

# Open Innovation

EIT Health's challenge-driven  
Open Innovation programme



Co-funded by the  
European Union



# Welcome!

## Housekeeping

- Presentation will be followed by a Q&A session to address your questions
- Please ask your questions through the **Q&A** tab
- The recording & slides from the webinar will be shared tomorrow by email
- At the end of the webinar we will share the link to **a short feedback survey**, thank you in advance for filling it!



# About EIT Health



## Enable longer and healthier lives for European citizens

Our health innovation community, including approximately **150 world-class partner** organisations, works across borders to bring together the three worlds of business, research and education.

Backed by the **European Union**, EIT Health brings together the brightest minds from the worlds of business, research, education and healthcare delivery to answer the biggest health challenges Europe faces.

Learn more at <http://eithealth.eu>



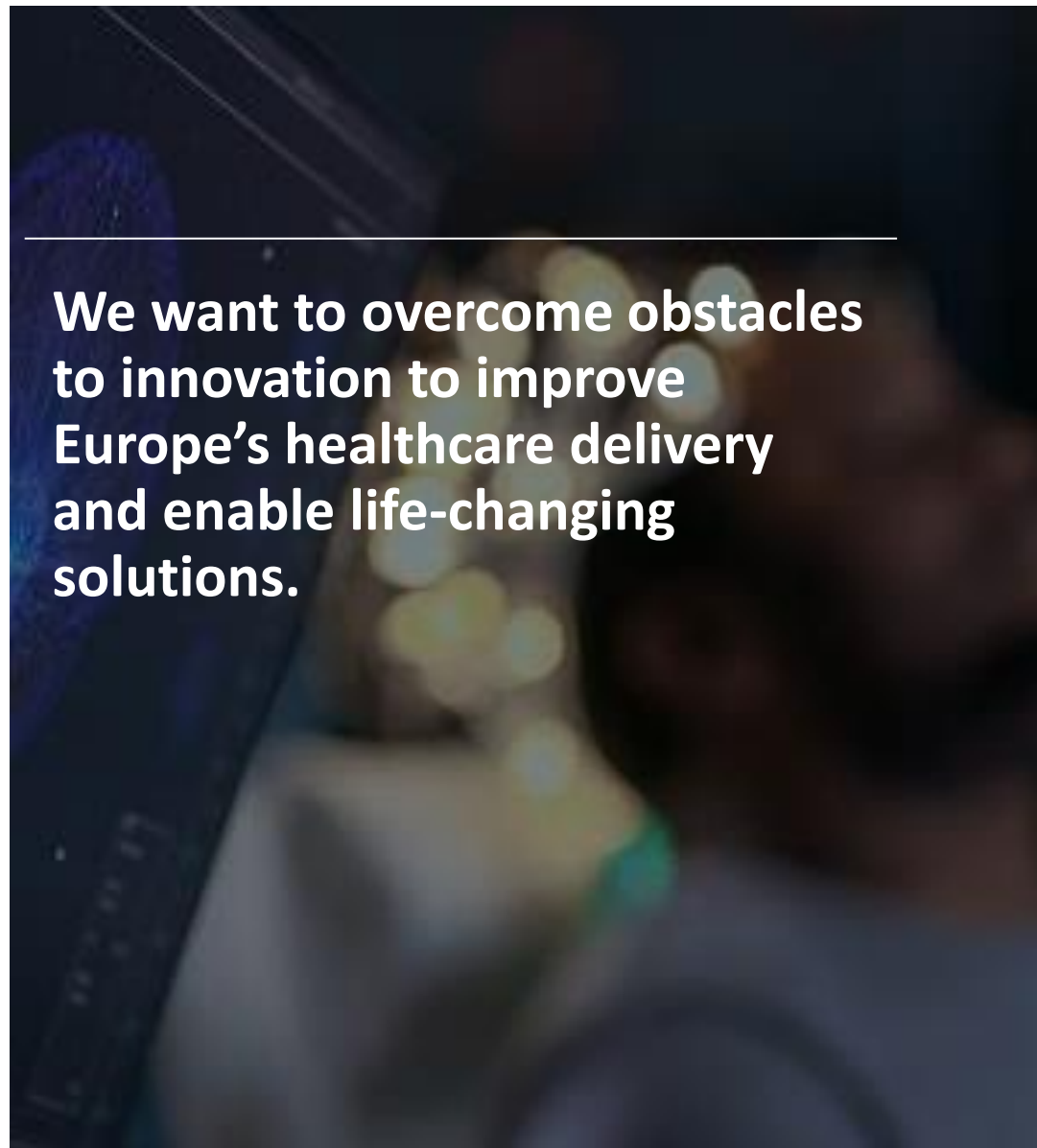
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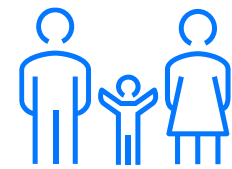
# EIT Health goals



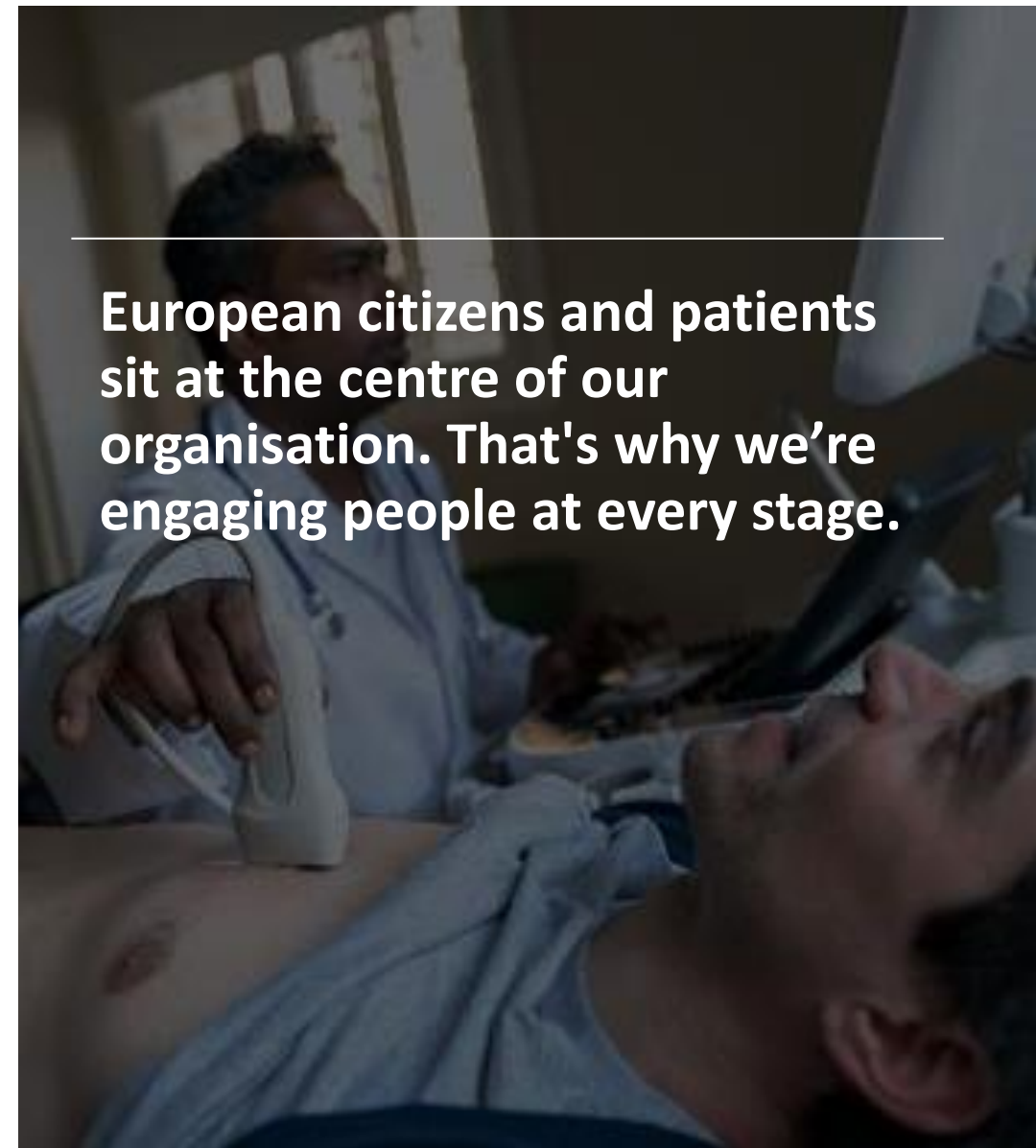
Strengthening healthcare systems in Europe



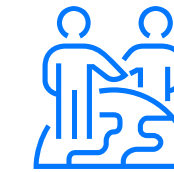
**We want to overcome obstacles to innovation to improve Europe's healthcare delivery and enable life-changing solutions.**



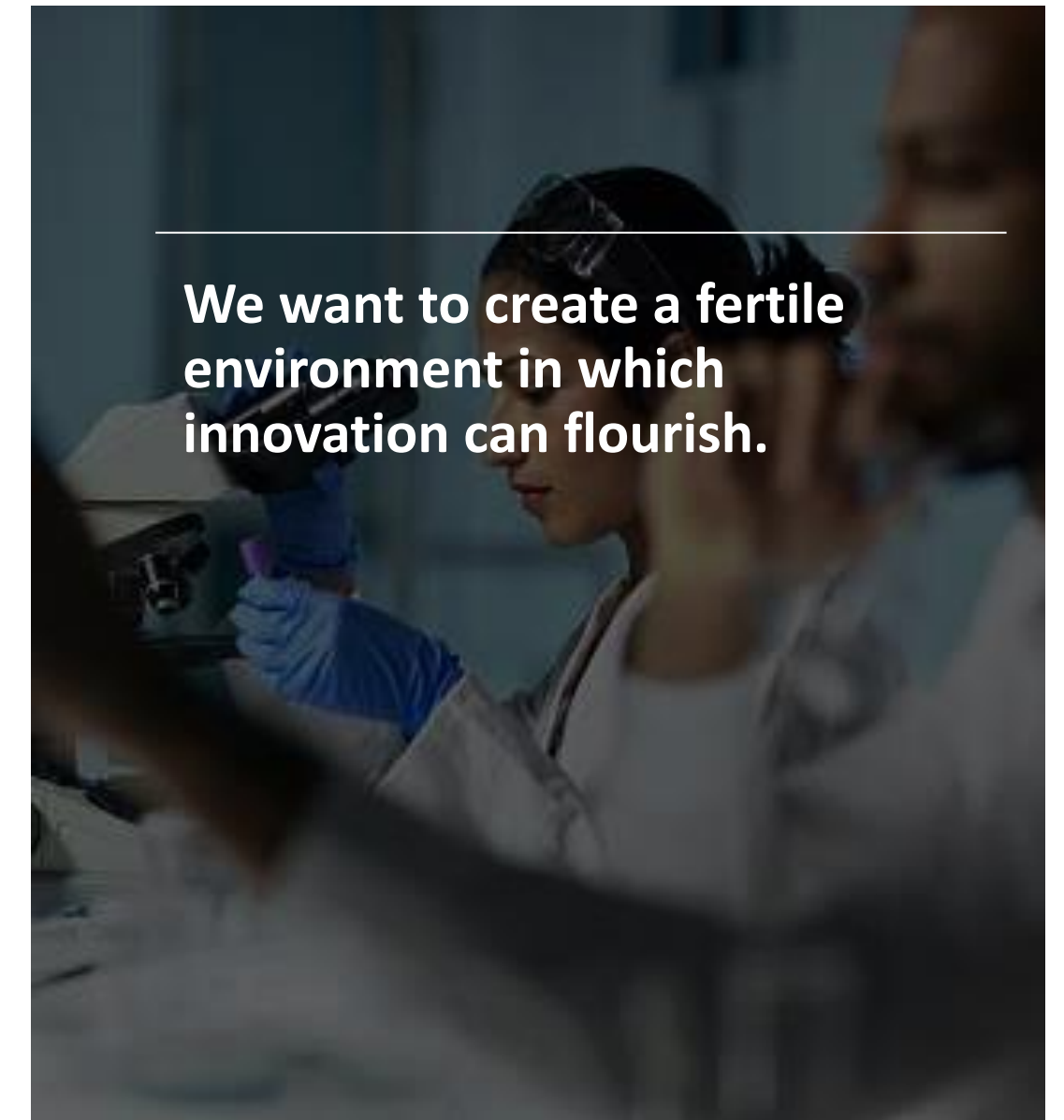
Promoting better health of citizens



**European citizens and patients sit at the centre of our organisation. That's why we're engaging people at every stage.**



Contributing to a sustainable health economy in Europe



**We want to create a fertile environment in which innovation can flourish.**

# Participate in Open Innovation with EIT Health

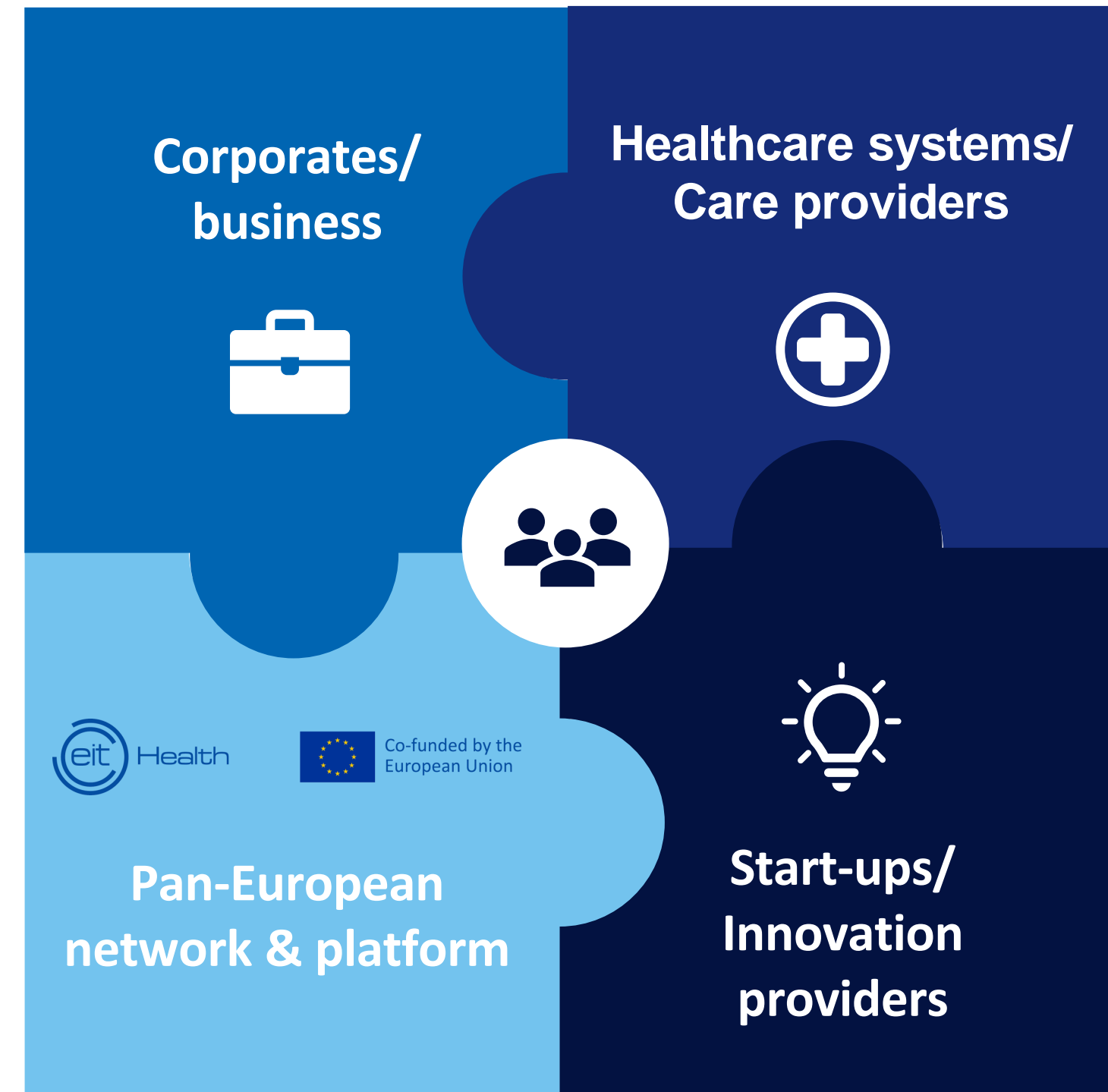
EIT Health Open innovation is a platform of innovation with a **collaborative approach** that involves sharing knowledge and resources



The programme promotes a **demand driven innovation**, that brings together stakeholders' perspectives to pave the way for successful innovation adoption.

With the **objective to improve patient outcomes**, reduce healthcare costs & working towards new models to deliver healthcare based on **value**.

This acceleration programme aims to **fast-track implementation of solutions** by integrating Healthcare Providers' in the process and supporting start-ups to navigate local context.





- Patient and healthcare professional point of view
- Access to real settings for pilot the solutions
- Knowledge on clinical journeys (patients, samples, settings)
- Access to patients
- Innovation goals, new models of delivering healthcare
- Access to procurement or reimbursement conditions



- **Commitment of the market pull**
- **Technical support for solution implementation**
- **Dedication to improving patients' outcomes**
- **Innovation goals, business strategy/lines, new models for healthcare delivery**
- **Investment in evidence/value generation**





- **Experienced methodology in Open Innovation**
- **Neutral third party with one objective: get a healthcare challenge solved**
- **Aligning effort of business creation, toward the adoption of healthcare innovative solution by end-users**
- **Large local & cross European ecosystem: access to KOL, experts, mentors, governmental bodies, HTA agencies**
- **Track record for broad scouting and selecting high performance ventures and programme management**
- **Wide reach channels for marketing and communication**



- **Provide innovative solution or cutting-edge technologies to overcome complex challenges**
- **Commitment of the team members**
- **Willingness to pivot or adapt innovation solutions**
- **Interest in collaborate with both clinical and commercial partners**

# In a nutshell



**1** Frame the common unmet need



**2** Co-design the joint challenge



**3** Scout, select & adapt cutting edge research and innovation technology across Europe (Start-up, SME, Spin-offs)



**4** Pilot together innovation solution in real setting

June 2023

Phase 1

Dec 2023

2024

Phase 2

- ✓ De-risk mechanism
- ✓ Solutions adapted to the challenge
- ✓ Free of charge for selected promoters

1

## Frame the common unmet need

Discover common pain points in the customer/patient journey and identify the real unmet need and scope



**Interviews with EIT  
Health innovation  
ecosystem**



**Co-creational  
workshops**



**Analysis of the local  
context**



**Analysis of the  
market**



**Legal agreements**  
Promoter's  
agreement

2

## Co-design the joint challenge

Define the right challenge to bridge the gap between your unmet need and solutions ready for adoption

3

## Scout, select & adapt cutting edge research and innovation technology across Europe

Find the most innovative solution that will solve the challenge.

Prepare them for being adopted or reimbursed in your local healthcare system, by validating the implementation and market access plan.



### Evaluation

Assessment of readiness of the innovation provider and quality of the solution (IP, TRL, Regulatory, Evidence)



### Interviews

Assessment of Management teams' quality and interest



### Deep dive analysis

Closer look at the provider's solution fit.



### Acceleration and adaptation

Through mentoring support steer the innovation provider into the right direction



### Safe environment

EIT Health provides the framework for information sharing with all stakeholders in mind  
Participant's agreement

4

## Pilot together innovation solution in real setting

Get access and test innovative solutions that improve patient outcomes, reduce healthcare costs and work towards new models to deliver healthcare based on value.

Gather evidence and qualitative data in a real setting to fast-track adoption or reimbursement.



### Design of pilot study

Type of evidence, data gathering...



### Educational capsules

Workshops, materials for stakeholders...



### Facilitate cooperation

with different departments in the promoter teams (IT, data, management, etc..)



### Monitoring and tailored support to innovation providers

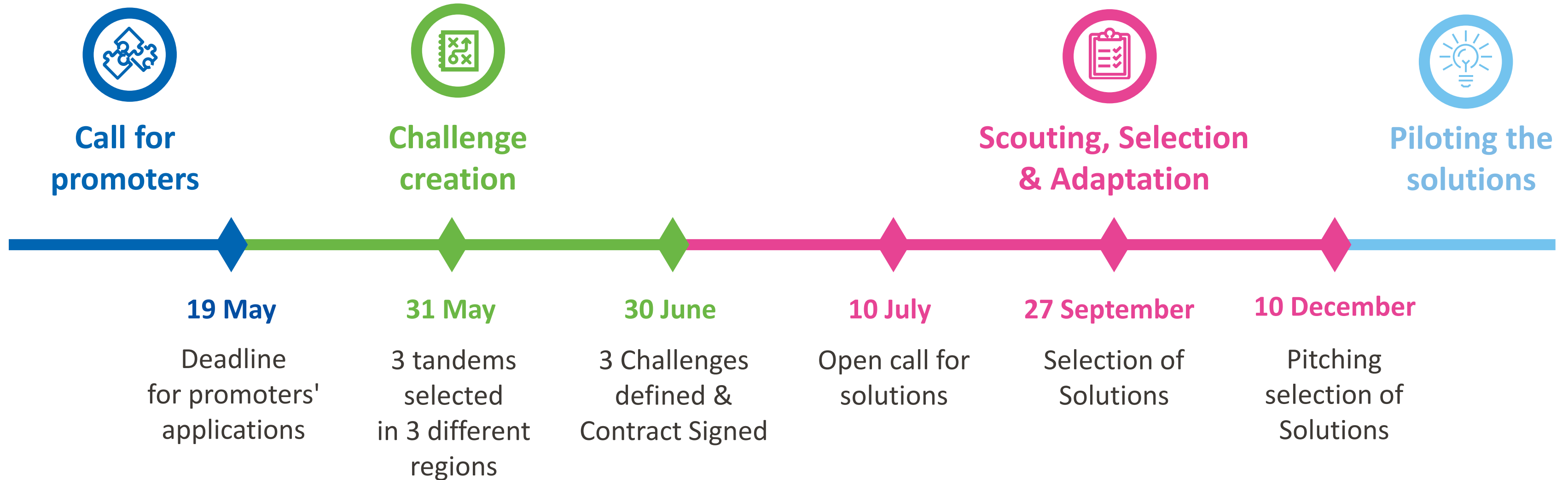
Mentoring & coaching



### Provide legal framework to operate

Pilot sponsors agreement

# Timeline



## How can you be a promoter? Come in tandem!!

- **1 corporate/business** role organization
- **1 healthcare system/providers** role organization
- From the same country or innovation region

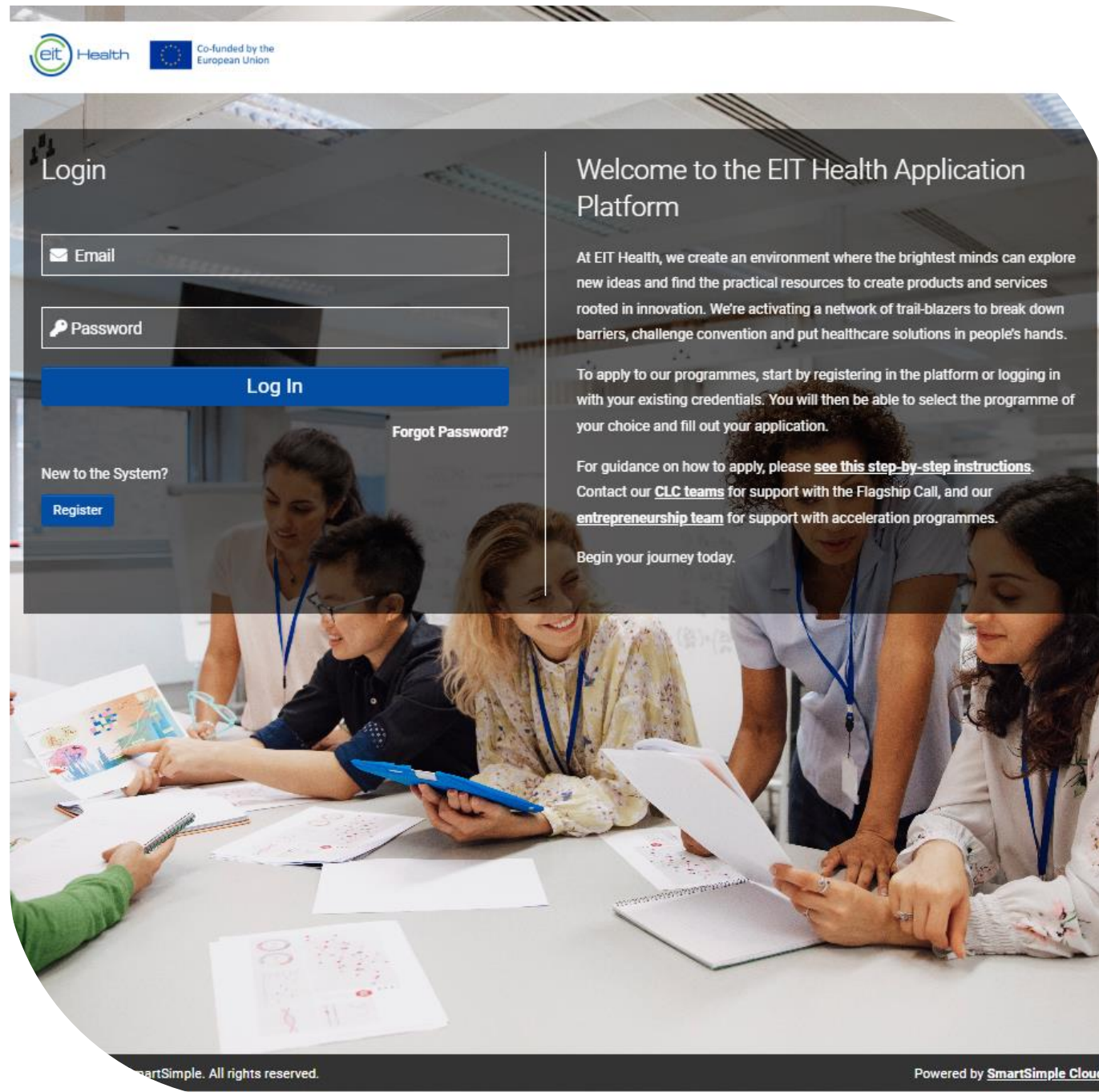


Apply by  
19<sup>th</sup> May 2023

How and when can I apply?

Applications can be submitted **any time**. The deadline for the **selection** is **19 May 2023**. Applications after that date will be considered for the next timeframe.

All participants need to be from EU countries or Switzerland, UK and Norway





# How does EIT Health support the creation of the tandem?

EIT Health benefits from an extended network of partners. Please to get an overview of regional synergies and introductions if needed.



Contact **Regional Collaboration Leads** in your CLC office



**Matchmaking Event**  
9-10<sup>th</sup> May Vienna



**Open office hours**



BOOK A SLOT





EIT Health with Novartis BIOME aim to identify, validate and pilot viable innovation solutions, ready for market access and scale up, that respond to the real need of patients with axial spondyloarthritis (AxSpA) during their care process.

23 startup applications  4 startups accelerated  1 startup selected for implementation



EIT Health and Biogen aim to rapidly accelerate maturity and/or market access of the most promising solutions and technologies addressing the challenge of Alzheimer’s Disease in Germany.

64 startup applications  32 startups accelerated  2 startups selected for implementation



Learn more:

[https://eithealth.eu/opportunity\\_open-innovation-programme](https://eithealth.eu/opportunity_open-innovation-programme)

Maria Sanchis - [maria.sanchis@eithealth.eu](mailto:maria.sanchis@eithealth.eu)

Apply by the 19th of May:

[https:// apply.eithealth.eu](https://apply.eithealth.eu)

Questions?

Feel free to [book an open session](#) with the team.

Want help to build a tandem?

Contact your contact point in your region.

# Have Questions?



Get in touch with a member of our team in your region to learn more about our programmes.



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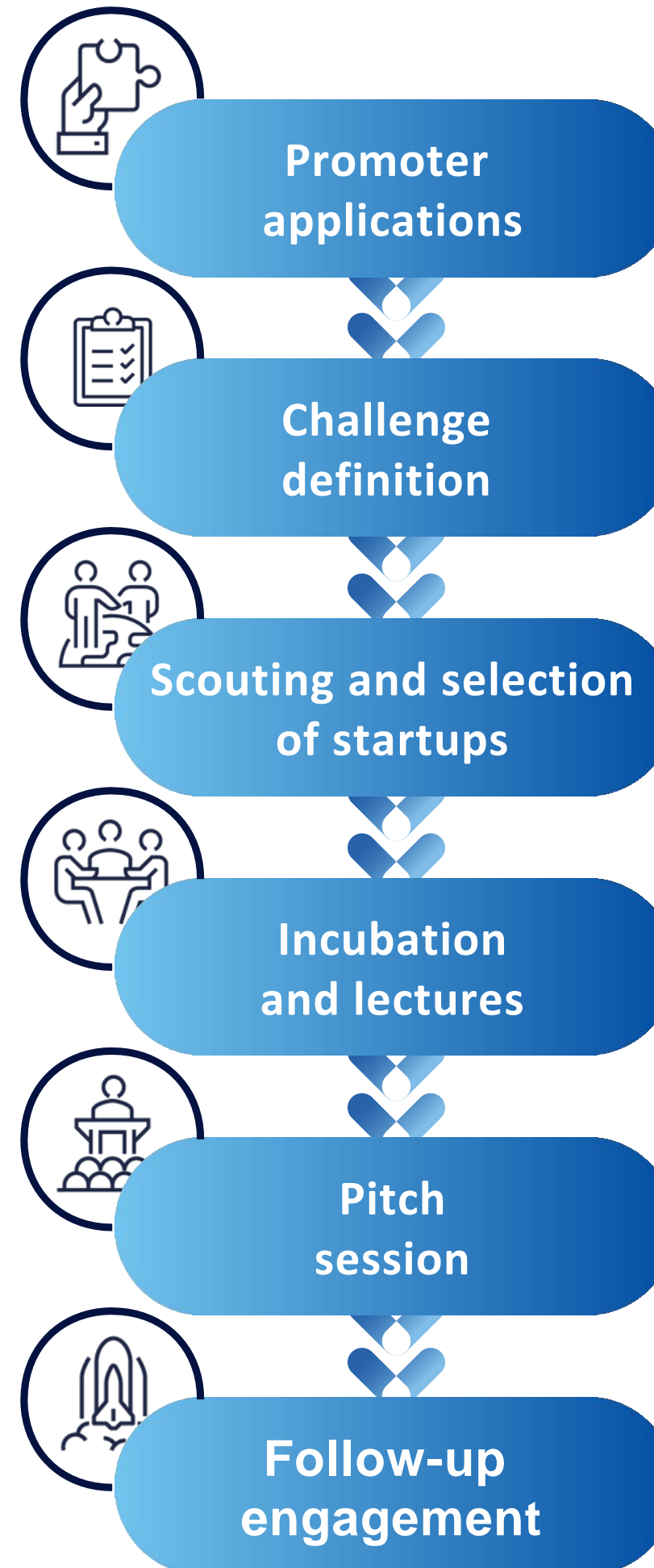
# How is the programme



The Open Innovation programme is a **challenge-driven** programme.

A medical center and an industry stakeholder coming together with a common challenge to pave the way for successful innovation adoption, for improving patient outcomes, reducing healthcare costs, working towards new models to deliver healthcare based on value.

Together with an acceleration programme for startups to fast-track the implementation and procurement of transforming health solutions across European Healthcare Providers.



Medical centres and corporate partners from the **same region** tandem with a **common unmet need**.

**3 challenges** will be co-defined with EIT Health from expressed unmet needs.

Selection of **10 solutions for each challenge** offered by startups from the extended network of EIT Health.

Individual mentoring and lectures provided to startups to refine **value proposition and business case** towards the challenges by clinical experts, corporate, patients, entrepreneurs and investors.

Selection of the **winning startups** during a pitch event in front of challenge promoters and investors.

EIT Health engagement on the side of promoters and startups towards **pilots, procurements** or any form of follow up actions.

# Promoter engagements



Active creation  
of the challenge

Active participation of the **challenge definition** with EIT Health programme managers

Evaluation  
of startups solutions

**3 experts** per promoter tandem for at least 6 hour time each over 2 weeks (on-line)

Startup  
acculturation

Lecture the selected startups: **3 experts per promoter** tandem for at least 1h lecture over 2 weeks (on-line)

Supporting startup  
answer to challenge

Experts to act as mentors to guide startups on their answer to the challenge: **2 to 4 experts** about 3 hours per week over 7 weeks (on-line)

Attending  
pitch event

**2 representatives** of the promoter tandem for the on-person one-day event

Other forms of collaboration, including hosting programme event(s), additional recognition/prize from the partner are also possible.



# FAQ



## Where and when will the challenges be announced?



### Present and discuss the challenges during Bits&Pretzels Healthtech 2023

- Be live on the EIT Health stage for the Open Innovation session
- Receive free access to Europe's greatest minds in HealthTech
- Reach out to innovation providers and discover new technologies
- Connect with Hospitals, corporates, insurances and investors
- Find out more [https: www.bitsandpretzels.com/healthtech](https://www.bitsandpretzels.com/healthtech)





## How is the Open Innovation Programme financed?

The Open Innovation programme is **financed by EIT Health in Phase 1** as a de-risk mechanism and by the sponsor of the pilot in Phase 2.

Although Phase 1 includes a collaborative process with the *in-kind* contribution by all promoters. A partial sustainability mechanism is foreseen in case a successful event for the innovators happens due to the course of the programme and the selection pitch in front of investors.

Particularities and % of fees and distribution amongst promoters, will be discussed on a case-by-case basis and will be part of the **Promoter's agreements** and **Participants agreements** (signed by the promoters and innovators before participating in the programme).





## What is the difference from previous Open Innovation Programs?

The main difference lies in:

- Inclusion in the promoters team, healthcare providers/healthcare systems - to identified unmet need, co-define the challenge with industry and EITHealth. and scout and accelerate innovation solutions to address the challenge.
- Including the follow-up activities: piloting the solution, increasing the level of evidence, adaptation the solution to the hospital premises, or health system inquiries, etc...
- Initial agreements in place



## What will applicants as promoters need to submit?

Tandem (partners 1 and 2) fill a common application form:

- The need and the problem description
  - Why now – desired TRL , technology in the market, organizational needs
  - Impact – Number of patients affected, QoL, etc..
  - Involvement and commitment in the programme – departments, key people, etc...
  - Explain the collaboration between partners, if it exists already.
- 
- ✓ Accept participation contribution
  - ✓ Sign promoters agreement
  - ✓ Participating experts will be required to sign an NDA to ensure free exchange of information between participants, mentors & judges/evaluators.



## How will be the evaluation process look like?

The evaluation process will take place between 19<sup>th</sup> and 31<sup>st</sup> of May.

3 promoter tandems will be selected, each one in a different region.

Final selection is done by the EIT Health Executive Management Team based on the following criteria:

- Overall alignment with EIT Health Strategic Agenda.
- Overall portfolio balance.
- The overall budget available, and the approved distribution of the anticipated EIT budget across the portfolio, as approved by the EIT Health Supervisory Board.