

## Engaging the Danish public in how technology can improve our health and healthcare system



ATV Life Science Technology (LST)

DK35 contacts:

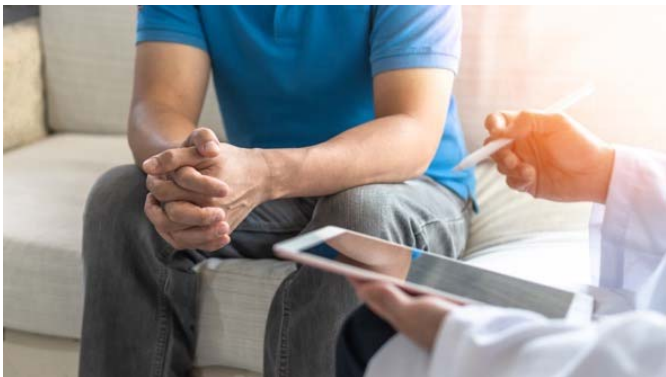
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## Vision

**Danish healthcare is the world's best**



## Mission

**We keep you healthy – by changing from "repair system" to prevention**

# DK35: Vision, mission, strategy

ATV

## DK35 is a “Mission”

### Strategy:

- Communicate to the Danish public for creating a solid, evidence-based understanding of how we can create “world’s best Healthcare system” in DK.
- Collecting existing evidence.
- Creating a broad engagement by national and international collaborations
- Spinning off further science and healthcare projects ...

### Missioner

*Konkrete effektresultater for et bestemt område eller kontekst, som er:*

*Ambitiøse, inspirerende og bredt relevante for samfundet*

*Klart rammesatte: målrettede, målbare og tidsbegrænsede\**



# In DK35, we will engage the Danish public in how technology can improve our health and healthcare system



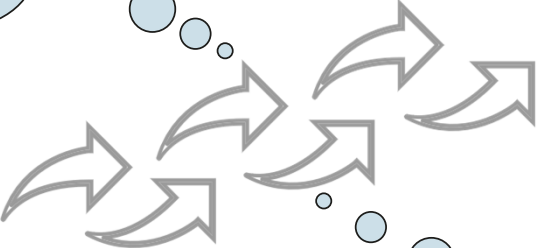
Our approach will be to address 1) **the situation today**, 2) how we **imagine 2035** could look like, and 3) the **changes required** towards 2035

## Phase I (2024)

**Imagine 2035**

- A healthier Danish population
- Use of technology is widespread and benefits citizens, caregivers, and healthcare professionals alike
- Most years at good health and lowest burden of disease
- "More for less" and best efficiency

*Changes are required, which...*



## Phase I (2024)

**The situation today**

- Changing demographics and increase in life-style and chronic diseases
- Surging healthcare costs and difficult prioritizations ahead
- Lack of qualified workforce
- Unused technological opportunities

*... we want to analyse, discuss and communicate*