidney, the heart-lung machine and the artificial heart? Or the cultured stem cells and the bioneedle? All have their origins in the Netherlands.

Our population and the patient population have been well documented. Information is stored in well structured biobanks. We have a well organised preventive system, including a state vaccination programme. Newborns are given a heel prick to check for serious diseases and when they grow up, children must make consultation visits. The number of hospitalisations and days in bed is low compared to other countries. This is all the result of Dutch organisational strength, thinking in processes and idealism. We see care not as a series of separate components but as a coherent whole in which the patient is central. Moreover, patient organisations are well organised and closely involved in the decisions made in the care sector. Professionals are in charge of healthcare and the operational influence of politicians is limited. Dutch care policy is thorough and solid, has a well considered infrastructure and requires smart solutions.



## Win-Win

**The Dutch are among the healthiest and happiest people in the world.** The Dutch economy is strong and we feel connected with the rest of the world. That also makes the Netherlands the ideal partner for sharing experience, knowledge and products in the field of health. Both in prosperous countries and in countries undergoing economic development to encourage self-empowerment. We see healthcare as a chain: from science to patient. That's also the way we approach complex health issues: interdisciplinary. It is an approach that leads to comprehensive solutions, such as the design and construction of entire hospitals as well as in the high level of oncology, medical equipment and development of vaccines.

Dutch inventive products and services help answer the challenges of our time: ageing, chronic diseases and an unhealthy lifestyle. Like medical equipment, telecare and diagnostic connections with pharmaceutical and medical technology. The Netherlands also has much to offer as an international hub to less prosperous countries. We have knowledge for the development of the technology to enable the production of vaccines against polio, whooping cough and other infectious diseases that threaten the world's population. And we also have practical solutions such as mobile X-ray equipment to diagnose tuberculosis.

Cooperating and doing business with the Dutch Life Sciences and Health sector means investing in a win-win situation for everyone involved: citizens, companies, research institutions, investors and government, anywhere in the world. Health is just as important for everyone. And where health is well organised, the quality of life is even better.



# Health~Holland

## Shared Challenges, Smart Solutions

*The Dutch are among the healthiest and happiest people in the world. That is partly attributable to our accessible and good healthcare, which constantly is ranked high internationally. Our Life Science & Health sector is one of the best in the world. On many fronts the Netherlands is a role model: in the field of pharmaceuticals, biotech and medical engineering and in respect of our public-private healthcare system. There are also many Dutch highlights that are known all over the world, including the excellent science that brought us the microscope, microbiology, the invention of the electrocardiogram, the artificial kidney, the heart-lung machine and the artificial heart. But oncology, medical equipment, the development of vaccines, the building of health assets and the structure of our healthcare system – affordable and effective – are also examples of Dutch accomplishments.*

*At the foundation of these successes lies a typically Dutch quality: the willingness to share knowledge within a tight-knit cooperation between industry, research and government. It makes us a frontrunner in public-private research and open innovation partnerships.*

*We see healthcare as a chain: from science to patient. This is also the way we approach complex health issues: interdisciplinary. And this is evident in our solutions: complete, effective and coherent products and services geared to what people need. Affordable and tested by the Dutch themselves. The Netherlands regularly sets the standard along the path from knowledge to skill to new products for healthcare. This often leads to complete solutions. These are solutions we are happy to share with the rest of the world. This makes the Dutch Life Sciences and Health sector the ideal partner to consult for solutions to complex health issues.*

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## Contact and information

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