

Startups in the European Healthcare Ecosystem and EU Policy

How do startups contribute to creating patient centric and value-based healthcare systems in Europe?

19th November 2019 – Microsoft Innovation Center, Brussels

*This event is
organised with
the support of*

Welcome address
George Valiotis
Executive Director, EHMA



- 09.00 – 09.30** | Registration and welcome coffee
- 09.30 – 09.35** | Welcome address
George Valiotis, Executive Director (EHMA)
- 09.35 – 09.45** | “How to use clusters to support start-ups innovation?”
Anna Sobczak, Policy Officer for clusters and emerging industries (DG GROW)
- 09.45 – 09.55** | “Cross border sharing of health data - ePrescriptions & Patient Summaries; Rare diseases”
Natalia Zylinska-Puta, Policy Officer (DG Sante)
- 09.55 – 10.10** | Examples of digital health partnership initiatives
Petri Lehto, Director Policy and Communication (MSD Finland)
Angel Martin, Director, Government Affairs and Policy Medical Devices, EMEA (Johnson & Johnson)
Video intervention - Artificial Intelligence:How to get it right.
Layla McCay, International Director, NHS Confederation
- 10.10 – 10.15** | Tackling the regulatory pain points of digital health startups in the EU
Anna-Maria Henell, CEO (Disior)
- 10.15 – 10.20** | Workshop introduction
- 10.20 – 11.50** | Workshop – Roundtables discussion
- 11.50 – 12.10** | Workshop – Roundtables discussion presentations
- 12.10 – 12.15** | Workshop conclusion
- 12.10 – 13.00** | Networking lunch

“How to use clusters to support start-ups innovation?”

Anna Sobczak, Policy Officer for clusters
and emerging industries

European Commission, DG GROW





**Internal Market, Industry,
Entrepreneurship and SMEs**

How to use clusters to support European start-ups

Dr Anna Sobczak
Policy Officer for clusters &
emerging industries

Cluster facilitated projects
HORIZON 2020
for new industrial value chains
(INNOSUP-1)



European Commission

key focus

€5 mln per project



SMEs (75 % of the budget)

Using clusters to support innovation in SMEs beyond the consortium

Linking with smart specialisation (regional innovation) strategies

Cross regional + cross-sectoral cooperation

new or significantly improved products/services

Set of support innovation tools

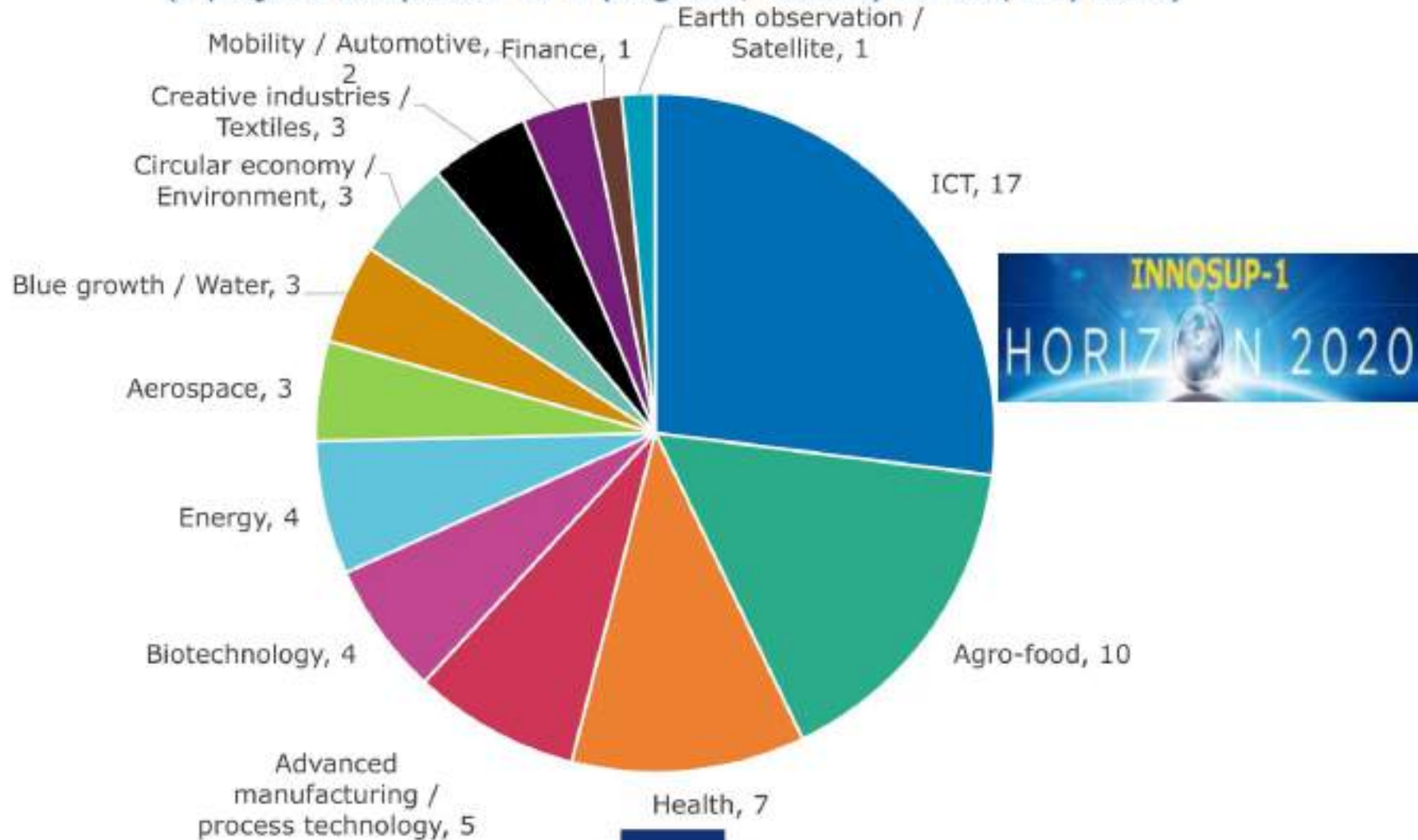




European Commission

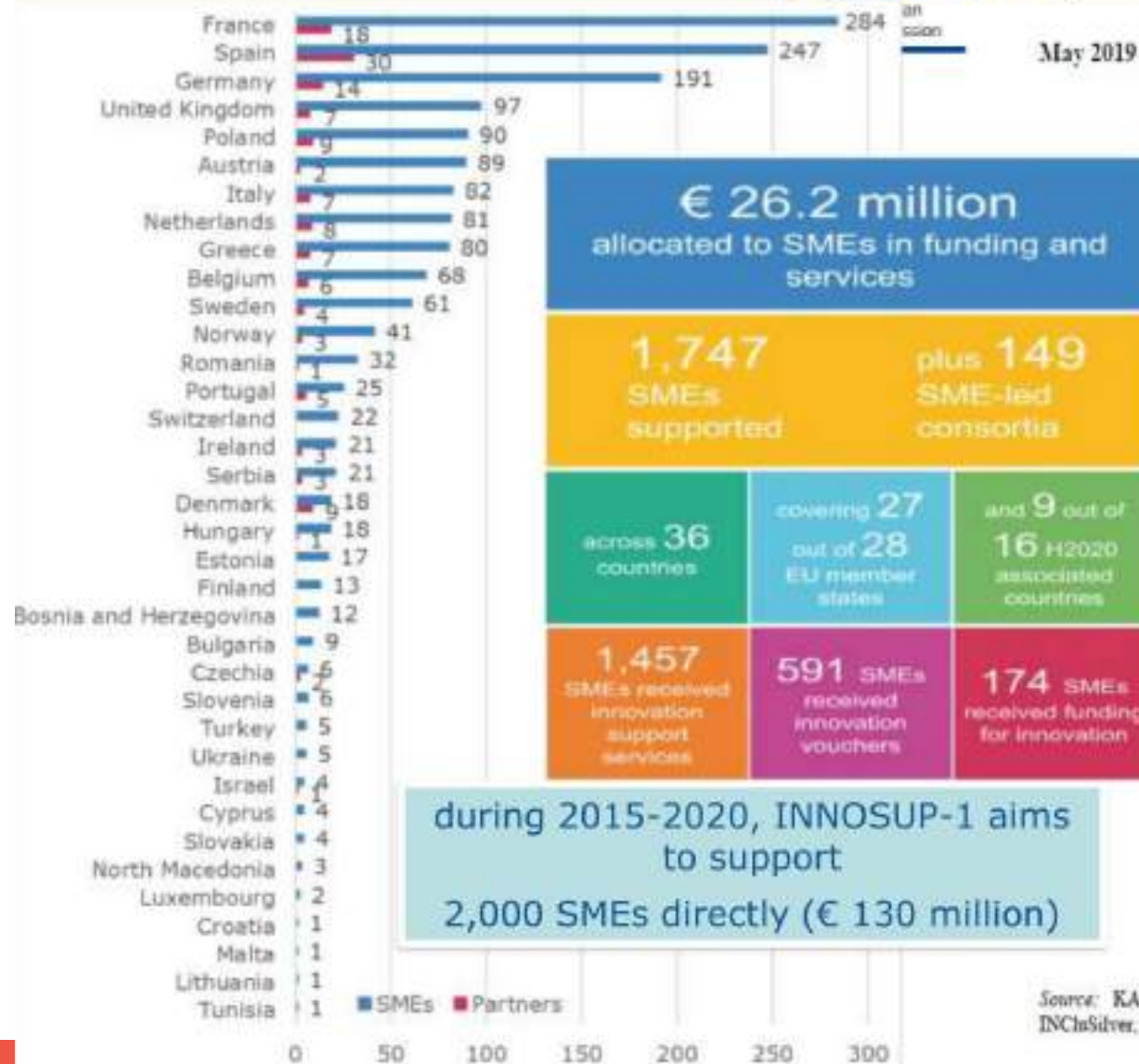
Sectors of INNOSUP-1 projects

(5 projects completed+13 in progress / recently started, May 2019)





Countries where SMEs have received INNOSUP-1 innovation



Source: KATANA, NEPTUNE, PERMIDES, SuperBIO, ACTTiVAte, <IMPACT> Conn INChSilver, Cross4Health, IoT4Industry, C-VoUCHER

Lessons learnt so far



- + Delivering on reaching out to SMES
- + Highest impact when majority of project partners are cluster organisations
- + Serving the needs of SMEs with customized support for specific challenges
- + Impact lies in the combination of support tools
- + More scope for scaling up linked to financing and internationalization

How can start-ups benefit from Innosup-1 projects ?



- 1. Identify ongoing Innosup-1 projects in your sectors*
- 2. Follow the information published projects*
- 3. Participate in matchmakings & hackathons organised by the projects*
- 4. Check out the calls for expression of interests of all the projects!*
- 5. Check eligibility of the calls*
- 6. Apply for these calls*

https://youtu.be/My6EoVrz_CU



Furman



INNOLABS

<http://katanaproject.eu>

<http://www.neptune-project.eu>

<http://www.h2020-superbio.eu>

<http://permides.eu/>

<http://activate.eu>

<https://www.innolabs.io>



<http://www.impact-accelerator.com/connected-car/>



<http://www.inclusilver.eu>

<http://www.cross4health.eu/>

<https://www.projectdiva.eu/>



<https://www.iot4industry.eu/>

<http://vidaproject.eu/>



<https://c-voucher.fundingbox.com/>

<http://s3food.eu/>



<https://www.smartx-europe.eu/>

<https://www.digibcube.com/>



<https://parsec-accelerator.eu/>

<https://blockis.eu/>



Cross4Health

18 funded projects





selected Innosup-1 Projects bringing innovation to healthcare sector



Clusters leverage cross-capacity building between ICT, Health, BIO & Medicine sectors for new emerging industries in personalized health

300+	SMEs engaged
191	Eligible proposals
84	SMEs accelerated
150+	Consortium services
100+	External vouchers

<https://www.youtube.com/watch?v=0K52QIFdEW8&feature=youtu.be> project

https://www.youtube.com/watch?v=l_T6UZ-0ckQ&t=55s DemoDay

https://www.youtube.com/watch?v=oAbRq21_qtM – 23 best companies + SMEs winners

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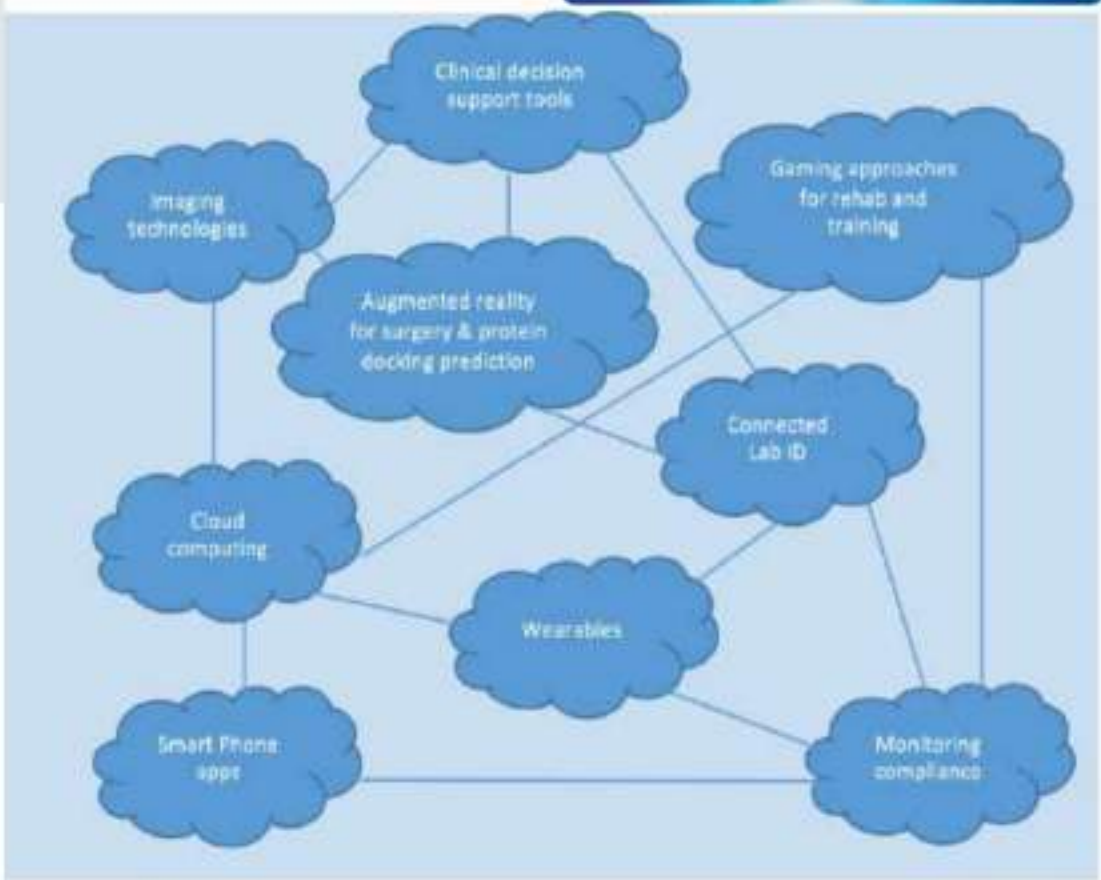
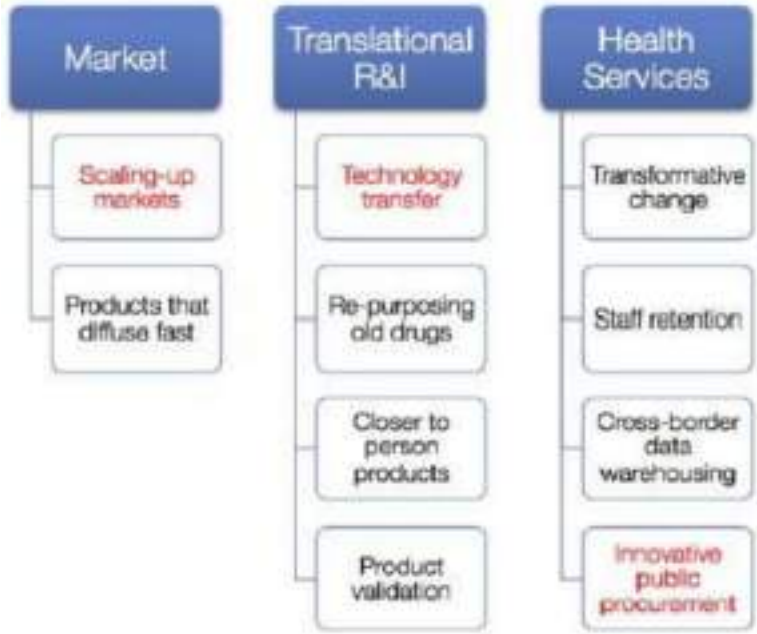


Figure 10 "Hot topics" providing SME opportunities



What we're proud of

- Clear value proposition from the project is added value – we're not just disbursing a grant but also **becoming a partner to the SMEs** in bringing their innovation to the market
- Managed to attract **high relevance institutions at national and regional level** to partner on events
- Partnering with **6 other EU funded projects** to tackle barriers to digital health innovation
- Being invited to the Steering Committee of the **ESI Funds for Health** project
- **Opening doors for SMEs** to explore and enter other markets via the consortium partners
- Custom made **service package to fit needs of one company** is a definite plus; we need to fit the company strategy and momentum, not add another layer
- Some companies made **amazing use of innovation support** and got incredible results (one case, from 50k€ support their increased their team and leveraged 3M€ worth of funding; another case went all the way from an idea in a Hackathon to procurement)



Artificial
Intelligence for
Personalized
Medication

NNOLABS Centre
Hospitalier
Universitaire
de Nice



i-Lab



Allianz

InnoPeaks



IT ALL STARTED WITH INNOLABS !!

Cross4Health project aims at promoting and supporting collaborative health innovation solutions generated by Aerospace and Energy SMEs together with Health-related SMEs from sectors such as Biotechnology, ICT and Medical Devices.



Cross4Health



THE CHALLENGES TO TACKLE

1. Provide safe remote care
2. Optimized care environment of hospitals and other care institutions
3. Faster process from sample to result



60 SMEs selected in 2 OPEN CALLS to receive support worth up to €60 000 each in a combination of direct cash funding and innovation services

Cross4Health success stories:

The concept of Open Innovation Space

During the project duration, Cross4Health has:

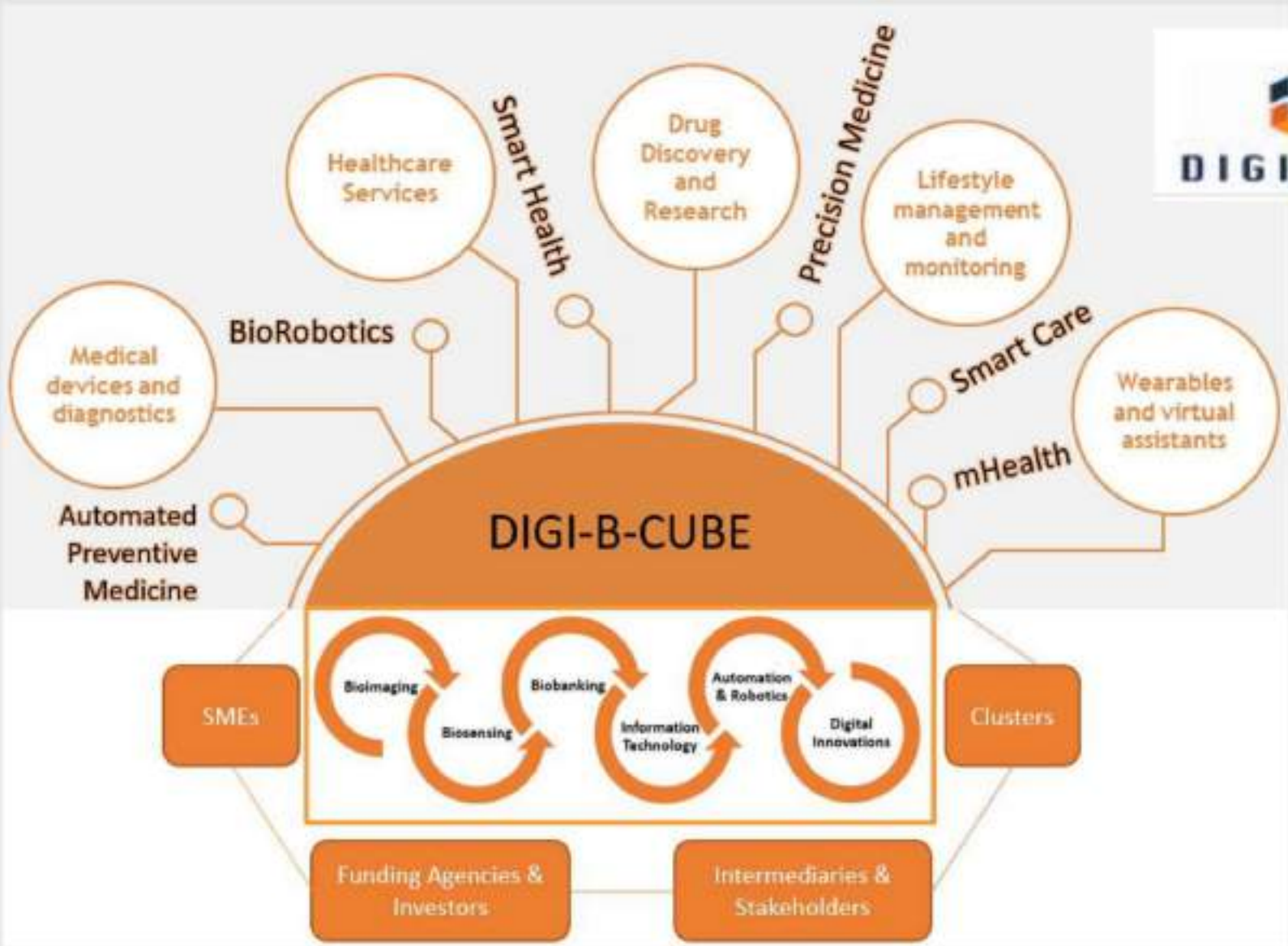
- Established the **Open Innovation Space** (OIS) as event concept for inviting stakeholders from both the health sector and industry.
 - Through OIS events across Europe we have gathered data from 56 end-users (doctors, nurses etc.), experts and SMEs from various sectors.
 - The needs exposed by OIS has been used to form the two Cross4Health Open Calls for innovative cross-sectorial projects for patient-centered personalized care.
 - The Open Calls have resulted in **43 SMEs** receiving innovation support through the Cross4Health Acceleration Programmes to improve their innovative solutions solving the challenges derived from the OIS and reaching closer to the market
 - Through the Open Innovation Spaces, Cross4Health has opened an arena for innovation built on real end-user needs by inviting European SMEs to solve real challenges in healthcare with cross-sectorial and cross-regional innovation.
-
- Covering the Aerospace, Energy, Creative Industries, Biotech, ICT and Medical Devices sectors



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731391



Cross4Health



INNOVATION SUPPORT TO SMEs (Max. 60,000€ per SME)

Type	Value (€)	Purpose
Travel Voucher (Max 6,000)	up to 2,000 per voucher	Support participation in workshops and matchmaking events.
Prototyping Voucher (Max 20,000)	up to 20,000 per voucher	An SME from B-CUBE sector with a digitalisation challenge can get funding for a consulting service from an IT / solution providing SME from another sector, to prototype or conceptualise a solution addressing their challenge. <i>(Min 2 SMEs, Max 3 organisations) ; Min 2 sectors</i>
Customised Solution Innovation Voucher (Max 50,000)	up to 50,000 per voucher	A group of two SMEs from at least two different sectors will jointly tackle an innovation barrier in the Medical Diagnostics value chain. Each SME can receive a maximum of 50,000 €. Goals is to jointly develop a novel product/service or to validate an innovation idea as well as to qualify for the Co-working disruption lab. <i>(Min 2 SMEs, Max 150k € per project) ; Min 2 sectors</i>
Co-working Disruption Lab Voucher (Max 10,000)	up to 10,000 per voucher	<u>SMEs which completed the customised solution innovation voucher project</u> have the opportunity to further advance their project with the support of the participating clusters and other relevant SMEs with up to 10,000 €. <i>(provided that they haven't reached the maximum funding limit of 60,000 €)</i>

INNOVATION SUPPORT TO SMEs

Innovation Services	Description
Digitalisation maturity assessment	Basic analysis of the SME's digitalisation status: <ul style="list-style-type: none">• SME digitalisation "maturity" surveys• Focus interviews on strategic intent and definition of general objective• Rough identification of digital transformation barriers• Matching DIGI-B-CUBE services to SME demand → roadmap for innovation project
Training	Educational activities including workshops, seminars, webinars, business meetings and conferences to promote new technologies and the DIGI-B-CUBE innovation hub
Competence Networks	Gather experts, suppliers, users, authorities and stakeholders to explore new digital technologies, platforms and business models.
Board Program	The board members set the course for SMEs. Board Program service under this project will focus on how digitisation affects the business, its environment, leadership and opportunities for streamlining operations.
Knowledge repository	Creation of an online repository. It will include scientific papers, technical studies, brochures, datasheets etc.



Thank you

<https://ec.europa.eu/growth/industry/policy/cluster>
<http://www.clustercollaboration.eu/>

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Advanced Technologies, Clusters and Social Economy unit (GROW.F2)

Innovation and Advanced Manufacturing Directorate

European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

GROW-CLUSTERS@EC.EUROPA.EU

“Cross border sharing of health data -
ePrescriptions & Patient Summaries;
Rare diseases”

Natalia Zylinska-Puta, Policy Officer
European Commission, DG SANTE





Cross border sharing of health data ePrescriptions & Patient Summaries; Rare diseases



European Reference Networks



eHealth Digital Service Infrastructure



European Health Data Space

Natalia Zylinska-Puta

European Commission (DG SANTE)

European Reference Networks & Digital Health Unit

Examples of digital health partnership initiatives

Petri Lehto, Director Policy and Communication
MSD Finland



EXAMPLES OF DIGITAL HEALTH PARTNERSHIP INITIATIVES - FINLAND

Startups in the European Healthcare Ecosystem and EU Policy

Brussels 19.11.2019

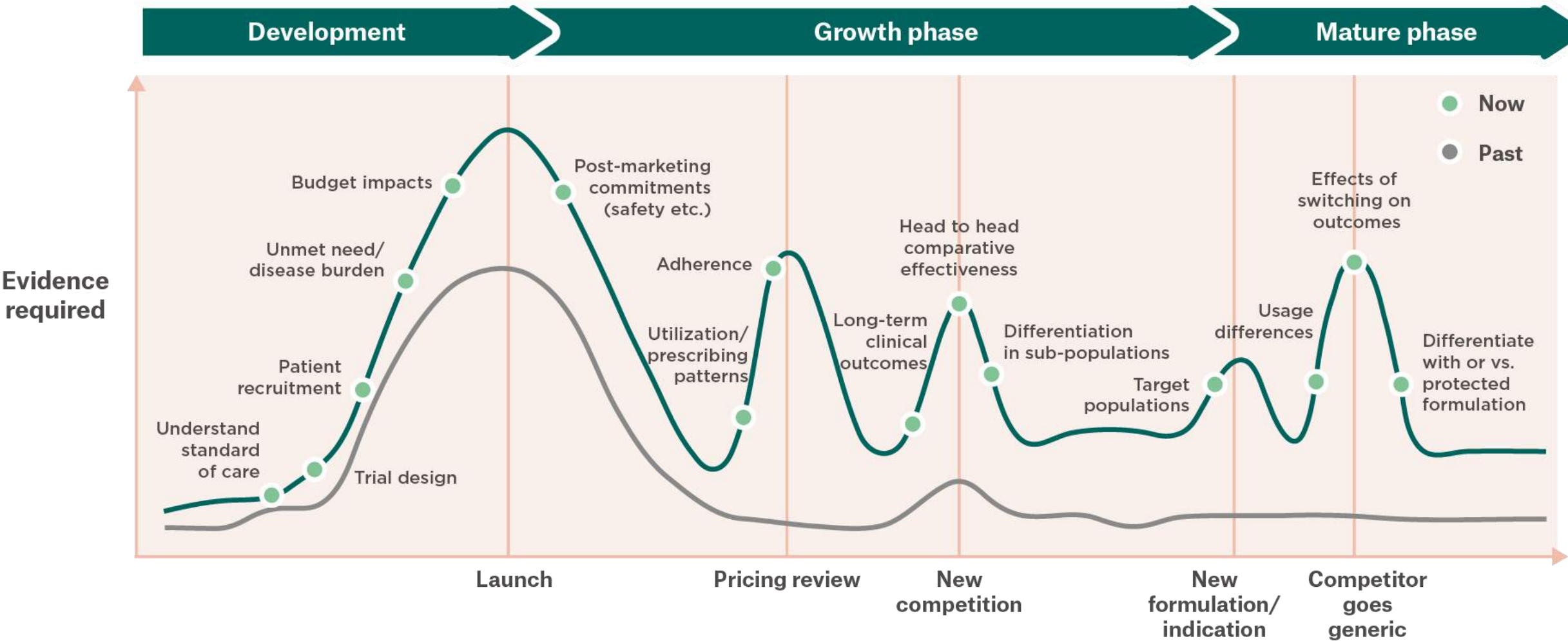
Petri Lehto

Director, Governmental Affairs & Communication

MSD Finland



Importance of real world data to the pharma industry



A woman wearing a cycling helmet and a dark tank top is standing next to a bicycle in a field of tall grass. She is looking upwards and to the right, with her hand near her chin. The background is a soft-focus field of tall grass under a bright sky.

FINDATA

HEALTH & WELFARE

Operation of the new data
permit authority will be
launched in 2020

Social and Health
Data Permit Authority

- The biggest ever single medical science research project in Finland (70 M€)
- Explores the origins of diseases with help of real world and genomic data
- Illustrates the power of health data for R&I
- The whole Finnish healthcare system partnering with 9 big pharma companies
- Startup ecosystem involvement as parallel objective



FINNGEN



MERCI!



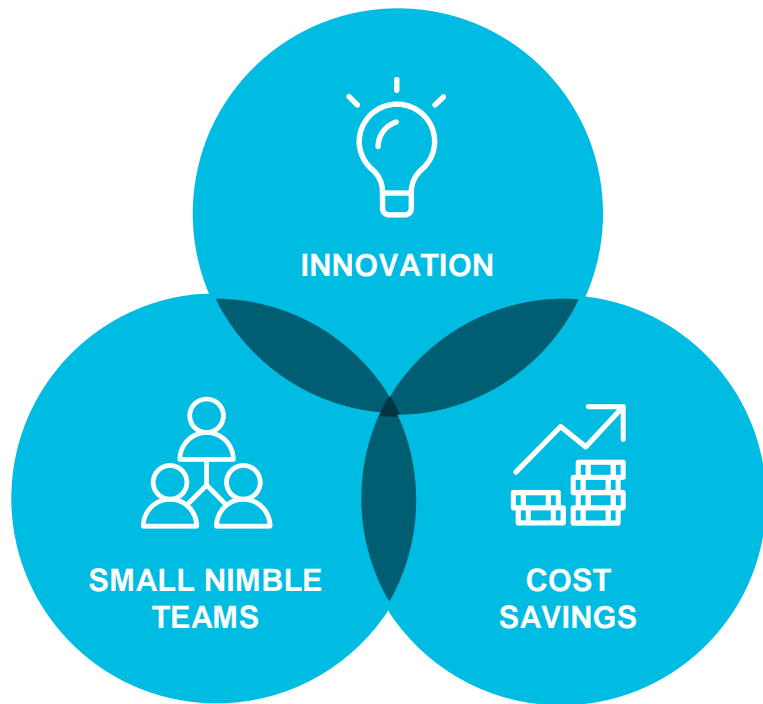
Examples of digital health partnership initiatives

Angel Martin, Director, Government Affairs and Policy Medical Devices, EMEA
Johnson & Johnson

Johnson & Johnson

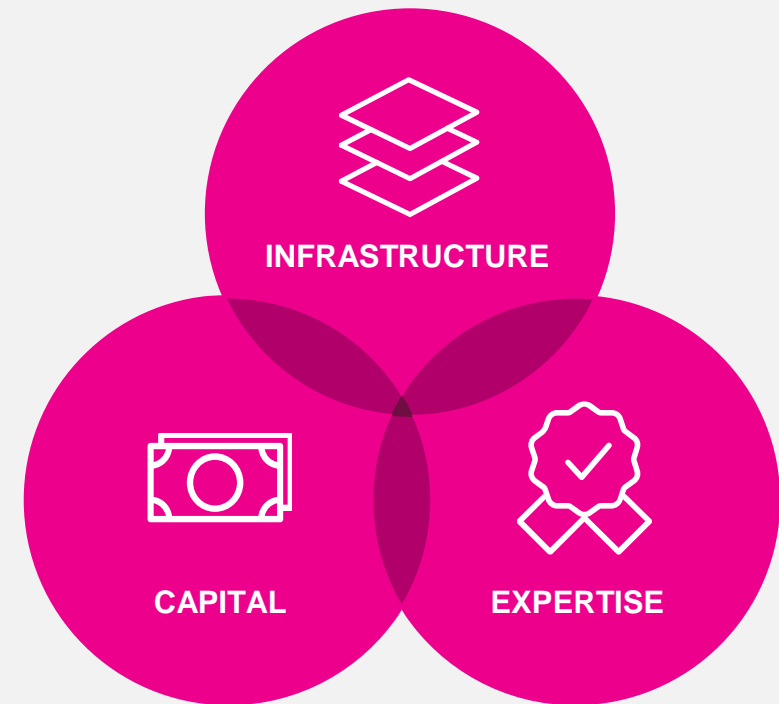
We Need Each Other...

Industry Needs



V
S

Entrepreneurs Need



Collaborative Innovation at the heart of J&J

- Johnson & Johnson Innovation, JLABS is a global network of open innovation ecosystems, enabling innovators to create and accelerate the delivery of life-saving, life-enhancing health and wellness solutions
- We value great ideas and remove obstacles to success to help innovators unleash the potential of their early scientific discoveries
- This is a no-strings-attached model, which means entrepreneurs are free to develop their science while holding on to their intellectual property



Johnson & Johnson INNOVATION | JLABS

If you are seeking incubation space for your early-stage company, or seeking to expand your start-up through an exchange of ideas and collaboration, make the connection with our incubation teams.



Johnson & Johnson INNOVATION | INNOVATION CENTERS

If you are an entrepreneur or with an early-stage consumer or medical device company, or a biopharmaceutical company seeking a collaboration to advance a program which is pre-proof of concept in humans, make the connection with our Johnson & Johnson Innovation team.



Johnson & Johnson INNOVATION | JJDC

If you are with a consumer, medical device or biopharmaceutical company and seek a strategic venture partner, make the connection with our Johnson & Johnson Innovation – JJDC, Inc. team.



Johnson & Johnson INNOVATION | JANSSEN BUSINESS DEVELOPMENT

If you are an established pharmaceutical company, or mid-sized to large biotechnology company, and seek a collaboration or merger & acquisition discussion, make the connection with our Johnson & Johnson Innovation, Janssen Business Development team.

Global External Innovation Ecosystem



 JLABS	 INNOVATION CENTERS	 INCUBATOR PARTNER & JPODS	 IC SATELLITES
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600+

Total companies including alumni

JLABS
NAVIGATOR

INTRODUCING THE NEW JLABS NAVIGATOR –
An easy-to-use database highlighting the
many innovations and solutions across the
JLABS portfolio.

[JLABS.BUZZ/NAVIGATOR](https://www.jlabsonline.com/jlabs-buzz/navigator)

406

Pharmaceuticals



134

Medical Devices



69

Consumer



74

QFC Winners



 71 Cross-sector

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Video intervention - Artificial Intelligence:
How to get it right. Putting policy into
practice for safe data-driven innovation in
health and care

**Layla McCay, International Director,
NHS Confederation**





Tackling the regulatory pain points of digital
health startups in the EU
Anna-Maria Henell, CEO
Disior



POINT 1

Access to a European single market

Harmonisation of regulatory requirements at the EU level

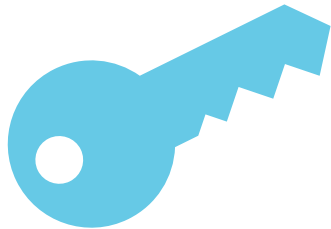
- Clear and manageable health regulations
- Pan-European interoperable system

New medical device regulation

- Limited number of notified bodies, very resource-demanding
→ option for differentiated regulatory approach and strong support needed

More collaboration

- Partnerships between corporations, institutions, policymakers and startups from the design to the marketing





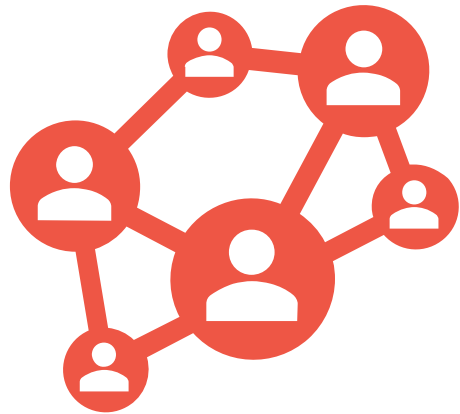
POINT 2

A common European data space

Improving access to public data and fostering measures to encourage private data sharing

- Secondary use of health and social data
- Widespread use of electronic health records
- Better and faster innovation
- Paving the way for scientific research at the EU level

Make the EU an AI champion



POINT 3

Practical Guidance and Network

Lower the barriers for product creation and market entry

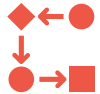
- Early enough understanding of what is required
- Practical guidance on how to build the system
- Clear touchpoint for first order evaluation and feedback
- Peer-to-peer networking
- Collaboration networking

Workshop - Roundtables



How can startups contribute to a more patient-centric and value-based healthcare

Door Vonk, Tired of Cancer



Market access and financing

Daniel Nathrath, Ada



The impact of EU digital and health regulations on health innovation

Beth Wolff, Brain+



Existing barriers and enablers to disruption in healthcare

Hans Danneels, Byteflies



How to enable better cooperation between startups and other healthcare actors

Anna-Maria Hennell, Disior

Thank you!



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