PUBLIC HEALTH 4.0: THE EXPERIENCE OF A BRAZILIAN PHILANTHROPIC INSTITUTION

Introduction: The healthcare system is experiencing new technologies, startups, incubators and accelerators coming in very quickly and dynamically. For this reason, healthcare institutions must awaken to innovation. In this context, a philanthropic hospital institution started a project in the area. This paper, therefore, aims to report the institution's experience with healthcare 4.0. Method: This is an innovation project's experience report of a philanthropic hospital institution, located in the state of Minas Gerais/Brazil, privately managed and of exclusive patient care for the Unified Health System (SUS). Results: The idea of the innovation project within the institution emerged in 2018 and its activities began in early 2019. An Innovation Center was inaugurated within the institution, composed of strategic areas with expertise to guide into and enter the innovation ecosystem. The main goal is to stimulate startup companies in the production of new products or processes that generate improvement in care and experience of SUS patients, this means technologies with potential to be incorporated into the public healthcare system. In 2019, the institution launched a challenge with the theme of facilitating changes of patient’s laying position and anticipation of bedsores, an essential theme with few solutions in the market. Conclusion: Innovating will ensure that institutions remain essential in the market. The innovation project of this institution aims to promote innovation in quality care, improvement in population health and management processes. So far, the innovation project has led to a culture change within the institution, as well as fostering startups' actions in conjunction with public health. The institution aims to be a reference center for innovation, so that change reaches those who need it most, patients, and thus the system reaches public health 4.0 with equity and excellence.