

MAX & EVE, The Health Experience: Preliminary Project

- 1. THE HEALTH EXPERIENCE:** MAX & EVE is a major national project with the aim of improving Switzerland's health literacy. With the experience gained from comparable national large-scale projects, we can assume that the MAX & EVE exhibition will attract around 1 million visitors. A renowned patronage committee and over thirty regional and national organisations are willing to contribute to the project (see www.maxeve.ch). Regarding the considerable investment of approximately 60 million Swiss francs, we are planning a preliminary project to clearly define the main project.

PROMOTION OF HEALTH LITERACY: People with higher health literacy are less likely to fall ill and, if they do fall ill, they recover faster. They are in better health and thus help to reduce today's steadily increasing health care costs. In Switzerland, however, over 50% of the population has insufficient health literacy. This has been confirmed by various studies and the Swiss federal expert report. Insufficient health literacy leads to more frequent doctor's consultations and emergency admissions, improper patient's behaviour during therapies (adherence) and increased in-patient treatments. The additional expenditure is considerable, causing annual costs of 2.2 to 3.3 billion Swiss francs.

THE PRELIMINARY PROJECT: Regarding the considerable investment of approximately 60 million Swiss francs, we are planning a preliminary project to clearly define the main project.

2. OBJECTIVES OF THE PRELIMINARY PROJECT

- Define and visualise five main topics
- Determine location
- Specify infrastructure (buildings, traffic, safety and operational concepts)
- Validate timetable and milestones with regard to the opening in April 2023
- Develop marketing, communication and sponsoring concept
- Establish stakeholder management
- Develop investment and liquidity planning
- Establish operations and quality control

1. TIMETABLE AND PROCEDURE

The preliminary project shall be completed within 14 weeks after its start and the results will be presented to stakeholders, interested parties and to the public:

	Month 1	Month 2	Month 3	Month 4
Establishing the team	█			
Kick-off workshop	♦			
Defining the main topics	█			
Creative phase on the main topics	█	█		
Establishing detailed concepts on the topics		█	█	
Establishing traffic, safety and operational concepts	█	█	█	
Establishing financing and communication concepts	█	█	█	
Presenting the work results				♦

PROCEDURE

1. The preliminary project starts immediately after its financing is secured (ideally in May 2020)
2. Defining the five main topics and putting together the teams for the concept phase.
3. Multi-disciplinary workshops (experts, lay people, visualisation specialists etc)
4. Establishing detailed concepts on the main topics including visualisations as well as concepts on traffic, safety, operations and location.
5. Presenting the results to involved stakeholders, interested parties and the public.

2. BUDGET FOR THE PRELIMINARY PROJECT

Approximately 210,000 Swiss francs are needed for the preliminary project:

Tasks	CHF
Project management	25,000
Workshops	15,000
Detailed concepts for the five topics	30,000
Visualisations	25,000
Graphics and printing	35,000
Traffic, safety and operational concepts	25,000
Marketing, sponsoring and communication concepts	25,000
Location-related work	25,000
Infrastructure for workshops and presentations	5,000
Total	210,000

The cost framework for the preliminary project is based on the experience of previous exhibitions. This means that both the core team and other involved persons are not or only minimally compensated.

The preliminary project shall be financed by contributions from stakeholders who may also become involved in a later project phase.

3. ORGANISATION

- Host organisation: Verein Gesundheitskompetenz Schweiz
 - Preliminary project team:

Urs Müller (project lead, topics)
Lorenz Furrer (communication) Peter Tschanz (authorities)
Carlo Bommès (operations) Peter Hirschi (IT)
Thomas Blaser (finances) Thomas Studer (projects)
 - Supporting organisations:

Gesundheitsförderung Schweiz
Med. Fakultät der Universität Bern Science et cité
Berner Fachhochschule Gesundheit Schweiz. Patientenorganisation SPO
Further organisations, depending on topics
- Information about MAX & EVE: www.maxeve.ch and brochure
- Contact: Urs Müller, PD Dr. med., MBA, urs.mueller@maxeve.ch, +41 79 704 31 10
 - Initiator and overall responsibility MAX & EVE

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