

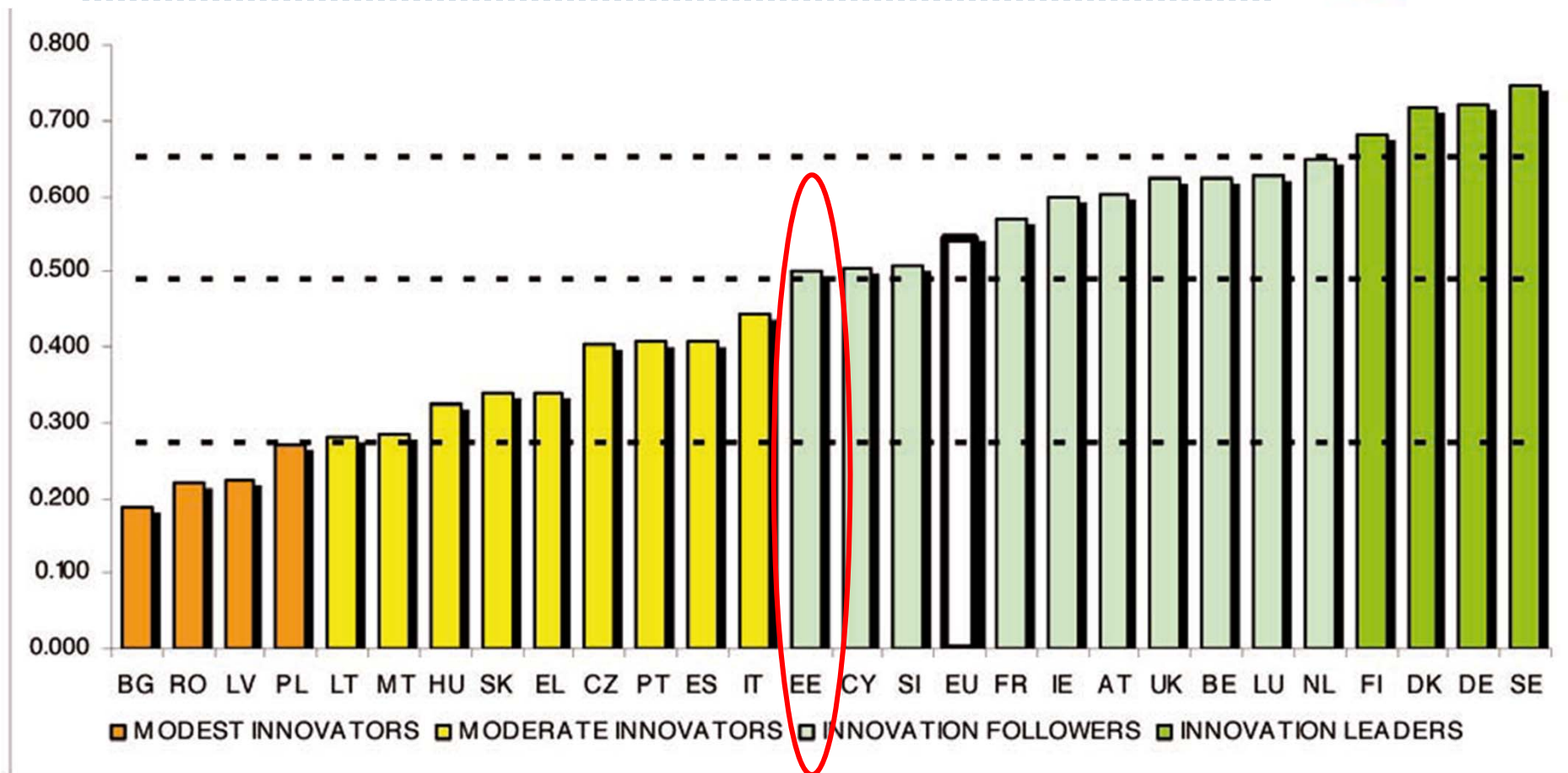
# Smart Specialisation in Estonia: Opportunities in e-Health

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Estonian HealthTech Cluster

# Who are we?



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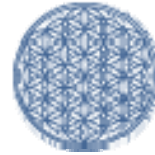


Source: EC Innovation Scoreboard 2013

Estonia is an “innovation follower” among EU27 with a close to average performance

# Who are we?

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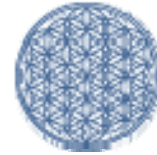
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- ▶ Estonia's priorities within Regional and Innovation Strategy for Smart Specialisation (RIS3)
  - ▶ ICT horizontal integration
  - ▶ Health Care Technologies and Services: BioTech and E-Health
  - ▶ Efficient Resource Management: New Materials and Manufacturing, Smart House Concept and Healthy Food
- ▶ Cluster joins Universities, R&D Competence Centres, Hospitals, companies and SMEs, science parks and the Estonian E-Health Foundation
  - ▶ National scope, Triple Helix Approach
  - ▶ Interdisciplinary - Aim to bring together medicine, biotech, ICT and electronics sectors

# Who are we?

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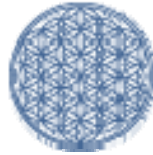


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- ▶ Our Activities
  - ▶ Support New Interdisciplinary Projects in Estonia
  - ▶ Joint Marketing for Health Care Technologies
  - ▶ Networking, Knowledge Transfer and Communication
  
- ▶ Central players:
  - ▶ Estonian E-Health Foundation – *management and financing of e-health services*
  - ▶ Health Care Providers – *Consumers/Co-creators/Payers*
  - ▶ Companies – *Service providers*
  - ▶ Citizens - *Consumers of Health and wellbeing services*
  - ▶ Universities and R&D – *Innovative technologies*

# Who are we?

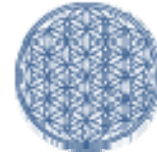


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- ▶ E-Health smart specialization in Estonia aims to:
  - ▶ Create new value for Estonians through e-health;
  - ▶ Support the development of scalable business models supported by national e-health data
  - ▶ Turn Estonia into a test-base for new e-health products and services
- ▶ Estonia and Baltic Sea Cooperation:
  - ▶ **Aim 1: Create a joint market for e-health products and services**
    - ▶ Interoperable data through joint standards, infrastructure, service models
  - ▶ **Aim 2: Create better e-health products and services through shared knowledge within the region**
    - ▶ Thematic networks to better tackle barriers in e.g. public procurement, financing models, usability, integration of eServices
    - ▶ Exchange of experience between regions, benchmarking;
    - ▶ Identify complimentary technologies

# WHY collaborate?



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## ▶ **CHALLENGE – e-Health needs to:**

...create value for citizens → societal challenges, health care costs

...create sustainable economic growth → business models, interoperability

## ▶ **WHY Collaborate with the Baltic Sea Region:**

▶ BSR is joined by cultural and economic similarities - easy to communicate and understand each other;

▶ Good foundation for co-creation of eServices;

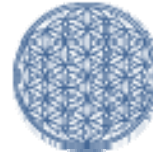
▶ BSR includes global forerunners in e-Health;

▶ Similar position where several eServices have been implemented

## ▶ **What needs to change to create eServices that citizens value?**

▶ WHERE? - Government, businesses, R&D, Citizens, the EU-level;

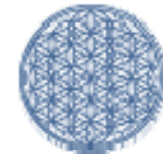
# WHO needs to be involved?



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- ▶ Citizens and Health Care Providers – what are the needs?
- ▶ National Government, Estonian e-Health Foundation - Infrastructure, legislation, procurement
- ▶ Companies - piloting new services
- ▶ Universities – new technology, HTA
  
- ▶ At what governance level do we need to work with what
- ▶ National/EU level – **Create a joint market for e-health products and services**
- ▶ National/Regional level - **Create better e-health services through shared knowledge**



## CONCLUSION

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- ▶ **CHALLENGE:** High quality, affordable health care & economic growth through smart specialization
  
- ▶ **HOW:**
  - ▶ Multi-stakeholder cross-country networks to:
    - ▶ Tackle barriers - procurement, standards, financing
    - ▶ Co-Create new services – living labs
    - ▶ Pilot services across countries – pilot projects
  
- ▶ **WHY COLLABORATE:**
  - ▶ Cost-efficiencies, scalability of co-developed services better usability, complementary technologies.





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