



Beyond the bubble: The power of collaboration

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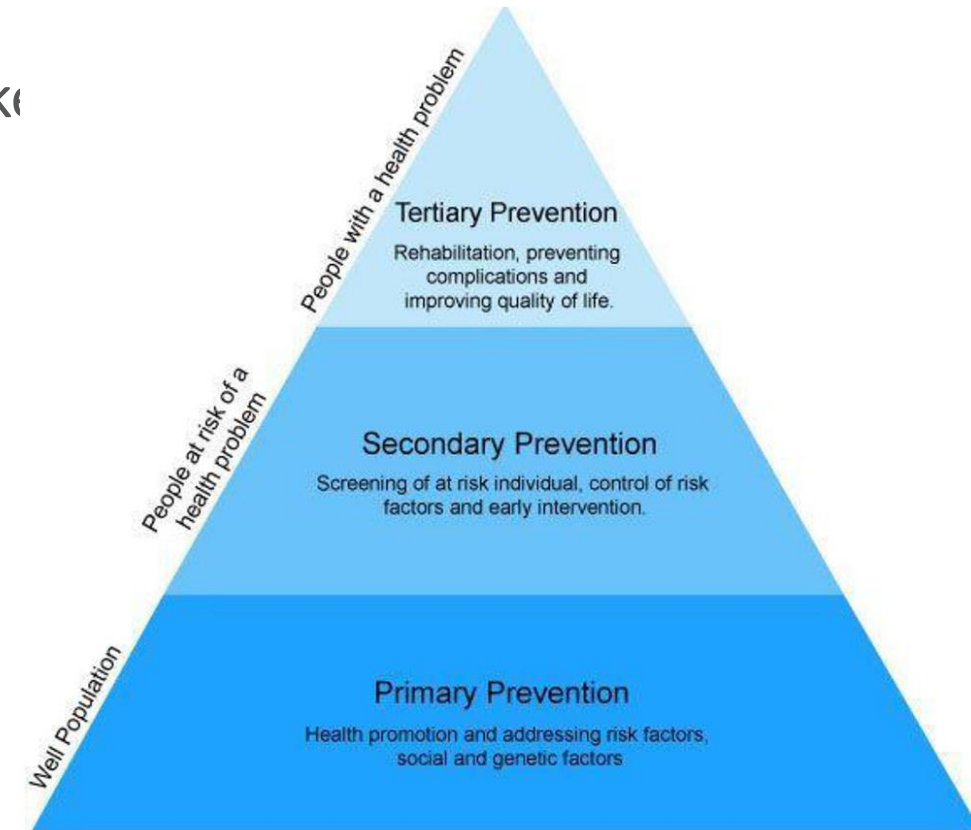
UNIVERSITY
OF TWENTE.

Mission and vision TOPFIT

- 2023 restart: eight partners, prevention Th!nk-East Netherlands
- Activities contribute to health promotion in East-Netherlands and prevention of disease and disease burden...
- to keep Healthcare accessible en and affordable, and strengthen quality of life in East-Netherlands (mission)
- By learning from each other, combining activities and focus on implementation challenges, partners believe more impact can be realized (vision)

Three levels of prevention

1. **Primary prevention:** preventing disease from occurring, e.g. with health promotion activities like a healthy lifestyle
2. **Secondary prevention:** reduce the impact of a disease that has already occurred, minimizing serious consequences. Often with early diagnosis and treatment
3. **Tertiary prevention:** existing (usually chronic) disease is managed to prevent complications (co-morbidity). Aims to soften the impact of an ongoing illness by helping people manage long-term, and often complex health problems



Three multi-annual themes

- A. How to organize health promotion with stakeholders in the region? - *system*
- B. Encourage healthy behavior and a healthy lifestyle – *individual, awareness*
- C. Use of digital interventions and other technology – *USP partners*

Priorities in 2024:

- 1. *Leefstijl in de zorg* (prevention in healthcare)**
- 2. Prevention in the living environment and at home**
3. Encouraging awareness within partner organisations by Positive Health
4. Th!nk-East agenda and representing East-Netherlands

1. Leefstijl in de zorg – MST, ZGT, Rijnstate, Saxion

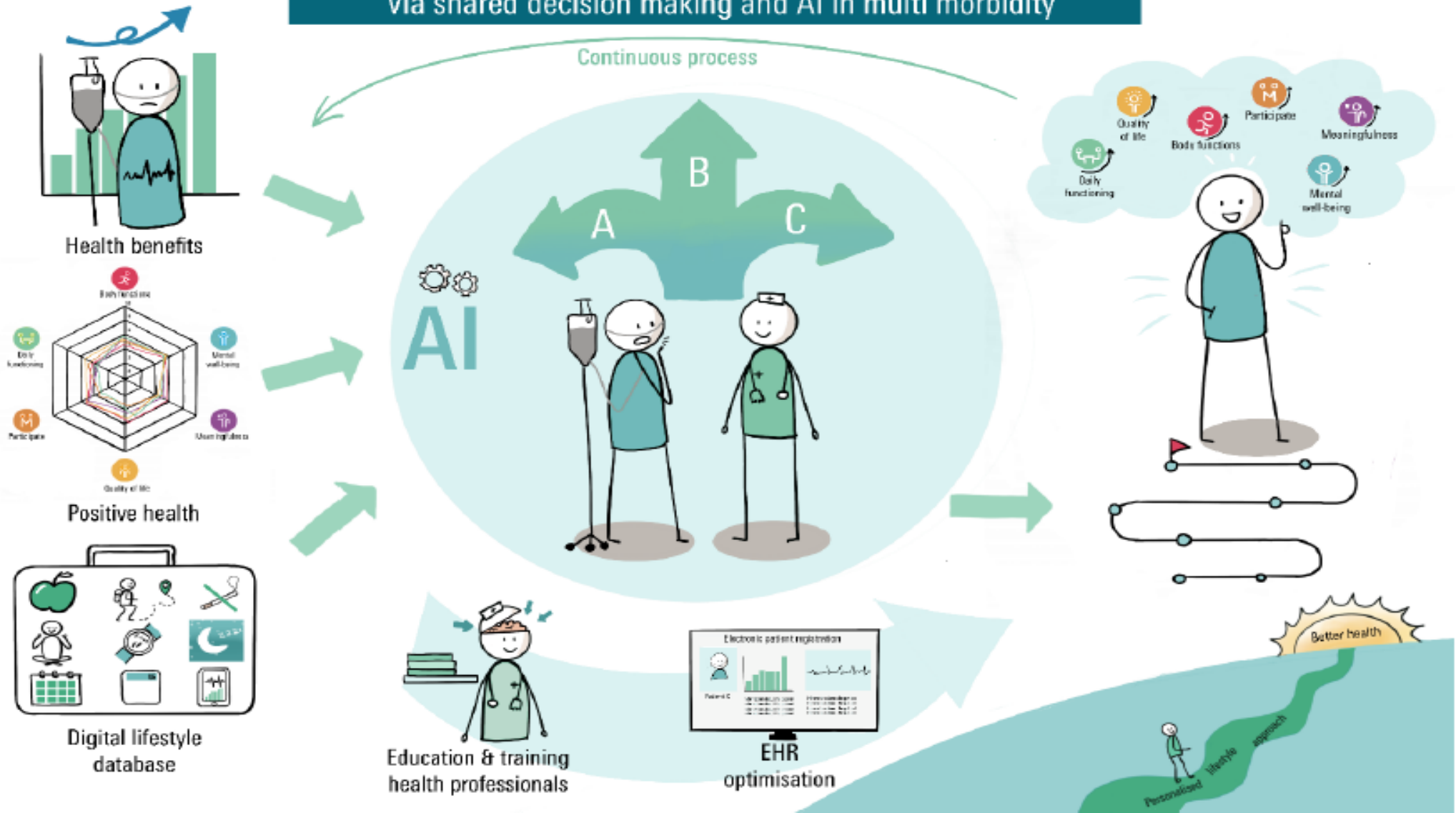
- IZA: As of Jan 1st, 2025, lifestyle medicine should be integrated in regular healthcare for all patients:
 - Lifestyle screening is standard practice in the hospital
 - Doctors refer to lifestyle interventions and programmes or organizations who offer this
- Secondary and tertiary prevention, geared towards individuals
- Not common practice yet, so within TOPFIT partner hospitals share knowledge, experiences and programmes, e.g.:
 - *Gezondheidsplein Rijnstate*
 - *Leefstijlloket – Positive Health - MST*
 - Teach-the-teacher programme ZGT

Leefstijl in de zorg – activities 2024

- ZonMW call *Implementatie Leefstijl in de zorg* – focus group – getting to know each other and building trust
- Overview of activities in partner hospitals, analysis → implementation vouchers
- Presentation *Gezondheidsplein Rijnstate* for board MST, to support strategic decision making
- Medzo call: project proposal with also DZ, focused on digital technology & AI for lifestyle approach in partner hospitals
- Pioneers in HealthCare

Personalised (digital) lifestyle approach

Via shared decision making and AI in multi morbidity



2. Project *Positieve Gezondheid Overijssel, Saxion-UT-HV*

- Originally started as project for scaling 6 innovations (product, process, social/organisational)
- > 30 initiatives throughout the province that contribute to vitality
 - Originate: healthcare, social/wellbeing domain, citizens
 - Attuned to local situation
- Primary prevention, system level
- Challenges initiatives:
 - Financing (IZA, GALA, WOZO, TAZ)
 - Dependence on people who initiate
 - Institutions
 - ...



Project *Positieve Gezondheid Overijssel, Saxion-UT-HV*

- Project challenges
 - Regional organisations working on regioplannen & regiodeals
 - Locally no need felt / identified for scaling
 - Need to further explore the system and levels for collaboration
- Event 24 Okt *Positieve Gezondheid Overijssel*
 - Defining PGO follow up with regional organisations
 - Sessions for sharing knowledge and experiences between initiatives
 - Workshops for Experiencing Positive Health for individuals
- Project report
- Follow up – *domeinoverstijgend* with *GGD, Twentse Koers, Twentse Noabers, PGO*

TOPFIT – prevention challenges

- Definition of innovation is often technology based
- Prevention paradox
- Political developments
- *Positive Health*

THE TECHMED EVENT

BRIDGING PAST AND FUTURE: FIVE YEARS
OF MEDTECH ADVANCEMENTS AND BEYOND

