



**EIP ON AHA**

## Why I2M, why now

A necessary bridge to foster connexion between demand and supply in the AHA market

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I+D+i  
Tus ideas son nuestros proyectos

# The opportunity for AHA market

- ✓ The **number of +65** in the EU's 27 member states will increase from 17% in 2010 to **around 30% by 2060**.
- ✓ Age-related expenditure – e.g., health care, social services, and pensions - will increase to nearly 30% of GDP in the EU 27.
- ✓ Healthcare innovations developed in the past years have **expanded the access to life-saving therapies**
- ✓ Mortality has decreased in all age ranges in the past years, at the expense of a **higher morbidity** and an **increased number of life years with chronic diseases**.

Ahtonen, A. (2012). Healthy and active ageing: Turning the 'silver' economy into gold. Retrieved from <http://www.bizkaia.eus/ogasuna/europa/pdf/documentos/hea1204.pdf?hash=e3c2d6df5b0c3f7f18a163845ebc0bb4>

Jorge Posada. (2017, May 27). 4 Reasons Why 'Active and Healthy Ageing' will become a key market niche. Retrieved 24 September 2019, from ActiAge Project website: <http://www.actiageproject.eu/blog/2017/05/27/4-Reasons-Why-'Active-and-Healthy-Ageing'-will-become-a-key-market-niche/index.html>

A photograph of an elderly couple taking a selfie in a city street. The woman on the left has short grey hair, wears glasses, and a light-colored trench coat. The man on the right has short grey hair and is wearing a dark jacket over a light blue shirt. They are both smiling and looking at a smartphone held up by the man. The background shows colorful buildings and a blurred crowd of people.

The global eHealth market is projected to reach USD 132.35 Billion by 2023 from USD 40.82 Billion in 2017, at a CAGR of 22.7% (compound annual growth rate) from 2018 to 2023.

MarketsandMarkets. (2018). eHealth Market by Product, Services & End User—2023. Retrieved 24 September 2019, from <https://www.marketsandmarkets.com/Market-Reports/ehealth-market-11513143.html>



## The case of the patient monitoring market in Europe.

The number of remotely monitored people grew in 2017 to 16.5 million with the most recent projections suggesting 83.4 million remotely monitored patients by 2023.



**Sales for monitoring systems have been increasing by about 6.1% annually since 2012.**

# AHA Market: services and fragmentation

The AHA market is highly complex and has a vast range of sub-sectors, health and social care products, as well as services and industry players involved.



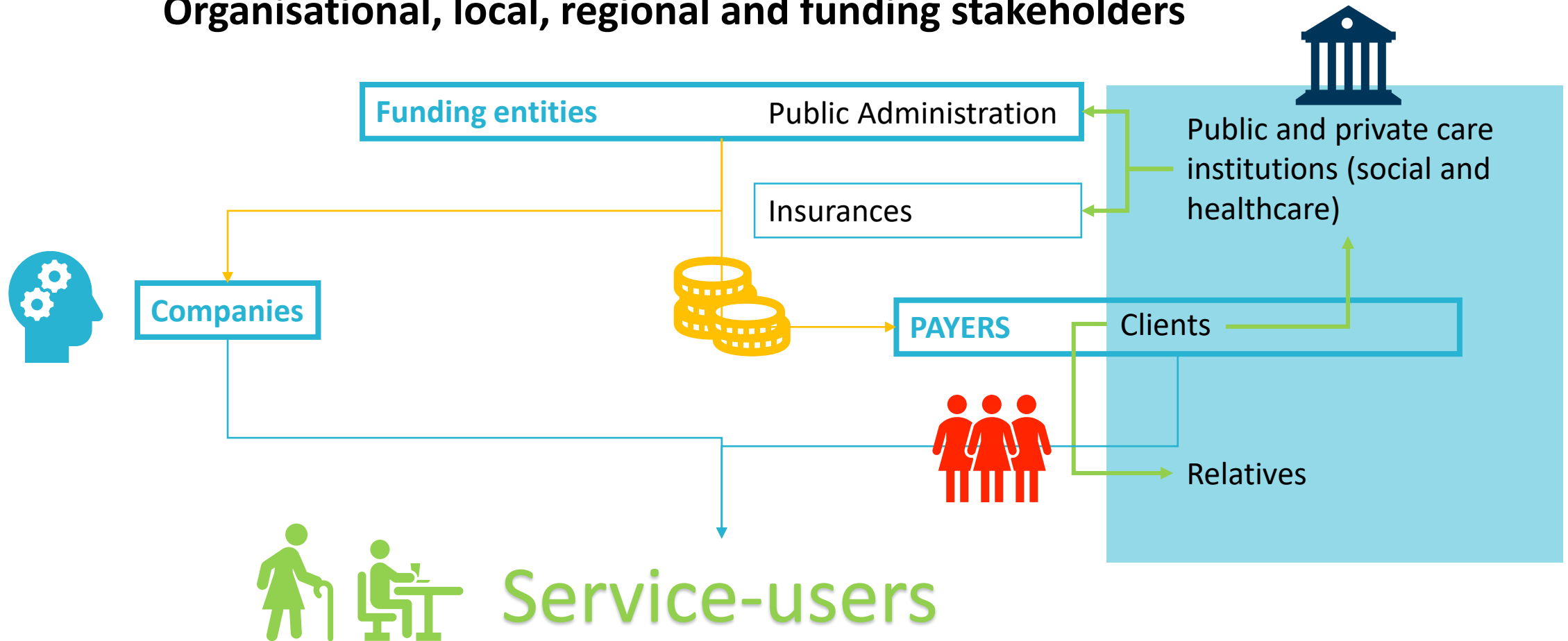
# AHA Market: demands and needs

## Main users' needs are:

- Enhanced access to health and social care
- Faster access to emergency response
- Monitoring (including the remote monitoring) of medical parameters and any other required measurement
- Communication with health and social care professionals
- Communication with peers and relatives, socialization
- Mobility and accessibility to facilities, including in-home facilities
- Supervision of quotidian routines
- Physical and emotional security
- Secure communications, IT security and cybersecurity
- Entertainment, leisure, culture, tourism...

# AHA Market in the EU: who is the client?

## Organisational, local, regional and funding stakeholders



# Fragmentation in the AHA market

## Market fragmentation

AAL solutions are offered across Europe by many small enterprises, creating a 'long tail' of fragmentation, hampering efforts to implement innovation at scale. Several barriers derived from this fragmentation when entering into and expanding sales in European markets.

## Privacy and security concerns at individual, organisational and policy level

**Consent:** On the one hand, consumer willingness to share data should be encouraged.

**Privacy:** Compromise between an improved and personalised service offering and privacy.

**Integrated care:** Sharing data is key to drive innovation and improve health and care, while awareness on privacy rights should be guaranteed.



# Regulatory environment

## Complex regulatory environment

The regulatory environment is complex, cross-country and mediated by the need for an enhanced interoperability, common standards, more agile data sharing.

- General Data Protection Regulation (GDPR)
- Medical Device Directives, which harmonises the rules for the circulation of medical devices in the EU.
- The e-Commerce Directive.
- Directive on Distance Contracting.
- Directive on Electronic Signatures.
- Competition law.
- Directive on Professional Qualifications.
- Reimbursement.

# A positive environment for the AHA market

- EC is supporting a common market for health (Digital Single Market)
- European Directive on Patient's Rights for cross-border healthcare
- The EC willingness for 'European Standardisation' in order to boost the interoperability of eHealth systems

Ahtonen, A. (2012). Healthy and active ageing: Turning the 'silver' economy into gold. Retrieved from <http://www.bizkaia.eus/ogasuna/europa/pdf/documentos/hea1204.pdf?hash=e3c2d6df5b0c3f7f18a163845ebc0bb4>

## Digital Health and Care



TRANSFORMATION OF HEALTH AND CARE IN THE DIGITAL SINGLE MARKET - Harnessing the potential of data to empower citizens and build a healthier society

### European health challenges

- ⊗ Ageing population and chronic diseases putting pressure on health budgets
- ⊗ Unequal quality and access to healthcare services
- ⊗ Shortage of health professionals

### Potential of digital applications and data to improve health

- Efficient and integrated healthcare systems
- Personalised health research, diagnosis and treatment
- Prevention and citizen-centred health services

### What EU citizens expect...

- 90% agree** To access their own health data (requiring interoperable and quality health data)
- 80% agree** To share their health data (if privacy and security are ensured)
- 80% agree** To provide feedback on quality of treatments

### Support European Commission:

#### 1 Secure access and exchange of health data

##### Ambition:

Citizens securely access their health data and health providers (doctors, pharmacies...) can exchange them across the EU

##### Actions:

- eHealth Digital Service Infrastructure will deliver initial cross-border services (patient summaries and ePrescriptions) and cooperation between participating countries will be strengthened
- Proposals to extend scope of eHealth cross-border services to additional cases, eg full electronic health records
- Recommended exchange format for interoperability of existing electronic health records in Europe

#### 2 Health data pooled for research and personalised medicine

##### Ambition:

Shared health resources (data, infrastructure, expertise...) allowing targeted and faster research, diagnosis and treatment

##### Actions:

- Voluntary collaboration mechanisms for health research and clinical practice (starting with "one million genomes by 2022" target)
- Specifications for secure access and exchange of health data
- Pilot actions on rare diseases, infectious diseases and impact data

#### 3 Digital tools and data for citizen empowerment and person-centred healthcare

##### Ambition:

Citizens can monitor their health, adopt their lifestyle and interact with their doctors and carers (receiving and providing feedback)

##### Actions:

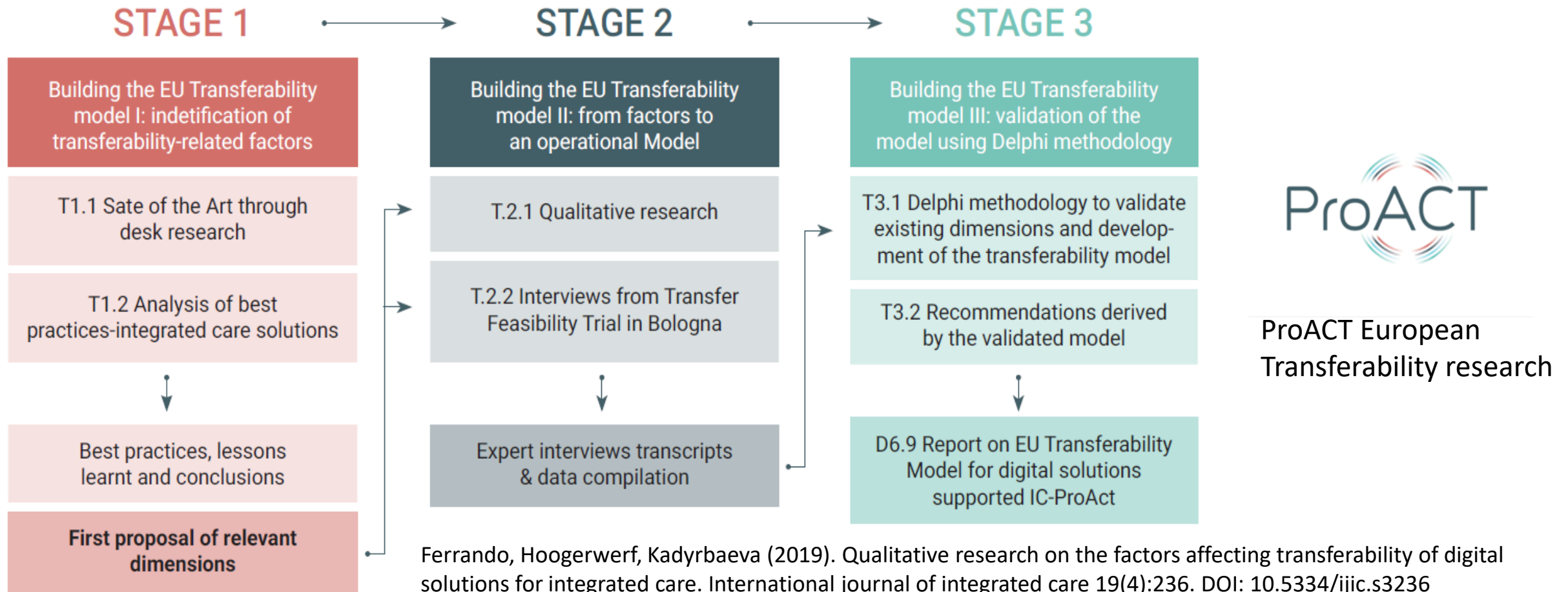
- Facilitate supply of innovative digital-based solutions for health, also by SMEs, with common principles and certification
- Support demand uptake of innovative digital-based solutions for health, notably by healthcare authorities and providers, with exchange of practices and technical assistance
- Mobilise more efficiently public funding for innovative digital-based solutions for health, including EU funding



#DigitalHealth #DigitalCare #HealthEU #EUHealth

<https://www.icpermed.eu/en/Health-Care-Digital-Single-Market.php>

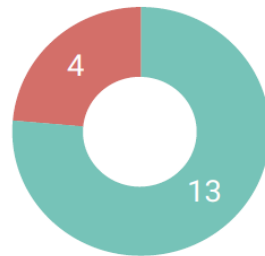
# A research on success and failure factors for transfer & scale up of digital solutions in the AHA market



# Experts sample (N=20)

- More than 7 years of expertise in integrated care (practice or research)
- Representativeness of countries with different health & welfare models (13 countries)
- Heterogeneity: backgrounds, private/public institutions, social/health care sectors,
- Experience on transferring or adapting solutions for integrated care in their institutions.

GENDER



13 Men  
4 Women

PROFESSION



6 Project Manager  
4 CEOs/Managing Directors  
2 Civil Society Representatives  
2 Researchers  
2 Consultants  
1 Health Administration Officer

EDUCATION



9 Msc Degree  
3 PhD Degree  
3 BA Degree  
2 Engineering Degree

# Transferring and scaling up in the AHA market



## TRANSFERRING DIGITAL SOLUTIONS SUPPORTING INTEGRATED CARE ACROSS EUROPE: A MODEL OF FACTORS FOR SUCCESS OR FAILURE



Based on the Consolidated Framework for Implementation Research (CFIR)

Damschroder, L. J., Aron, D. C., Keith, R. E., Kirsh, S. R., Alexander, J. A., & Lowery, J. C. (2009). Fostering implementation of health services research findings into practice: a consolidated framework for advancing implementation science. *Implementation Science : IS*, 4, 50. <http://doi.org/10.1186/1748-5908-4-50>



# Enhancing transferability in AHA: I2M essential

## Characteristics of the digital solution



Ensure adaptability, usability and trialability of the digital solution to transfer



**Exploit co-creation methods to design digital solutions meaningful for the context to transfer**



Leverage on the evidence about the outcomes and benefits of the IC digital solution to transfer  
Rationalise costs and provide data on efficiency of the transferability against “ad hoc” digital solutions or “no digitally supported” IC.



## Organisational settings for transferring



**Evaluate the national context, care models and legal frameworks of application of the organisation to transfer**



Identify the organisation culture and values and engage relevant leaders



**Encourage learning climate, openness and flexibility towards new tools and positive change**



Leverage on standards and common language to facilitate transferability of IC digital solutions

## Process



- Focus on elaborating an adequate strategy for the transferring process including planning and continuous evaluation methodology



- **Engage leaders (formally and informally designed) and involve them with relevant users and stakeholders within a collaborative approach**



- Use continuous evaluation feedback to timely react to the identified barriers and risks.

## Individuals within the organisation



- Identify beliefs and behaviours that may be linked with low or suboptimal perception of self-efficacy



- **Address fear of failure as a keystone for innovation**



- **Consider peer learning and exchange of knowledge as a driver for self-efficacy and motivation**

A close-up photograph of an elderly couple smiling warmly. The woman, on the left, has short blonde hair and is wearing a light-colored top. The man, on the right, has short grey hair and is wearing a light blue shirt. They are both looking towards the camera with bright, genuine smiles. The background is a soft, out-of-focus light blue.

# Thank you!

[https://ec.europa.eu/eip/ageing/home\\_en](https://ec.europa.eu/eip/ageing/home_en)



**EIP ON AHA**

**I2M: Bridging the gap in the AHA market**  
Fostering the adoption of innovation for a better care

*The I2M development process and its offer to the AHA community*

Valentina Tageo, ECHAlliance



# Introduction



# I2M

## WHAT SO FAR

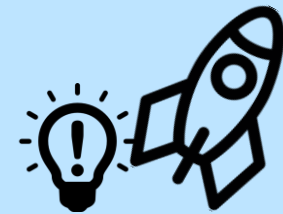
- To **define and describe the AHA market in Europe for innovative solutions**, detecting investments (business opportunities) and identifying the gaps between demand and supply.
- To **co-design, co-develop and validate with the key stakeholders for AHA innovation and the European Commission, an Innovation to Market (I2M) plan** to foster market uptake of AHA innovative solutions.

## WHO

(**Target groups** identified as key I2M beneficiaries)

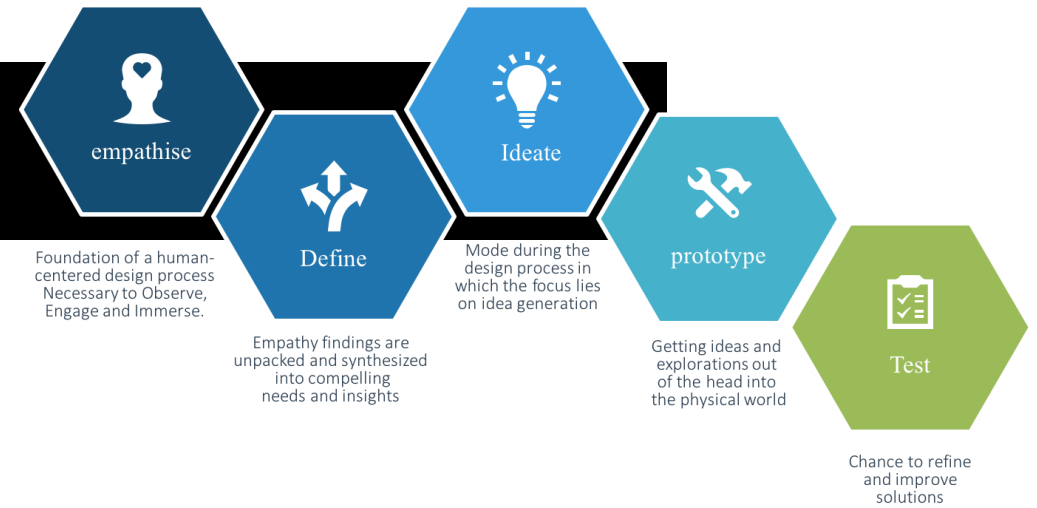


Public purchasers  
(regional/local public  
authorities and  
agencies) of innovative  
AHA solutions



Developers and  
suppliers of  
innovative AHA  
solutions (focus on  
SMEs and startups)

# I2M Plan design



**1<sup>st</sup> Follow Up Call** with all I2M Stakeholder Forum participants  
*Outcome*  
Validation of I2M Plan structure

**12 July 2018**  
9.30 – 10.30 am CET

**Submission 1<sup>st</sup> draft I2M Plan to the EC**

**4 Oct 2018**

**Submission publishable version I2M Plan**

**11 Oct 2018**

**21 June 2018**

- I2M Stakeholder Forum**  
*Outcomes:*
- Workshop report
  - Validation of gaps/scenarios
  - Possible list of actions
  - 1<sup>st</sup> draft structure of I2M Plan
  - KPIs

**29 Aug 2018**  
9.30 – 10.30 am CET

**2nd Follow Up Call** with all I2M Stakeholder Forum participants  
*Outcome:*  
Validation of I2M activities

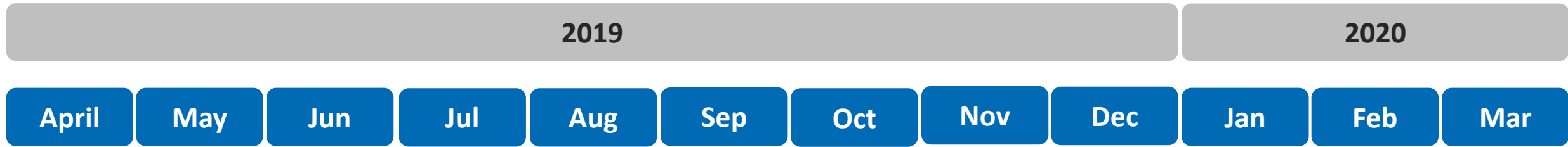
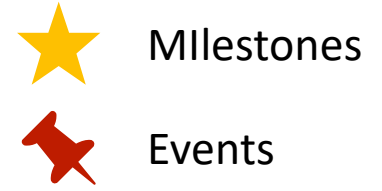


**Publication**  
**4 Jun 2019**

# Methods, tools and facilities used for I2M design

- **Desk search**
- **Building upon parallel EC studies:** the outcomes of the [study](#) “*Large-scale sustainable deployment of digitally-enabled innovation for health and care delivery to the ageing population*” (demand side – methodologies used: interviews + survey) are complemented with the **online questionnaire** administered to SMEs and startups which received EU funding
- **Stakeholder Forum Virtual Meetings** for validation, action prioritization and refinement
- **Liaison with other international events and initiatives** (e.g. AAL forum 2019) for I2M implementation

# Outlook of the activities taking place in 2019-Q1 2020



## A1.1 ADOPTION AWARDS



DHWS19 @4YFN

## A1.3 PLATFORM



## A2.1 MATCHMAKING



DHWS19 @4YFN

## A2.2 TRAINING SESSIONS FOR PROCURERS



EHTEL Symposium 2019 (TBC)

# Action line 1: Visibility and awareness

## 1. Adoption Award

**Objective:** To identify AHA uptake success stories, promoting successful tandem and give visibility and recognition to the first adopters of cutting-edge innovation in eHealth.

**Target participants:** AHA organizations (buyers/adopters) & Companies (suppliers)

**Expected results:** Provides good market insights and examples of market penetration + benefits for suppliers and emergence of “global” EIP on AHA champions.



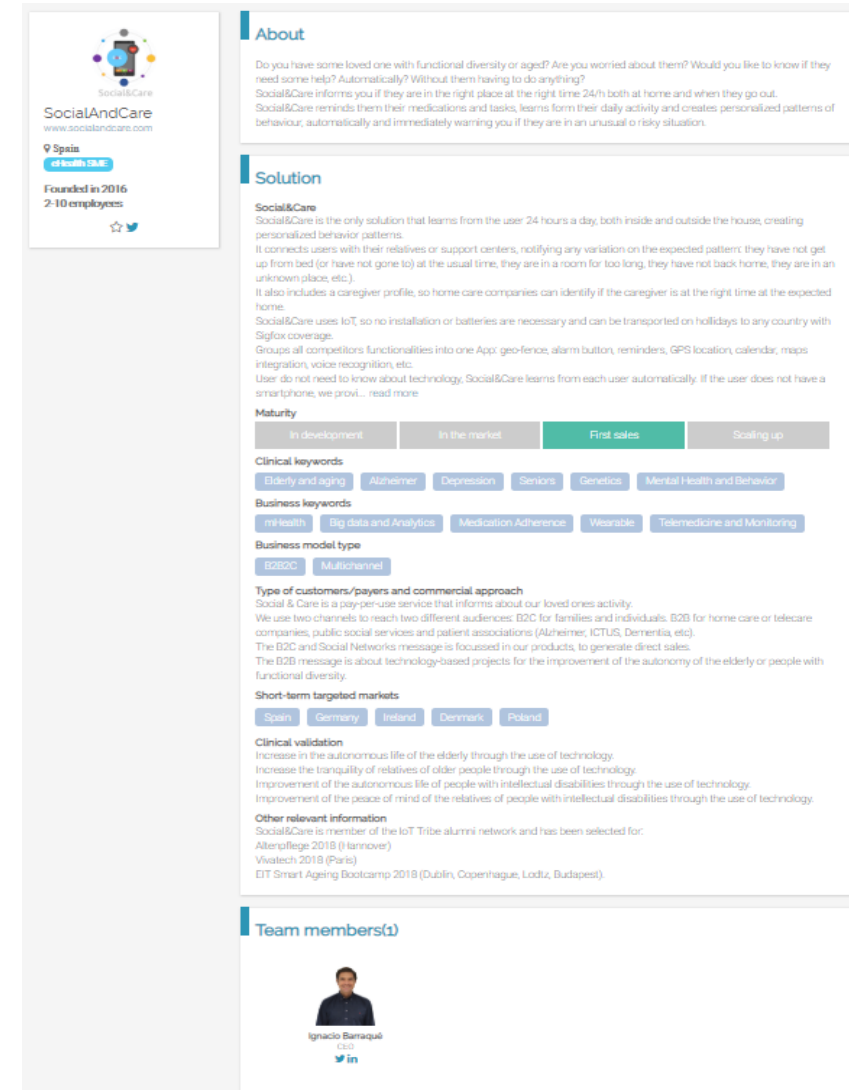
# Action line 1: Visibility and awareness

## 3. Needs showcase and solutions scouting platform

**Objective:** To facilitate the efficient matchmaking between eHealth SMEs and other actors in the ecosystem.

**Target participants:** Investors, regulatory and legal experts, business supporters, big corporations (pharma/MedTech companies) and healthcare organisations.

**Expected results:** Easier identification of current needs of AHA stakeholders. Scouting of AHA solutions at ease, powered by the different filters the platform includes + savings in time and facilitated matchmaking between supply and demand.



The screenshot displays the profile of SocialAndCare, a company based in Spain. The profile includes a logo, contact information, and a detailed description of their solution. The solution is described as a 24-hour IoT-based service that learns from user behavior to provide personalized care and safety alerts. It is currently in the 'First sales' stage of maturity. The page also lists clinical and business keywords, a business model type (B2B2C), and targeted markets in Spain, Germany, Ireland, Denmark, and Poland. A team member, Ignacio Bartraque, is also listed.

**About**

Do you have some loved one with functional diversity or aged? Are you worried about them? Would you like to know if they need some help? Automatically? Without them having to do anything?  
Social&Care informs you if they are in the right place at the right time 24/h both at home and when they go out.  
Social&Care reminds them their medications and tasks, learns from their daily activity and creates personalized patterns of behaviour, automatically and immediately warning you if they are in an unusual or risky situation.

**Solution**

**Social&Care**  
Social&Care is the only solution that learns from the user 24 hours a day, both inside and outside the house, creating personalized behavior patterns.  
It connects users with their relatives or support centers, notifying any variation on the expected pattern: they have not got up from bed (or have not gone to) at the usual time, they are in a room for too long, they have not back home, they are in an unknown place, etc.)  
It also includes a caregiver profile, so home care companies can identify if the caregiver is at the right time at the expected home.  
Social&Care uses IoT, so no installation or batteries are necessary and can be transported on holidays to any country with Sigfox coverage.  
Groups all competitors functionalities into one App: geo-fence, alarm button, reminders, GPS location, calendar, maps integration, voice recognition, etc.  
User do not need to know about technology, Social&Care learns from each user automatically. If the user does not have a smartphone, we provi... read more

**Maturity**

In development	In the market	First sales	Scaling up
----------------	---------------	-------------	------------

**Clinical keywords**

Elderly and aging, Alzheimer, Depression, Seniors, Genetics, Mental Health and Behavior

**Business keywords**

mHealth, Big data and Analytics, Medication Adherence, Wearable, Telemedicine and Monitoring

**Business model type**

B2B2C, Multichannel

**Type of customers/payers and commercial approach**  
Social & Care is a pay-per-use service that informs about our loved ones activity.  
We use two channels to reach two different audiences: B2C for families and individuals, B2B for home care or telecare companies, public social services and patient associations (Alzheimer, ICTUS, Demencia, etc).  
The B2C and Social Networks message is focussed in our products, to generate direct sales.  
The B2B message is about technology-based projects for the improvement of the autonomy of the elderly or people with functional diversity.

**Short-term targeted markets**

Spain, Germany, Ireland, Denmark, Poland

**Clinical validation**  
Increase in the autonomous life of the elderly through the use of technology.  
Increase the tranquility of relatives of older people through the use of technology.  
Improvement of the autonomous life of people with intellectual disabilities through the use of technology.  
Improvement of the peace of mind of the relatives of people with intellectual disabilities through the use of technology.

**Other relevant information**  
Social&Care is member of the IoT Tribe alumni network and has been selected for:  
Allerstage 2018 (I Hannover)  
Vivotech 2018 (Paris)  
EIT Smart Ageing Bootcamp 2018 (Dublin, Copenhagen, Lodz, Budapest).

**Team members(s)**

Ignacio Bartraque  
CEO  
in

# Action line 2. Knowledge brokerage and matchmaking

## 1. Matchmaking sessions

**Objective:** To facilitate networking and matchmaking between demand-side stakeholders and AHA solution owners and developers. To support AHA organizations seriously looking to procure a digital health solution in the near future but not finding their perfect match in the market, either because there is no perfect or because the perfect match is outside their field of vision.

**Target participants:** AHA organizations (buyers) & SMEs (suppliers)

**Expected results:** the 2 matchmaking sessions will result in suppliers getting a better understanding on their customers' needs and on how to align technology to better solve these problems and therefore unleash demand.



**Digital Health & Wellness Summit**



4YFN | GSMA MWC19<sup>™</sup> Barcelona

@4YFN Mobile World Congress 2019

26 and 27 February 2019, Barcelona



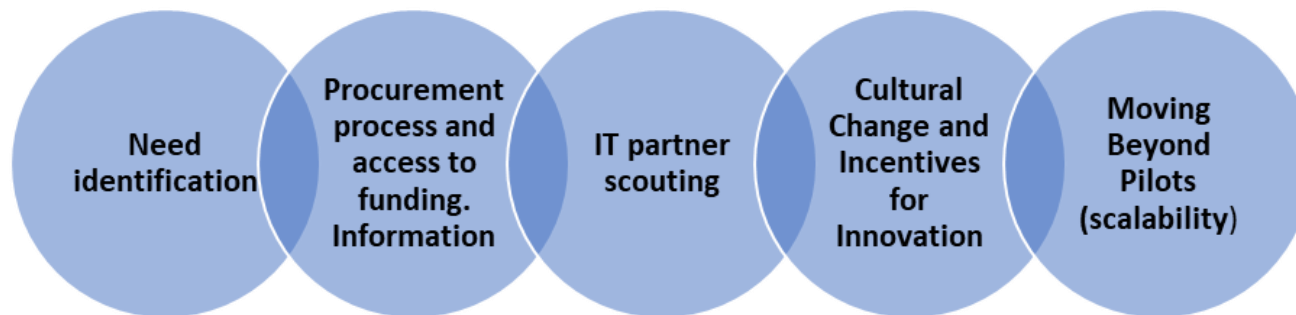
# Action line 2. Knowledge brokerage and matchmaking

## 2. Training sessions on AHA innovation adoption

**Objective:** Guide buyers/procurers along the AHA innovation buying process, covering the whole cycle starting from need identification to the adoption of the solution.

**Target participants:** AHA organizations (buyers/procurers )

**Expected results:** Increase the knowledge and the capability of the demand stakeholders in the management of innovative procurements.



*The five main circles of activity of the training in innovation adoption*



# Action line 2. Knowledge brokerage and matchmaking

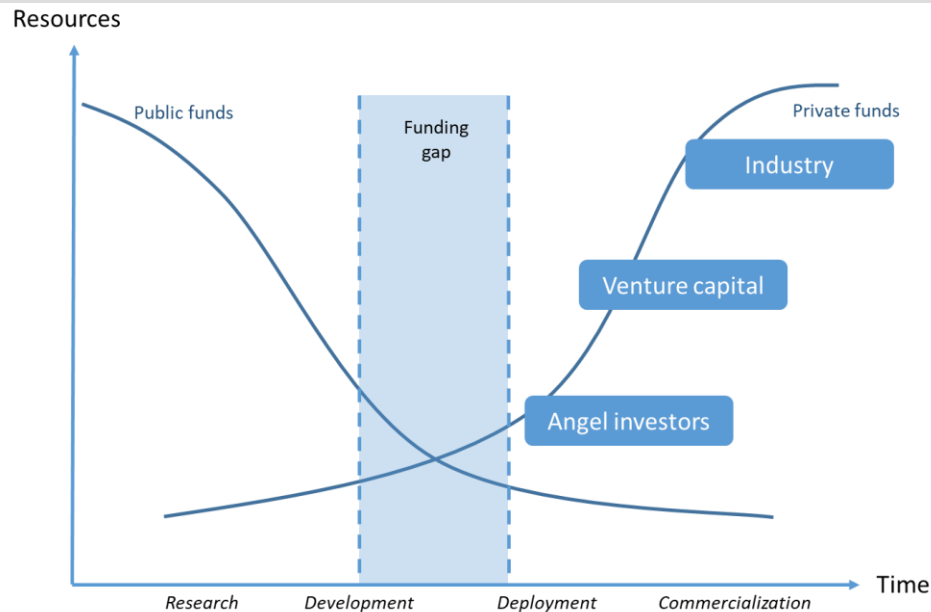
2020

## 3. Online training sessions for SMEs

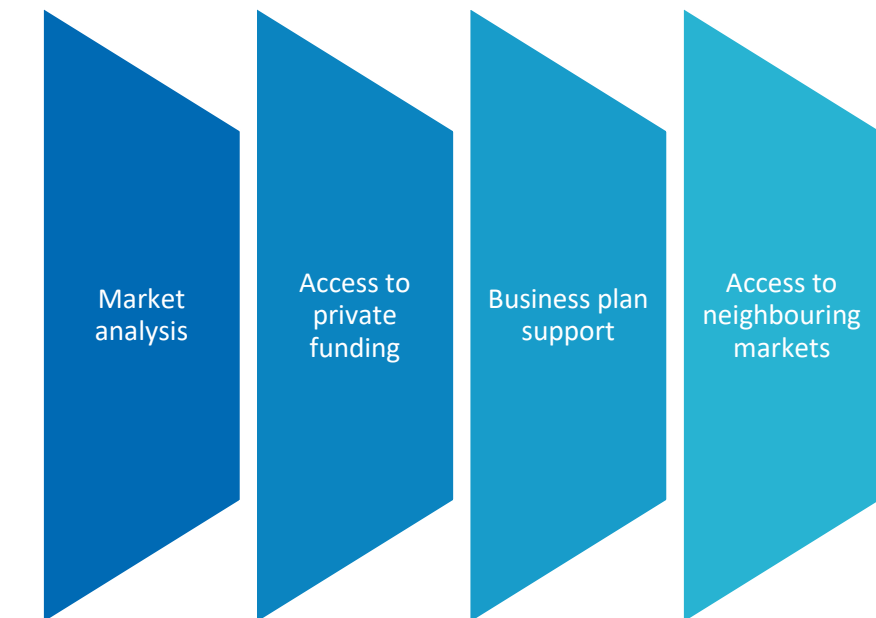
**Objective:** To train eHealth SMEs and start-ups on how to present a business value proposition in a clear and convincing way, being able to explain the potential of a business idea and catch the attention of investors.

**Target participants:** SMEs and start-ups (suppliers)

**Expected results:** SMEs and start-ups will be better prepared in order to obtain funding and remain on the market up until they achieve their first return on investments.



*Funding gap for start-ups and SMEs before accessing the market*



*Two-hour training sessions themes*

# Action line 2. Knowledge brokerage and matchmaking

2020

## 4. Online repository of reimbursement systems

**Objective:** To facilitate the access to information on national reimbursement systems in the EU, supporting the suppliers in their price setting hence their chance of returns on investments.

**Target participants:** SMEs (suppliers)

**Expected results:** SMEs and start-ups will have access to one central source of information on their potential markets, saving them time and human resources in their search for business intelligence.

Country	Product / Service	Level	Payer
Netherlands	Teleconsults reimbursed since 2018	National	Statutory Health Insurance (SHI)

### Learning

- Teleconsults are reimbursed as hospital visits
- this stimulates doctors to treat patients in a @home situation, with or without telemonitoring devices and or symptom based
- this is for all specialism within hospital care

*Examples of a service which is routinely funded / reimbursed in The Netherlands (Source: Proposed Guiding Principles for Reimbursement of Digital Health Products and Solutions Prepared for adoption by a SubGroup of the eHealth Stakeholder Group, April 2019)*

# Action Line 3: Transfer activities

**Objective:** Establish personal contacts in practical exchanges and visits to each other's regions.

**Target participants:** AHA organizations (buyers)

**Expected results:** By getting to know their counterparts in other Member States, buyers will see for themselves how innovations for AHA are being sourced and adopted. This in-vivo exchange of best practices will eventually lead to an upscale of innovative procurement solutions for AHA.

Suggested services to be offered in the I2M plan include twinning activities, physical visits to other regions/ecosystems. A total of 3 twinings could be organised during the duration of WE4AHA in order to gain direct contact to best practices and successful scaling up of AHA innovations.

**Deadline first edition 15  
June 2019**

*Transfer of Innovation*  
**Twinning Support Scheme**  
**2019-2020**



European Innovation  
Partnership on Active  
and Healthy Ageing  
REFERENCE SITE

# Action Line 4: Dissemination

**Objective:** To raise awareness and ensure maximum visibility of the success stories and actions among all identified stakeholders plus the broader public.

**Target participants:** AHA organizations (buyers) and SMEs (suppliers)

**Expected results:** Information about I2M activities and measures will impact buyers and suppliers will spur interest in EIP on AHA and opportunities at the European level in order to facilitate the adoption of AHA solutions.



AAL PROGRAMME

WORKSHOP 24  
Innovation to Market (I2M)  
25 September, 14:00-15:30

EIP ON AHA

IN PARTNERSHIP WITH  
AAL FORUM

www.eiponaha.eu

#CoP2019



Digital Health & Wellness Summit

@4YFN Mobile World Congress 2018  
27 - 28 February 2018, Barcelona

ECHAlliance 4YFN MOBILE WORLD CAPITAL BARCELONA MOBILE WORLD CONGRESS

A close-up photograph of an elderly couple smiling warmly. The woman, on the left, has short blonde hair and is wearing a light-colored top. The man, on the right, has short grey hair and is wearing a light blue shirt. They are both looking towards the camera with bright, genuine smiles. The background is a soft, out-of-focus light blue.

# Thank you!

[https://ec.europa.eu/eip/ageing/home\\_en](https://ec.europa.eu/eip/ageing/home_en)



**EIP ON AHA**

# I2M: Bridging the gap in the AHA market

Fostering the adoption of innovation for a better care

# Actions launched/to be launched



**EIP ON AHA** | I2M

## MATCHMAKING SESSIONS

Find Your Perfect Match on Active and Healthy Ageing:  
Submit Your Need by 14 November 2019

#I2MMatchmaking

This banner features a background image of several people in white t-shirts looking at a document together. The text is overlaid in white and blue.

## eHEALTH HUB PLATFORM

The map of European digital health.  
**Find. Be found. Save time.**

eHealth HUB | I2M

NOW CALLING ALL ACTIVE AND HEALTHY AGEING ORGANISATIONS

The banner has a light blue background with a network of nodes and lines. The text is in dark blue and green. A green button with a hand cursor icon is on the right.

## ADOPTION AWARDS

Rewarding the adopters of cutting edge technology  
in AHA

EIP ON AHA | I2M

The banner features a close-up of a silver trophy on a wooden surface against a blurred background of warm, bokeh lights. The text is in white.

EIP ON AHA | I2M

## SUCCESSFUL ADOPTION OF HEALTHCARE INNOVATION

A participatory training event to discuss barriers, pitch falls and new methodologies to start the innovation journey.

The banner shows a woman in a black dress presenting to a group of people in a meeting room. The text is overlaid in white.

# MATCHMAKING SESSIONS

Find Your Perfect Match on Active and Healthy Ageing:  
Submit Your Need by 14 November 2019

#I2MMatchmaking



# 1. Matchmaking sessions.

## Why?

### Healthcare Organisations

Get to know the **latest technological developments** in AHA that can solve your need

**Connect with other healthcare providers** who have similar needs

Access a **large network of European innovators**

**Gain visibility** in the European healthcare community as an innovative healthcare organisation

### Solutions providers

Connect with **potential customers**

Get a **better understanding of customers' and users' needs**



# 1. Matchmaking sessions

## To whom?

- Healthcare organisations to proposed identified unmet needs looking for a solution in the field of AHA
- Companies developing digital health solutions able to solve the proposed needs

## How?

- Call is published on [EIPonAHA website: I2M section](#)

## When?





# ADOPTION AWARDS

Rewarding the adopters of cutting edge technology in AHA  
Stay tuned. The call will come shortly.



EIP ON AHA



## 2. Adoption Awards



### Why?

The aim of the Adoption Awards is to identify innovation uptake success stories, giving visibility and recognition to the first adopters of cutting-edge innovation in Health.

- Rewards a tandem of both buyer and supplier for the adoption of an innovation
- Empowers the figure of “European adoption pioneers”, so their experiences and lessons-learned can inspire further organizations
- **Avoids being the first** to incorporate new solutions by identifying leads already implemented

## 2. Adoption awards

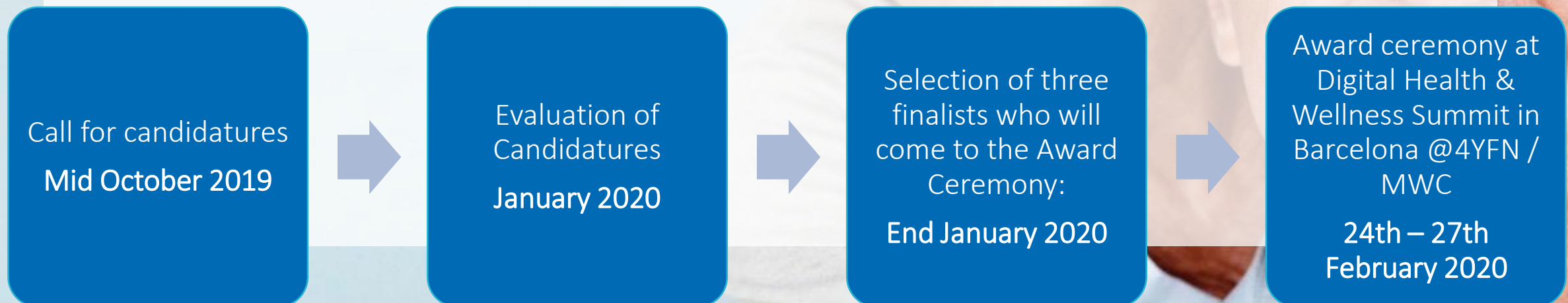
### To whom?

- Tandems of Healthcare organisations and solutions providers that have successfully adopted an innovation

### How?

- Stay tuned. The call will come shortly
- Call will be published on [EIPonAHA website: I2M section](#)

### When? *(tentative dates)*



# eHEALTH HUB PLATFORM

The map of European digital health.  
Find. Be found. Save time.



I2M

NOW CALLING ALL ACTIVE AND  
HEALTHY AGEING ORGANISATIONS



[platform.ehealth-hub.eu](https://platform.ehealth-hub.eu)

### 3. eHealth Hub Platform: Need & solutions scouting



Are you an active player in Active and Healthy Ageing? If you are an SME, a healthcare organisation or a researcher working in this field, the eHealth HUB Platform will make sure that you are in the spotlight

The screenshot displays a list of five healthcare organizations on the eHealth Hub Platform. Each entry includes a logo, the organization's name, a brief description, and a purple button labeled 'Healthcare organization'.

- ISRAA** Istituto per Servizi di Ricerca e Assistenza agli Anziani  
INSTITUTE FOR ELDERLY CARE AND SHELTER  
ISTITUTO PER SERVIZIO DI RICOVERO E ASSISTENZA AGLI ANZIANI Legal Status: Public Body – ...  
Healthcare organization
- Medical University of Lodz**  
The Medical University of Lodz (MUL) (www.en.umed.pl, www.excellence.umed.pl) was created in 2002...  
Healthcare organization
- Innovation Agency**  
The Innovation Agency (IA) is the NHS England Academic Health Science Network (AHSN) for the Nort...  
Healthcare organization
- Scottish Government Technology Enabled Care and Digital Healthcare Innovatio...**  
Technology Enabled Care (TEC) is defined as "where outcomes for individuals in home or community s...  
Healthcare organization
- Welsh Government**  
The Welsh Government is the devolved government for Wales. Led by the First Minister, it works across...  
Healthcare organization

**+900  
players**

# 3. eHealth Hub Platform: Need & solutions scouting



## Why?

- Enhances transparency in the digital health sector
- Enables stakeholders' interactions to promote and accelerate business growth,
  - Gain visibility
  - Identify the latest developments,
  - Find potential partners to work with,
  - Understand the market need

## To whom?

- All digital health stakeholders

## How?

- [platform.ehealth-hub.eu](https://platform.ehealth-hub.eu)

## When?

- Start right now!!

**eHEALTH HUB PLATFORM**  
The map of European digital health.  
Find. Be found. Save time.

eHealth HUB | I2M

NOW CALLING ALL ACTIVE AND HEALTHY AGEING ORGANISATIONS

A white hand cursor icon pointing towards the text 'NOW CALLING ALL ACTIVE AND HEALTHY AGEING ORGANISATIONS'.





EIP ON AHA



# SUCCESSFUL ADOPTION OF HEALTHCARE INNOVATION

A participatory training event to discuss barriers, pitch falls and new methodologies to start the innovation journey.

## 4. Successful adoption of healthcare innovation



### Why?

I2M stakeholders outlined that **most buyers** (public or private healthcare and social organisations) were not always **adequately skilled** to even identify their own needs and guide their choices in terms of innovations.

- Most support seems to go to suppliers of the technologies
- However, **buyers usually feel lost and unskilled** for starting what sometimes can be a risky process
- Buyers frequent wonders are **how to fund the innovation**, how to overcome the barriers to introduce innovation and how **to succeed when implementing it**

# 4. Successful adoption of healthcare innovation



## To whom?

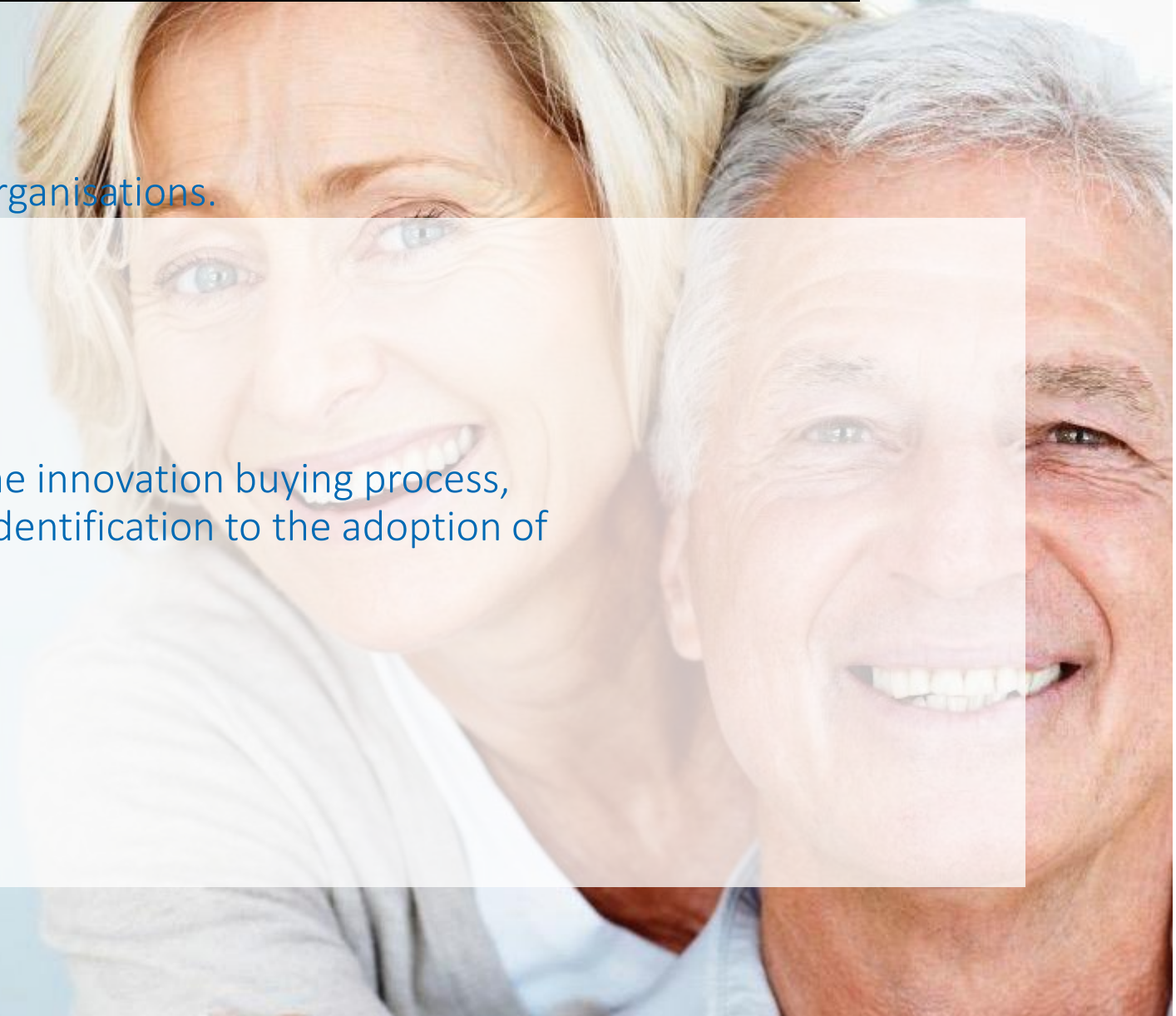
- Public and Private Healthcare and/or Social Organisations.

## How?

- Participatory training to guide buyers along the innovation buying process, covering the whole cycle starting from need identification to the adoption of the solution.

## When?

- Stay tuned. The call will come shortly





Coming together is a beginning  
Keeping together is progress  
**Working together is success**

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*Henry Ford*

A close-up photograph of an elderly couple smiling warmly. The woman, on the left, has short blonde hair and is wearing a light-colored top. The man, on the right, has short grey hair and is wearing a light blue shirt. They are both looking towards the camera with bright, genuine smiles. The background is a soft, out-of-focus light blue.

# Thank you!

[https://ec.europa.eu/eip/ageing/home\\_en](https://ec.europa.eu/eip/ageing/home_en)