



university of  
groningen

faculty of economics  
and business

# Centre of Expertise Healthwise

## futureproof



**Evidence-based policy and  
practice in healthcare**

Jochen Mierau, Associate Professor, Department of Economics, Econometrics and Finance  
Gerdien Regts, Postdoc Researcher / Coordinator of Healthwise  
Koert van Ittersum, Professor of Marketing and Consumer Well-Being

# How can we help you?

## Multidisciplinary tailor-made knowledge

Our healthcare system is facing huge challenges, one of which is finding a way to ensure that healthcare remains affordable. The idea of enhancing the roles of citizens, clients or patients in taking responsibility for their own health is also steadily gaining ground. This corresponds with the new, broader definition of health: 'the ability to adapt and to self-manage in the face of physical, emotional and social challenges'. Improving cooperation between the many different healthcare providers, and between the healthcare system and the social domain, is becoming a matter of great urgency. Changing societal needs and regulatory and financial frameworks have forced us to rethink our ideas about health and healthcare.

The Centre of Expertise Healthwise links academic expertise to questions from the field by arranging multidisciplinary research to support the healthcare sector. The knowledge, models and methods we use come from a range of disciplines, including human resource management, operations management, innovation and change management, ICT and management of information systems, marketing, consumer psychology and health economics.

Healthwise comprises a large number of internationally acclaimed researchers, who can help you analyse the solutions and strategies that will benefit your organisation. Together, we search for evidence-based answers to questions such as:

- How to achieve optimum cohesion between care processes within an organisation or a network of organisations?
- How to fund and organise transitions and innovations in the care sector?
- How to ensure that the right care is available at the right time in the right place?
- What is the best way for the business sector to encourage healthy behaviour among staff and customers?
- What is the cost-effectiveness of evidence-based treatments and interventions?
- How to compare the performance of care providers in order to improve healthcare purchasing?

“Healthwise unites different perspectives”

“Healthwise is interdisciplinary, and therefore able to bring different perspectives together. In other words, Healthwise is immune to tunnel vision, avoids overlap and creates synergy between complementary professional, academic research and knowledge fields. An example that deserves to be followed!”

**Erik Buskens**  
Professor of Medical Technology  
Assessment, Universitair Medisch  
Centrum Groningen

**Synergy**





“Healthwise helps us explore innovations in terms of costs”

## Themes



### Healthcare Management

Healthcare Management focuses on improving performance in the healthcare sector. Topics include quality and safety, patient logistics, implementing innovations (e.g. e-Health) and integrated care collaboration.



### Health Economics

In Health Economics, research focuses on topics such as the interaction between the health of individuals and their social and economic environment, comparisons of outcomes and costs of care providers, economic evaluations of care interventions, and measuring the wellbeing of citizens, clients and staff.



### Business and Health

Research in the Business and Health theme focuses on the factors that affect people's health choices in their normal everyday lives. Topics include the role and responsibility of the business sector in stimulating healthy behaviour, influencing techniques and consumer behaviour, and the ethical aspects of healthy behaviour and technological applications.

## Our expertise

Healthwise supports organisations by passing on and sharing knowledge, designing and conducting joint research and participating in relevant projects. Our applied research ties in with the latest developments and issues in society, and focuses on translating fundamental knowledge into healthcare practice both now and in the future.

### Tailor-made research

Experienced researchers and students work closely with various organisations in the healthcare sector to conduct tailor-made research, driven by demand from society and healthcare practitioners. We can help you to instigate research based on your specific questions or link in with ongoing research projects and initiatives.

Specific information about ongoing and past projects is available on the Healthwise website.



[www.rug.nl/healthwise](http://www.rug.nl/healthwise)

# innovation

“Care providers are paid per service delivered, which does not exactly encourage them to ‘do less’. A fixed ‘population payment’, checked against specific health results, might help to shift the focus to prevention. Healthwise helps us to explore such financial innovations. The added value? Innovations require input and involvement from many

different parties. Healthwise is familiar with our region. They work alongside a wide range of care providers and make the right connections.”

**Marcel Kuin**  
CEO Treant Zorggroep

## and services

### **Executive course in ‘Health Economics and Healthcare Management’**

The current changes in the healthcare system place high demands on healthcare organisations. A new form of leadership from professionals is needed. Healthwise has developed a ten-day course to help participants face the challenges of ‘new leadership’ in the dynamic healthcare environment.

Experts from the Faculty of Economics and Business of the University of Groningen and the University Medical Center Groningen (UMCG) provide participants with thorough academic knowledge of the economic and business aspects of the care environment. In addition, with the help of coaches, participants work on the development of personal leadership skills. A learn-and-develop program for current and future leaders.

### **Events**

Healthwise organises a range of events every year. The spring symposium, organised together with the UMCG, and the annual Healthwise conference are recurring events on our calendar. During the year, we also organise various seminars and workshops.

“Better equipped to face the challenges”

“For years, the Faculty of Economics and Business of the University of Groningen has been renowned for its research on the economics and organisation of healthcare. The executive course in Health Economics and Healthcare Management equips participants with innovative tools to help them cope with the challenges they face.”

**Albert Boonstra**  
Vice Dean of the Faculty of Economics and Business,  
Professor of Information Management

# Collaboration

Healthwise collaborates with many partners. We use evidence-based knowledge and academic research to identify problems, formulate answers and integrate innovative solutions into regular care practice.

## Our partners include:

- Accare
- De Friesland Zorgverzekeraar
- Gemeente Groningen
- HANNN
- Hanzehogeschool Centre of Expertise Healthy Ageing
- Lentis
- Martini Ziekenhuis
- Medisch Centrum Leeuwarden
- Menzis
- Noorderbreedte
- Treant Zorggroep
- Universitair Medisch Centrum Groningen
- Zorg Innovatie Forum

## Contact

### Information

Are you interested in how we can collaborate? From small to large-scale research, on a structural or an occasional basis? We look forward to analysing your situation and finding a tailor-made solution that meets your needs and requirements.

### General information

Director: Prof.dr.ir. Kees Ahaus  
Coordinator: Dr. Gerdien Regts  
Telephone: +31 (0)50 363 3459/9090  
E-mail: Healthwise@rug.nl

### Centre of Expertise Healthwise

University of Groningen  
Faculty of Economics and Business  
Postbus 800  
9700 AV Groningen



individual

“Personalised affordable care is my ultimate dream”

“The new approach to the concept of health has prompted positive changes that revolve around the resilience of the individual. Health is an essential condition for leading a meaningful life. People who need care expect a personalised answer from a team of care providers who work together as one. Efficient, modular healthcare, the intelligent use of resources and a supportive context will keep our healthcare affordable and help to ensure that every individual takes responsibility for his or her own health. As partners, we are helping to safeguard the future of healthcare by conducting joint research and sharing our knowledge.”

**Kees Ahaus**  
**Managing Director Healthwise,**  
**Professor of Healthcare Management**



# Faculty of Economics and Business



The Faculty of Economics and Business (FEB) offers a wide range of Bachelor's, Master's and PhD degree programmes. Our staff and students work closely together on innovative research projects, often at an international level. Students acquire the knowledge they need to excel in their field, and skills that will prove crucial in the internationally oriented organisations of the future. Our faculty is part of the University of Groningen, a dynamic academic environment founded in 1614, famous for its rich tradition of research.

## Our centres of expertise

Developing and applying knowledge is something you do as a team, which is why FEB is keen to work with companies, local government and other organisations. Collaboration means that our partners benefit from our academic knowledge and we benefit from their practical expertise. For an overview of collaboration opportunities with FEB, please refer to [www.rug.nl/febforbusiness](http://www.rug.nl/febforbusiness).

FEB has eleven centres of expertise, in which clusters of researchers focus on a specific topic. You can ask the relevant expertise centre to carry out research into an issue specific to your organisation or you can participate in one of our ongoing research projects. Working with one or more of our centres of expertise also gives you access to recent research, courses and conferences.

## These are our centres of expertise:

- CIBIF: Centre for International Banking, Insurance and Finance
- CEER: Centre for Energy Economics Research
- CIC: Customer Insights Centre
- COELO: Centre for Research on Local Government Economics
- COPE: Centre for Operational Excellence
- GGDC: Groningen Growth and Development Centre
- Healthwise
- HRM&OB: Centre for Human Resource Management and Organisational Behaviour
- iGOR: Institute for Governance and Organisational Responsibility
- In the LEAD
- VinCI: Value in Collaborative Innovation



[www.rug.nl/healthwise](http://www.rug.nl/healthwise)



Centre of Expertise Healthwise



HealthwiseRUG

## Our FEB alumni and researchers

**Dr. Wim Duisenberg** † *First President of the European Central Bank* **Annemiek Fentener van Vlissingen MSc.** *President-Commissioner of SHV Holdings* **Prof. Klaas Knot** *President of De Nederlandsche Bank* **Prof. Peter Leeflang** *Frank M. Bass Professor in Marketing* **Prof. Angus Maddison** † *Emeritus Professor in Economic Sociology* **Paul Polman MSc.** *CEO of Unilever* **Jeroen Smit MSc.** *Professor, journalist and author* **Ernest Yonli PhD** *Ambassador to the US, former Prime Minister of Burkina Faso*