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ΑΤΤΙΚΟΝ



## **Morning Health Talks 2025**

### **Co-Creating Health Innovation Ecosystems: Empowering Providers and Citizens Beyond Financial Incentives**

### **Beyond Financial Incentives: Exploring Alternative Drivers for Sustainable Health Innovation** **The perspective of a public university hospital**

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# Disclosures

No conflict of interest

# Sustainable Health Innovation

- environmentally responsible
- socially inclusive
- economically viable



# University Hospital



Complex mission



Orientation and accountability  
to society



Driven by academic freedom  
and institutional reputation

# Alternative Drivers of Innovation

## Academic and Research Mission

- Pressure to publish and produce evidence-based solutions
- Emphasis on translational research and clinical trials
- Collaboration with public health institutions and global health networks

## Professional and Ethical Commitment

- Physicians' and health workers' intrinsic motivation to improve care
- The Hippocratic Oath, professional codes of ethics, and social responsibility

## Interdisciplinary Collaboration

- Innovation through integration of medicine, engineering, data science, etc
- Cross-sector partnerships with NGOs, tech companies, and academia

## Regulatory and Policy Pressure

- Compliance with national sustainability targets (e.g., carbon neutrality, circular economy)
- Alignment with public health objectives and WHO/UN Sustainable Development Goals (SDGs)

## Patient-Centered Care

- Co-creation of care models with patients
- Focus on equity, access, and long-term outcomes over short-term efficiency

## Institutional Prestige and Legacy

- Reputation as a center of excellence fosters experimentation and leadership in innovation
- Peer recognition and rankings can motivate pioneering projects

# Examples



Large data platforms



Green operating room



AI for patient consultation



Inclusion of students in auditing / research



Telemedicine

# Challenges



Balancing resource constraints with ambitious goals



Managing resistance to change

# Implications



HOW GOVERNMENTS AND HOSPITAL  
LEADERS CAN SUPPORT NON-  
FINANCIAL DRIVERS



ROLE OF LEADERSHIP, CULTURE, AND  
RECOGNITION IN FOSTERING  
INNOVATION



INCENTIVIZING SUSTAINABILITY  
THROUGH REPUTATION, AUTONOMY,  
AND MISSION ALIGNMENT



# Conclusions

- Sustainable innovation is not only financially driven
- Public university hospitals are uniquely positioned
- Future innovation requires valuing purpose, collaboration and equity



**Thank you for your  
attention!**