

A service model in Healthcare Business

How to develop Brain health care business

Prof. Beatriz Muñoz-Seca

Knowledge is the key asset in services

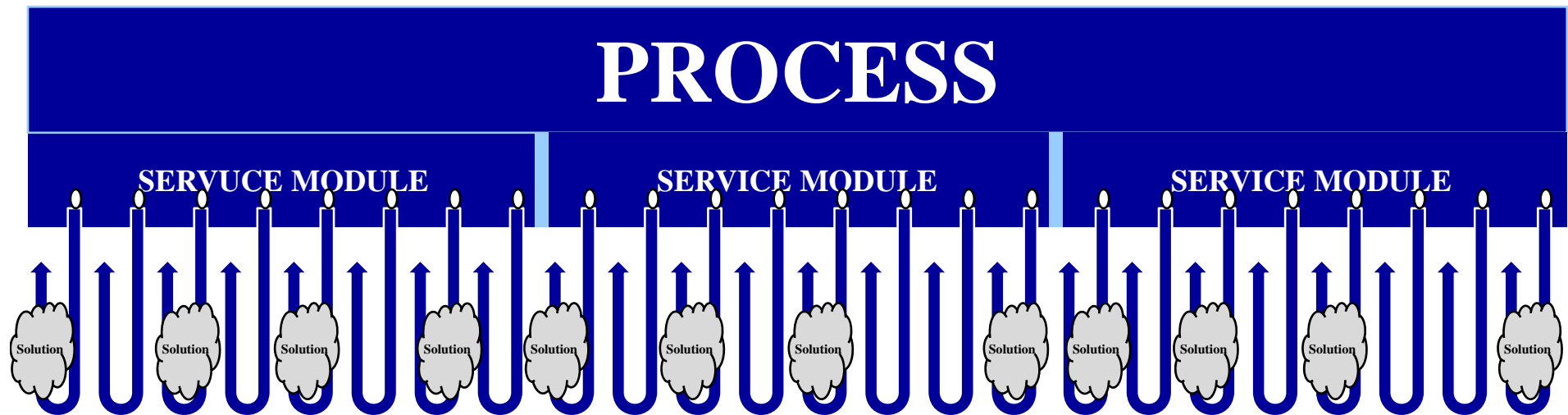
- **Knowledge materialization and use become the essential factor to attain competitive advantage.**

We have brain force

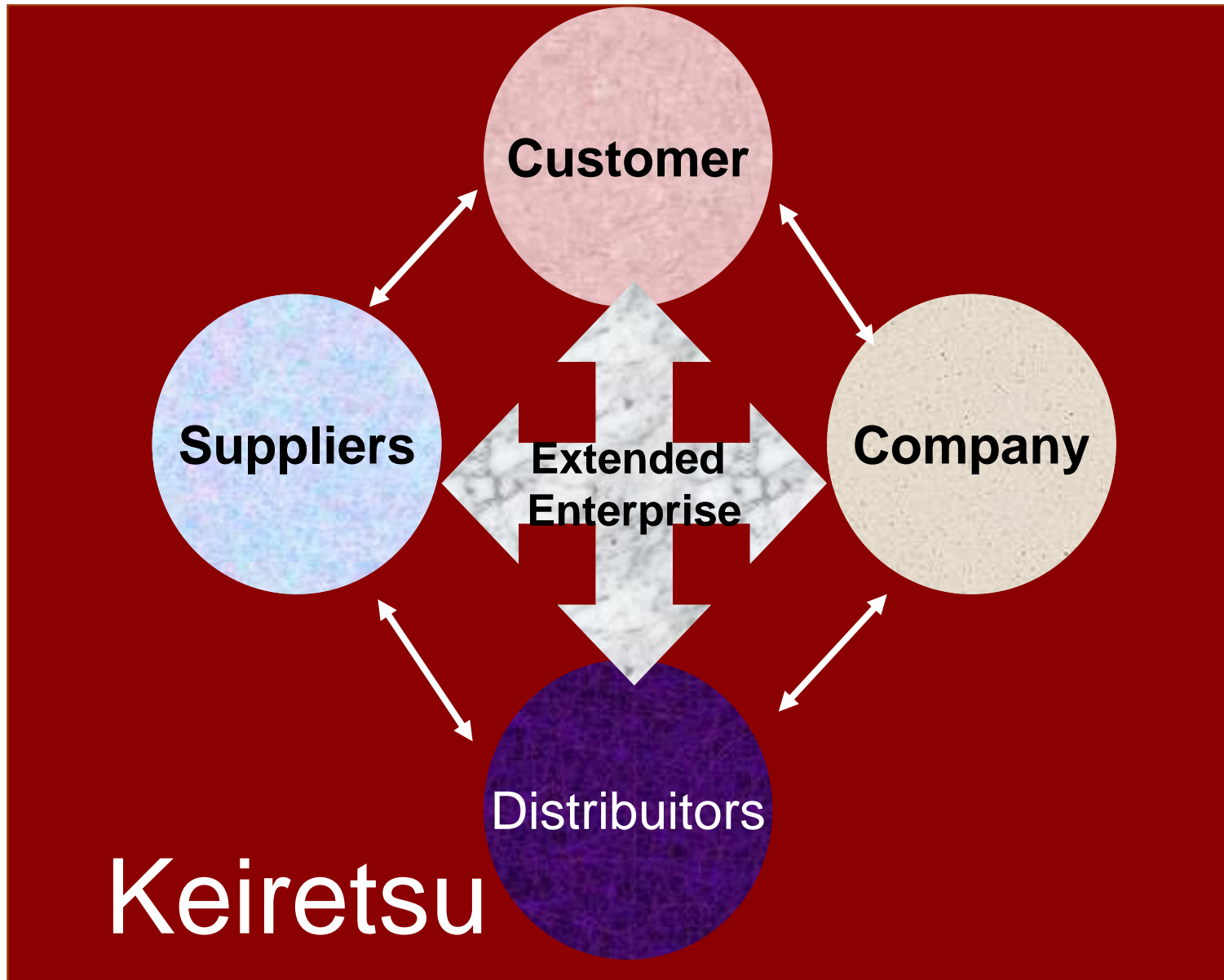
Value Added: problem solving

The problem solving
machine

Reinventing the wheel is very costly



The extended enterprise



The stock of knowledge : competitive advantage

		OTHERS				
		I	II	III	IV	V
US	I					
	II					
	III					
	IV					
	V					

Competitive Advantage

The knowledge extended enterprise

- A service as a portfolio of knowledge provided by different entities
 - Looking for win-win
- The client perceives the whole experience
 - Regardless of who provides it

The extended enterprise

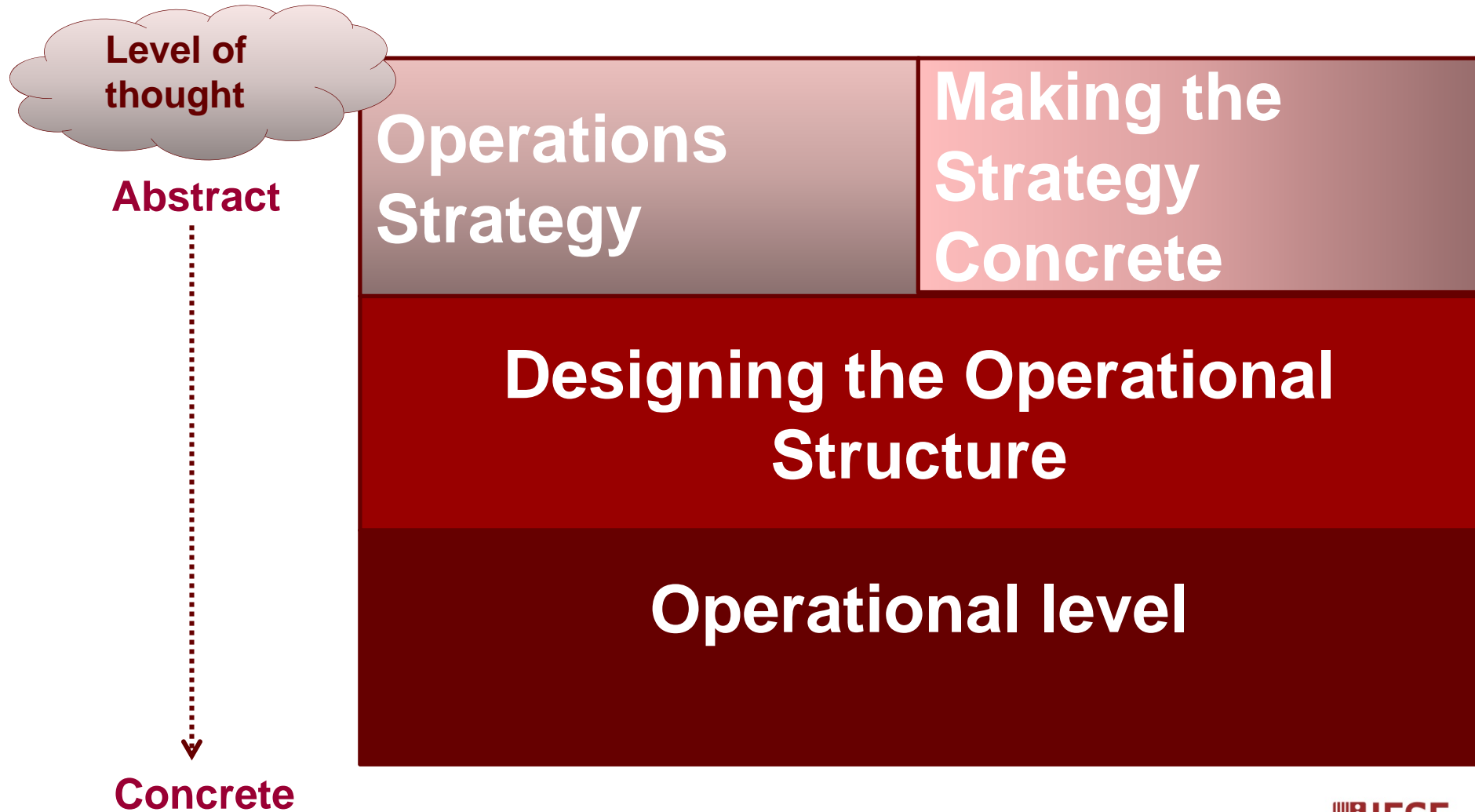
Knowledge questions

- What focus
- Areas of development
- What do we need today and what do we need tomorrow?
- Should we explore or apply?
- What is in my hands and what is in another's?

Searching for efficiency

JIT	Lean	Agile
Don't do today what can be done tomorrow.	Don't spend money on anything that's not needed. Standardize.	Eliminate avoidable uncertainty.
Don't miss an opportunity to learn.	Assess all waste of all kinds.	Have a plan B for residual uncertainty.
Information on the factory door.	Keep operations moving in one direction.	Fight to achieve a delivery time of 0 minutes.
Implement suggestions to drive integration.	Balance the load.	Have a loose operational structure.
Constant search for solutions to problems.	Make outcomes public.	Integrate all components of the extended enterprise.

Service Problem Driven Management



The role of knowledge

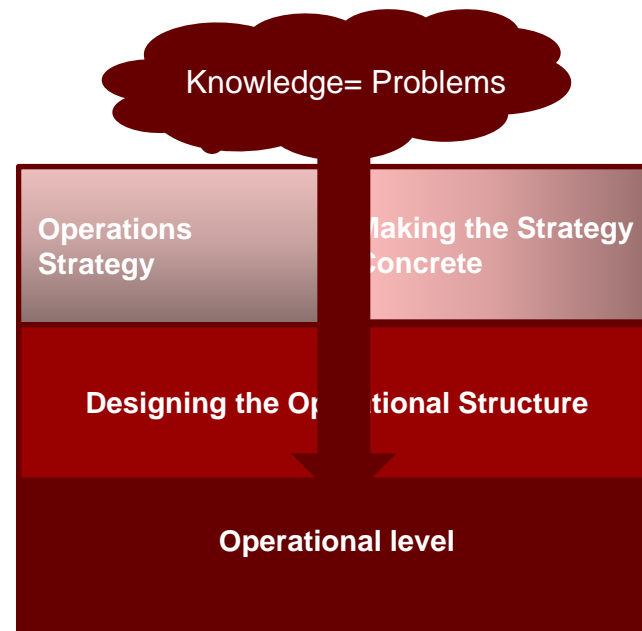
SPDM and Knowledge

Knowledge is a company's most powerful resource.

We need to consider the extended knowledge enterprise.

Problem solving is the key organizational principle and driver of action.

Learning and applying knowledge is the differential advantage of the service.



Why do my plans never work out?

How to make things happen in your company.



New Business Propositions ?

COME AGE WITH US

**A LIFE EXPERIENCE
FROM 60 TO 100**



Hoffmann Method and cerebral neuroplasticity

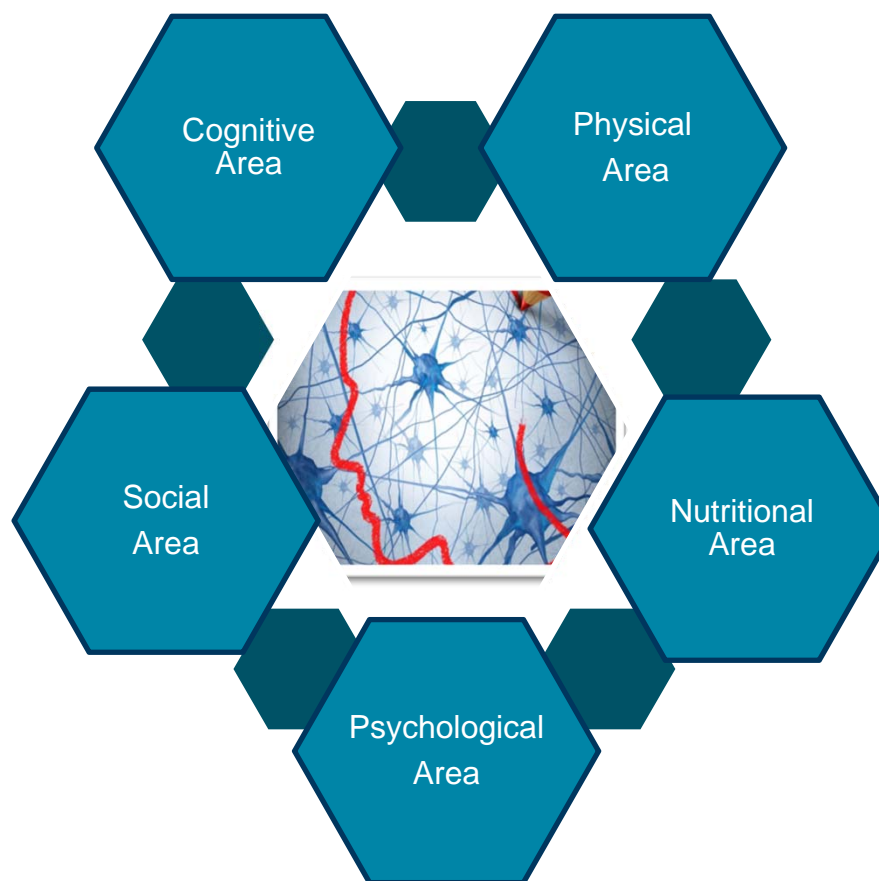
Neuronal Plasticity is the ability of the brain areas or neuronal groups responding neurologically functional in the sense of meeting the functional deficiencies corresponding to the lesion.

The term brain plasticity expresses nervous adaptive capacity to minimize the effects of injuries by modifying its own structural and functional organization system.

The Hoffmann Method focuses on the exploration of motor function and the personalized treatment plan to achieve as complete a rehabilitation as possible.



Hoffmann Method and cerebral neuroplasticity



MÉTODO
HOFFMANN

Hoffmann World Services



Vitalia DC:

Day Care
Centers
network.



Licensing:

The Hoffmann
Method in third
parties.



Vitalia Ness:

A wellness space
for prevention
based on the HM.



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