



Maastricht University

Faculty of Health, Medicine and Life Sciences

Veltara Health B.V.
Nicolaas Beetsstraat 216
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The Netherlands
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**Veltara
Health**

CARE WITHOUT LIMITS

Dear colleague,

Welcome to Veltara Health!

On behalf of everyone at Veltara Health, it is my great pleasure to welcome you to our team. Joining us at this exciting stage of our growth, you are becoming part of a company that is genuinely changing the way healthcare is delivered, and we could not be more delighted to have you with us.

At Veltara Health, our mission is straightforward but deeply meaningful: to bring hospital-level care into the homes of patients, making high-quality healthcare more accessible, more efficient, and more personal. We believe that no one should be left behind when it comes to their health, and that digital innovation is the key to ensuring healthcare systems can continue to serve everyone who needs them. Our platform empowers patients to take control of their own conditions, while giving healthcare professionals the tools and time they need to focus on those who need them most. From remote patient monitoring and e-coaching to seamless integration with electronic medical records, everything we build is guided by a single principle: care without compromise.

We are aware that you bring with you valuable knowledge and expertise in healthcare innovation, and it is precisely this kind of thinking that Veltara Health needs as we continue to grow and evolve. The challenges facing modern healthcare, increasing demand, strained resources, and the imperative to maintain quality, require bold, informed, and creative minds. We are confident that your background and perspective will make a meaningful contribution to how we develop our platform and shape the future of care at home.

To give your first months at Veltara Health a clear sense of direction, we would like to outline two key deliverables we are looking forward to receiving from your team within the first six months. First, we ask that your team produce an infographic capturing the current state of innovation in the Dutch healthcare industry; a compelling, accessible overview that can inform and inspire colleagues across the organization and beyond. Second, we would like your team to prepare and deliver a presentation to our executive board outlining the most significant innovation opportunities available to Veltara Health over the next three years. This will be an important contribution to our strategic planning, and we encourage you to approach it with both ambition and rigor. We look forward to supporting you in delivering both of these.

We expect great things from you, and we hope you will feel empowered to challenge the status quo, share your ideas freely, and collaborate with colleagues who are just as passionate about healthcare transformation as you are. At Veltara Health, innovation is not a department, it is a mindset shared across the entire organisation.

Once again, welcome to the team. We look forward to building something remarkable together.

Yours sincerely,
Elena Korr
CEO Veltara Health B.V.



Prior to the meeting

- Read the following mandatory literature (keeping in mind the learning goals stated below):
 - Barlow (2017) Managing innovations in healthcare – Chapter 2
- Take a look at the following webpage:
 - <https://luscii.com/en/product>

During the meeting

Discuss the following learning goals

1. What is technology and what is an innovation? What are the differences between these two?
2. What types of innovations can be distinguished?
3. What are the differences between (innovation processes in) the healthcare sector and other sectors?

Discuss the following exercise

Using the information about the Luscii app, describe how this innovation can be classified by looking at: degree of newness, form or application, innovativeness, origin and openness.