

## Idea: Building the local supply chain surrounding local hospital

Number in the database: 110

Area number: 3

### Idea description

<b>Title:</b>	Building the local supply chain surrounding local hospital.
<b>Idea objective</b>	<p>The purpose of the activity is to develop business potential in the surroundings of the City Hospital - as an entity with great potential and an important principal in terms of serving patients, families, or securing them with various resources and services, etc. The business potential is understood to be local companies that can produce an offer correlated with the Hospital's activities.</p> <p>The operation of the Hospital generates value for local business in the following respects:</p> <ol style="list-style-type: none"> <li>1. the possibility of increasing the involvement of companies from the City in functioning as a subcontractor (or subcontractors) to the Hospital (e.g., by bundling services and reducing costs</li> <li>2. possibility of organizing services around the hospital for attractions: small gastronomy, guest rooms, attractions for children, youth, adults and others,</li> <li>3. possibility of creating joint offers (integration of services) with a system of discounts for the use of several services at a certain time,,</li> <li>4. possibility of specialization, for example, in serving people with disabilities,</li> <li>5. possibility of combining the commercial offer of the hospital with the offer of other private medical offices located in the City.</li> </ol> <p>The implementation of the measure should take into account both the existing/current activities of the Hospital and the development plans of the facility. At the same time important aspect of the proposed solution is the possibility of involving local companies in the process of planning changes in the facility, consistently maintaining consistency between the created pro-health offer of the Hospital and the accompanying offer of local entities.</p> <p>Promoting the City as a good place to live in connection with the created pro-health offer, which may foster an increase in the number of housing investments, the number of residents and a larger market for local companies (greater internal demand).</p> <p><u>Implementation options:</u></p> <ol style="list-style-type: none"> <li>1. undertaking formal cooperation between the Hospital and local entities, e.g. in the form of a cluster, and creating a joint offer as part of a pro-health tourism product.</li> <li>2. the City promoting as a good place to live in connection with the created pro-health offer, which may foster an increase in the number of housing investments, the number of residents and a larger market for local companies (greater internal demand).</li> <li>3. Implement public procurement at the Hospital specifying preference for entities located in the City, in accordance with applicable regulations.</li> </ol>
<b>Sharing process (max 1000 characters)</b>	<p>Implementation of the measure needs to involvement of public institutions in the City in 2 processes:</p> <ol style="list-style-type: none"> <li>1. on the side of Hospital :             <ol style="list-style-type: none"> <li>a. analyzing the scale about Medical Mobility that results from the directions of movement of the Hospital's customers</li> <li>b. defining a list of potential services and products that can or must function in the supply chain around the Hospital, including:                 <ol style="list-style-type: none"> <li>i. analysis announced of public procurement,</li> <li>ii. analysis of the Hospital's customers (people who use medical services),</li> </ol> </li> <li>c. defining how services around the Hospital are organized and the role of the facility in their operation (stimulating, organizing, billing, etc.),</li> </ol> </li> <li>2. on the side of City Hall:</li> </ol>

	<ul style="list-style-type: none"> <li>a. defining a list of potential companies operating in the Hospital's environment that can participate in the process of formulating a joint offer or providing services as subcontractors to the Hospital,</li> <li>b. defining methods of communication with and networking of companies</li> <li>c. defining how to promote the offer of the Hospital and cooperating entities in the form of a local tourist product (health-oriented tourism) and a place to live</li> </ul> <p>In the process of implementing the solution, it will be necessary to initiate numerous meetings of all parties, joint analysis of collected data, conceptual and implementation work. In the case of limited cooperation with companies from the City, the measure may include entities from other neighboring local government units.</p>
<p><b>Restrictions/rules (law, skills, time, other)</b></p>	<p>Implementation of the measure may be limited due to the numerous regulations defining the manner and scope of the Hospital's medical activities as well as the public procurement law. It is therefore necessary to determine what economic space can be created that results from the Hospital's current activities and plans for the development of medical services.</p>
<p><b>Procedures (if applicable)</b></p>	<p>The implementation of the action will increase with the handling of formal procedures by the Hospital, in order to, among others, Launching the process of cooperation with consultants companies. It is also necessary to implement the data process and the interest of the Hospital's customers.</p> <p>In the case of the involvement of the City Hall, the support will be the delegation of tasks for an employee/employees and a notification with the management of the Hospital.</p>
<p><b>Costs for public institutions (if applicable)</b></p>	<p>The action does not involve any additional costs for the part of public institutions</p>
<p><b>Expected result (if possible)</b></p>	<p>Cooperation between Hospital and local companies in order to develop a joint offer, e.g. as part of a tourist product.</p> <p>Stimulating new services in the hospital's environment, directly or indirectly related to cover of the facility's customers.</p>