
WORKSHOP HEALTHY PEOPLE ARE HAPPY PEOPLE:

CROSS-BORDER COOPERATION FOR HEALTHIER AND HAPPIER LIVING

HEALTH & PREVENTION IN THE CROSSBORDER REGION

More healthy years in our crossborder region
From treating to preventing

9. October 2024

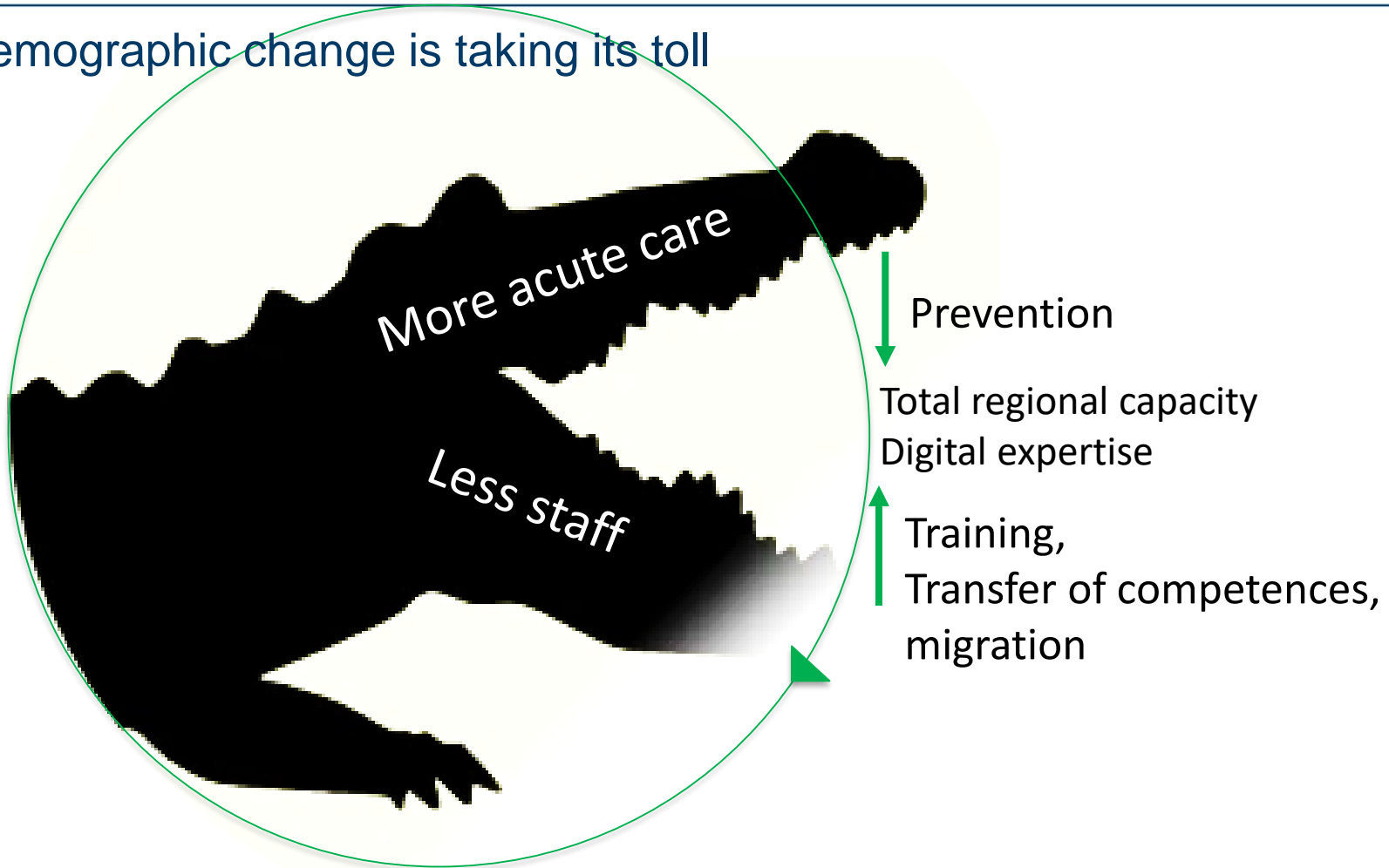
Keynote: Prof. Alex W. Friedrich | University Hospital Münster



Human-made blue zones

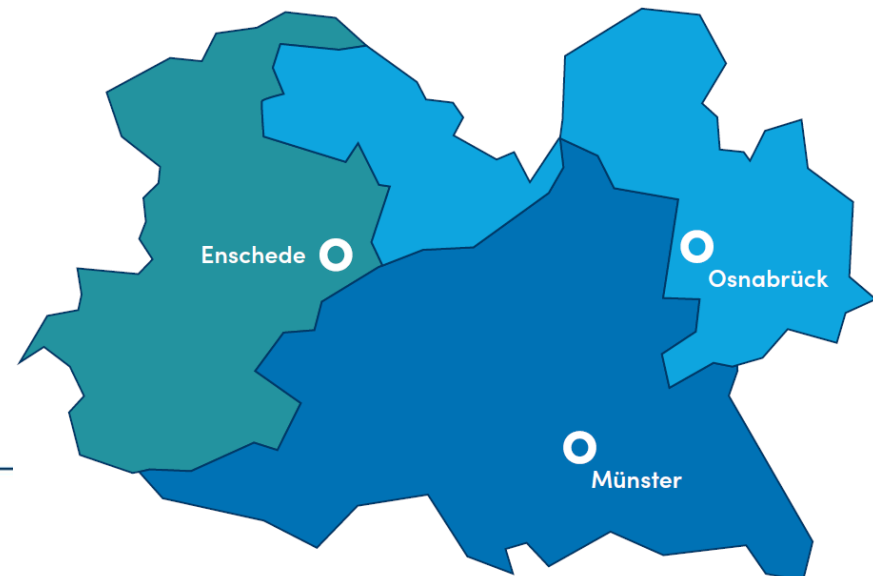
Blue zones are regions in the world where people are healthier and happier than the average and reach a high healthy age.

Demographic change is taking its toll



VISION - Network 360° health + innovation - region

The EUREGIO NL-NRW-NDS is uniquely positioned to ensure a **model region** for **sustainable 360-degree healthcare** of the future and the creation of a **prevention market** in the sense of "more healthy years" in our cities and our cross-border region.



...cross-border / to overcome the borders

- ...the border between **health, science and business** in order to find new solutions together and to achieve a paradigm shift and different perspectives on the challenges.
- ...the border between **different systems** (or regions) in order to be able to compare the systems and learn from them.
- ...the border between **urban and rural areas** in order to achieve holistic healthcare for all inhabitants of our region.

Change the focus

The question is not “Why are we getting sick?”,
but rather “**Why and how can we remain healthy?**”

Prevention / more healthy years



Environment

7%

Medical Care

11%

Genetics and Biology

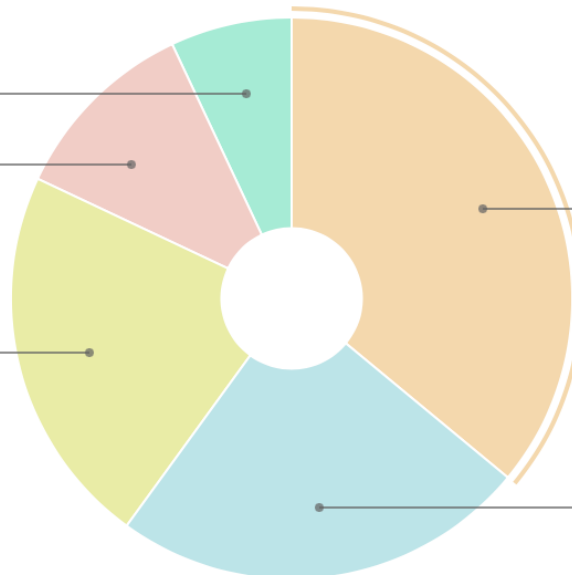
22%

Individual Behavior

36%

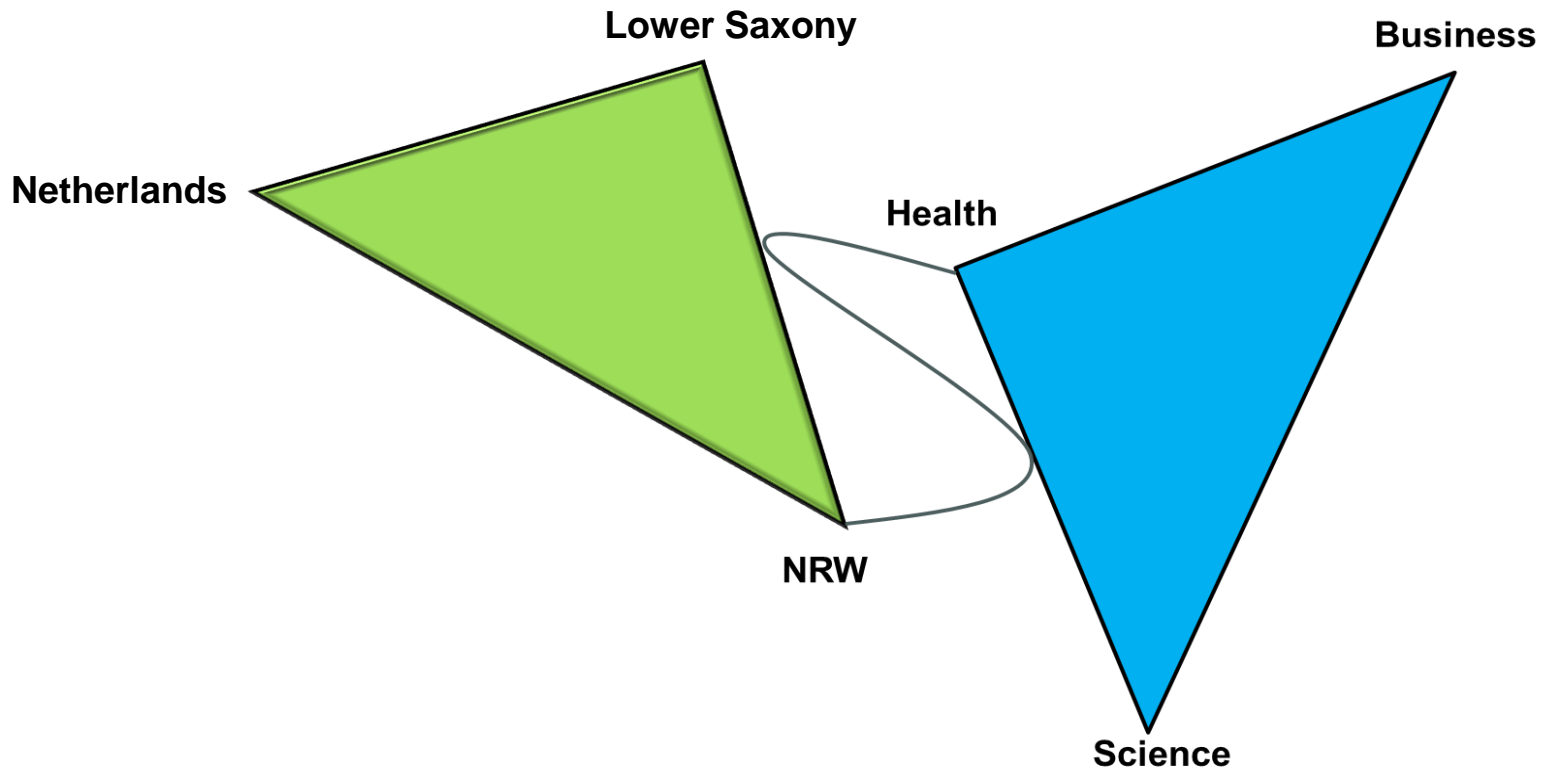
Social Circumstances

24%

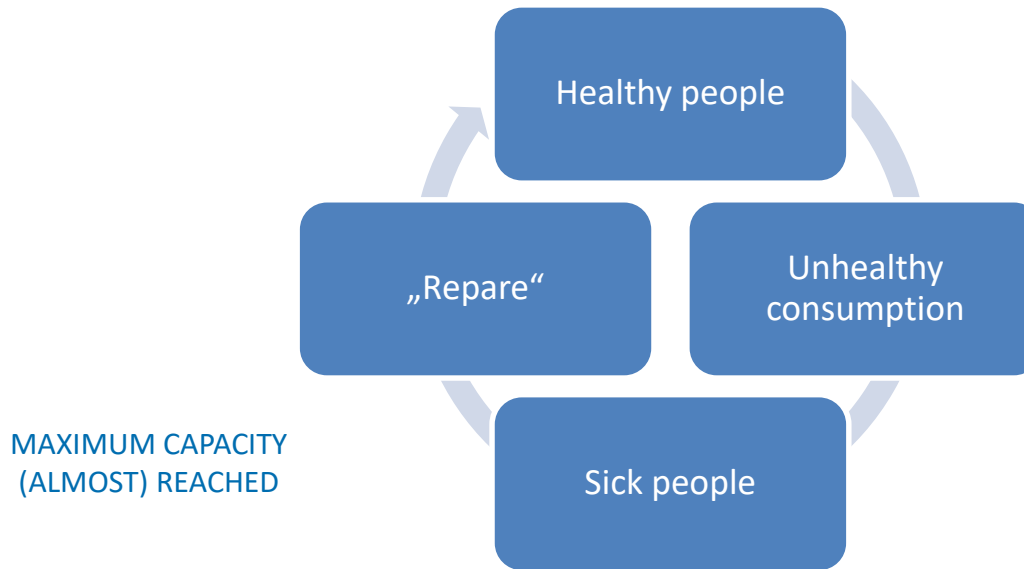


Source: *Determinants of Health* (www.goinvo.com)

Double helix in the crossborder region



Change to **prevention market** => (1) prevention; (2) market



This „Flywheel“ **needs a refresh for prevention**

=> prevention market as an ecosystem → Network 360° health + innovation · region

The success of innovations in the prevention market in cross-border regions

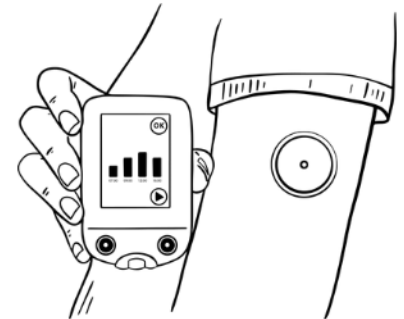
- There is a **double innovation in the cross-border regions**:
 1. people collaborate across the Member State borders
 - provokes people to change their attitude towards change
 2. the real border is the one between professions, institutions, sectors, etc.
 - more hindering than the geographic border
- **Proximity**: There are different ideas and approaches, but you can visit and interact with each other on a daily basis
 - easier to realise practical ideas

Significance of **technology innovations** for the secondary, personalised prevention market

- Technology can help every individual to adapt their lifestyle to their own organism in order to to live healthier
 - Example: provide citizens with **wearables** (e.g. CGM) and give individual guidance (biofeedback) to improve their lifestyle



→ **Guidance for better nutrition and more movement for every single person**



Goal

By creating a prevention ecosystem in the border region of the Netherlands, North Rhine-Westphalia and Lower Saxony, we aim to **improve people's quality of life** and **increase life expectancy**.

Our goal is to become an example for many other cross-border regions in Europe and motivate them to join us.



Every single healthy day counts!

Network 360° health + innovation · region



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THANK YOU VERY MUCH!

