



TALLINN UNIVERSITY
Haapsalu College

Health Promotion and Rehabilitation Competence Centre - The business perspective

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What is a competence centre?

- one local government unit in the region
- one research and development institution or educational establishment in the region
- one regional association of businesses or regional office of the representation of businessmen or at least two relevant regional businesses





Regional competence centre development programme

- **Support measure for developing regional competence centres**
 - **The objective**
 - **ERDF, Enterprise Estonia**
 - **18/9 project concepts**



Basis of Health Promotion and Rehabilitation Competence Centre

- Global trends
- Interest of entrepreneurs
- Long-term local traditions
- Curricula of Tallinn University Haapsalu College





Location

**Haapsalu,
100 km from Tallinn**





Mission

to promote the research based mobility and physical activity of the working-age population as well as rehabilitation activities,
also to promote regional development





Vision

CC is nationally and internationally (Scandinavian countries and countries at the Baltic Sea) acknowledged and recognized research and innovation center for health promotion and rehabilitation treatment in the field of population's mobility and physical activity as well as in the field of curative mud.





Vision 2020

- CC acts as a center of research, development, application, mediation and transfer of information and as a center for developing research-based entrepreneurship
- CC launches new products and services of the field, based on research, also acts as a partner to the private sector in developing products and services
- CC is an acknowledged partner in developing national health policies
- CC is one of the development engines in strengthening competition capacity of Lääne county (Haapsalu region)





Specific areas of competence centre

Population's mobility and
physical activity

Mudcure and curative mud

Collecting and
modernizing
knowledge

**The synergy of cross-
sectoral national and
international
partnership, raising
the awareness of
society**

Developing services
and products based
on the needs of
target groups

Health promotion





Partners

- Tallinn University
- Municipality of Haapsalu
- SA Haapsalu Neurological Rehabilitation Centre

- Tartu University
- Heal AS
- Haapsalu Kuurort AS
- Sanatoorium Tervis AS





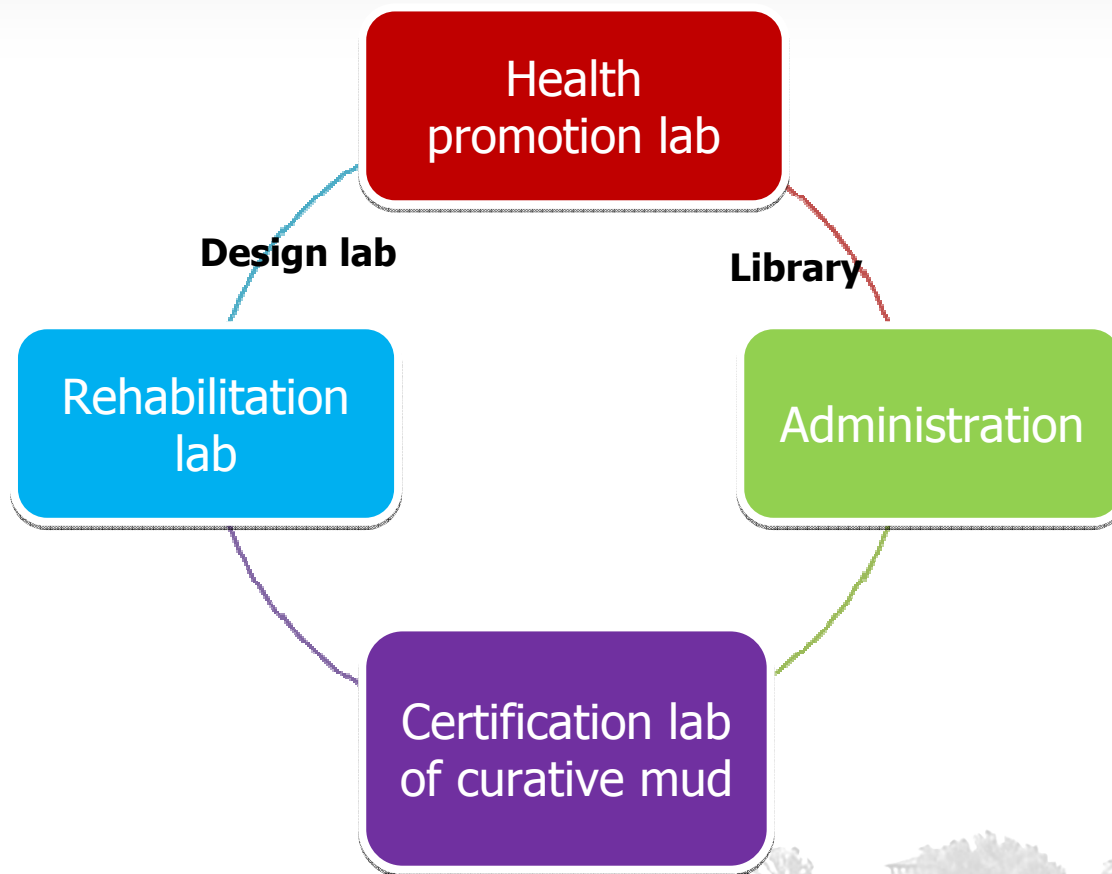
Partners

- Värska Sanatoorium AS
- IKT Demokeskus MTÜ
- Eesti Abikeskused MTÜ
- EQUA OÜ
- Tartu University Hospital
- NGO Estonian Spa Association





Units





Mobility and physical activity

- The field of mobility and physical activity includes the areas of rehabilitation and health promotion.
- The rehabilitation related activities are based on the activities of the neurological rehabilitation centre **SA Haapsalu Neuroloogiline Rehabilitatsioonikeskus (HNRK)**.
- HNRK is the largest (more than 25%) provider of rehabilitative in-house treatments in Estonia and has virtually become the competence centre of rehabilitation in Estonia.



Population's mobility and physical activity

- The area of rehabilitation in Estonia is developing very fast
- At the moment the price level of offered services is five times lower than the average price level of such services offered in Europe
- In Estonia there are basically no rehabilitative treatments offered on the first level of health care whereas in Europe such practices are common





Population's mobility and physical activity

- Experience with new top technological projects (for example a 0,5 M EUR project for a laboratory of clinical walk analyses)
- Tight cooperation with entrepreneurs – companies of aid devices and producers of medical technology (MEDIQ, EQUA, Semetron etc)
- International cooperation and credibility in the world – project for the rehabilitation of NATO soldiers





Curative mud

Collecting information on curative mud and mudcure

From Estonia:

- Literature
- Research on possibilities of new mud collection sites and mud treatments

-From world:

- Literature

Database on mudcure and curative mud

Entrepreneurs

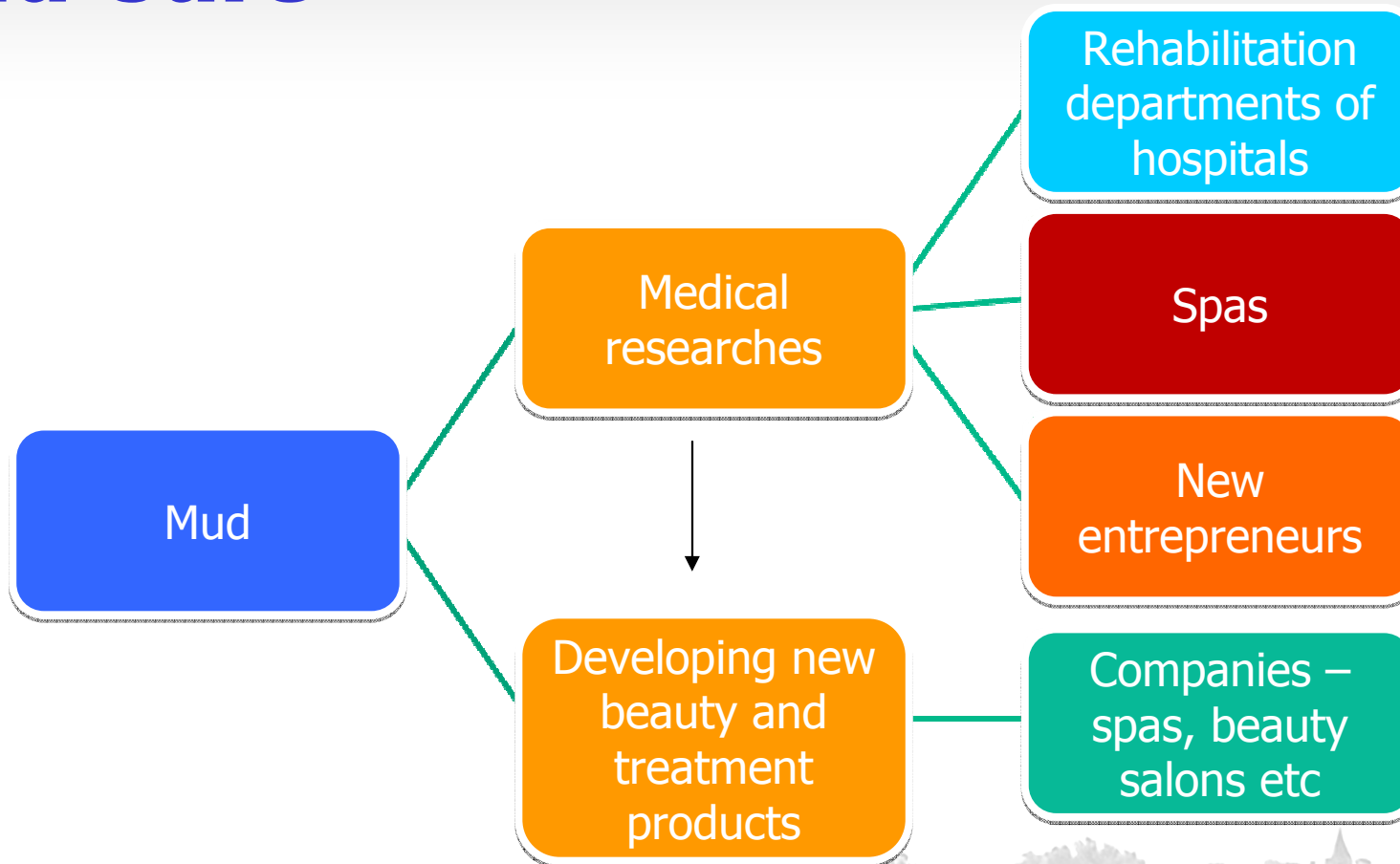
Partners

Health promotion lab

Board of experts

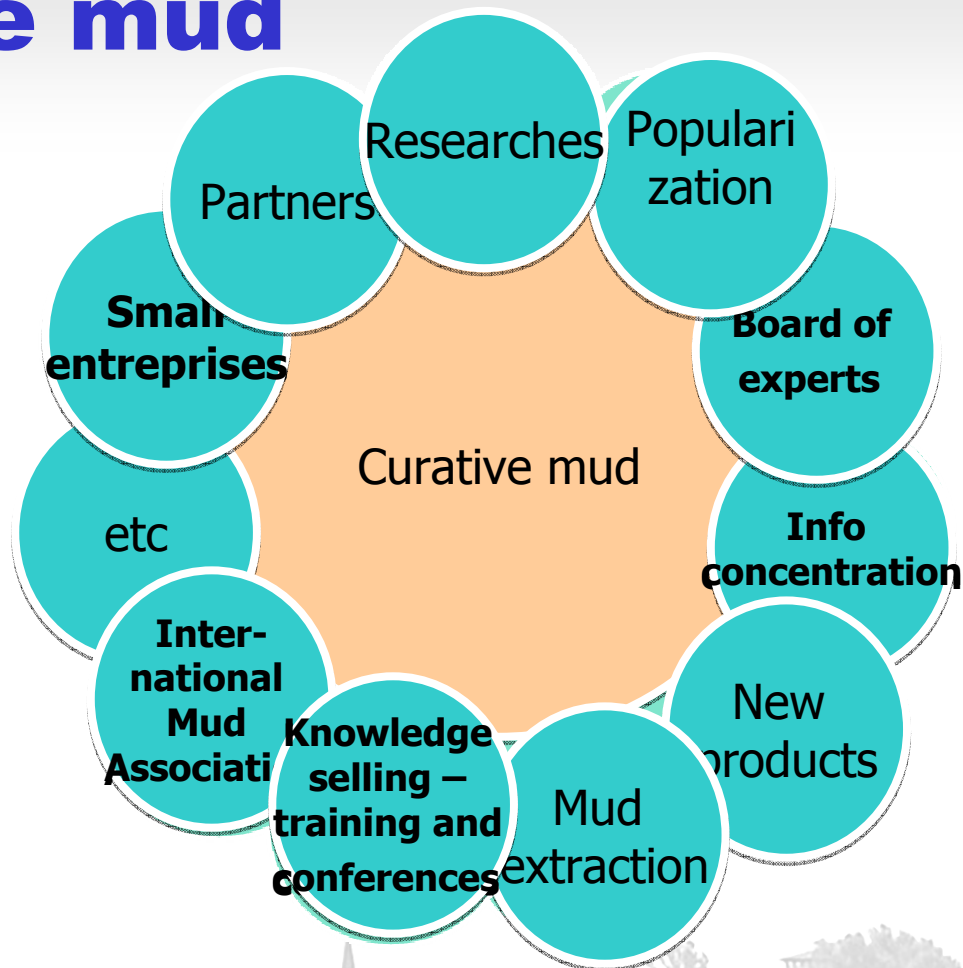


Mud cure





Curative mud





Needs and expectations

• Enterprises in Estonia and abroad including:

- orthosis and prosthesis makers
- medicine producers
- cosmetics producers
- spas and other companies providing health services

- information and research for product development and expansion of target groups and target markets
- development of services and products based on the research - "from knowledge to application"
- image creation and marketing in support of the spread of services and products to foreign markets
- the increase of export
- CC contact network

• Hospitals and other treatment facilities

- contribution towards the development of Estonian walk robot
- the application of new methods in regulation of muscle condition
- making individual orthosis (has not been done so far)
- adequate adjustment of aid devices and application of new ideas



| | |
|--|---|
| <ul style="list-style-type: none">• Universities | <ul style="list-style-type: none">• research topics• input into curricula development• practice facility |
| <ul style="list-style-type: none">• Power structures of the Republic of Estonia | <ul style="list-style-type: none">• the physical form of soldiers and the ergonomic qualities of equipment |
| <ul style="list-style-type: none">• Final user (users of aid and health products) | <ul style="list-style-type: none">• adjustment of aid devices, products• adjustment of home environments (special furniture)• services and products of health promotion |
| <ul style="list-style-type: none">• National institutions, incl national Health Insurance Fund, Social Insurance Office, local governments, educational institutions etc | <ul style="list-style-type: none">• input into development and funding of new products• appraisal and suggestions for improvement of first level health services• influencing health promotion policies |



Main goals for 2015

- 15 useful models developed
- Cooperation with 15-25 enterprises
- 3 spinn-off companies
- CC is exporting services
- CC is a stable and recognised partner in policy development for state organisations
- CC has done research and informed the target groups, interested parties and the public of research results



Activities in 2011-2014

- Staffing
- Collecting information/data
- Research projects
- Planning and building
- Acquisition of equipment and inventory
- Dissemination and publications
- International conferences in the field (participation and organisation), training



Budget

For the period 2011-2014

- total budget 3,45 M EUR
- grant 2,93 M EUR
- self-financing 0,517 M EUR



Budget

- apparatus, equipment 1,17 M EUR (33,9%)
- labor costs 1,16 M EUR (33,7%)
- building costs 486 555 EUR (14,1%)
- dissemination 236 000 EUR (6,8%)
- general costs 186 000 EUR (5,4%)

- other costs 214 000 EUR (6,1%)



Expectations

To share costs, risks
and profits

Development in market
orientation and its
quick capitalisation

Orientation towards
cross sectoral and
sectoral cooperation
(f. ex. with
competition)



To rise higher in the chain of
added value creation

Thank You!

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