



NATIONAL DOCUMENTATION CENTRE



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





Complex mission

University Hospital



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



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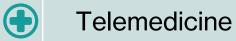
Green operating room



AI for patient consultation



Inclusion of students in auditing / research



Challenges

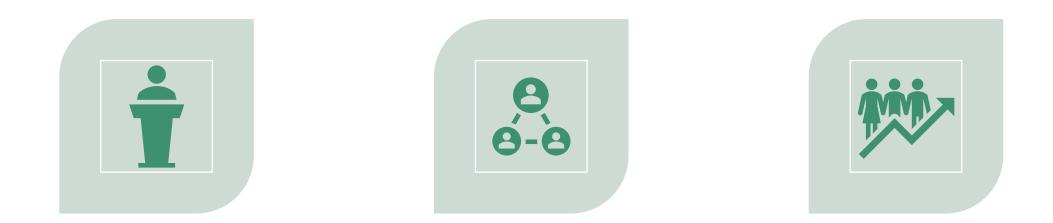


Balancing resource constraints with ambitious goals



Managing resistance to change

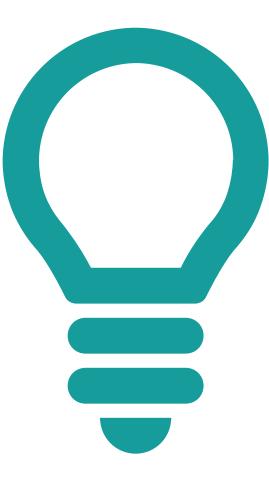
Implications



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!