Evolution, Focus and Simplification – BP2020 and beyond

10 September 2018

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Executive Summary

EIT Health has created six Focus Areas that will direct EIT Health
funding decisions. This presentation explains how Focus Areas
work and why EIT Health has adopted this approach.

Key points:

- Four new Focus Areas have been added to the two that were piloted after their initiation in 2017.

- The six Focus Areas are fully in the scope of EIT Health's Strategic Agenda (and original InnoLife proposal). They include rationale, example activities and expected outcomes.

- Learning from the experiences and feedback of previous years, ideation events will be thematically focused, include experts from within and outside the community, be needs-driven, and provide plenty of opportunity for informal networking.

- The rules for our Innovation Projects shall be simplified, and Innovation by Ideas and Innovation by Design projects will be merged into one clear instrument. Projects shall address a Focus Area and involve Business Partners. We maintain a minority budget share for bottom-up proposals.

Evolution: Completing the Focus Area set-up

Background and Introduction

This summary describes the development of EIT Health's
six Focus Areas (FAs), developed as a framework for directing
EIT Health funding decisions and securing long-term sustainability.

- FAs ensure concrete activity and expected outcome are integral to call proposals. The transition to FAs aligns with our commitment to maintain "bottom-up" avenues, while acknowledging our projects' need to be clustered.

- With FAs, sourcing of relevant thematic input for project ideation and matchmaking is optimised, so we can better support Partners in building strong activities. FAs answer the recurring questions of "what does EIT Health want?" and "on which goals do we deliver?".

- The FAs are a consequence of comprehensive analysis of the portfolio for 2018 and 2017, alongside an audit of European Commission (EC) stated priorities (confirming future emphasis for Innovation and healthcare funding) and a wider audit of healthcare innovation trends.

A journey towards evolution

Innolife (2014) Challenges: Healthy Living, Active Ageing, Improve Healthcare

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2017 – First two Focus Areas are defined by Partners as a pilot

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2015 – 2017 – Portfolio: Assess what activities EIT Health partners implement? What outcomes are pursued?

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Outstanding competence, proven leverage of multi-partner expertise

- Since its inception, EIT Health has called for, and funded, projects that seek to address the challenges defined in the original and successful Innolife proposal to EIT. In 2018, we established six FAs to advance the interdependence of the pillars (Innovation, Campus and Accelerator), building on collective Partner input and analysis of historical and current partner engagement.

- Our Innovation portfolio has evolved to focus on the diagnosed patient, receiving healthcare for their condition with solutions ranging from system change to prevention – initiatives (that generally impact prevention of progression vs disease onset).

- Our original mandate (Innolife 2014) included the need to support innovation in the areas of workplace delivered healthcare and behavioural change of citizens. The FAs reflect the need to *encourage proposals* to address these societal challenges.

- EIT Health continues to enjoy benefits of the network ++.

Focus Area overview and personas

TOWARDS HEALTH CONTINUUM CARE PATHWAYS

From treatment centric limitations to the health continuum breadth – EIT Health will lead the reform of care pathways, undertaking the design and evidence-based implementation of innovative care and health delivery solutions.

CREATING THE ENABLING ENVIRONMENT FOR HEALTHCARE TRANSFORMATION

From the current challenge to a sustainable future – EIT Health will deliver an organisational evolution in healthcare management, with value-based benefits for citizens & consequent financial benefits to society, by designing & demonstrating innovation in management models and aligned training.


HARNESSING THE POWER OF REAL WORLD DATA (RWD)

From conceptual vision to tangible value – EIT Health will launch RWD initiatives that are robust, inform valid healthcare decisions and demonstrate potential to be scaled up, thus establishing a framework for EU leadership in access and analysis of RWD.

Explore persona

Explore persona

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Focus Areas
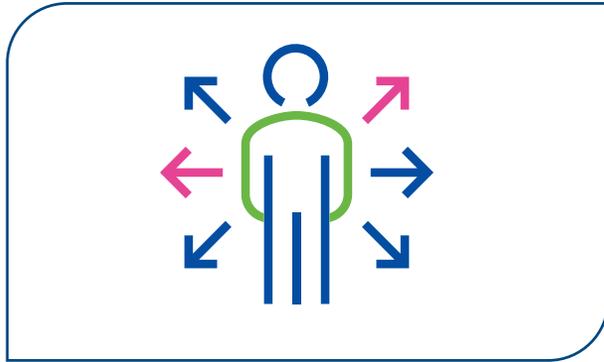
BRINGING CARE HOME

From institutional delivery to health delivered at home – EIT Health will deliver optimal home-based healthcare to older citizens and consequent financial benefits to society, by designing and demonstrating innovation in home care service and systems.

Explore persona
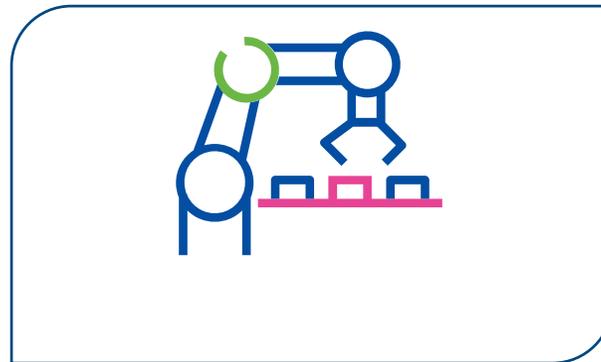
EMPLOYER LEADERSHIP IN IMPROVING HEALTH OUTCOMES IN THE WORKPLACE

From workplace to health place – EIT Health will deliver improved healthcare to employees and consequent financial benefits to employers, by going beyond the traditional expectation of employer responsibility for health in the workplace.

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FOSTERING HEALTHY LIVES BY INTRODUCING BEHAVIOURAL CHANGE

From dealing with disease & disability to healthy lives – EIT Health will supply tools & incentives to citizens to modify their way of life, to prevent early onset of ageing, disease and disability, and to profit from more years in health and wellbeing. EIT Health will focus on providing opportunities especially to children, and other vulnerable or marginalised groups in society.

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Alignment with the policy environment

- The sustainable future of EIT Health is utterly bound to the healthcare and innovation policy objectives of the European Commission and the wider global policy framework.

- The Focus Areas must achieve the matching of Partner competence and expertise to these policy objectives.

- Informal consultation with EC has been undertaken to ensure the EIT Health Focus Areas reflect, and are confirmed to be in alignment with, Commission objectives.

Explore how Focus Areas address the policy environment

# Reflecting consortium strength and focus on outcomes

- EIT Health was selected by EIT as the organisation with the potential to address critical societal challenges in health.

- Therefore, a key element in the process of defining the Focus Areas was to interrogate the substance of each societal challenge as addressed by each Focus Area. In each case, peer review literature has been reviewed and cited to provide a robust rationale for each Focus Area. We also checked alignment with the InnoLife / Strategic agenda proposal (see mapping).

- Focus Area descriptions contain rationale, example activities and expected outcomes.

- The majority of activities in our current portfolio coincide with the Focus Areas, while some will be out of scope.

View mapping of current innovation project portfolio on Focus Areas

Focus Area 1: TOWARDS HEALTH CONTINUUM CARE PATHWAYS
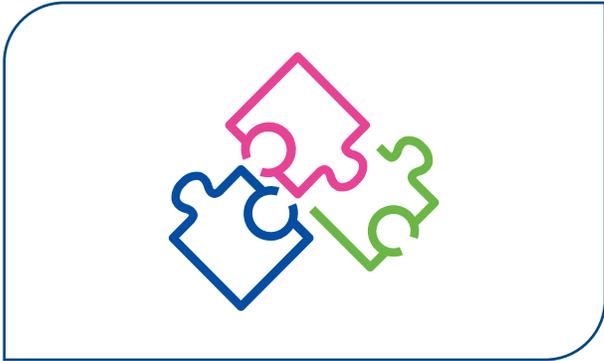
Introduces the concept of prevention and late management of co-morbidity at key stages in the care pathway. Because our network has disease specific expertise, responses to this FA will logically centre on specific diseases. New care pathways allow us to showcase existing and new EIT Health start-ups and commercial solutions, in context of the diseases they impact and the improved outcomes they deliver.

Read description of Focus Area, including expected outcomes

Portfolio Example: Oncowatch – reformation of the prostate cancer care pathway: introduction and roll out of a new diagnostic, and exploration of consequences for long-term patient outcome. In a single decade, **2 million EU prostate cancer patients** could benefit from pathway reform, incorporating Oncowatch. Elimination of unnecessary medical interventions due to optimised treatment in these patients will yield major health economic benefits.

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Focus Area 2: CREATING THE ENABLING ENVIRONMENT FOR HEALTHCARE TRANSFORMATION

The biggest threats to our goal of implementing innovation are barriers to change and adoption within the existing healthcare systems. This FA recognises the proven strength of our network (portfolio 2017/2018) in piloting and demonstrating system change, plus it is highly connected to our ability to address the educational and digital needs driven by structural change in healthcare delivery.

Read description of Focus Area, including expected outcomes

Portfolio Example: JIGSAW-E – challenging current OA management, by developing new actors in osteoarthritis management (for therapeutic and education delivery). Co-developed with patients and adapted to National diversity. Some **40 million EU citizens** would benefit from OA Healthcare Transformation. Elimination of inappropriate prescription and surgery will yield major health economic benefits.

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# Focus Area 3: HARNESSING THE POWER OF REAL WORLD DATA (RWD)

There is unique potential in our network to provide latent RWD assets and unforeseen lucrative commercial opportunities (based on data equity). This FA will concentrate on optimising access and analytical validity, particularly for prediction.

Read description of Focus Area, including expected outcomes

Portfolio Example: JPAST – exploring the utility of combining patient reported data with serological data, to aid early prediction and the basis for personalised care **for 4 million EU citizens**. Health economic benfits include rationalised research costs and optimised treatment (personalised Tx vs rigid empirical Tx).

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Focus Area 4: BRINGING CARE HOME
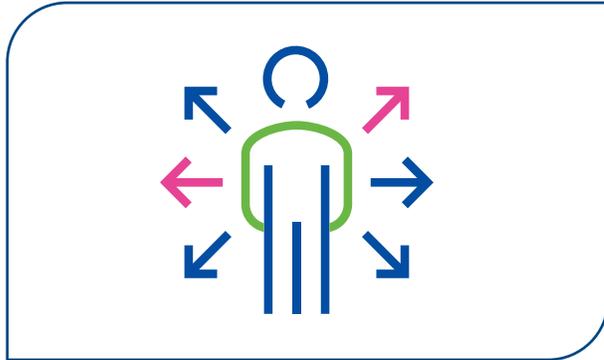
Responding to the demographic and system challenge for optimal healthcare for the older person. EIT Health partners submitted five out of six FA proposals in response to the 2019 call.

Read description of Focus Area, including expected outcomes

Portfolio Example: POSITIVE – demonstrating the improvement in outcome by shifting attention from crisis solutions to early assessment of, and response to, *intrinsic capacity* (preventing acute events such as falls etc.) and contributing to **40 million more healthy years** for EU citizens. Health economic revolution achieved in reduction of emergency hospital services and overall achievement of societal balance for the ageing population.

Focus Area 5: FROM WORKPLACE TO HEALTHPLACE
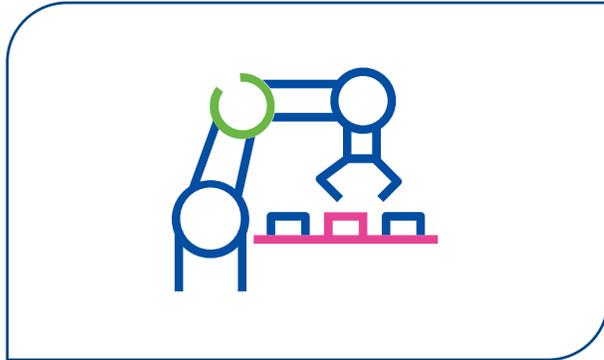
Employer leadership in improving health outcomes in the workplace: Consistent with our business objectives, this Focus Area will address balance in our portfolio in an area where Innolife identified great potential due to the nature of our network. This Focus Area provides a practical route to citizen engagement that is consistent with our infrastructure.

Read description of Focus Area, including expected outcomes

Portfolio Example – WE@WORK – Work-related injuries and disorders constitute a major burden and cost for the worker, employers and society. We@Work brings a novel approach to occupational health, combining wearable sensors, big data analytics and ergonomics to implement an integral solution that provides pervasive monitoring for early warnings, prompt detection of capacity loss, accurate risk assessments at the workplace, and self-management of healthy working life.

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Focus Area 6: FOSTERING HEALTHY LIVES BY INTRODUCING BEHAVIOURAL CHANGE

European citizens need to modify their lives to prevent early onset of ageing, disease and disability, and to profit from more years in health and wellbeing. EIT Health will focus on providing opportunities, especially to children and other vulnerable groups. By developing user friendly information channels that provide individualised guardianship in every-day situations, such solutions allow citizens to live rewarding and productive lives.

Read description of Focus Area, including expected outcomes

Portfolio Example – Health Integrator – developing individualised (digitally enabled) holistic health assessment, focusing on six areas: physical activity, sleep, stress, diet, tobacco habits and alcohol habits. By developing an individualised health plan, the overall health of the engaged user is holistically managed. Potentially applicable to the entire EU population. Adoption will deliver a paradigm shift in health economic investment from the healthcare system to the citizen, from treatment to prevention.

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Setting the stage:
Three thematically
focused ideation events

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Ideation for BP2020

Three international ideation events will provide the opportunity to develop ideas and form initial teams for projects that can address the focus areas.

Germany, 22 / 23 October	→	FAs: 3. Real World Data 4. Bringing Care Home
BENE, 7 / 8 November	→	FAs: 5. Workplace Health 6. Behavioural Change
Spain, 19 / 20 November	→	FAs: 1. Care Pathways 2. Transforming Care

Common building blocks

- Focus Areas
- Open to ext. experts / KOLs (incl. payers)
- Integration of pillars
- Open to start-ups (pre-selected)
- Challengers integrated in the event (esp. for business case)
- Develop ideas (open up, prioritise, converge)
- Form initial teams
- Network possibilities, informal
- Define follow-up / record results (e.g. video)
- CLC manage invitees

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Clarity: Timeline for BP2020

Timeline BP2020

Ideation Events   **Call Publication**   **Matchmaking & Plaza**   **Call Submission Deadline**

22-23 Oct 2018
1st Ideation Event
- Bringing Care Home
- Real-World Data

Mannheim

7-8 Nov 2018
2nd Ideation Event
- Health in the Workplace
- Behavioural Change

Rotterdam

4-5 Dec 2018
Summit with Pre-Matchmaking
Łódź

27 Mar 2019
4pm (CET) Call Submission

7 Feb 2019
Call forms open

10 Sept 2018
SB and PA
Barcelona

19-20 Nov 2018
3rd Ideation Event
- Care Pathways
- Healthcare Transformation

Madrid

21 Nov 2018
Call document published

5-7 Feb 2019
Matchmaking Event
Berlin

2018   2019

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Simplification: Updated rules for Innovation Projects

What our Partners and Evaluators are telling us

- Rules for participation in the innovation projects remain too complicated.

- It is difficult to tell the difference between Innovation by Ideas and Innovation by Design projects in terms of actual activity and outcomes.

- Hence, the distinctions appear superficial both for Partners and external stakeholders.

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How we will translate learnings into better and simpler rules

a) Converge Innovation by Ideas and Innovation by Design in one instrument: EIT Health Innovation Projects.

b) All Innovation Projects must be close to market/implementation.

c) Each project shall address at least one Focus Area.

d) All Innovation Projects shall involve Business Core and/or Associate Partners.

e) A limited share (e.g. 20%) of overall budget can be awarded to excellent proposals not fulfilling c and d.

See full text on updated rules for participation

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