

SYSTEMATIC INNOVATION WITH MULTIPLE STAKEHOLDERS FROM DENMARK TO JAPAN

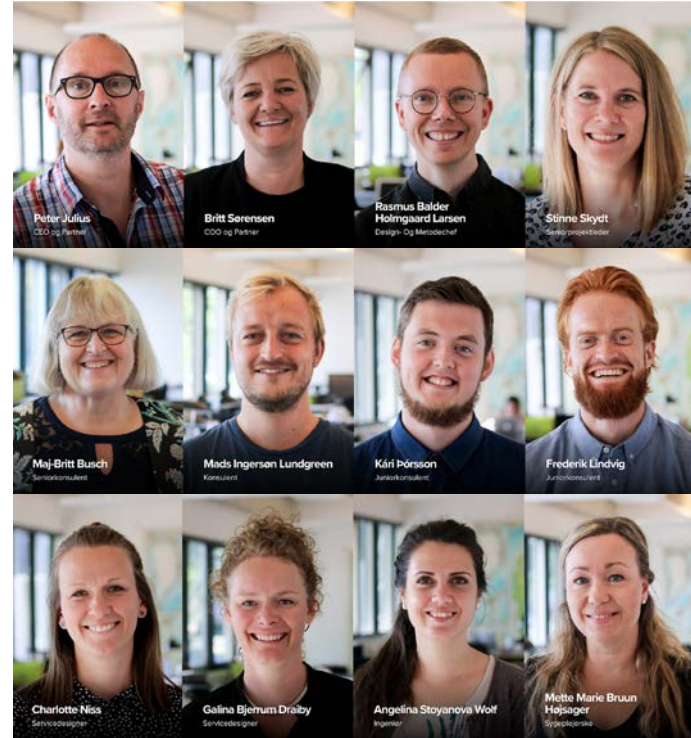
Cabinet Office Task Force
4th of February 2019

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How we work
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Room for new ways of working
with healthcare innovation
- 3. Value Delivery**
What do we offer to who?

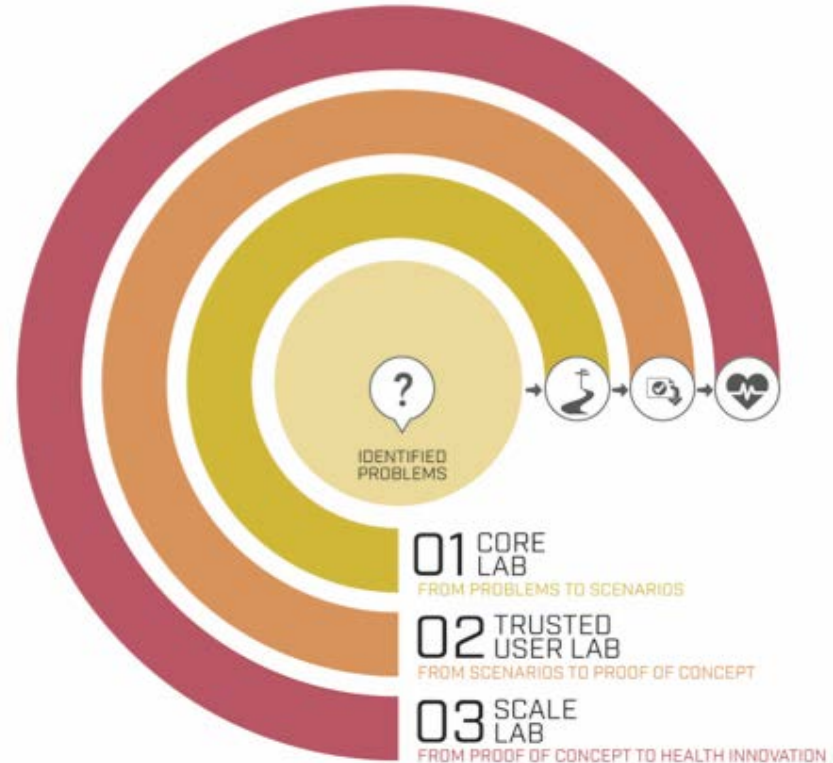
ABOUT

- Started in 2007.
- We work with healthcare innovation in public and private sectors.
- We deliver value by creating innovation infrastructure.
- We employ designers, nurses, engineers, philosophers and economists.



APPROACH

- Unique methodology developed in-house over 3 years.
 - a. Core lab.
Define problem
 - b. Trusted User Lab.
Test solution
 - c. Scale lab.
Scale to market



SPACES OF INNOVATION

1) We start in a safe space, where things get messy and there is room to fail.



SPACES OF INNOVATION

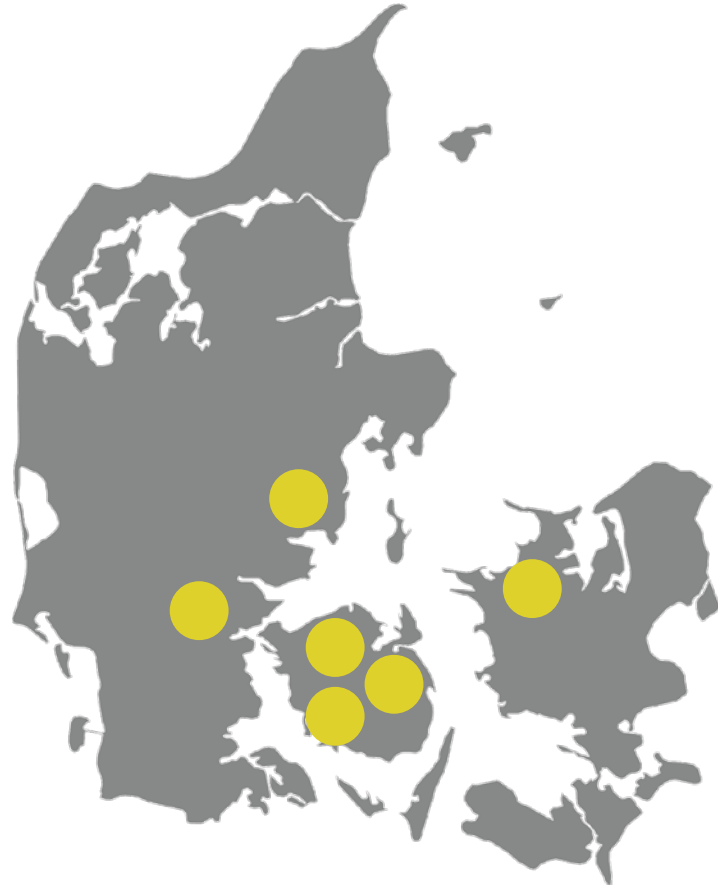
2) We move to a simulated environment.



SPACES OF INNOVATION

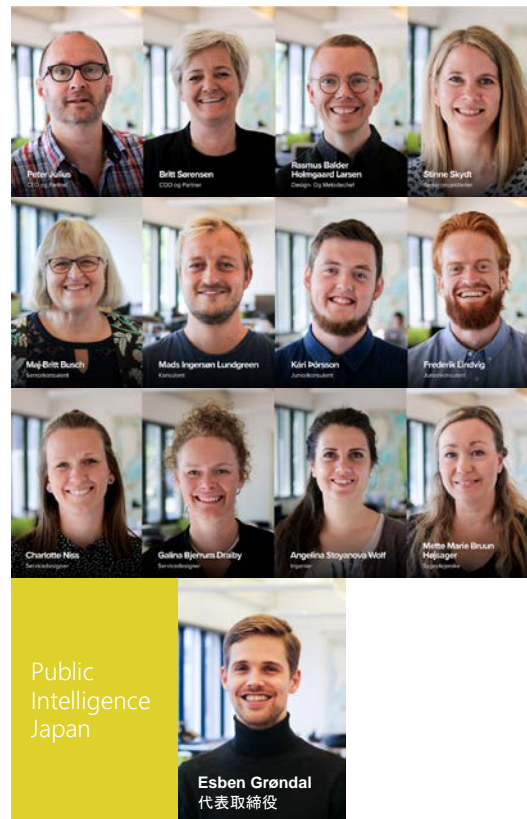
3) We move to a real world environment.

Through close collaboration with institutions and citizens, we offer a unique test environment - very fast, very scalable.



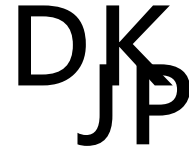
OPPORTUNITY IN JAPAN

- A lot of in-bound business from Japan.
- Subsidiary in Kobe in 2019.
- We chose Kobe because of healthcare focus and design focus.
- We start because we want to support and develop business from Japan.



OPPORTUNITY IN JAPAN

- Hard for companies to get to work with users.
- Weak link between developers and market/expert insight.
- Potential to work more systematically with design for business impact.



OFFERINGS FOR SMEs

- Quick, actionable insights to Japanese technology companies - the technology is there, but getting access to user and professional feedback is hard.
- We match organizational needs with new technology - companies want to expand to healthcare, but don't know where their product fits.
- Supporting market expansion and technology transfer - because Denmark and EU will face the same problems Japan is facing now.

OFFERINGS FOR ENTERPRISE / PUBLIC SECTOR

- Training of departments in Denmark and Japan.
- eHealth City strategy and business model in Japan.
- Strategy Sprints in Japan to develop innovation infrastructure.
- Mirrored living labs in Denmark and Japan for faster development cycle.

RESOURCES

Access an introduction to our systematic innovation methodology in English here:

<https://publicintelligence.dk/en/methods/>



Contact

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THANK YOU