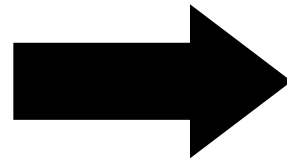


Game, Simulation and Health: Innovation and Industrialization within Medical Technology and eHealth

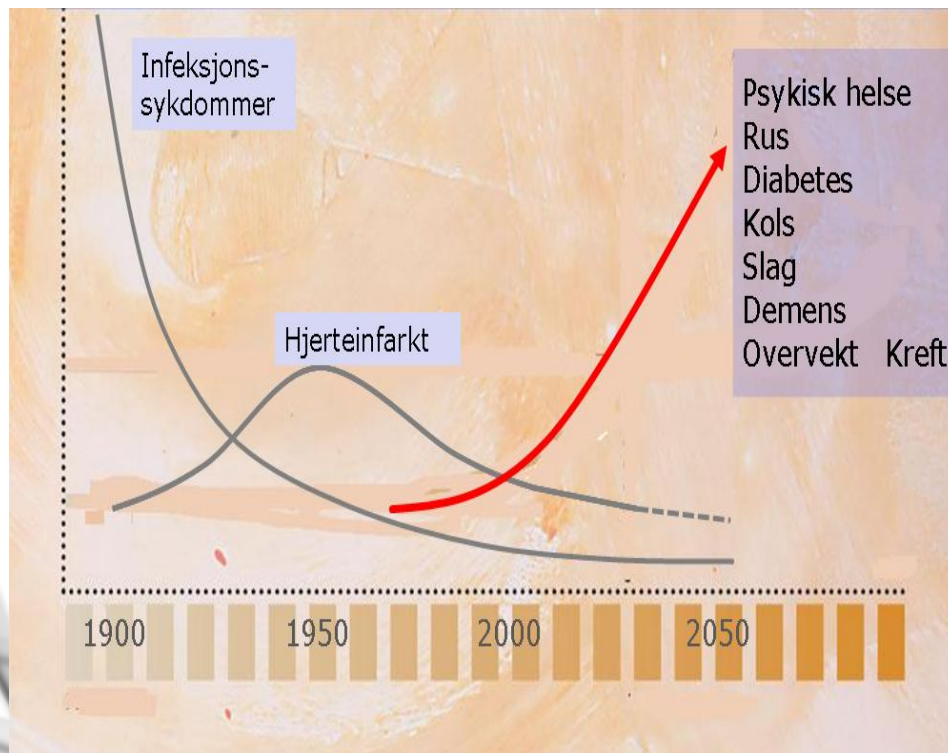
Kathrine Myhre, CEO Oslo Medtech, February 2012

Challenge: The demographic development and changes in diseases

2006



2050

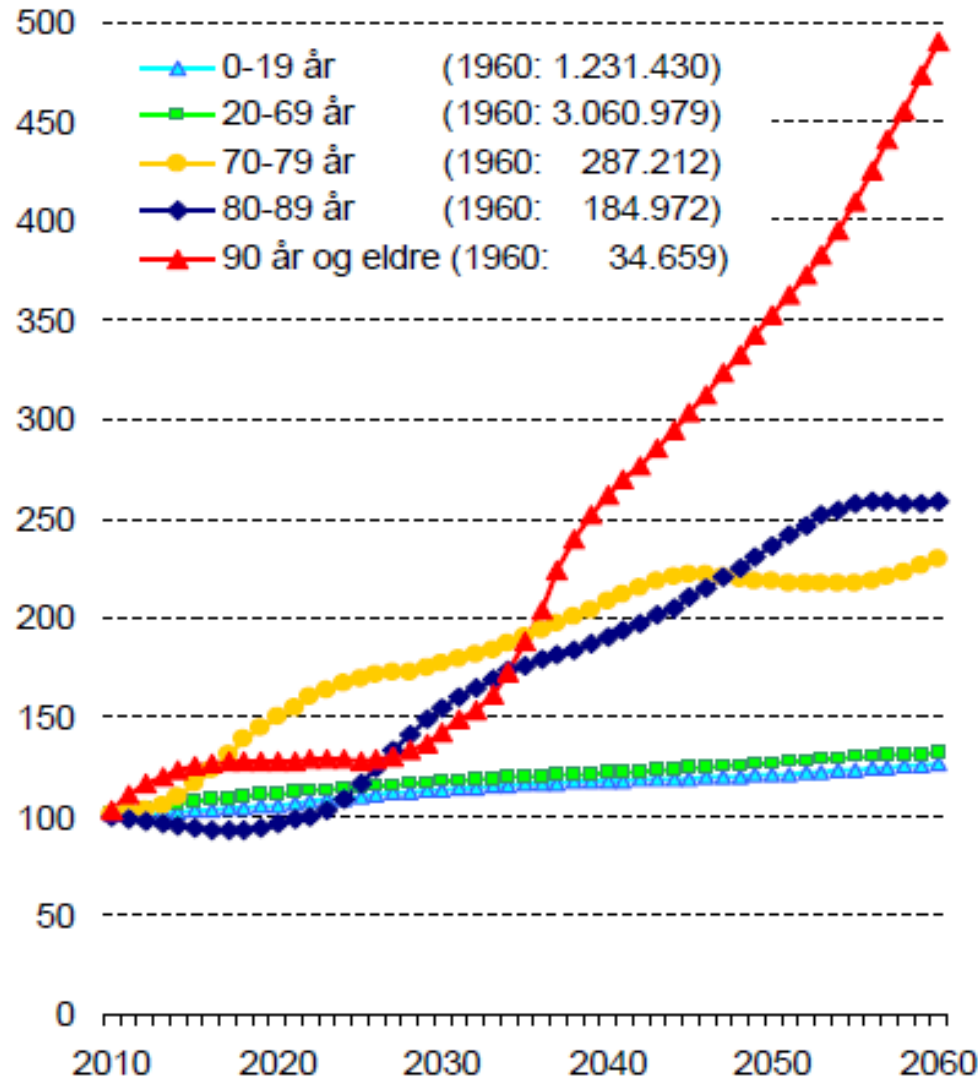


More elderly people in the world

- In 2006: 687 mill. 60+ (10 % of the worlds population)
- In 2050: 2 bill. 60+ (21 % of the worlds population)

Forventet befolkningsutvikling

Indekser 2009 = 100



Kilde: SSB (MMMM-alternativet)

Vi blir flere eldre

- ❖ De eldste eldre øker mest
 - ♦ økt behov for HO
- ❖ Befolkningen i arbeidsdyktig alder vokser ikke like mye

Less hands

- In Norway today; every 6th person in high school start working in the health care sector
- With same level and 'working methods' – there will in 2025 be need for every 4th student in high school in the health care sector
- and in 2035 – every 3rd student in high school need to choose health care as their profession and career..



A big need for Medtech and eHealth solutions in all parts of the health care system

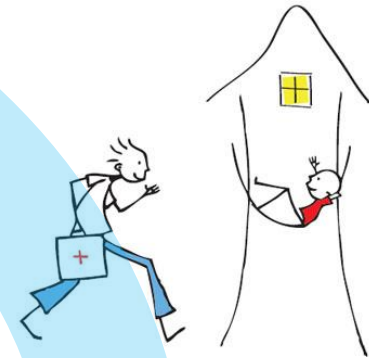
Ambulance



Hospital

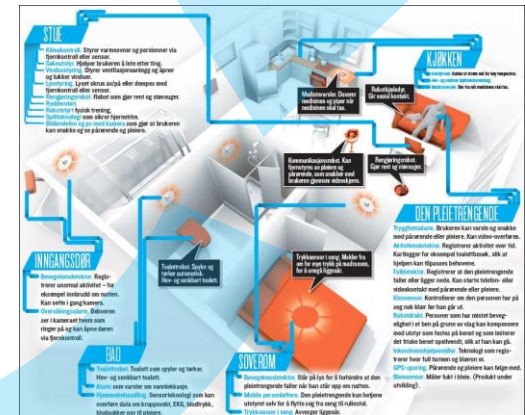
Patient information system and journal

Digital hospital -at home



Smart house for elderly

Doctors office



Health scenario 2010 -2030

Challenges

- Peoples diseases; diabetes, cancer etc
- Dramatic growth in elderly people
- Explosion in health budgets

Possibilities

- Great technology development
 - Diagnostics
 - Wireless patient
 - Personalized health
 - Gene technology, etc

Health sector in change

- Organization
- Strategy and methods
- Technology

Cooperation between companies, research and hospitals gives new technological solutions, products and services



Vision

- Oslo Medtech is a cluster, dedicated to accelerate the development of new medtech and ehealth products, services and solutions for the health care system and....
- to stimulate the development of a competitive Norwegian medtech and ehealth industry as a result of these interactions

Oslo **medtech** 



Focus areas

- Facilitate cooperation between applied research, the public health sector and industry
- Stimulate and facilitate market driven innovation processes and development projects
- Facilitate clinical trials and testing
- Help the companies professionalize and develop internationally oriented business plans and strategies
- Enhance the knowledge of International markets and help companies to reach the global market
- Attract development and investment capital

Hospitals R&D	Medtech companies	eHealth companies	TTOs, service-providers	Investors	Design & manufacturing
AHO - Arcitecture and Design	Axis Shield AS	Abilia AS	DRIV Inkubator	Bio-Medisinsk Innovasjon AS (BMI)	Creo Development AS
Akershus University Hospital	Bakteriefritt AS	Accenture	Gjøvik kunnskaps-park	Birk Ventures	DesignIT Oslo AS
Center for Entrepreneurship, UiO	Biomolex AS	Aluna AS	Haflan Resources	DnBNOR ASA	Hapro AS
Folkehelse-instituttet	Brusell Dental AS	Cisco	Hedmark Kunnsk.park	Oslo Innovation Center	Hotswap AB
Helse Sør-Øst RHF	Calpro AS	Computas AS	Inven2	IT Fornebu	ITP Group AS
Høyskolen i Oslo og Akershus (HIOA)	Cellcura AS	CsamHealth AS	Landmark AS	NeoMed Management	K8 Industridesign AS
Oslo University Hospital	Changetech	Dignio AS	Link Medical Research	Sarsia Seed	Kitron AS
OUS Medisinsk-Teknologisk Virksomhet	Diabeads AS	Fimreite AS	Nemko	Springfondet	OMNI AS
Simula Research Lab	dPCom AS	Forget-me-not AS	Norma CRO		Oslo D
SINTEF	GE Vingmed Ultras	Hewlett Packard	Teknologisk institutt		Propartner Defence
Sunnaas HF	Genetic Analysis AS	Hospitallty AS	Trial Form Support		Techni AS
The Interventional Center, OUS	Gentian AS	Imatis AS	Veritas		Tronrud Engineering
The University of Oslo Østfold Hospital	Invitrogen Dynal AS	Isentio	World Courier		
	Johnson & Johnson	Linus AS			
	Lærdal Medical AS	Lumex AS			
	Medistim ASA	Max Manus AS			
	Med-Storm Innovation AS	Microsoft Norge			
	Neorad AS	Moreto EDB			
	NorChip AS	NAF-Data AS			

110 medlemmer

	companies	companies	providers		manufacturing
	Ostomycure AS	Novelda AS			
	Otivio AS	Pattern Solutions AS			
	PCI Biotech AS	Redcord AS			
	Photocure ASA	Setred AS			
	Posicom AS	Smartbrain AS			
	PubGene AS	Tagarno Norge AS			
	Sim Surgery	Telenor Norge AS			
	Skannex AS	Telenor Objects			
	St. Jude Medical Norway	Triangel AS			
	Urological AS	Universal Doctor			
		Vestfold Audio AS			
		Viju AS			
		Volusence AS			
		WPR Medical			

Games, Simulation and Health in Oslo Medtech

- Seminar on Game technology and Health
25th May 2011
- Innovation project at Østfold Hospital:
Using games and simulation technology to build
a 3D training 'world' of the new hospital
2011 – 2014
- Oslo Medtech Game, Simulation and Health
Forum
Start: February/March 2012

Oslo Medtech Game, Simulation and Health Forum

- February 2012: Recruiting people the Project Group and Forum
- March: Strategy and plan for activities – addressing the potential in using games and simulation technology in health
- Workshops, seminars, innovation projects
- Egil Utheim, Mektron AS/Oslo Medtech Games and Health Forum



Want to be part of the Oslo Medtech Game, Simulation and Health Forum?

Give us your card before the end of the day – or send us an email!



Contact information

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www.oslomedtech.no

Oslo**medtech** 



GENERATING INNOVATION. FOR BETTER LIVING AND HEALTH