

PRESS RELEASE

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## **Accelerating innovation in healthcare through cooperation with public-private partners**

The Netherlands has a well regulated, solidarity-based care system, in which patient, payer and provider are treated as distinct and separate entities. While this is a major public good, it often creates extra complexity for the players (and new players) involved. In the Netherlands alone, 100 billion euros was spent on care and welfare in 2018. All of the entities involved, whether public or private, have a shared responsibility to deliver sustainable and affordable improvements in healthcare.

Innovation is the key to making healthcare future proof. In addition to the established entities, it is important that new startups and scale-ups develop new concepts in the areas of prevention, care delivery (the right care, in the right place, for the right price) and smarter technologies to support the shortage of healthcare staff.

This led the Amsterdam health & technology institute (ahti) and the founders of Startupbootcamp to set up a joint venture with various public and private partners. Together, they are launching an accelerator program for startups and scale-ups in the healthtech sector: **HealthInc**. Startupbootcamp will draw on its many years of experience in numerous successful accelerator programs. Ahti will bring its extensive know-how and expertise. It is also well placed to create a network, by establishing links between different entities in the healthcare sector. HealthInc will be joining forces with Amsterdam UMC, the City of Amsterdam, the Ministry of Health, Welfare and Sport, Sanquin and Unit4 Cura BV.

The first phase of this three-year program will involve scouting startups and scale-ups from all over Europe. From January 2020, a selection of the 10 very best startups will start the accelerator program in Amsterdam. HealthInc connects startups and scale-ups with a network of professionals from the health and business sectors. This provides a basis for the further development of innovations, enabling participants to bring a validated product to the market. Further details about the program can be found at [www.healthinc.io](http://www.healthinc.io).

[Lee Greene](#) will be leading the HealthInc program. "The cooperation between ahti and the founders of Startupbootcamp will give a major boost to the health landscape. It will enable us to introduce startups and scale-ups from the Netherlands and elsewhere to the market. Innovation impacts the ecosystem, triggering the creation of new cooperative ventures and attracting new capital. In this way, we will encourage knowledge sharing between the private and public sectors, an essential precondition to the achievement of sustainable changes."

[Laurens van Hoorn](#), ahti's Managing Director says, "We are happy to be launching yet another HealthInc program, with the founders of Startupbootcamp as Joint Venture Partners. This will take the accelerator program to the next level. The involvement of Amsterdam UMC, the City of Amsterdam, the Ministry of Health, Welfare and Sport, Sanquin and Unit4 Cura BV in HealthInc is a very important part of this! Together, we will be creating added value for the startups and scale-ups involved, to help them bring innovations to the healthcare market."

[Ruud Hendriks](#), co-founder of Startupbootcamp, adds, "For many years, Startupbootcamp has been convinced that our format could be very effective in the healthcare industry too. It's great that we now have a chance to prove this, together with ahti and our partners."

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### **About Startupbootcamp**

Startupbootcamp is a global family of industry-focused programs, founded in 2010. We support early-stage tech founders to rapidly scale their companies by providing direct access to an international network of the most relevant mentors, partners, and investors in their industry. As each program focuses on an industry, we're able to provide an unmatched level of support to the startups selected into our programs. [www.startupbootcamp.org](http://www.startupbootcamp.org)

### **Noot voor de redactie**

Voor meer informatie over dit persbericht kunt u contact opnemen met Mawgosia Bos; [m.bos@ahti.nl](mailto:m.bos@ahti.nl) / 0621502414

**About ahti**

The Amsterdam health & technology institute (ahti) was founded in 2014, kickstarted by the City of Amsterdam to accelerate innovation and entrepreneurship in the field of Life Sciences & Health. The institute sparks innovation to achieve a better quality of care, to promote healthy lifestyles, to boost patient satisfaction, and to deliver greater cost-efficiency. We do this in partnership with healthcare providers, healthcare institutions, business, government bodies, and the scientific community. [www.ahti.nl](http://www.ahti.nl)

**About Sanquin**

Sanquin is responsible for safe and efficient blood supply in the Netherlands on a not-for-profit basis. Sanquin also develops and produces pharmaceutical products, conducts high-quality scientific research, and develops and performs a multitude of diagnostic services. [www.sanquin.org](http://www.sanquin.org)

**About Unit4 Cura BV**

Unit4 is a leading provider of enterprise applications empowering people in service organisations. Organisations from sectors including professional services, education, public services, not-for-profit, real estate, and financial services benefit from Unit4 solutions. Unit4 is in business for people. [www.unit4.nl](http://www.unit4.nl)