



Caroline Baan

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Caroline Baan is Head of the Department for Quality of Care and Health Economics at the National Institute for Public Health and the Environment (RIVM). In addition, she is Professor of Integrated Health Care at Tilburg University. As an associate of Tiara International LLC, Caroline has practiced and studied *The Tiara Model for True LeadershipSM* for the past five years, and she is an active member of the Tiara International Community.

In her work Caroline combines science, policy and people management. Just as she is focusing on shaping health care services in her research, as a manager she is focusing on creating an effective environment and supporting her team members to get the best out of themselves.

“There are more and more people with one or more chronic disorders, such as diabetes. For these people, good prevention, care and support are important, to allow them to continue to lead their own lives and participate in society. I want to know how we can shape and organize this best, within our health care system. This is how I would like to contribute to people growing old in a happy way.”

As a manager, she feels called to create a culture where people trust and respect each other, find meaning in the work they do and create positive energy. She deeply believes that by paying attention to these three parts, people are more productive and generate better results.

Caroline Baan studied Biology at Utrecht University. She earned her PhD in 1999 at the Department of Public Health at Erasmus University Rotterdam. She also worked at Amsterdam University and with the area health authorities of Rotterdam and North-East Brabant.

Her key talents are **connection, getting to the heart of matters and adding humor.**