



“The Future of Healthcare”

Interdisciplinary project team contest

Chief Technology Office and Innovation Think Tank at Siemens Healthcare, Germany, invites you to participate in the “The Future of Healthcare- Interdisciplinary project team contest” with a focus on multidisciplinary ideas on the effects of technological advances and changes in society on today’s healthcare systems. The top 10 finalists will be invited to a maximum period of three months innovation camp at Siemens Healthcare and awarded for their contributions.

Every human being at some point of time needs medical care. Average life expectancy worldwide will increase to 72 years in 2025 from 46.6 years in 1950. World population will grow from more than 6 billion now to 8 billion by 2025. 95% of the global population growth is taking place in developing countries. The 65+ generation will nearly double worldwide by 2030, from 7% to 12%. There has been an exponential increase in the chronically ill patients and healthcare systems

Proposals can be submitted in one of the following fields but are not limited to:

- How will healthcare systems develop in 10-20 years?
- What implications will technological advancements especially IT and social changes have on healthcare business?
- Which kinds of trends are foreseeable?
- What kind of synergies between different business areas may be possible (in-vivo + in-vitro)?
- What are the effects of societal change on technology and affordability within healthcare?

Students from all disciplines e.g. medicine, bio-medical engineering, IT/ Web technologies, economics, engineering fields etc are eligible to apply.

Awards: The top 10 finalists will be invited to a maximum period of three months innovation camp at Siemens Healthcare. The interdisciplinary team of students will be given multiple innovation projects to work on during the innovation camp. They can choose as many projects as they want and form project teams. A total of 15.000 Euros will be awarded and distributed among the finalists based on an evaluation of the innovation camp outcomes by the jury. Depending on the implementation scale of the final outcomes, a variable compensation will be offered to the finalists at the end of the program. No recourse to legal action is permitted.

Cost of travelling and accommodation along with a stipend for the three-month period will be covered by Siemens. Applicants are encouraged to submit their idea proposals/ prototypes/ simulation models as per the submission guidelines. A Siemens-internal committee will evaluate the ideas based on:

- Strategic/ commercial /economic value (25%),
- Social value/ impact (25%),
- Innovative value (25%), and
- Technical realization value (25%).

Background:

The Chief Technology office is headed by Cord Friedrich Staehler (CTO) and is responsible for the worldwide innovation strategies and product portfolio of Siemens Healthcare. This includes consulting and support for the Healthcare Board and the divisions regarding business strategy, technology assessment, Mergers & Acquisition support and monitoring global trends in healthcare and analyzing their implications on Siemens healthcare business.

Innovation Think Tank (ITT) is a platform for stimulating interdisciplinary innovations within Siemens AG. It was founded by Sultan Haider, Siemens’ youngest Principal Key Expert, who was awarded by Siemens Healthcare’s Executive Committee for his outstanding innovation track record with over 130 inventions to date. Haider heads the ITT organization, which has currently over 2,800 members, and is based in Siemens Healthcare’s Business Unit Components and Vacuum Technology in Erlangen, Germany. ITT is based on the idea of collaborative innovations. Tapping the potential of the existing multi-disciplinary know-how, intercultural diversity, and age diversity (age group 15 to 65) of Siemens worldwide and its partners, ITT solves interdisciplinary problems and generates new ideas.





Requirements on the participants

1. The candidate should be a student from any educational discipline e.g. medicine, bio-medical engineering, IT/ Web technologies, economics, engineering fields etc. (Bachelors, Masters, Diploma, Ph.D).
2. The candidates must confirm that it is their own intellectual property and that the idea has not been submitted to any other contest.
3. The candidates oblige themselves not to disclose their idea to third parties.

Submission of ideas

1. A candidate can submit a maximum of three ideas. Only the ideas received before and on deadline will be evaluated.
2. Ideas can be submitted in groups. The maximum number of participants in a team is three. Each candidate should fill in his/her contribution within the project.
3. Abstract (maximum 500 words) should have the following sections:
 - i. Problem description
 - ii. Current state of the art
 - iii. Proposal for solution
 - iv. Advantages/use (if necessary with a quantitative assessment)
2. The complete project is to be submitted in electronic form and should include details of the prototype/ of the idea, implementation steps and a team profile.
4. The complete project report should not exceed more than 10 pages.
5. **Please fill in our participation form and send along with your application.**

Abstract / application submission

The abstract / application / participation form could be sent by email to:

innovationthinktank.healthcare@siemens.com

You can also send the CDs or models or forms directly by post to: Sultan Haider, Head, Innovation Think Tank, Postfach 32 20, 91050 Erlangen , GERMANY

Dates

- Competition starts: September 2011
- Complete abstract and project submission deadline: November 18th, 2011
- Declaration of the result: December 2011
- Prize distribution ceremony: February 2012
- Innovation camp: Top 10 idea providers: February to April 2012, Germany (location to follow)

For further information including participation guidelines visit:

Internet

<http://www.siemens.com/innovationthinktank>

Siemens Intranet

<https://intranet.siemens.com/innovationthinktank>

