

Press release

Amsterdam, November 10, 2014

Duke Global Health Institute to help launch the Amsterdam Health and Technology Institute

Amsterdam will launch a new international institute focused on health and technology: Amsterdam Health Technology Institute (AHTI). The institute's aim is to enhance the quality of healthcare at lower costs and promote healthier living. AHTI is an initiative of the municipality of Amsterdam, the Duke Global Health Institute (representing Duke University) and the Amsterdam Institute for Global Health and Development. On November 10, City Council Member, Eric van der Burg and the Executive Director of AHTI, Michiel Heidenrijk, will sign the cooperation contract.

Worldwide people are living longer and costs of medical care are increasing. Innovation in healthcare is essential to achieve sustainability. With the current decentralization of healthcare in the Netherlands, these are very real concerns for the city of Amsterdam.

City council member Eric van der Burg: "By establishing a leading knowledge institute like AHTI in Amsterdam, international knowledge and talent will be attracted to Amsterdam and jobs will be created. Healthy citizens make a healthy city, and a healthy city fosters a healthy economy. "

To develop new healthcare solutions, AHTI combines innovative research, entrepreneurship and education to successfully and sustainably apply new technological applications. AHTI will partner with Vodafone, Achmea (a leading insurance company in the Netherlands) and Ahold (one of the world's largest international retailers based in Amsterdam) among other companies with an interest in healthy living. Founder AIGHD and Joint Program Coordinator Duke Global Health Institute are renowned scientific institutions whose global network of researchers and scientists in healthcare and business bring a wealth of experience to AHTI.

Executive director of AHTI, Michiel Heidenrijk: "By combining the strengths of all organizations that deal with health care, such as hospitals, cities, insurance companies and food manufacturers, we can come up with innovative solutions that work in the real-world. That is our mission."

In addition to AIGHD and the Duke Global Health Institute, the academic core of AHTI is formed by VU University of Amsterdam, Twente University, the Academic Medical Center, and the University of Amsterdam. Using an interdisciplinary approach, AHTI will stimulate ideas and entrepreneurship. Amsterdam is a prosperous city with solid infrastructure which offers fertile ground for developing and testing innovative solutions. These then can be translated globally and by doing so improve the quality of life in other big cities. In this way, Amsterdam acts as a 'living lab.'

Michael Merson, Director, Duke Global Health Institute: "Amsterdam is the center of a global network of cities that serve as 'living labs.' The exchange of health sector knowledge

and experience between these cities - Amsterdam to Shanghai to Nairobi - leads to innovation. This is pivotal for healthy cities, with Amsterdam as the example.”

“AHTI is one of the last initiatives of the renowned scientist Joep Lange. He was on board the MH-17 aircraft which crashed in the Ukraine. The vision of Joep – global quality, accessible health care – is at the core of AHTI. He championed the power of interaction between research and practice and cooperation between public and private partners.”

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