

FOCUS ON PEOPLE

Put the focus on the individual - and what they need, expect and want - to assist them in enjoying the highest possible quality of life.

We design and develop the future together. Engage citizens in drafting and answering social and other issues on health and sustainable healthcare, and in creating new interventions.





ECO DESIGN

The effects of climate change and pollution on our health are unprecedented. This is attributable to human activity. Treat 'our' planet responsibly. An integrated vision on technology, healthcare and sustainability is needed.

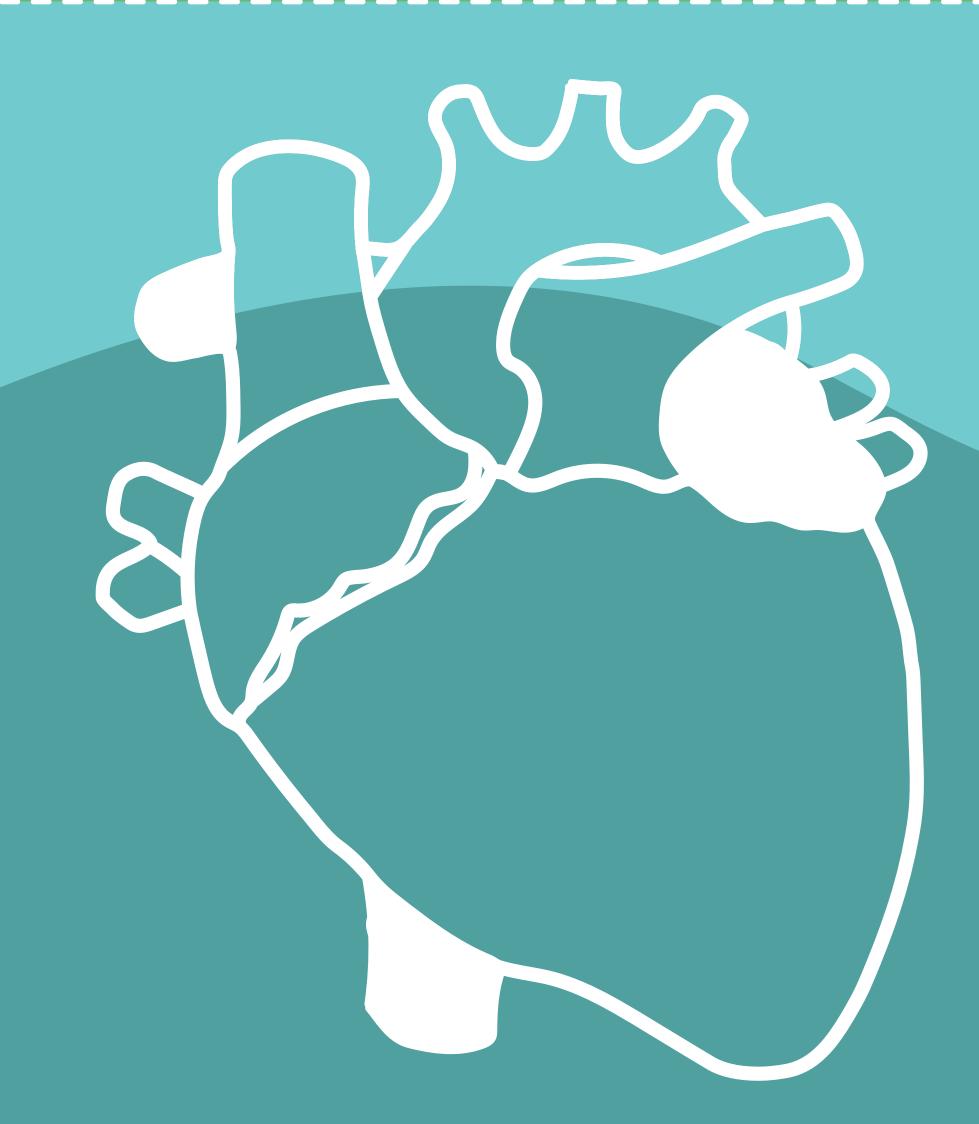




PREVENTION IS

Strive to achieve a population that is as healthy and happy as possible by helping and motivating citizens to achieve a healthy lifestyle. After all, prevention is better - and less expensive - than cure. Help citizens and care professionals to improve their health literacy.

BETTER THAN...



BRINGCARE CLOSER TO HOME

Organise care at home - if possible - with professional supervision at a distance, supported by accessible, sustainable technology. Providing appropriate care, at the right location and at the right

WHATIS GOOD,

from existing successful processes and completed pilots, test these, and implement them on a large scale, supported by the government and healthcare providers. Making mistakes in this process is inevitable; learn from these.

TECHNOLOGY IS A TOOL

Technology is not the goal, but a means that contributes to support the best possible care. Every intervention requires innovation and creativity; but never lose sight of ethical and social considerations. Look for the ideal mix of digital and physical care.