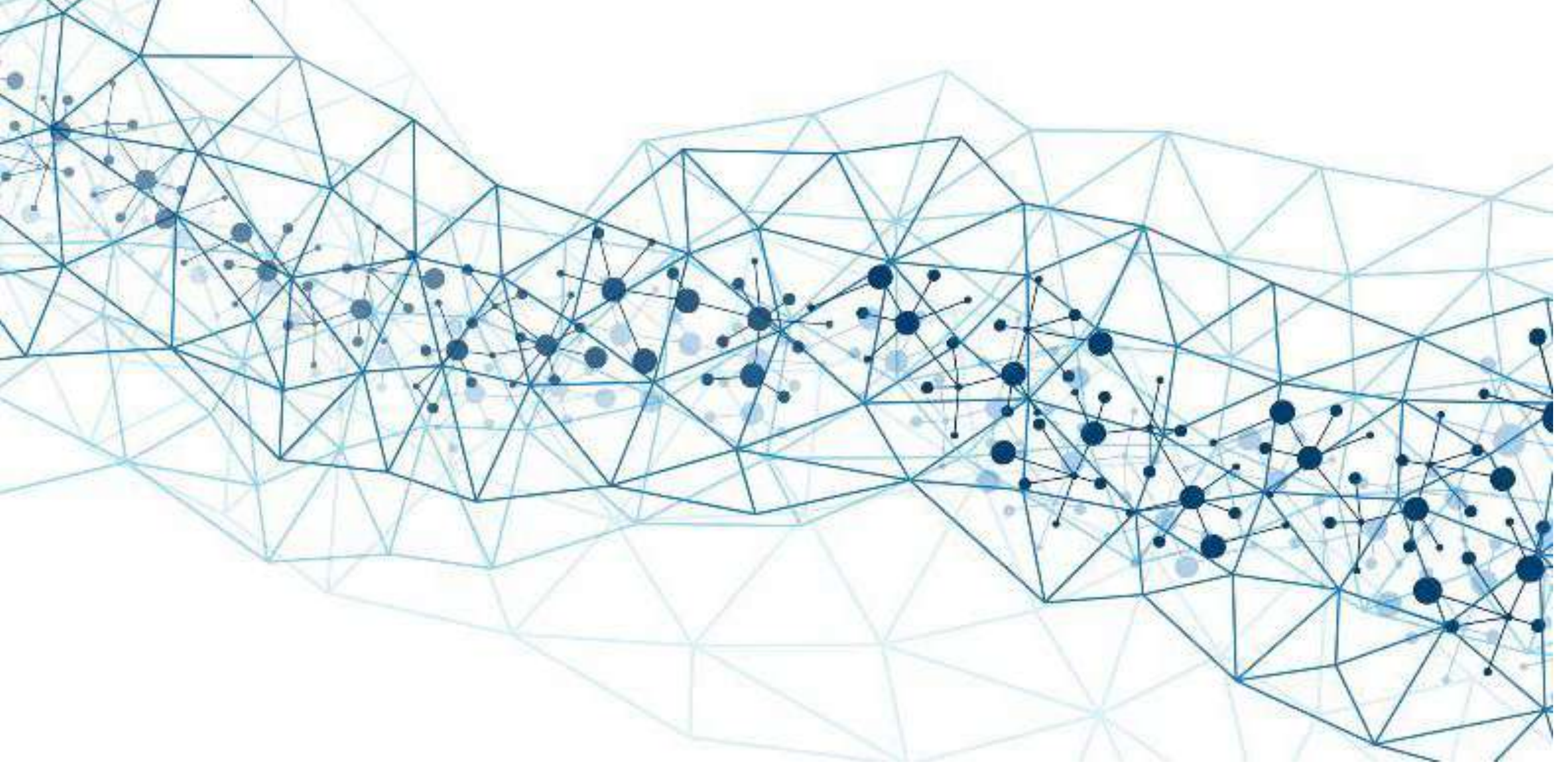
Conclusions from the Stakeholder Meeting: Advancing Digital Health in the ''Real-World''

HIMSS Helsinki, June 12, 2019



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1 Conclusions from the Stakeholder Meeting: "Advancing Digital Health in the Real-World"

Invaluable insights were shared in our gathering on June 12, 2019 at HIMSS Helsinki, involving 19 key players in digital health. Coinciding with the eHealth HUB final project event, corporates, investors, startups, healthcare organisations, regulatory experts and the European Commission had a seat at the table to discuss the current and future challenges in the sector (see the list of attendees in annex 1).

This document presents the main 7 key points that were raised. As eHealth HUB, we would like to share them with the whole ecosystem, and we advise you to pay close attention to them if you work in the field of digital health.

1. Digital health is a collaborative game

Technology push do not seem to work as well in Healthcare as in other sectors.

a) Within the eHealth HUB project, **the most successful activities were those where the unmet need was identified from the demand side** (e.g. the healthcare organizations) and there was an interest in jointly find a digital solution to match that identified gap.

b) The creation of **transformative partnerships between the health and technology sectors will open new opportunities**. If solutions from the technology side are very distant from the real needs of healthcare organizations, these organizations may start developing their own solutions internally, with own resources or will look for partners to develop them.

2. Innovation without adoption is money for nothing

Pilots are easy, going beyond is the challenging part.

a) **Pilots must aim to sustainability and scalability**. The development of testing facilities allows the clinicians to get involved in the service design and a better understanding from the IT team, but pilot participants must understand that the final objective of pilots is to implement the technology in the healthcare organisation if it proves to be useful.

b) **Prior organizational commitment** from top management is needed to launch a procurement process to adopt the tested solution if the pilot proves successful.

3. When interacting with corporates, clearly understand culture and expectations

Corporates (e.g. pharma, insurers, medtech) are more open and interested in digital than some years ago. This brings new opportunities for solution developers but need to learn how to navigate and interact with corporates.

a) **Getting the right connections is “gold”.** When interacting with corporates, 200% of the time is navigating the organisation to understand who the right person is to talk to. External/internal business support should be focused on effectively helping to connect the right people.

b) **Corporates are evidence-based and risk averse because of their own nature and history.** Their adoption of digital innovation remains relatively new. Since the traditional businesses remain profitable and there are strong legal constraints inside the corporations, it may be difficult to convince top management to invest in new business models. Start-ups must show their scalability potential to reduce the perceived risk by clearly answering questions like why should they bother in investing? Which are the gains?

c) **The relevance of time varies among the different stakeholders.** Small solution providers struggle to get quick answers from their corporate counterparts, so they need to (financially) prepare themselves for long decision-making cycles.

4. There is a need to evolve the traditional business models in healthcare

Change in the healthcare system is needed to embrace the digital transformation more quickly. The healthcare market is starting to change, mainly pushed by consumers with new needs. The challenge is to adapt the traditional business models to the new reality.

d) **Changes in reimbursement would ease the access** to digital solutions.

e) **Start-ups are slightly helping payers to reduce the burden and to be able to provide the same services at a lower cost.** These changes are happening in the US. With more payers and higher costs, there is more perceived urgency in a quicker change. How this can be translated to Europe remains unknown due to the nature of its health and care systems. While in other parts of the world Health is seen as a business opportunity, in Europe it remains a social responsibility.

5. Education on the use potential impact of technology is also needed

The understanding of the impact of disruptive technologies offer, it is a key to create opportunities

a) To embrace innovation, potential **users and decision makers must be aware** of its benefits.

b) For cutting edge technologies, users and customers should be educated about the possibilities that potentially disruptive technologies offer, **in order to reduce risk aversion.**

6. In data we trust

Decision makers need data proving that digital health works. **Proper assessment** (of savings or improved outcomes) **is a must** and has to be trustworthy**.**

7. Let's insist on this: legal and regulatory are a must

The importance of the legal and regulatory aspects is not perceived by SMEs as compliance is considered non-affordable and is not well understood due to its complexity. Non-compliance creates a high risk for market entry for the SMEs.

a) The legal and regulatory services will remain *pricey* as providers are fully booked with the increased workload brought by the new EU medical device regulations and see no need to reduce their fees. However, start-ups should see this as an investment due to the importance of the matter, since **no regulatory compliance ultimately means no commercialization**.

b) **Trust, security and patient safety concerns** regarding innovations are a barrier for customers. Healthcare organizations are key to raise the importance of regulatory compliance. Legal and regulatory certifications are required for proof that solutions are secure and gain their confidence.

c) The creation of a **network of quality and easily identifiable legal and regulatory experts and digital services** can be considered a good practise and will facilitate the access to this expertise. The emergence of digital regulatory services provides an opportunity to cut down costs and increase efficiency in compliance for the SMEs.

eHealth HUB partners

2 Annex 1: List of participants

Participant	Organisation	Profile
Alberto Tozzi	Hospital bambino Gesú, IT	Healthcare Organization
Cheryl Bishop	ROCHE, CH	Pharma
Claus Duedal	Odense Hospital, DK	Healthcare Organization
Costica Dumbrava	European Commission, BE	EC
Eugene Borukhovich	BAYER, DE	Pharma
Jorge González	Ticbiomed, ES	Supporter
Heikki Pitkänen	Leanentries, FI	Regulatory
Herko Coomans	Dutch MOH, DK	MOH
Johan Folkunger	Phillips, SE	Large IT vendor
Josep Carbó	Mediktor & Barcelona Health Hub, ES	SME
Jovan Stevovic	Chino io, DE-IT	SME-GDPR
Kitty Kubo	Estonian Health Insurance Fund, EE	Insurance
Marita Perälä-Heape	, Digital Health Hub Oulu, FI	Ecosystem
Matthew Holt	Health 2.0, UK/USA	Supporter
Matthew Ward	AXA PPP, UK	Insurance
Paolo Borella	ex CEO and founder of Vertical.vc	Supporter
Pia Heikkurinen	SITRA, FI	Public Administration
Sylvie Donnasson	HealthInnov, FR	Supporter
Tonje Sandberg	Accenture, NO	Consultant

The meeting minutes and the conclusions extracted and finally included in this document were elaborated by Elena López and Myriam Martín (project coordination). Should you have any question, please do not hesitate to contact us at: elena.lopez@ticbiomed.net & myriam.martin@tcbiomed.net.

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