



## Marike Hettinga

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(in Dutch)

Marike Hettinga is chair of the research group IT Innovations in Healthcare at Windesheim University of Applied Sciences (Zwolle). Marike Hettinga has a multidisciplinary background and ample experience in e-health projects both as scientific researcher and as project manager. She participated in projects concerning the introduction of information and communication technology in the fields of rehabilitation, oncology, radiotherapy, and dermatology in which she was involved from the early stage of problem definition until the final evaluation phase of routine use. For her PhD she studied the changing use of videoconferencing in a medical teleconsultation setting.

The research group IT Innovations in Health Care has ample experience in both performing research on sustainable financing and structural implementation of IT innovation in health care and in supporting SME's on these topics. Design and development of viable business models and effective innovation routes towards sustainable financing were prior research topics. In former projects this was performed through cooperation with a great diversity of stakeholders (eHealth SME's, care organisations, insurance companies, governmental health care authorities). Research results are always translated into convenient (web) tools and reference materials and additional workshops for particular target groups like the involved SME's.

Besides this focus on sustainability of eHealth solutions, a second focus is on user oriented research during the full innovation process: from collecting user requirements, formative evaluation loops with mock-ups and prototypes, to summative user evaluations in field tests.

Since 2010, Marike and colleagues join the eTELEMED conferences with a peak of seven accepted papers in 2012. In total they received five Best Paper Awards and additional invitations to submit extended versions of these papers for publication in the *International Journal On Advances in Life Sciences*. In 2013 Marike was co-editor of the special issue of this journal and she was invited to join the eTELEMED Advisory Committee and the GLOBAL HEALTH Technology Advisory Committee. In 2014 Marike also contributed as a panellist and was co-editor of the eTELEMED proceedings.