



Healthcare & Personal Care are essential to public wellbeing, economic resilience and inclusive development. Across many regions, demand for accessible healthcare services and safe, reliable products continues to grow. This creates opportunities for SMEs and organisations to strengthen systems, improve quality and expand access, contributing to healthier communities, local value creation and sustainable economic development.

Healthcare & Personal Care

The Healthcare & Personal Care programme promotes accessible, high-quality services and products as a foundation for healthy and resilient societies. By strengthening organisations, improving quality standards and encouraging responsible production and care, the programme contributes to inclusive development and local value creation in often challenging environments. This integrated approach strengthens ecosystems that support public health, economic opportunity and long-term impact.

Healthcare – improved wellbeing

PUM collaborates with private healthcare providers and related organisations across the full value chain, including hospitals, laboratories, rehabilitation centres, clinics and care institutions. Focus is on improving operational efficiency, cost control and quality of care, while expanding access to services. Attention is given to quality and safety standards, accreditation, facility and equipment management, and the development of clear processes and protocols. Strengthening organisational performance enables healthcare providers to respond to growing demand while maintaining affordable and reliable services.

E-health solutions play an increasing role in improving access and efficiency, particularly in regions where infrastructure and resources are limited. In addition, capacity building and train-the-trainer approaches contribute to long-term skills development within organisations and systems.

Personal Care – trusted products

Within personal care, PUM collaborates with entrepreneurs and manufacturers to develop safe, high-quality and compliant products. This includes cosmetics, hygiene products, pharmaceuticals, medical devices and natural extracts. The programme focuses on product development, process optimisation and the establishment of robust quality and compliance systems, including Good Manufacturing Practice and certification. Guidance also covers facility design, equipment management and scaling production from small workshops to industrial settings. By strengthening the use and valorisation of local resources, the programme contributes to reduced import dependence and increased economic resilience.

Strengthening business foundations

The programme also includes experts with extensive experience in general strategy and business planning areas. They collaborate with entrepreneurs and organisations to strengthen management, marketing, finance and operations. By combining technical expertise with general business support, PUM contributes to sustainable growth and resilient organisations.

Professional people for positive impact

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check [PUM.nl](https://pum.nl) for more information and criteria, and apply for advice.