



Annual
review



Discover the Highlights of 2020



#1

Programs

We have been financing projects from the start of our existence, and for several years we have concentrated on *driving change, and improving health*, as our mission. We applied a so-called “innovation agenda” in which we emphasized concepts such as “vitality, independence, conditions, and processes.”



We won't be doing that anymore. From the beginning of 2020 we will work *programmatically*. It means that we have defined two cohesive programs; we are actively seeking topics and organizations that will help us to achieve the goals of these programs. We expect to increase our impact with this approach. That is to say: to stimulate changes within systems and to improve health.

The first program concerns the *health of the population*. What needs to be done to make the Netherlands and its people healthier? The emphasis is therefore on “health” and not on

“disease”. The development of the “Kavelmodel” [a population health management model] and strategic collaboration with a number of partners is part of this program.

The second program is called *lifestyle (medicine)*. In this program we reach out to organizations and institutions that are active in the field of interventions and developments which help to improve lifestyle factors; this includes issues that can be dealt with, for instance, in a general practitioner's consulting room.

#2

COVID-19!



What happened and how did we react in the first months? The COVID-19 pandemic has the world in its grip. Lockdowns have been imposed, we work from home, consultation is facilitated digitally and we are now starting to complete analyses, to prepare for the task of how we can support our programs and participations, in, and through, these circumstances. And whether it is necessary.

An overview of risks is being created. By maintaining close contact with the organizations in our network, we assess what both they, and we, should be cognizant of. In addition, we consult with a large number of experts in our network. Among other things, we ask them how they view the future. We also ask them how we can be relevant to them.

Based on the outcomes, the Board would decide to initiate a "corona program". This allows us to support organizations both financially and with human resources. Should this be necessary.

What is happening specifically? A number of participations are actively supported in subscribing to government measures; in particular for the Corona Bridging Loan (*Corona OverbruggingsLening* (COL facility)). In addition to the (requested) government funding, a number of companies have received an extra loan or guarantee from Noaber.

Welly, one of the participations of Noaber Ventures, for example, tries to help healthcare organizations in the prevention of burnout in these circumstances. We ensure that two organizations can deploy Welly. One of the organizations in the lifestyle program is experiencing a financial challenge as a result of the crisis. We can provide for that.

www.welly.nu

#3

Distance?

In January 2021, Paul Baan hopes to celebrate his 70th birthday. He believes that this is a good time to formally distance himself from Noaber. At that point, the Noaber Foundation, founded together with his wife Mineke, will have been around for 21 years ago. The prevailing question is how this milestone can be celebrated. Would they like a celebration? And if so, how will it be celebrated? The couple's decision is clear. "We don't celebrate, but we do commemorate. We are rethinking the "path" we have decided to take as founders, directors and staff over these last two decades. What have we experienced and what have we achieved?"



It has been decided that certain things will be documented. In three ways. Edwin Venema (a true "copy master") has been asked to write down a few things. Armin Segger is a pianist/composer. He will express that 'journey' in a composition. And the challenge is presented to &Samhoud to produce a video in which those closely involved in the development of Noaber are portrayed and have their say.

This is a project with a clear and tight end date: January 26 2021!

#4

Nextgen Ventures 2

Nextgen Ventures has launched its second fund. In two successive closings, strategic partners, institutional investors and family offices have committed a total of € 23.6 million. Over the next five years, this capital will be invested in approximately twelve data-driven companies that are technically-oriented and innovative and will thus contribute to better, more efficient and affordable healthcare.



The fund invests in innovations aimed at the best use of technology and people. An example is selecting interventions that will benefit patients the most and where they may be treated at home and remotely. The fund is also interested in specific solutions that make healthcare more efficient and effective, such as new minimally invasive treatments.

Data always plays an important role in this. Data can help, for example, in tailoring medication and medical interventions to lifestyle, training scarce healthcare personnel or designing clinical studies more efficiently.

www.nextgenventures.nl

#5

Does it work?

The question: do campaigns aimed at managing the COVID-19 pandemic, and the use of digital news media and social media, have a demonstrably positive effect on improving personal hygiene?

The method: a diagnostic survey was distributed by a major national newspaper and a popular social influencer on 17 March 2020. The questionnaire was completed by more than 16,000 participants. Based on the analysis, infographics and a subsequent video were developed and distributed. Then it was measured again.

Findings: exposure to a targeted campaign video and news article results in an approximately 2-fold increase in the likelihood of washing all required hand areas and a longer duration of hand washing.



Significance: these findings suggest that there is evidence that campaigns across existing digital news and social media platforms can be an effective means of helping combat critical health issues, such as COVID-19.

This research was conducted under the supervision of Prof. Dr. Leonard Hofstra from the Amsterdam UMCs (University Medical Centers).

www.jamanetwork.com/journals/jamanetworkopen/fullarticle/2767992

[Video social influencer](#)

www.youtube.com/watch?v=xRzKdFrFNXg

#6

Earlysense and covid-19

Seriously ill patients are treated in the Nursing Department of Pulmonary Medicine of the Franciscus Gasthuis [Hospital] in Rotterdam. All patients are continuously remotely monitored via contactless technology, called the EarlySense system. It is a sensor, which is placed under the mattress, which continuously registers breathing and heart rates. The oxygen uptake rate of the blood is also measured. Should any health warnings be sounded for the patient, an alarm will be activated, and nurses are able to intervene on time. This system is used in combination with a solution for administering oxygen.

The combination of oxygen administration and continuous monitoring prevents the need for admission into the Intensive Care Unit, for entire groups of patients.

According to the pulmonologists of Franciscus Gasthuis & Vlietland, this treatment method is an improvement. "At the beginning of the epidemic, we had to move all patients who needed a lot of oxygen to the Intensive Care Unit. Now we can often keep them in the

Nursing Department of Pulmonary Medicine and continue to monitor them. So far, we have treated about 24 people with Optiflow. Eleven of these did not need to be admitted to an ICU ward. Without this combination approach, they probably would have had to be admitted to the ICU ward. This is a huge step forward," says Pulmonologist Wessel Hanselaar MD. EarlySense is a Noaber Ventures investment for many years.

www.earlysense.com

www.youtube.com/watch?v=Xehd6CDBf3I



#7

More stringent monitoring



The Swedish ELSA self-management platform helps patients with rheumatoid arthritis (RA) to self-manage their disease. Users gain insight into the effect that behavior and medications have on the progression of their disease. In addition, it enables remote monitoring by their doctors.

The disease causes painful joints, fatigue and stiffness. The cost of treating RA accounts for nearly 10% of total medicinal expenditure. Moreover, the medication in question is mostly expensive. The problem is that only a fifth of patients on medication experience real improvements. This is the reason why the right medication and dosage are often sought on the basis of *trial and error*.

Stringent monitoring is preferred for this purpose. It means that the patient must see the practitioner more frequently so that

adjustments can be made more quickly. Currently, RA patients see their doctor only once every 3-6 months. Within those window periods, no assessment of the disease development can take place. ELSA technology facilitates and improves this more stringent **method** for monitoring the progression.

Together with ELSA, we are seeking opportunities to collaborate with Dutch organizations and doctors. ELSA is a Noaber Ventures investment.

www.elsa.science/en

#8

Superlist health

Superlijst Gezondheid [Superlist Health] is a multi-year campaign that supports supermarkets in making their range healthier and more sustainable. Superlijst is an initiative of Questionmark, but is co-developed and propagated by a coalition of NGOs with a background in health, nature & environment, human rights and animal welfare. Paramount to the Superlist campaign is a ranking of supermarkets with the criterion: to what extent do supermarkets make the responsible [healthy] choice the easy choice?

The food environment in the Netherlands encourages unhealthy and unsustainable food. For example, weekly promotions by all Dutch supermarkets consist of 80% unhealthy food products. In terms of sustainability, the problem is similar. Most supermarkets advertise (too) cheap meat every week and hardly have

any meat replacement products on offer. In addition, most supermarket chains have few vegetarian options, sometimes none at all, in their ready-made meal product sections.

So, while many consumers want to make responsible choices, the food environment actually encourages the opposite. Supermarket chains, which have a 50% market share in the total food supply, as well as a strong position of influence within production chains, are a logical starting point for initiating positive change.

Noaber supported this initiative als part of our lifestyle (medicine) program.

The ranking results can be seen at:
www.thequestionmark.org/superlijst



#9

HealthKIC Foundation

Stichting HealthKIC [HealthKIC Foundation] is a growing network of organizations involved in activities initiated, and facilitated by, Noaber, Menzis, PGGM, Alles Is Gezondheid [Everything is Health] and the Ministry of Health, Welfare and Sport. In 2020, the Bernard van Leer Foundation was admitted as a partner. HealthKIC has initiated the development of the “Kavelmodel”.

This makes it possible to organize, finance, and monitor a certain area (the Kavel (plot)), using a different approach. The pillars for success are: a temporary team of experts that supports residents, professionals and administrators with extra knowledge, skills and organizational strength, an investment fund that can attract external capital to finance start-up costs, set-up and interventions and a different way of measuring and monitoring to gain insight into health and not just the absence of disease.

Achterhoek is the first region in which the Kavelmodel is being developed further. The Theme “Achterhoek, the Healthiest Region” will promote this development. This partnership between care organizations, health insurers, governments and business owners are committed to guaranteeing the accessibility, affordability and quality of our healthcare.



The acceleration phase for the Kavelmodel in the Achterhoek is widely supported by the region. In a digital information session at the end of October, more than 50 organizations were introduced to the Kavelmodel, with a great show of positive energy and enthusiasm.

HealthKIC is part of our population health program.

www.kic.nl

[Video about Kavelmodel](#)

www.youtube.com/watch?v=6LnBXwIjvPw

#10

AI technology for therapy compliance

Sweetch is a digital personal intervention program that guides it's users in achieving goals relating to weight, activity, healthy nutrition and habits, as well medication adherence, and treatment protocols, all leading towards living a healthier life.

The company's clinically validated Behavioral Intelligence Engine automatically turns millions of data points from smartphones, connected devices, and Patient Reported Outcomes, into personalized and contextual recommendations. These recommendations continuously adapt to a personal, environmental and behavioral preferences, and will adjust the users' goals to promote a unique set of life habits and motivations.

The solution provides medical teams with insights into it's patient's health information. An easy-to-use dashboard interface, enables personalized and just-in time follow-up with customized reports. The dashboard will strengthen the relationship between medical professionals en their patients, while improving measurable clinical outcomes, patient satisfaction, treatment efficacy and revenue. Sweetch is a Noaber Ventures investment.

www.sweetch.com

