

Health Care in Transition

A project in Research for Innovation
– the overarching strategic research programme of Halmstad University, supported by The Knowledge Foundation

KK-stiftelsen ><

Partners

Centre for Innovation, Entrepreneurship and Learning (CIEL) and Centre of Research on Welfare, Health and Sport (CVHI) at Halmstad University in collaboration with Varberg Health Ltd (Varbergshälsan). Håsten Health and Research Centre and Hjärthuset Ltd (Cardiovascular specialists) in Varberg are furthermore participating as specialist advising assistances.

Background

Occupational health care services are facing major challenges. One of the challenges is the large number of people expected to continue to work up in high ages and thereby need a good support from both employers and occupational health care in order to exploit their potential fully. Older employees often have a good idea themselves about their health and well-being. This requires a different innovative health care logic method, other than what traditional is offered in occupational health care services, in order to meet different customer situations.

Purpose and Research Questions

The purpose is to create a new customer value. By means of identifying, describing, analyzing and exploring opportunities for health care companies, and Varberg Health Ltd in particular, the aim is further to meet tomorrow's complex challenges within health care for future seniors.

We see an institutional inability in the current health care system, where the basic thought is missing for reformed actions – why?

Where are the occupational health care systems going?

What do our occupational health care system deliver?

One of our first thought was how a new customer value can be created. The project process pilotage concerning the project foundation is illustrated below:

Which way? Proactive health care, **yes**, but before the illness has occurred:

Thesis = Occupational proactive health care should generate a sound health and well-being and have positive effect on a manageable health-economy

For whom? For companies and their employees connected to Varberg Health Ltd = a new occupational health care customer value

Results so far

The ongoing inventory of product concept and customer preferences. It includes a survey of the area's development potential as well as a preliminarily mapping of the present business model and its connected systems.



Health in action

Publications

Lydell M, Hildingh C, Söderbom A, Ziegert K

Health promotion - future challenges in occupational health services. A mixed method approach

EPH Milan 2015

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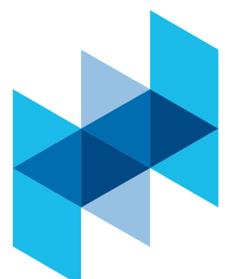
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