# EIT Health Flagships Call 2025
# **Executive Summary**

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# Foreword from
# Jean-Marc Bourez

Our Flagships Call is a call for activities that will enable our Partners and the wider network of actors and players across our ecosystem, to focus on delivering solutions to Europe's biggest healthcare challenges.

The opening of the 2025 Call builds on EIT Health's previous Flagship calls in 2023 and 2024. EIT Health will fund up to 22 projects and programmes to develop their innovation ideas targeted at providing products, services and courses that will address current unmet needs.

As a neutral platform, EIT Health holds a unique position, serving as both a strategic guide and an implementation tool, allowing us to extend this Call to everyone. If you're passionate about healthcare innovation and committed to improving health outcomes for all, we strongly encourage your participation.

As a collective ecosystem, we have the opportunity to deliver positive change that will create long-lasting value for the communities we serve. If you are one of our existing Partners, a start-up, a healthcare provider, research body, payor or regional/national/international policy body, institution or municipality, we welcome your proposals.

Therefore, I am delighted that EIT Health's Call for activities against the 2025 Flagships is now open.

As we continue to transition into an organisation that can remain sustainable for the years ahead, the Flagships put us at the centre of the European healthcare innovation landscape, enabling us to work across geographical boundaries and reducing the silos that can exist across our ecosystem. An example of this being our ongoing commitment to our partnership with DG Grow and HERA where we are implementing and coordinating a new "Health Industry Pact for Skills".

Now is our opportunity to further the progress we've made and create lasting impact. I hope you'll join us in being a part of this exciting journey.

*Jean-Marc Bourez*

EIT Health CEO

# What is our Flagship Call?

## Background

Europe is at a pivotal moment in health, but social care systems are typically slow to change and adapt, meaning the time to act is now. We are defining new models of healthcare delivery, applying robust analysis of existing databases, aiding the implementation of the European Health Data Space, and supporting digital health transformation in Europe, focusing on the development of, and access to digital medical devices.

In recognising this, EIT Health's Flagship concept was born.

The Flagships approach allows us to link to other EU instruments and national funding, and establish a number of projects, pilots and collaborations that will help us achieve our objective of benefitting health in Europe through innovation.

EIT Health has three Flagships: **The Re-industrialisation of Europe, Digital Transformation of Healthcare**, and **New Models to Deliver Healthcare**. Each Flagship topic has its own specific benefits that contribute to some of the top health priorities identified at European level.



## Flagship Call 2025

In this brochure we will provide a top line summary of the **Flagship Digital Transformation of Healthcare**. For more information on the other two Flagships, please visit our Flagship Hub.

# Digital Transformation of Healthcare

Advanced technology and data utilisation is driving the shift towards digital healthcare to improve the efficiency and effectiveness of medical services, bringing care outside the hospital and towards more preventative models.

Can your proposal help support the digital health transformation in Europe through one of the following focus points?

- The development of, and access to, digital medical devices (DMDs).
- The implementation of the European Health Data Space (EHDS) by exploring the secondary use of data for research and innovation.
- The guidance for leadership in Europe on this digital health transformation.

**The objectives of this Flagship are to:**
- Increase general awareness of DMDs and provide the opportunity to upskill in digital health.
- Identify healthcare needs that can be solved through digital technology.
- Accelerate development, evaluation and validation, certification, and market access of DMDs in Europe.
- Educate on the importance and relevance of data sharing.
- Validate technologies and build sustainable business models by exploiting existing health assets to speed up clinical validation development and decrease time to market for novel data-based solution.
- Improve digital health literacy to enable citizens to take control of their health data and become more active in co-creation and co-delivery of innovation in the healthcare system.

**The benefits of this Flagship are:**

- **Interdisciplinary collaboration and therefore a key role for EITH:**
  • The HTA framework requires engagement from business, education and innovation stakeholders to construct a meaningful framework.
  • The Complexity of collection, management and use of data will require diversity of opinions to fully understand all issues and potential benefits.

- **European Digital Single Market benefits**
  • The Flagship will address the fragmented, diverse HTA systems across European countries and provide a blueprint for a harmonised framework.
  • Greater uptake of DMDs can generate patient, research and economic benefits and spur wider innovation economy.

  • A unified market can provide higher commercial potential for EU companies and mitigate competition from other geographies.

- **EHDS benefits**
  • Enhanced availability and accessibility of data can provide new avenues for research, business creation and innovation, and elicit change of underlying data infrastructure across EU countries.
  • Socio-economic benefits can be realised via cost savings, increased innovation and a more valuable EU health data economy.

# Digital Transformation of Healthcare

## Why should you collaborate with us?

Collaborating with us will ensure your innovative ideas transform into programmes and solutions that deliver impact. Our 2025 Flagships Call offers four key activities you can apply to, each designed to support and guide your efforts in driving meaningful, cross-border change:

- **DiGinnovation Programme:** This programme connects leading CE-marked digital health micro and small enterprises with international partners to form consortia focused on enhancing healthcare delivery. The initiative aims to accelerate the adoption of digital medical devices by healthcare professionals and patients, speed up market entry for innovations, and prepare for the reimbursement process.

- **Innovation to Market Projects:** This initiative supports CE-marked or soon-to-be-approved digital medical devices in entering new EU markets by generating robust evidence of the solution's relevance in the target geography and building commercial partnerships to drive market uptake.

- **Education Modules Towards EIT-Labelled Certification:** We are seeking high quality content which addresses the talent gaps in the European Healthcare sector, and feeds into modules for the EIT Health Academy lifelong learning catalogue.

- **EIT Health Catapult:** EIT Health Catapult is a comprehensive training programme for ambitious life sciences and healthtech start-ups. This year's call is looking for organisations to help manage the programme and facilitate growth by coordinating with investors, organising mentoring sessions, appointing pitch trainers, and more.

## Who should apply

If you're part of the healthcare industry, a start-up, a public health body, a policymaker, an academic institution, or corporate focused on business, education, research, or health service delivery, our Flagship Call 2025 is designed for you. We also welcome post-graduate students in STEM fields, professionals in bioproduction, biotech, medical devices, and those working in Digital Health, Pharma, and MedTech sectors. This is not an exhaustive list, if you have an interest and the expertise to transform healthcare, join us to drive innovation and make a lasting impact.

## How to apply

You can log-on or register on the **EIT Health Application Platform**. Full details on this Flagship Call and the application process can be found in the "EIT Health Call for Proposals, Flagships Call 2025" document.

# Application Process

## How to apply

**1.** All applications must be completed through the **EIT Health Application Platform**.

**2.** If your organisation is already an EIT Health member, or has registered for previous Call(s) as an External Project Partner on our old application platform, PLAZA, you should be able to find your organisation's data on the EIT Health Application Platform.

**3.** New applicants will need to register on the **EIT Health Application Platform here**.

Full details on how to apply are in the "EIT Health Call for Proposals, Flagships Call 2025" document.
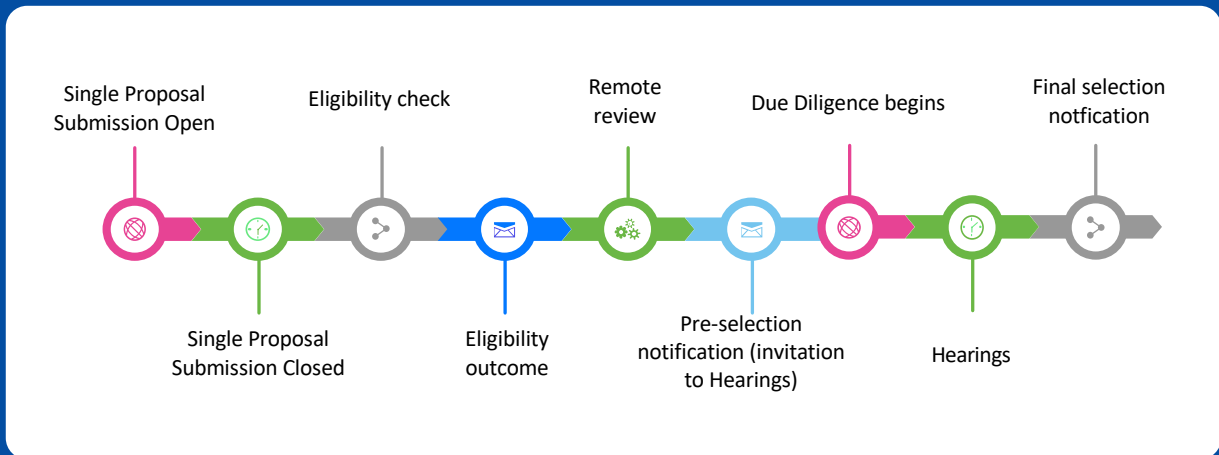
Full details on the selection process can be found in the full call document.
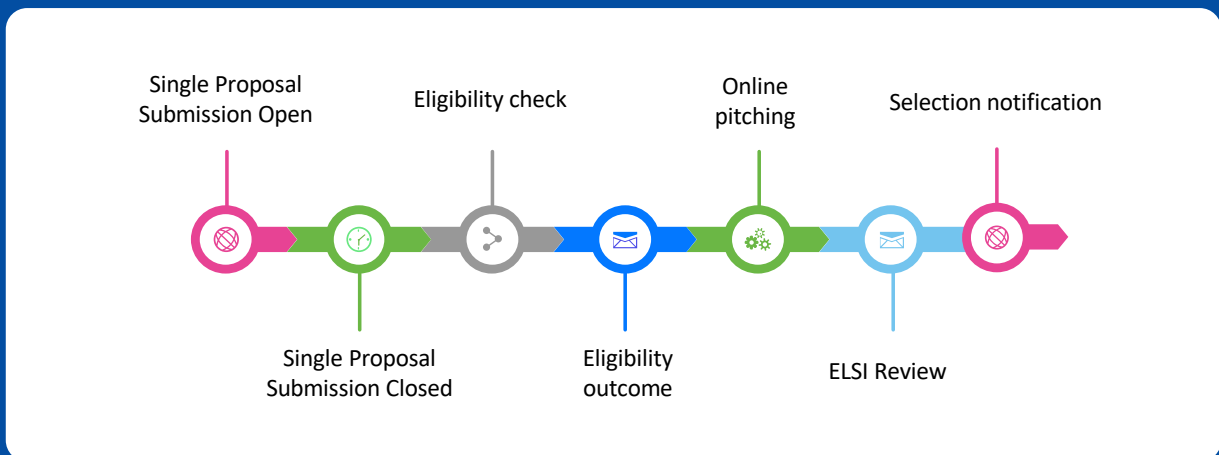
# The selection process

All applicants will progress through a round of assessments designed to evaluate criteria such as "excellence and strategic fit", "impact and sustainability" and "implementation", with the most promising submissions accepted as projects, after completing an Ethical, Legal, and Social Issues (ELSI) evaluation.

## Innovation to Market and DiGinnovation activities:

Single Proposal Submission Open — Eligibility check — Remote review — Due Diligence begins — Final selection notfication

Single Proposal Submission Closed — Eligibility outcome — Pre-selection notification (invitation to Hearings) — Hearings

## Education and Catapult process:

Single Proposal Submission Open — Eligibility check — Online pitching — Selection notification

Single Proposal Submission Closed — Eligibility outcome — ELSI Review

Full details on the selection process can be found in the full call document.

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# Flagships Call 2025: Dates to remember

Note the following dates and deadlines in your diary, which differ depending on the activity you are interested in applying to.

## Innovation to Market Projects, and the DiGinnovation Programme timeline

| EVALUATION PROCESS STEP | START DATE | END DATE |
|---|---|---|
| CALL OPEN | 5 SEPTEMBER 2024 | |
| CALL CLOSED | 5 NOVEMBER 2024 | |
| ELIGIBILITY CHECK OUTCOME NOTIFICATION | 11 NOVEMBER 2024 | |
| REMOTE EVALUATION | 11 NOVEMBER 2024 | 22 NOVEMBER 2024 |
| REMOTE EVALUATION OUTCOME NOTIFICATION (& INVITATIONS TO HEARINGS, IF APPLICABLE) | 28 NOVEMBER 2024 | |
| DUE DILIGENCE | 2 DECEMBER 2024 | |
| HEARINGS | 13 JANUARY 2025 | 15 JANUARY 2025 |
| ELSI EVALUATION | 16 JANUARY 2025 | 31 JANUARY 2025 |
| FINAL SELECTION OUTCOME NOTIFICATION | 5 FEBRUARY 2025 | |
| STAND STILL PERIOD | 5 FEBRUARY 2025 | 5 MARCH 2025 |
| PROJECT START | 6 MARCH 2025 | 6 MARCH 2025 |

## Education and Catapult activities timeline

| EVALUATION PROCESS STEP | START DATE | END DATE |
|---|---|---|
| CALL OPEN | 5 SEPTEMBER 2024 | 5 NOVEMBER 2024 |
| CALL CLOSED | 5 NOVEMBER 2024 | 5 NOVEMBER 2024 |
| ELIGIBILITY CHECK OUTCOME NOTIFICATION | 11 NOVEMBER 2024 | 11 NOVEMBER 2024 |
| INVITATION TO PITCH | 13 NOVEMBER 2024 | 14 NOVEMBER 2024 |
| ONLINE PITCHING | 20 NOVEMBER 2024 | 21 NOVEMBER 2024 |
| ELSI EVALUATION | 27 NOVEMBER 2024 | 3 DECEMBER 2024 |
| SELECTION NOTIFICATION | 10 DECEMBER 2024 | 10 DECEMBER 2024 |
| STAND STILL PERIOD | 10 DECEMBER 2024 | 10 JANUARY 2025 |
| PROJECT START | 10 JANUARY 2025 | 10 JANUARY 2025 |

For all applications, a minimum quality threshold of 70% applies at the relevant selection steps.

# What makes a successful education proposal?

**How to ensure your proposal is successful:**

✓ For both new and repurposed programmes, the curriculums, learning objectives, expected outcomes and contents should be backed with evidence (needs assessment performed).

✓ The consortium needs to be articulated, coherent and cover both knowledge and Flagship subject matter expertise for curriculum design, content development and its relevant assessment methodology.

**The main reasons proposals fall short:**

✗ The team is unable to demonstrate expertise in the relevant Flagship field.

✗ There is a lack of a solid education foundation and methodology.

✗ The proposal does not comply with the call requirements (in terms of formats or the modular approach).

✗ There is no confirmed commitment towards the mandatory elements (accreditation, hosting modules on the EIT Health Academy, etc).

## How a winning proposal meets the Flagship criteria:

### Project Excellence and Project Fit

**EIT Health is looking for proposals to create new consortiums / join existing ones and contribute to the Flagship areas. Specifically, proposals must be:**

• Relevant to the target learners defined in the call text.
• Address the proposed learning format.
• Demonstrate educational design responding to a needs assessment.
• Align with our Flagship, The Digital Transformation of Healthcare.

**Additionally, the proposal must:**

• Show a commitment to high societal impact to contribute to the long-term financial sustainability targets of EIT Health by aiming to generate financial contribution back to the KIC.

### Implementation and Feasibility

**A strong sense of conveyed community through a solid implementation plan will make a proposal stand out.**

• The plan must be thorough and clearly explain the team's route to module/ course delivery and assessment.
• The consortium should be articulated and coherent.
• The proposal should have well-defined links to the EIT Health Competence Framework and EIT overarching learning outcomes (OLO's).
• It must be compliant with UEMS EACCME quality criteria for Continuing Professional Development (CPD) where healthcare professionals are the target audience.

### Impact and Sustainability

**A winning proposal demonstrates how the solution will contribute to Flagship related challenges:**

• Consortium Partners must have clear roles and responsibilities and show commitment to driving the implementation of the programme.
• The proposal must demonstrate involvement of non-academic Partners (especially industrial), start-ups, patients, and other key stakeholders, when required.
• Budget and tasks must be reasonable, and co-funding, if included, must be aligned with EIT Health's goals.

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# What makes a successful innovation proposal?

**How to ensure your proposal is successful:**

- ✓ The commercialisation strategy must be detailed enough to demonstrate traction, market acceptance, penetration and scalability.
- ✓ Technology must be relevant to the healthcare system in EU and address a real problem/ unmet need.
- ✓ The consortium needs to be articulated, coherent and cover all steps of the development.

**The main reasons proposals fall short:**

- ✗ Unable to demonstrate a high level of impact for EU citizens.
- ✗ Lack of a solid implementation plan.
- ✗ Lack of adequate Financial Sustainability model

## How a winning proposal meets the Flagship criteria

### Project Excellence and Project Fit

**EIT Health is looking for innovative proposed ideas that solve a clearly defined need within one of the Flagship areas, and specifically must be:**

- Relevant to the healthcare system in EU.
- Address a real problem or unmet need.
- Demonstrate innovation with patient-centric technologies.
- The consortium needs to be articulated, coherent and cover all steps of the development.

### Implementation and Feasibility

**A strong sense of conveyed community through a solid implementation plan will make a proposal stand out.**

- The plan must be thorough and clearly explain the team's route to market and penetration strategy.
- The full consortium should be articulated and coherent.
- The proposal should cover all development stages proposed to reach the patient.

### Impact and Sustainability

**A winning proposal demonstrates how the proposal will achieve a socio-economic impact through EIT Health's three strategic objectives:**

- Better health for all.
- Competitive health economy.
- Sustainable health systems.

**Additionally, the proposal must:**

- Show a commitment to high societal impact.
- Contribute to the long-term financial sustainability targets of EIT Health by aiming to generate financial contribution back to the KIC.
- Include a commercialisation strategy that demonstrates traction, market acceptance and penetration.

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