



# Innovation Physio

A Digital Idea Campaign with German  
Physiotherapists

**Target group of our idea campaign:**

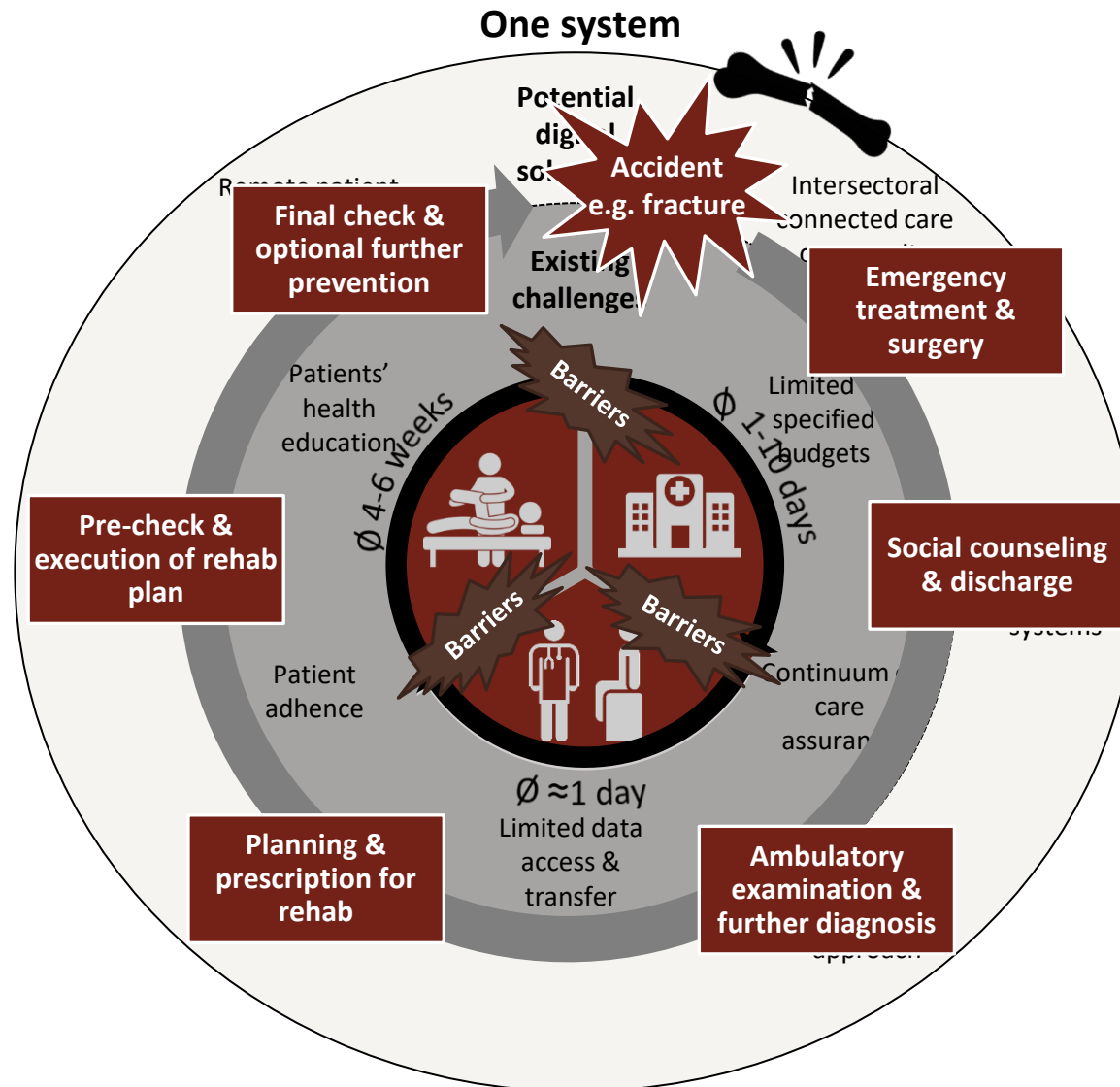


German ambulatory  
physiotherapists

**A joint project initiative of:**

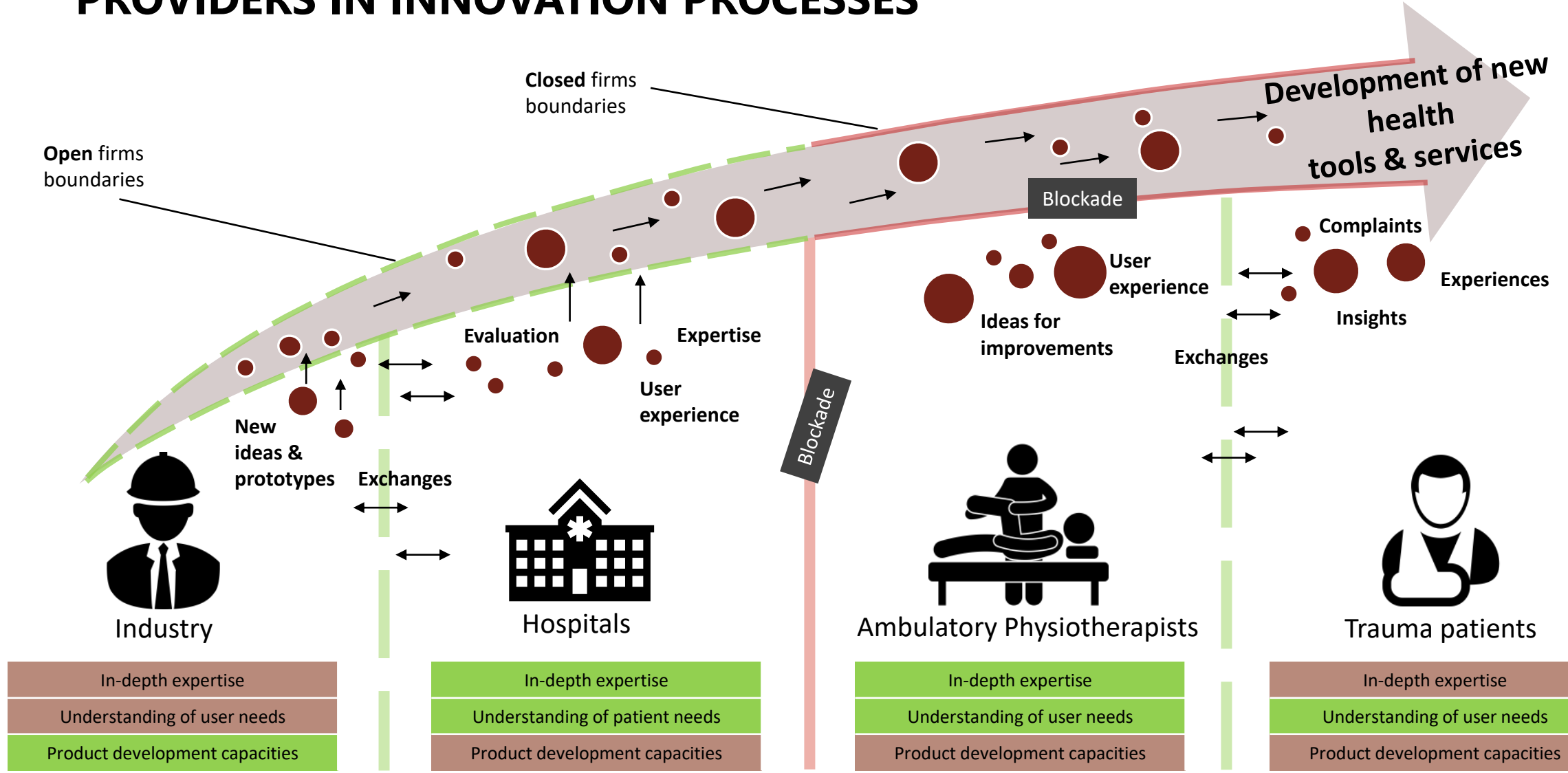


# WHY PHYSIOTHERAPISTS?

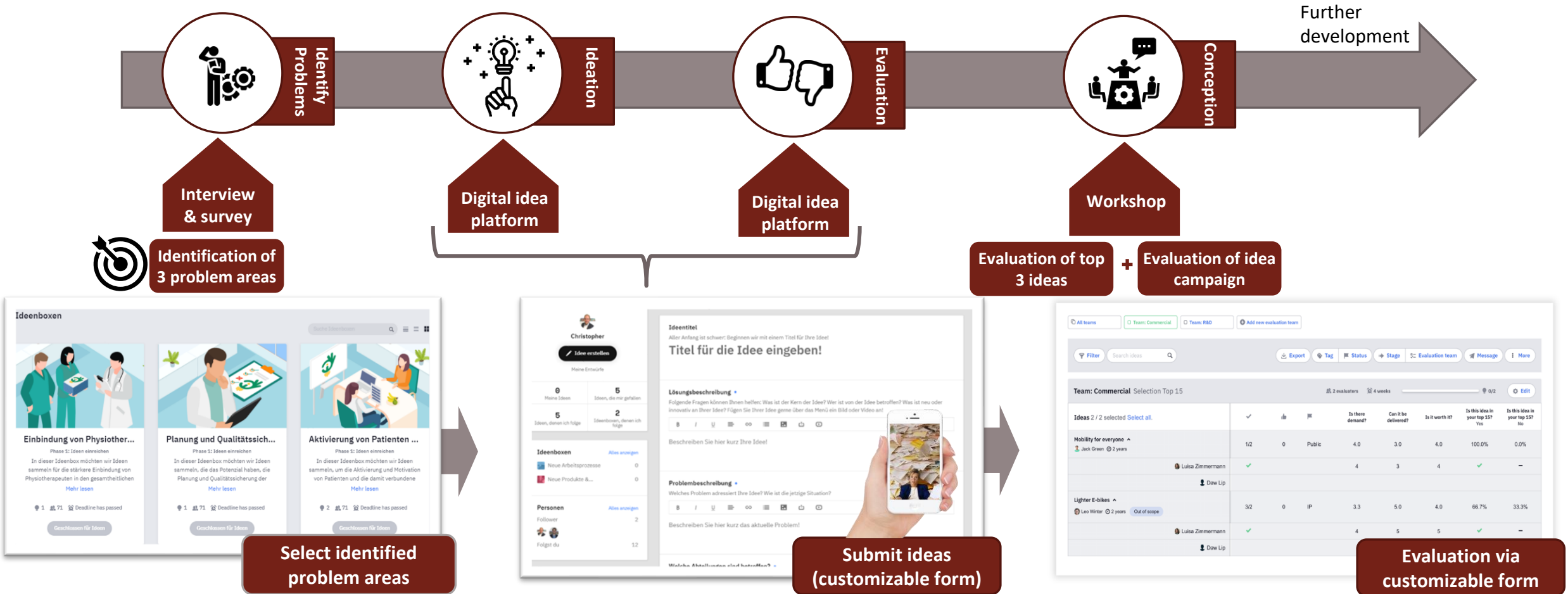


Source: Based on Bliemel et al., 2012; Khorgami et al., 2015

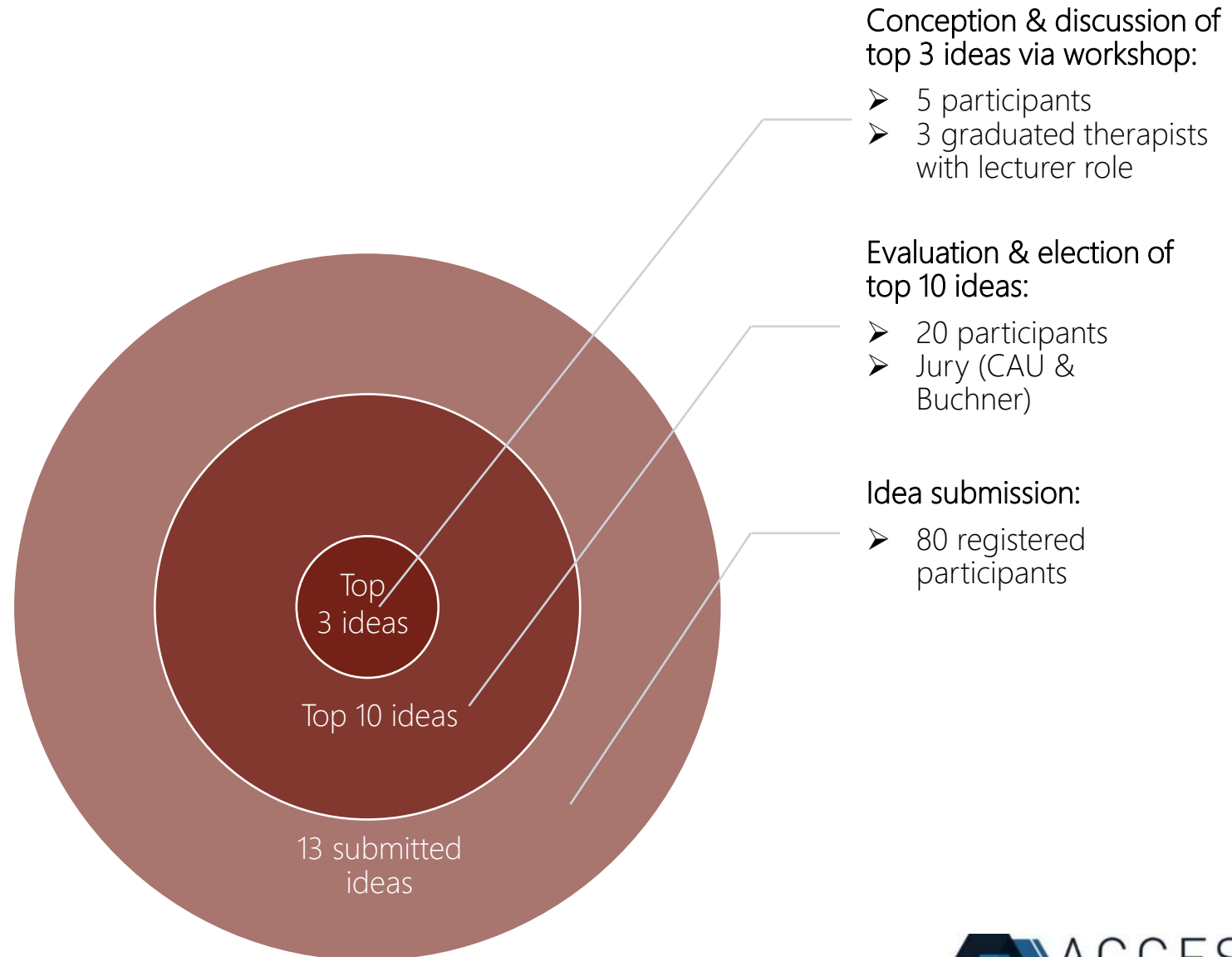
# LACKING INTEGRATION OF NON-MEDICAL SECONDARY SERVICE PROVIDERS IN INNOVATION PROCESSES



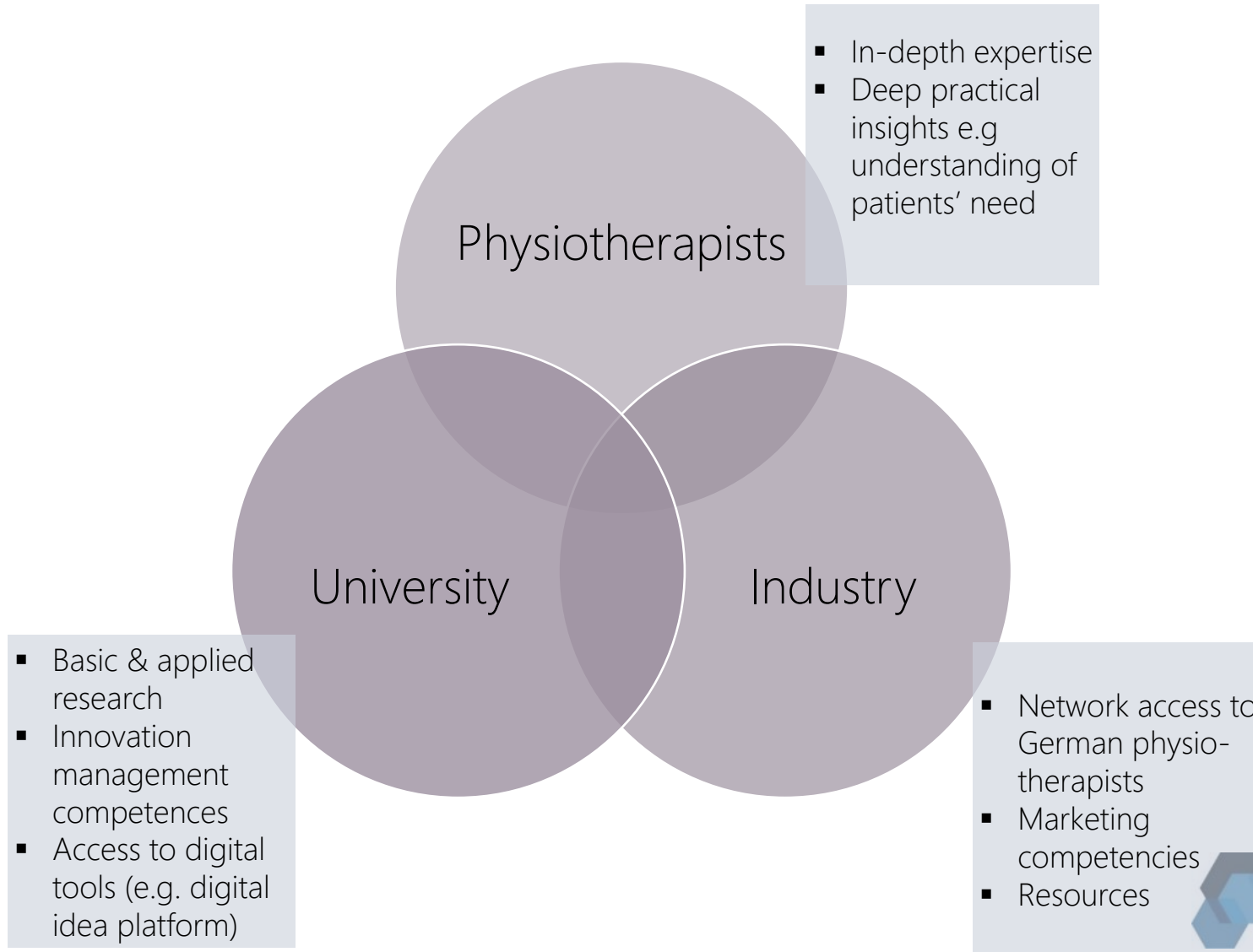
# THE SCHEDULE OF THE DIGITAL IDEA CAMPAIGN



# OUTPUT



# LEVERAGING CROSS-SECTORAL COMPETENCES



Questions?

Thank you for your attention!



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