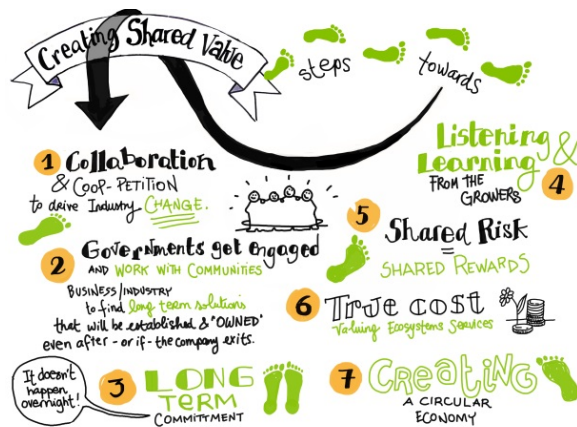


# The importance of cooperation: when profit and social-profit come together



The healthcare of today is facing a vast number of challenges. Therefore to get innovative insights and ideas, it is important that we not only look within our own organization for solutions but also collaborate with actors from different backgrounds and with different capabilities. Each actor can consequently expand his own profile and strengths. Thus, multidisciplinary cooperation creates added value for everyone in healthcare.

During our interactive session, we want to respond to this trend. High-end innovators explain which methods they use to build bridges

between profit and social-profit, between the technological possibilities and the changing needs in healthcare. Next, we explore new ways to optimize cross-bordering cooperation and offer food for thought and action. In the end, each participant will have all the necessary tips and tricks to successfully start their own partnership.

## Agenda

9u00 – 9u05	Welcome Sofie Staelraeve (Voka HC)
9u05 – 9u30	Best practices for cooperation within the care sector <ul style="list-style-type: none"> <li>* Peter Van Acker - Strokecoach</li> <li>* Jan Smolders – Cycling through your past</li> <li>* Laurence Claeys – Otuso</li> <li>* Candy Kumps en Bjorn Keymeulen – Smart diaper</li> <li>* Conchita Hofstede – Serious Games for elderly people</li> </ul>
9u30 – 10u15	Interactive session: what are good/bad arguments for cooperation between profit and social-profit
10u15 – 10u30	Lessons learned and how to apply these within one's own organization/structure/project