



Healthcare Innovation

The Rotterdam approach in strategic international alliances

Kim Bisschop

exceed expectations

Innovating European Health(care) in international networks

Do we feel a shared mission to
bridge the 'knowledge paradox'?

And do we have the courage to
make a difference?

exceed expectations



Paper topics

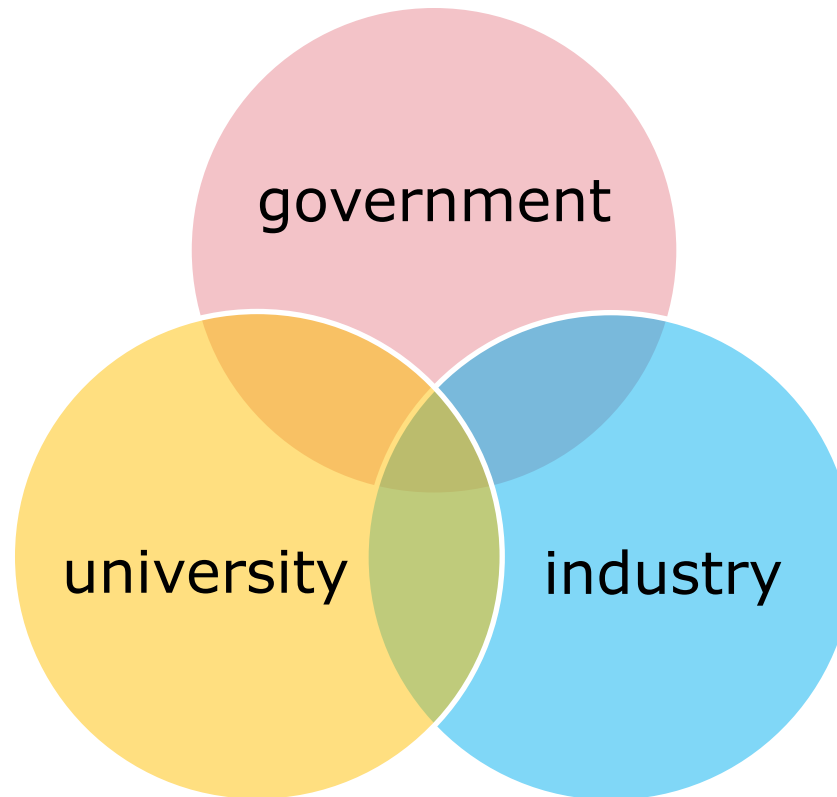
- Strategic positioning for higher education in the healthcare sector in an international context.
- Adding public value by introducing the Rotterdam approach into international innovation and valorization networks.

Innovation management

- Support innovative networks;
- Bring diversity into the project teams;
- Allow organizational structures to be out of the box and to develop 'on the job'.

Triple helix = triple complex

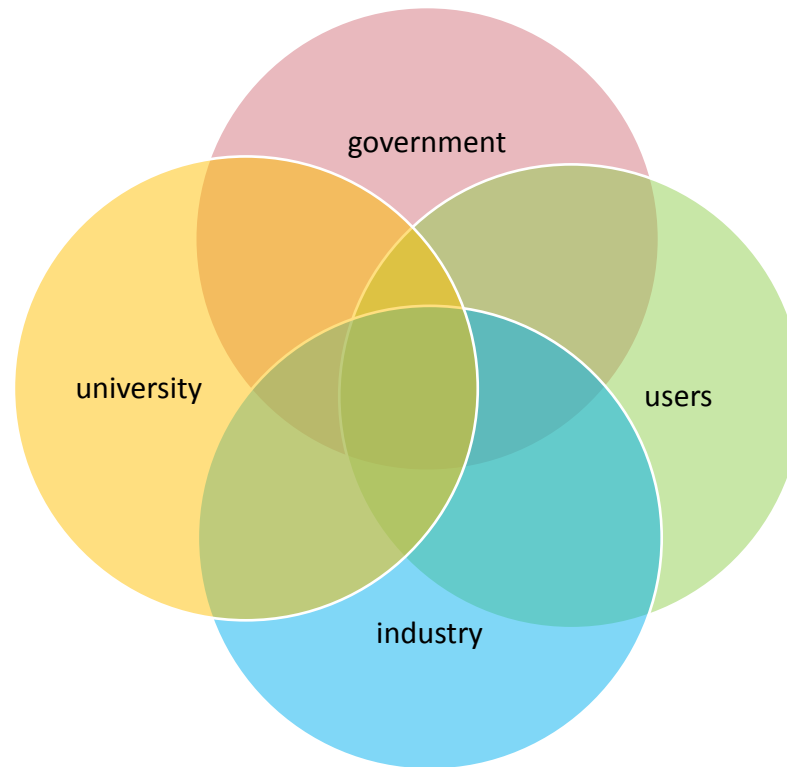
Triple helix innovation



exceed expectations

Quadruple helix = impossible??

Quadruple helix innovation



exceed expectations

Strategic Partnership THACIT

- **Healthcare institutions**
- **Companies**
- **Government**

Netherlands:
Rotterdam
University AS
and Delft
University of
Technology

Finland:
Metropolia
Helsinki
University AS
and Helsinki
University of
Technology

- **Healthcare institutions**
- **Companies**
- **Government**

Turkey:
Dokuz Eylül
University,
Izmir

Portugal:
Instituto
Politécnico
de Setúbal

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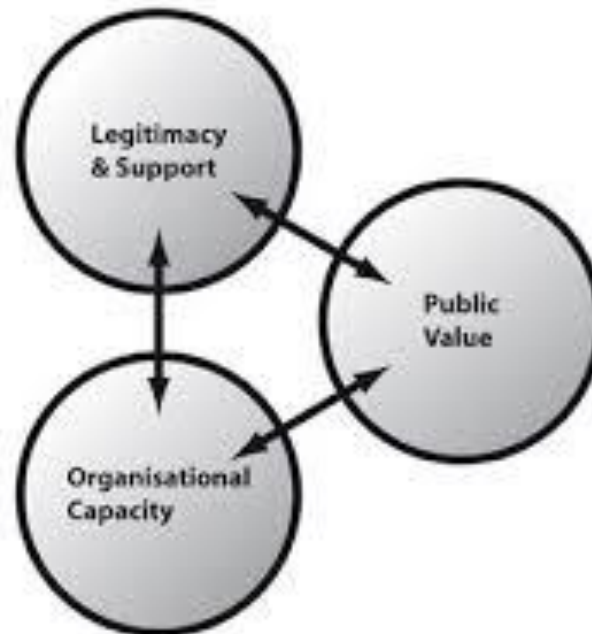
exceed expectations

**ROTTERDAM
UNIVERSITY**

UNIVERSITY OF APPLIED SCIENCES

Governance perspective: strategy

- Strategic weighing: mission, legitimation, organizational capacity
- Strategic triangle Moore (1995)



exceed expectations

Failing is learning

FAIL
[F] FIRST
[A] ATTEMPT
[I] IN
[L] LEARNING

Let's be BOLD and start a flow of
healthcare innovation through Europe!

exceed expectations

