

Innovation Management in Healthcare

Track Chair: Prof. Giuseppe Festa¹

With the constant increase of population age in developed countries, and with the necessity of guaranteeing essential services in developing countries, today's players in the healthcare sector must be able to ensure that people can live with security and dignity, participating society as citizens with full rights, and well-being first of all. Still nowadays, however, people sometimes find hard to access to healthcare assistance because of stringent budget-driven constraints. Thus, health organizations must adapt strategies, business models, projects and even missions to face effectively the new challenges of healthcare. New technologies, open innovation, and stakeholders involvement in health co-creation are only some examples of this revolution.

Innovations in healthcare affect every organization (e.g., hospitals, pharmaceutical companies, national agencies, health payers, and so on) and every individual (e.g., patients, caregivers, clinicians and so on) involved in the health sector, moving ever further the limits of what is possible (but also affordable?) in healthcare. The Industry 4.0 dynamics transforms constantly products and services of healthcare systems, presenting brand new challenges to providers and users.

This track aims to explore in detail the tremendous challenges of continuous healthcare innovation. Submissions from scholars and practitioners in innovation economics, management, strategy, organization, finance, accounting, policy-making, engineering, history and sociology are welcome. Some general research questions that authors could consider are the following.

- What is the added-value of new health technologies for enriching the economic sustainability of healthcare?
- How do innovative technologies affect healthcare systems and markets?
- How do health organizations react to innovative industry changes?
- What are the possible impacts of innovative financing models (e.g., crowdfunding) on access and marketability of new health solutions?
- How do public institutions and private companies can collaborate to co-create innovation in healthcare?

Topics include, but are not limited to:

- Technological, organisational and social change in healthcare
- Economics of healthcare innovation

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- Public policies and programmes supporting social health innovation
- Open innovation in healthcare
- Intellectual property problems and opportunities in health innovation
- Innovation management in the pharmaceutical industry
- Entrepreneurship, venture capital, growth and start-up companies in healthcare
- Innovation in life sciences
- Local innovation systems for a healthy and sustainable world
- Innovative and appropriate methods and techniques for economic evaluation of healthcare investments

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