



# Zorgboulevard Rotterdam

COHERE Meeting

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- Rotterdam South Bank: some facts & figures
- Organisations on the Zorgboulevard
- Zorgboulevard concept
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# Rotterdam South Bank: some facts & figures

- 200.000 inhabitants on the South Bank
- Low social economic status
- 45% of the population is unemployed
- Low educational levels
- Percentage of people with a migrant background: 39-65%
- 170 different nationalities
- Relatively young population

# Rotterdam South Bank: some facts & figures

- People on the South Bank die 6 years earlier
- 9,6% of the population of Rotterdam needs mental care (almost double the national average)
- High drug & alcohol usage
- Perinatal mortality 11,6 per 1000, Dutch average:10 per 1000
- 12,7% of the population is obese vs 9,8% nation wide
  - In some migrant groups 80% of 55+is obese
- More than 58% of the population between 16 and 55 has a chronic disease
- Expected raise of 35% in number of people with diabetes
- Ageing population

The Zorgboulevard: an unique  
development. Open since May 17  
2011



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80.000m<sup>2</sup> General Hospital



Expected visitors: 2.0 million each year

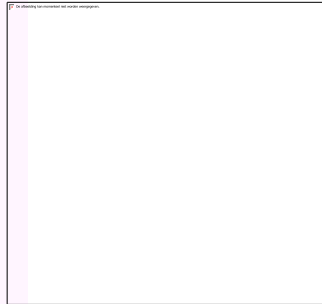
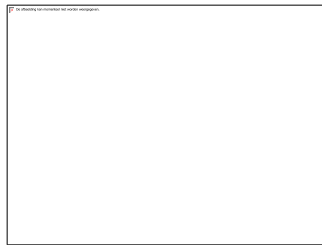




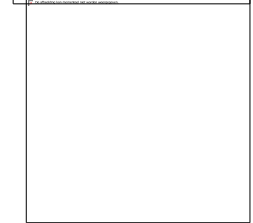
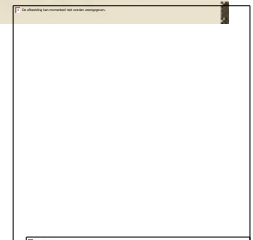


Terrain: 72.000m<sup>2</sup>

# Organisations at the Zorgboulevard (1)



**bevolkingsonderzoek  
zuid-west**



## Organisations on the Zorgboulevard (2)

- Maasstad Hospital (604 beds)
- Aafje Care Hotel (121 rooms, sport bar, restaurant)
- Maternity Hotel (16 rooms)
- Delta Psychiatric Center (88 beds, policlinic & emergency room)
- General practitioners (evening, night & weekend open)
- Stichting OOK (support in cancer)
- Bouman GGZ (addiction care, policlinic)
- Bevolkingsonderzoek Zuid-West (cancer screening)
- Rotterdam University, for applied sciences
- Parking garage (1800 spaces)
- 1 shared restaurant





# Zorgboulevard Concept

- We want to be more than the sum of all parts
- Society Zorgboulevard Rotterdam
- Shared service concept & close collaboration
- The Zorgboulevard is not a merger
  
- The Zorgboulevard is *the* centre for health, care and lifestyle.
- The Zorgboulevard is a centre for innovation in healthcare
- The Zorgboulevard is contributing to the community

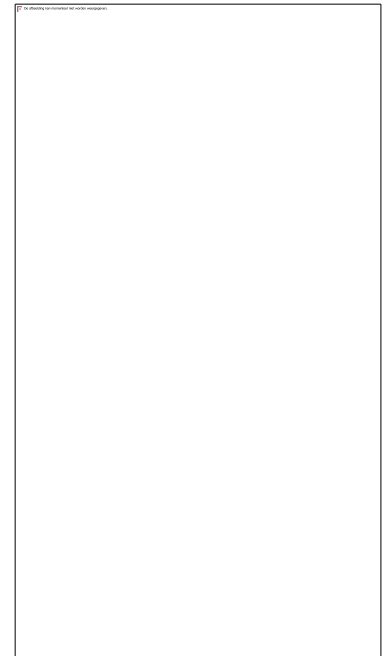
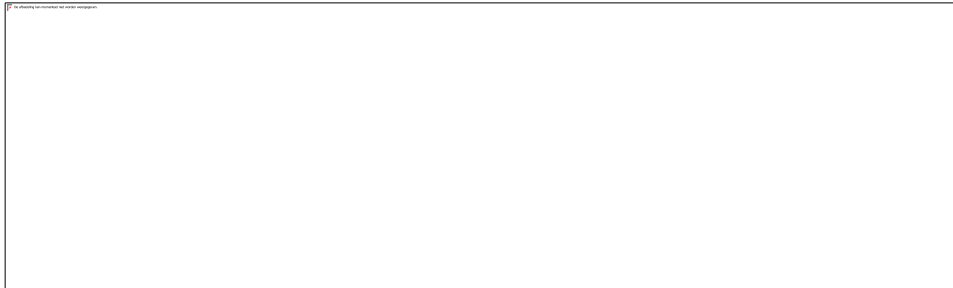
# Society Zorgboulevard Rotterdam

- Mission: *To make people independent from healthcare providers by offering effective care without boundaries between organisations, in order to make the population of the South Bank of Rotterdam healthy.*
- Strong focus on the customer and hospitality.
  - The customer can choose his/her own path
  - The customer is independent, we offer assistance based on the customers needs.
- Important elements in our strategy:
  - Hospitality and Look & Feel
  - Care pathways
  - Education & employment



# Care pathways

- Some examples
  - Medic Psychiatric Unit – between Maasstad Hospital and Delta Pscychiatric Center
  - Care hotel – with Maasstad Hospital
  - Maternity hotel – with Maasstad Hospital



## Care pathways (2)

- Society Zorgboulevard organises work conferences for professionals
  - Health Literacy
  - Self management
- Discussions about shared problems:
  - How to reach frail groups, like ethnic minorities?
  - What can we do about prevention?
- Society Zorgboulevard acts as a broker between the organisations and is not taking over projects.
- Ownership comes from within the organisations

