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# 1989... reshaping public (health)



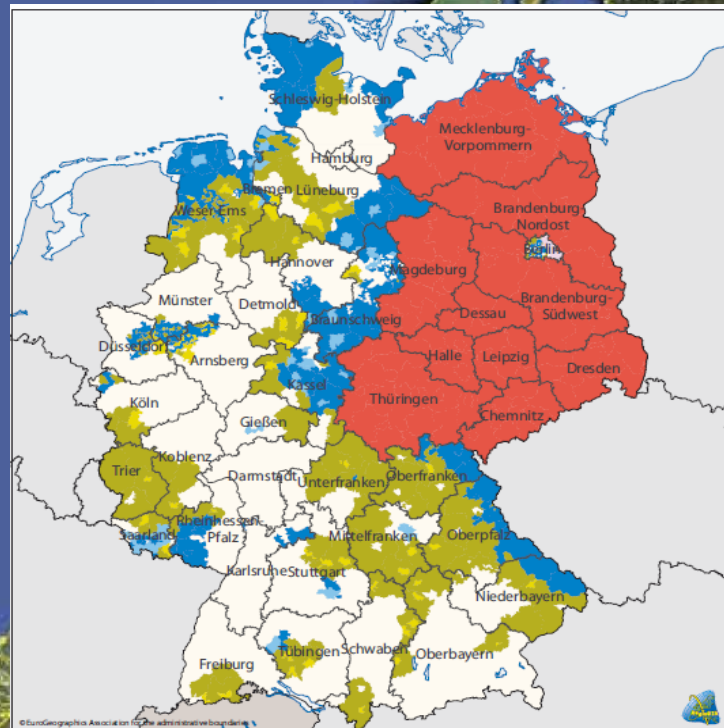
2000-2006:  
regional development

increasing  
• unemployment  
• migration into (Western) cities

by...  
health investments

#1 best actions & lessons learned  
#2 perspectives

# Eligible regions 2000-2006



## Objective 1

- Objective 1
- Phasing-out (till 31/12/2005)
- Phasing-out (till 31/12/2006)
- Special programme

## Objective 2

- Objective 2
- Objective 2 (partly)
- Phasing-out (till 31/12/2005)
- Phasing-out (Partly) (till 31/12/2005)

0 250 Km

# Eligible regions 2007-2013



## Objective

- Convergence Regions
- Phasing-out Regions
- Phasing-in Regions
- Competitiveness and Employment Regions

0 250 Km

# Convergence and Competitiveness Objectives 2007-13



## Objective

- Convergence Regions
- Phasing-out Regions
- Phasing-in Regions
- Competitiveness and Employment Regions

## EU27

### convergence regions

84 regions in 18 member states

154 M people

GDP p.c. < 75 % average EU15 2000-2

e.g., Brandenburg-Northeast

### phasing-out regions

+ 12 new member states:

statistical upgrading of former convergence regions

e.g., Brandenburg-Southwest

### phasing-in regions

2000-6: GDP < 75 % average EU15 2000-2

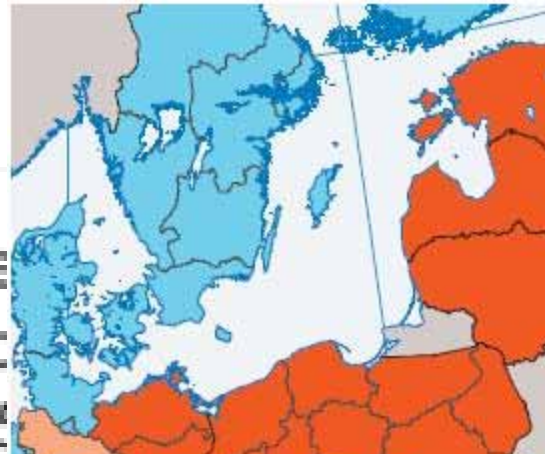
2007-13: GDP > 75 % average EU15 2000-2

### competitiveness and employment regions

all other (non-convergence) regions,

e.g., all Western federal states in Germany

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EU-25

EU-15

2000-06

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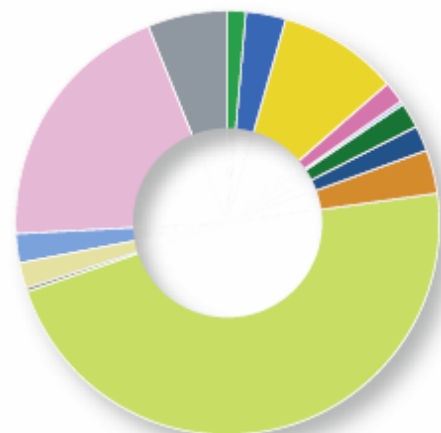
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<http://ef.mlsp.government.bg>





### European Regional Development Fund 2007-13

Culture	1.6%
Energy	3.0%
Environmental protection and risk prevention	9.1%
Improving access to employment and sustainability	1.8%
Improving human capital	0.3%
Improving the social inclusion of less-favoured persons	0.0%
Increasing the adaptability of workers and firms, enterprises and entrepreneurs	1.8%
Information society	2.1%
Investment in social infrastructure	3.3%
Mobilisation for reforms in the fields of employment and inclusion	0.0%
Research and technological development (R&TD), innovation and entrepreneurship	46.9%
Strengthening institutional capacity at national, regional and local level	0.1%
Technical assistance	2.1%
Tourism	2.2%
Transport	19.6%
Urban and rural regeneration	6.1%



# Brandenburg convergence region:

GNP € 18,000-22,000/yr/c

Fontanestadt Neuruppin  
32,505

Identifying  
features:

thereof employed in the  
public health sector: 18%



# ...best actions

by  
regional building &  
construction industry

regional  
transport economics

recuperation of people

...no ideological blinkers  
after the fall of

the Iron Curtain (Die Wende)  
as well

new & newly equipped  
ambulances

# ...best actions

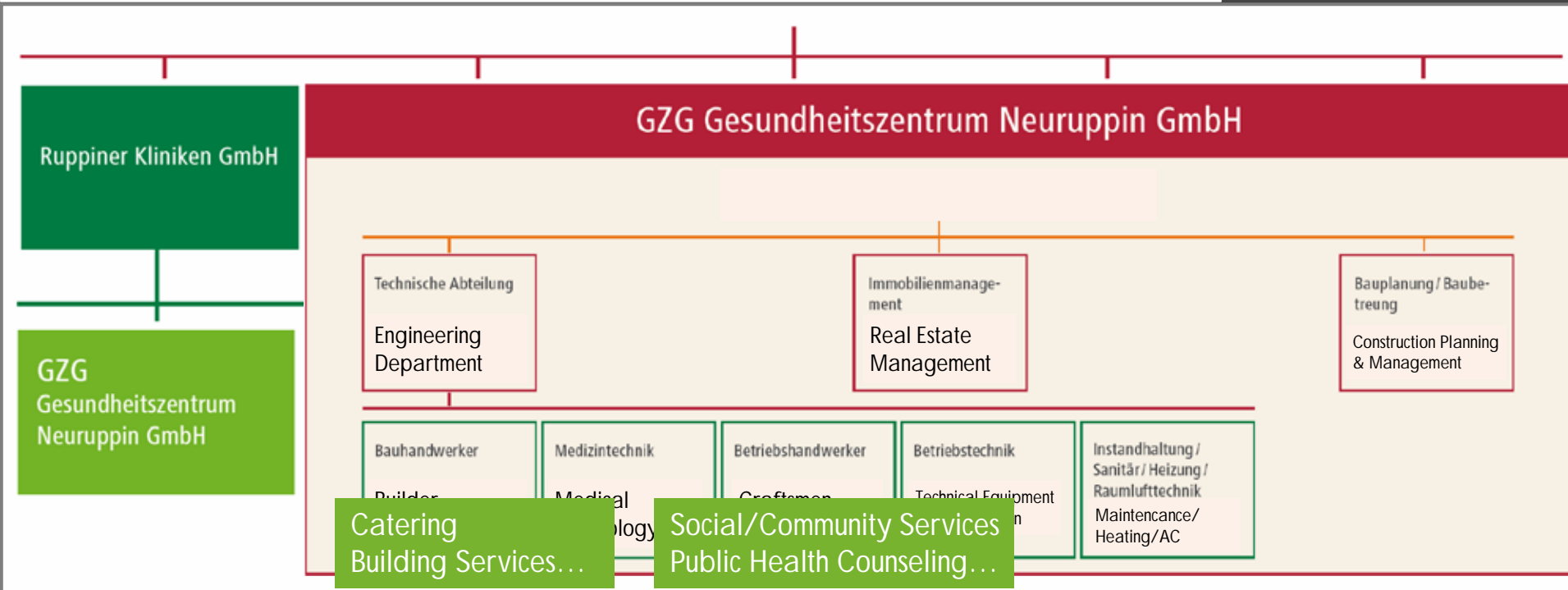
examples illustrating:

repair of the hospitals' basic structure

...the hospital itself sets up:  
an own construction company (all jobs)  
an own heat and power plant

...OPCO for the regional emergency ambulances  
...newly organized ER

# ...foundation: PRO Klinik Holding GmbH



# PRO Klinik Holding GmbH

```
graph TD; A[PRO Klinik Holding GmbH] --- B[Ruppiner Kliniken GmbH];
```

Ruppiner Kliniken GmbH

# ...lessons learned

party politics

closure of previous state-run polyclinics in favor of single physicians' offices

prestigious projects

preferably investing in medical technology of the big hospitals...

armchair decisions

neglecting accessibility & dissemination

party politics

closure of previous  
state-run polyclinics  
in favor of single  
physicians' offices

...lessons learned

before 1989 (GDR)	state-run polyclinics
1989-...	preferential treatment of single physicians' offices (fiscally, accreditation)
	increasing waiting times, new gateway problems
2004-...	old wine in new skins: MVZ (ambulatory health centre)





...lessons learned

armchair  
decisions

neglecting  
accessibility &  
dissemination



...best actions

by  
regional building &  
construction industry

regional  
transport economics

recuperation of people

...lessons  
learned

thereby beware of  
old boys' network

...urgent need for an independent  
surveillance authority  
when commissioning

...best actions

...lessons  
learned

try to involve & to pick  
up as many as possible

including but not limited to:  
...permanently unemployed  
...ill-educated

recuperation of people

...best actions

...lessons  
learned

...integrating regional investments  
into a masterplan  
(for the state, the province...)  
continuously concerted not with  
regional politicians & businessmen  
but with the real doers

# Strategic Fields of Action

# Masterplan

Strategische Handlungsfelder	8
1. Gesundheitswissenschaften als Grundlage und Motor der Entwicklung	8
2. Lehre, Ausbildung, Fortbildung	11
3. Transparenz und Steuerung	15
4. Marke, Messen, Kongresse	18
5. „Biotechnologie und Biomedizin“	21
6. „Medizintechnik“ und „Telemedizin“	24
7. Angebote und Dienste für ältere Menschen einschließlich Pflege	26
8. Modernisierung und Optimierung der Gesundheitsversorgung	31
9. Prävention, Gesundheitsförderung, Rehabilitation und Ernährung	35
10. Verlängerung und Stärkung der Wertschöpfungsketten	40
11. Gesundheitsstandorte und Entwicklung	43
12. „Export von Gesundheit“ und „Gesundheitstourismus“	47

Länder Berlin und  
Brandenburg

26.10.2007

integrating  
the master  
plan in  
investments  
at regional  
and local  
level

illustrating examples:

è close to home  
medicine

è close to home  
learning

Passing  
down the  
structural  
funds is  
different in  
the various  
countries

**ZAB**  
ZukunftsAgentur  
Brandenburg

MIT 7 UNIVERSITÄTEN, 21 HOCH- UND  
FACHHOCHSCHULEN SOWIE MEHR ALS 100  
PRIVATEN UND ÖFFENTLICHEN INSTITUTEN  
UND ENTWICKLUNGSSTÄTTEN NEHMEN WIR  
EINEN SPITZENPLATZ IN DEUTSCHLAND EIN.

A photograph showing several petri dishes containing green, fuzzy biological cultures, likely mold or yeast, arranged on a white surface. The focus is on the cultures, with some dishes in the foreground and others slightly blurred in the background.

decreasing amount  
of advanced off-  
the-job training

students'  
proportion below  
average

predominance of  
established  
teaching & learning



B

human resources'  
upgrading

2

development of infrastructures based  
on innovations, technologies, and  
education

2000-2006:  
18 INNOPUNKT  
campaigns,  
101 pilot projects

...Basics:

Focal points of support  
identified & defined in dialogue

Contest of ideas  
call for concepts with an innovative  
approach

Choice of the projects  
according to quality

Comprehensive themes:  
e.g., gender mainstreaming,  
networking, public relations



# ERDF 2007-2013 focusing on...

1

investments and innovation processes at operational level

2

development of infrastructures based on innovations, technologies, and education

3

business-friendly, touristic, and education-oriented

4

environment and urban development

Schwerpunkt 1

660 Mio. EUR

Schwerpunkt 2

256 Mio. EUR

Schwerpunkt 3

330 Mio. EUR

Schwerpunkt 4

223 Mio. EUR

Schwerpunkt "Technische Hilfe"

30 Mio. EUR

ESF:  
2007-2013 OP's  
4 'priority axes'

A

flexibility/competitiveness  
of employees

B

human resources'  
upgrading

C

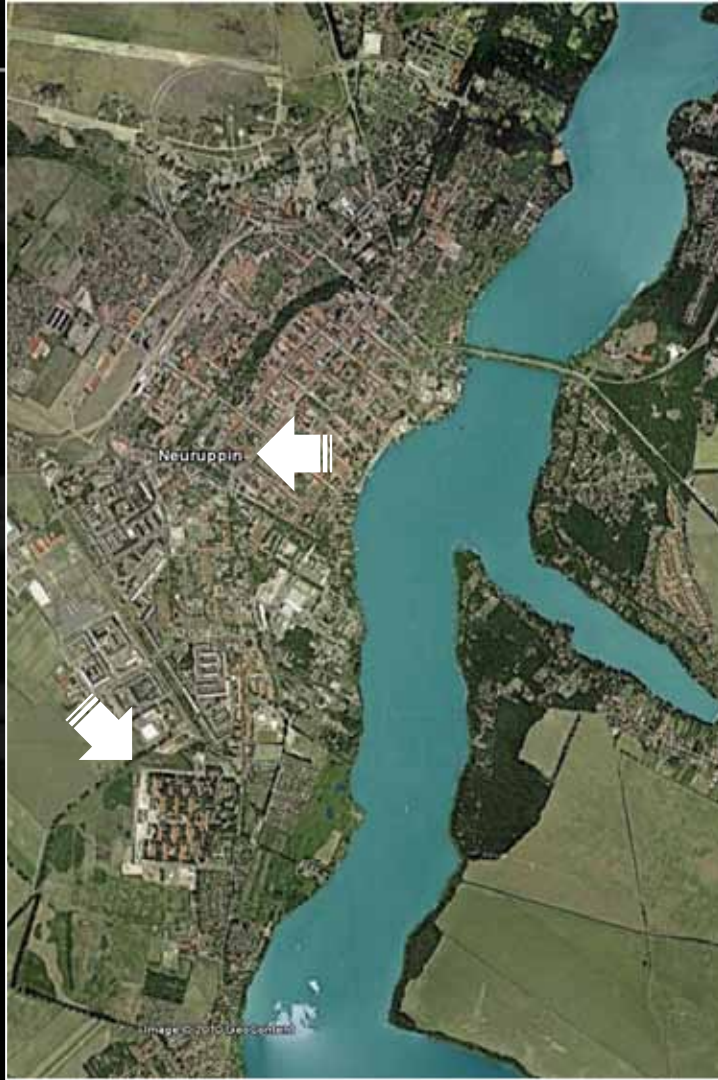
access to employment  
and social reintegration

D

transnational measures

regional  
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regional  
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oller

research done & trials  
run...



to set up funding applications

TRIAL

1



TRIAL

2



TRIAL

3

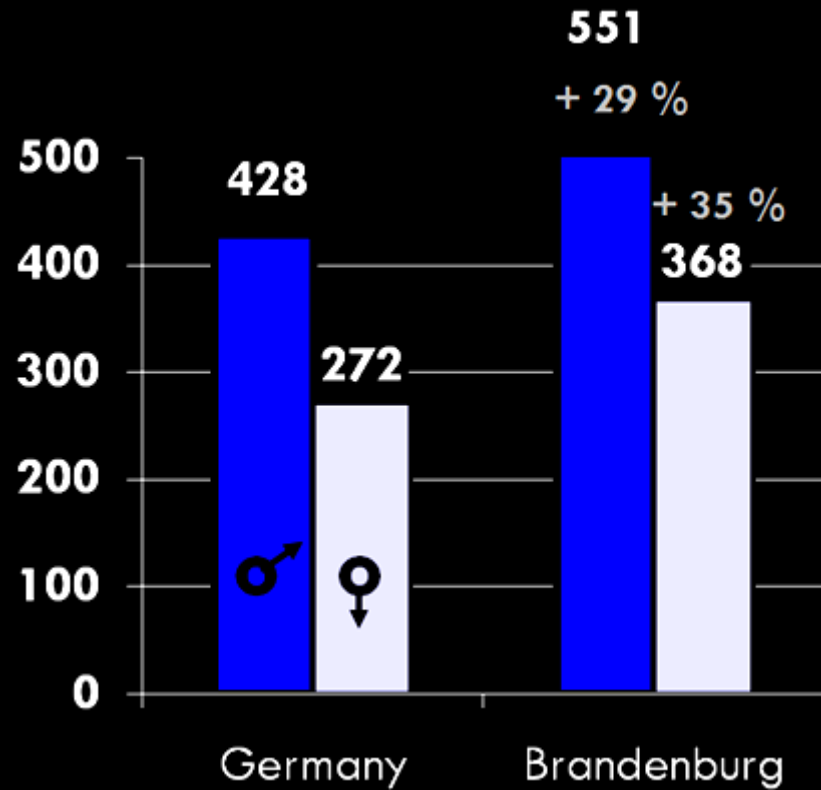


## Regional Cardiovascular Mortality in Germany



Dt Ärzteblatt 1999;96:A483-488

## coronary careers: 2001-06



# Patients' Ways

expanding the view on medical care:  
to regional development

• through all stations of a health care system  
• follow-up  $\geq 1$  yr (N=1.016, 2001 ff.)

TRIAL  
2

Which variables affect expense and outcome in coronary heart disease?

## Der geschützte Lebensweg

Technische und organisatorische Vernetzungsstrukturen  
für kardiologische Prozesse an den Ruppiner Kliniken

Eine Machbarkeitsstudie im Auftrag der  
Ruppiner Kliniken GmbH

## The Sheltered Way

Technical and organisational network structures  
for cardiological processes

## A Feasibility Study

by order of Ruppiner Kliniken GmbH  
K.J.G. Schmailzl

## Der geschützte Lebensweg

Technische und organisatorische Vernetzungsstrukturen  
für kardiologische Prozesse an den Ruppiner Kliniken

Eine Machbarkeitsstudie im Auftrag der  
Ruppiner Kliniken GmbH

such as...

Which variables are best suited  
for telemonitoring  
in the cardiac patient at risk?



what's done:



# Key Messages

1

avoid ideologically instead of socially inspired investments

2

avoid (just) prestigious projects

3

encourage networking of (all) regional stakeholders

4

beware of old boys' network

5

identify focal points of support in dialogue

6

seek to reach synergy between ERDF and ESF



2007-2013:

between the Possible and the Imaginary

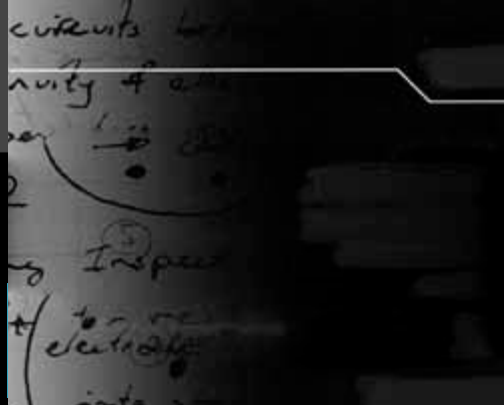
Brandenburg

(sharing structural similarities with the new member states)

in some aspects

a laboratory for health investments

as means for regional policy



Ruppiner Kliniken GmbH, Medizinische Klinik A,  
Fontanestadt Neuruppin, Brandenburg, Germany

