

BP2020 - Innovation Pillar Presentation for CLCs / InnoStars

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Agenda

**INNOVATION
PILLAR –
OUR AMBITION**

**BP2020 –
RULES &
PROCESSES**

**WHAT IS A
GOOD
INNOVATION
PROJECT?**

Q&A

Innovation Pillar - Our Ambition

Our Ambition

Speed up innovation cycles in projects that *transform health care delivery and/or healthcare ecosystems*

RESEARCH



INNOVATION



If people want to know the most transformative Innovation Projects in Healthcare and Life Sciences in Europe they should look at the Innovation Portfolio of EIT Health.



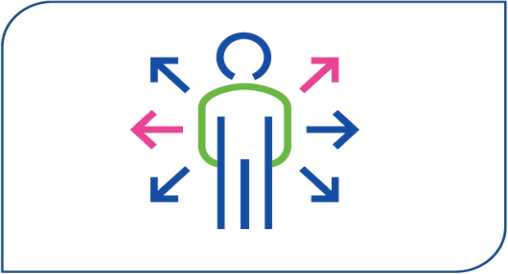
BP2020 Focus Areas Released



CREATING THE ENABLING ENVIRONMENT FOR HEALTHCARE TRANSFORMATION



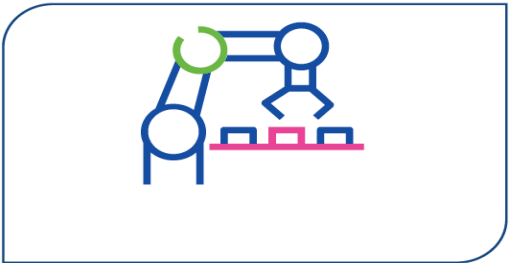
TOWARDS HEALTH CONTINUUM CARE PATHWAYS



BRINGING CARE HOME



HARNESSING THE POWER OF REAL WORLD DATA (RWD)



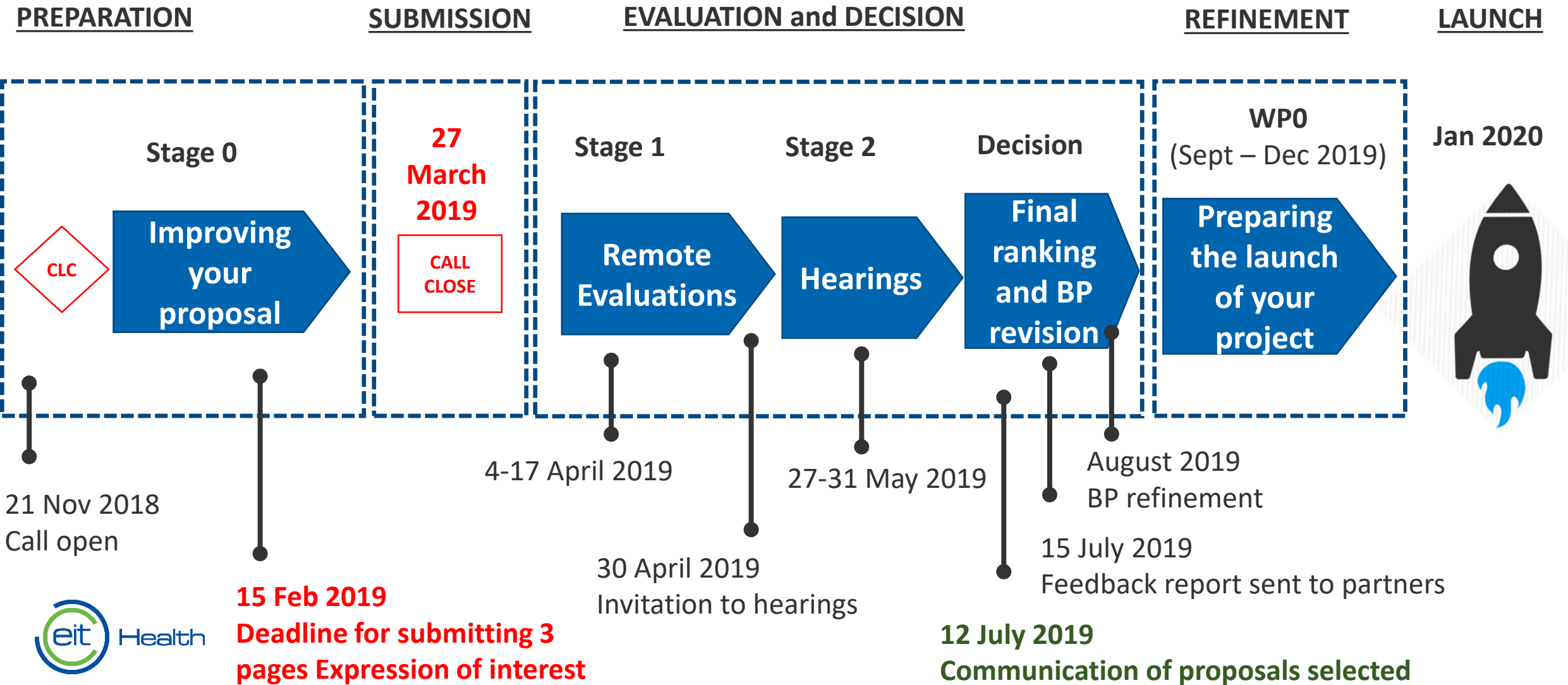
EMPLOYER LEADERSHIP IN IMPROVING HEALTH OUTCOMES IN THE WORKPLACE



FOSTERING HEALTHY LIVES BY INTRODUCING BEHAVIOURAL CHANGE

BP2020 - Focus on Innovation projects - Rules and Processes

BP2020 – The main steps and timeline for application



BP 2020 – The key elements

Call Deadline(s):

- **Yearly** Innovation project Call for proposals (**Deadline:** 27 March 2019, 4pm Munich time)
- **NEW:** All innovation proposals must have been submitted, as Step 1 of Stage 0, in the shape of a three page pre-proposal form by the 15 February 2019, 16:00 CET (Munich time)
- **NEW:** Only one call per year

Call structure: Project shall develop innovative solution, product and/or service, that support overall **EIT Health strategy**, thereby:

- Address **key future healthcare and care needs**
- Link to **EIT Health Focus Areas**
- Ambition to become **sustainable within 3 years after the end of the project**
- **NEW:** Only **one type of innovation instrument (no longer Ibd and Ibl)** covering two types of projects: **1) market-facing** (generating sales/revenues), and **2) non-market-facing** (saving costs or generating efficiencies as in process innovation, management innovation, organizational innovation, etc.)

Duration:

- **NEW: All projects** can last for maximum 36 months

Financial Sustainability:

- **NEW: All projects** can apply for maximum 3 M€ in total (with an annual max of 1 M€)

Activities Characteristics and results:

- Innovative solution, Sustainability model, Impact demonstration at short term

Budget adapted to activities and outcomes:

- Budget and thus grant should be adapted to project's goals and further outcomes

BP 2020 – The key elements

3 Stages:

- Stage 0: Proposal Preparation
- Stage 1: Remote Evaluation
- Stage 2: Hearings

Remote evaluation: 5 external reviewers to include in the evaluation of each project **NEW**

Hearings: As in 2019, 3 parallel panels maybe considered to run hearings (4 experts per panel)

EVALUATION CRITERIA: Same 5 criteria for remote and hearings **NEW**

- Project excellence, Novelty of innovation and Strategic fit (20%)
- Solution readiness, Feasibility and Project plan (20%)
- Implementation (Commercialization; Adoption) strategy (20%)
- Impact (20%)
- Strength and commitment of team (20%)

SCORING WEIGHTS FOR FINAL RANKING

Same for all three pillars: Education, Innovation, Business Creation

Update: 25% (remote) and 75% (Hearings)

Feedback:

Each application will get a consolidated Feedback Report:

- After the remote evaluation: for those who are not invited to hearings **NEW**
- After the hearings including remote and hearings feedbacks for all other

Preparation: Ideation

Thematic Ideation Meetings steered around

- Focus Areas
- Matchmaking

Monitoring:

NEW: There will be two mandatory monitoring per year

- Internal Interim update (Telephone Call): Jan (or April for the 1st year)
- External Midterm Review (Face to Face): July

Implementation

NEW: All granted project go through WPO

BP 2020 – The key elements

Rules of Participation:

- **NEW:** Any **Core or Associate Partner** can lead an Innovation project.
- All innovation project proposals must involve Core or Associate Partners from a minimum of two CLC/InnoStars.
- All innovation projects proposals include Core and/or Associate Partners who have paid their membership fees for the year 2019.
- **NEW:** Linked third parties or affiliated parties **cannot apply as leaders** of any innovation project proposal.
- All innovation projects should have identifiable KIC Complementary Activities (KCA): the KCA ratio to KAVA should be 75%/25%.
- **NEW:** All for-profit KIC Partners (with a legal form classified as “Private” and “Business”) **must contribute 30% co-funding** of all KAVA costs for all projects or activities of the EIT Health portfolio.
- One Partner may not lead more than THREE Innovation Projects in a Business Plan year.
- Considering activities in a given year, the EIT Health contribution for one partner, including all its third parties and affiliates, may not exceed 10% of the total EIT contribution for EIT Health in that year.
- The yearly financial contribution per project may not exceed €1 000 000.
- All EIT financed project activities must be completed by the end of December 2022.

In addition, Innovation Proposals must:

- Demonstrate clear and achievable commercial or implementation end-points (e.g. products and services to be launched, organizational innovations to be implemented, etc.).
- **NEW:** **Significant participation of a non-academic partner** is expected.

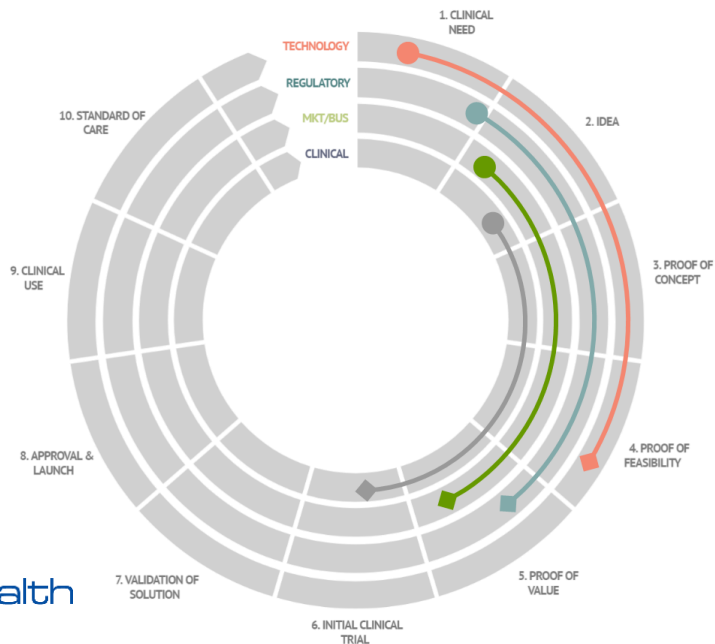
Two types of projects: Market and Non-market facing

Market-facing projects

PROJECTS THAT WILL REACH THE MARKET AND GENERATE SALES/REVENUES
(ideally, this type of projects should reduce costs)



CIMIT Maturity Innovation Template
(see *Annex 4*)



Non-market-facing projects

PROJECTS THAT WILL NOT GENERATE REVENUES
(only generating efficiencies or cost savings)



This type of projects do not need to use the CIMIT Maturity Cycle Template

This type of projects must prove that they are more efficient/save costs, by means of Health Economics approached

Focus on Stage 0

The goal of STAGE 0 is to increase the quality of the Innovation proposals, specifically in the commercialization pathway.

It fits into the Innovation platform strategy in two ways:

- It provides a value-added service to our Partners, contributing to our positioning of “*we are not just a funding agency*”.
- It works in one of the two critical axis (*quality* of proposals). The other axis (*quantity* of proposals) will be addressed with other activities and programs.



- Stage 0 is supported by an external and independent consultancy company i360Medical selected through an EU wide tender.
- All partners can have access to stage 0 support.
- Step 1 of Stage 0 is mandatory to apply with full application.

Webinars (January 2019)

KPIs



Dr. Christina Akerman
Former President, ICHOM



CIMIT - Innovation
Maturity Cycle



Dr. John Collins
COO, CIMIT



What is a good innovation project?

Innovation: the *Necessary Conditions* of value creation

Two major objectives of any healthcare system



It doesn't really matter how good a solution is clinically if it results in additional cost.

Innovation: the *Necessary Conditions* of value creation

Unmet (clinical) need

"The Problem"

- User/prescriber recognizes that there is a **NEED** to solve this problem.
- This problem is worth solving.

Solution (Product/Service)

"The Solution"

- Solution is:
- **BETTER** than the existing solution (10x better than 10%)
- AND
- **CHEAPER** (on a global basis, or on a per capita basis).

Fit

"Go-To-Market"

- Healthcare system:
- Public vs Private
 - Regulatory and reimbursement path
- Workflow:
- Change in the current workflow
 - Change in the behavior

Sustainability

"The Business Model"

- How will the solution be sustainable?
- *If it is a market-facing solution*, how will it make money? Where will the revenue come from?
 - *If it is a non-market-facing solution*, how will it cover its costs?

TEAM

- Right Partners (during and **after the project**)
- Dedicated FTEs
- Ownership of the project

- How do you plan to exploit the results of this project if it is successful?
 - Starting and growing a company (incorporating a new startup/spinoff)
 - Licensing to an industrial partner
 - Co-developing with an industrial partner

What is a **good innovation project** for EIT Health in a nutshell (1/2)

- **Proposal preparation**

- Interview 5-8 KOLs to gather additional information on the project
 - IML 2 (Idea) → 1st step: Feedback from >5 clinicians
 - IML 3 (Proof of Concept (PoC)) → 2nd step: Feedback from clinicians in >5 settings

- **Type of project**

- Not a research project
- *For market-facing projects*: they target both 1) better outcomes and 2) cheaper costs (per capita or global basis)
- *For non-market-facing projects*: there are Health Economics studies in place (or similar studies that prove the benefits)

- **Consortium - Partners**

- Right partners for what it is intended to do.
- Lead Partner is not a secondary KIC partner, a LTP or an External Third Party.
- If the project is intended for hospital use, the best Lead Partner would be a hospital.
- Commitment from Partners or users. Letter of Intent better than Letter of Support. Buying commitment even better.

- **Project**

- Pitch elevator needs to be understandable.
- Clarity around end results:
 - What do you want to have achieved by the end of the project? How would you know that you have achieved it?

What is a **good innovation project** for EIT Health in a nutshell (2/2)

- **Science / Technology**
 - Science is ready.
- **Workplan**
 - Clear workplan, with the right amount of tasks, and the interdependencies well identified.
 - The key tasks and milestones must be identified.
 - The real risks of the project are well identified.
 - Clear deliverables - We are looking for good projects with clear deliverables.
- **Business / Commercialization**
 - Market reach or implementation stage: after the EIT Health funding is over, only 3 years maximum to market entry / scaling implementation.
 - Economic Buyer and/or Users clearly identified.
 - Clear and comprehensive User Story (in writing, better than visually).
 - Commercial and/or social opportunities for this product/solution/process have to be identified.
- **Budget**
 - Budget items are clearly linked to the activities.



Innovation team at HQ



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