

The eHealth manifesto: a call to action for a healthier Europe

Shaping the Silver Economy market

Pantelis Angelidis



Evidence

- Not enough resources
- ICT can help

In Theory

Problem



Solution



Innovation



Market

Ageing

ICT enabled reform

ICT supported care services

???



In Reality

A European eHealth market does not exist

Why??



Neelie Kroes

European Commission Vice President responsible for the Digital Agenda



Tonio Borg

European Commissioner responsible for Health



Christina Papanikolaou

General Secretary of Public Health, Hellenic Ministry of Health





Ελληνικά

English

Αρχική > eHealth-Ηλ.Υγεία > English

The EU eHealth Entrepreneurs' Manifesto

Background

The Vice-President of the European Commission Neelie Kroes initiated during the eHealth forum 2014 in Athens a dialogue towards a new manifesto for the European eHealth industry. The aim is to identify and prioritize actions which, taken together, can give European businesses the best chance of future success in the global eHealth market. It will build upon the www.startupmanifesto.eu and become a vertical extension of it for the eHealth area. Health and the Silver Economy appear to be an excellent test bed for the EU manifesto for startups.

Vision

Eliminate the e in front of eHealth: the European eHealth industry must be given the opportunity to act in the EU health market just like any other industry, e.g. Pharma, MD, Care Services. We still need to identify eHealth as a distinct area for Research & Innovation as a lot are still needed to be improved and be discovered. However, it is urgent that we tackle the problem that health and care systems budgets do not currently invest in innovation and new ways of working. They only rely on Research & Innovation pilots resulting to minimal, if any, uptake once the pilots are finished.

Problem statement and way forward

There is a need for greater Innovation in Health and Social Care, to provide better citizen care and to reduce costs. It is recognised that Health Budgets are under strain in coping with the ever increasing demands. It is also recognised that the spend of Health & Social Care is itself an engine for economic growth. Significant work forces are employed providing services and the procurement power of Health budgets can have a positive impact on economies and the pace of Innovation. There has to be a recognition that the annual spend on Health and Social Care in most countries and regions should be viewed as an annual investment. The return on that investment should be measured in jobs created, innovations brought to market in collaboration with the Health Departments. Economic agencies, Venture Capital and Private Equity Funds, Structural Funds, EU Project funding all have a part to play in creating jobs, by innovating in collaboration with the health and social care organisations. Priority should be given by the governments to enable and promote a joint effort among the health & care system stakeholders and the innovation funds & agencies to enable large scale deployment of innovation (that has shown to work on smaller scale)



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Europe can become the leading region in the world in harnessing health and care innovation, and capturing its benefits.

To scale up, innovators need a single EU market, more awareness of the benefits and opportunities of eHealth, and effective policies. That calls for a joint effort between healthcare stakeholders and the private innovation funds & agencies — breaking through introverted silos for a dynamic, growing and exporting industry.

Europe is very strong in producing high quality research results, but weak in turning such results into actual usable products. And nowhere is that clearer than in the health and care sector. That paradox must be overturned. The powerhouses of innovative start-ups and small- and medium-sized businesses should be supported to break the barriers - policy, legislative, financial and social.

It is clear that we need greater innovation in health and social care, to better care for citizens without raising costs. The world's population has access to more information than at any other time in human history. Healthcare service providers can use digital delivery to meet demands; yet, despite the billions of euros invested in pilot trials and digitisation of health institutions, the new innovative services offered to our patients today are limited.

It's time to recognise that spending on health & social care is itself an investment, and an engine for economic growth. The return on that investment should be measured not only in improved efficiency and quality of care: but also in jobs created and innovations brought to market.

Governments should give priority to and acknowledge small and medium sized businesses as a key source of innovation; and channel investment and funding through them to promote "bottom-up" innovation. Small and medium sized

Challenges

- Awareness
- Funding/Reimbursement
- Regulatory/Legal Issues
- Openness

Action points

- encourage MSs to devote at least 5% to invest on innovative healthcare solutions and new ways of working, channeling this through SMEs so as to break out of the small pilot syndrome and to allow SMEs to scale through revenue generation.
- provide incentives for large and established companies in the value chain (including hospitals, pharmaceutical companies and insurance companies) to partner with start-ups and SMEs in the digital health area
- ensure that rules / regulations (particularly procurement) do not hinder innovation and allow space for SMEs to participate

- **promote co-production of new healthcare services between SMEs and Healthcare providers that are responsive to the AHA challenge through innovative public procurement, big data analysis and setting standards for European services and products.**

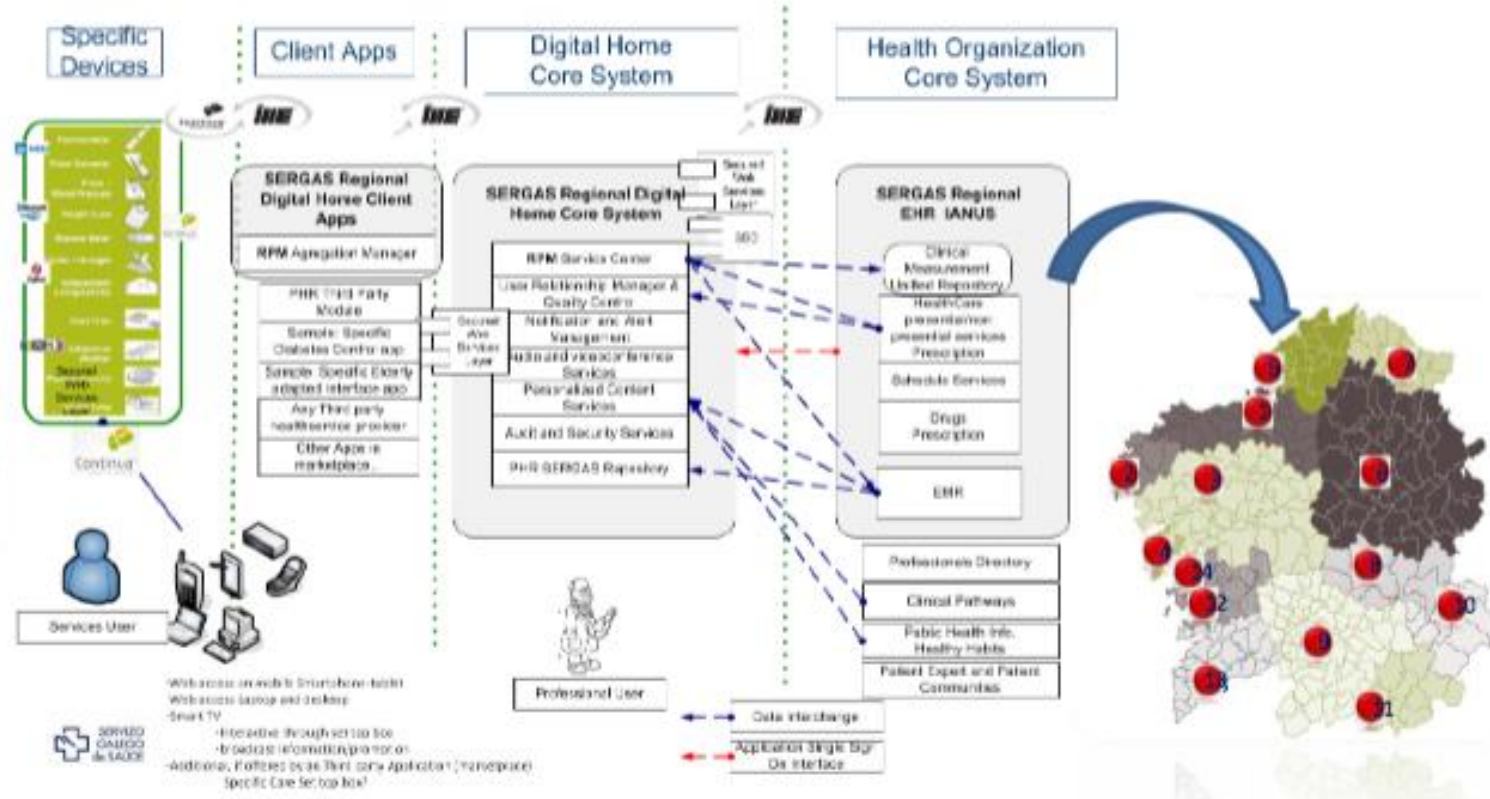
missing

- establish targeted actions encouraging women, who are underrepresented in e-health/tech entrepreneurship, to participate, considering women in science/engineering issues (glass ceiling and overall lack of confidence)
- promote a coherent, European clinical data modeling initiative
- use EIP-AHA and extend it to citizens of all ages, to facilitate collaboration between regions and organisations to agree common objectives and priorities and transfer of working solutions between Reference Site and Regions and others, building on the trust that is developing
- promote co-production of new healthcare services between SMEs and Healthcare providers that are responsive to the AHA challenge through innovative public procurement, big data analysis and setting standards for European services and products.

Public Procurement

- What is wrong?
- How we fix it?

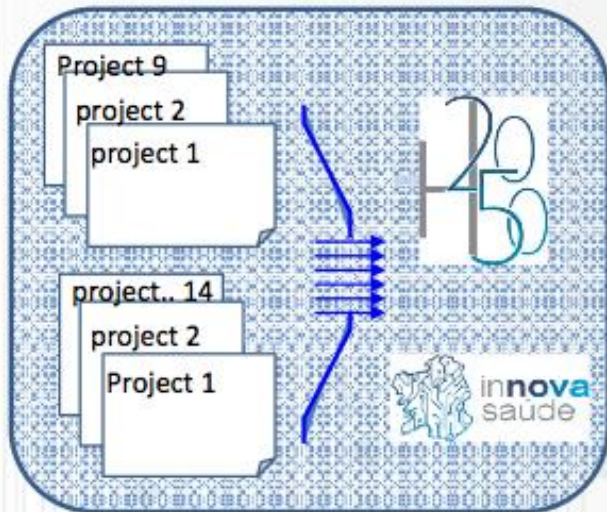
Structural funds for large scale deployment of Active and Healthy Ageing developed solutions



Source: Innova Saude at Servizo Galego de Saude

2011

2015



Indicators

- Plans must provide :
 - ✓ A solution to a care problem.
 - ✓ Provide a product or a new care model applicable and exploitable.
- **All the management units of the healthcare centers are meant to take part in the plans.**

- Expected investment in the Public Innovative Purchase: 19.368.136 €
- Participant companies: 55
- Expected employments created (directly and indirectly): 1.250
- Executed innovation plans: 23.

Florence, 8 Oct. 2014

PPI Regions Meeting

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Events ▼

- Digital Action Day 2014
- ICT Proposers' Day 2014** ▶
- Networking
- Programme

ICT Proposers' Day | 9-10 October 2014

Article | Newsroom

A networking event in Florence, Italy on 9th and 10th October 2014 to promote European ICT Research & Innovation, focusing on the Horizon 2020 Work Programme for 2015



This event is free of charge. It will focus on the [Horizon 2020 Work Programme 2015](#) in the field of [Information & Communication Technologies](#). It offers an exceptional opportunity to build quality partnerships as it will connect academia, research institutes, industrial stakeholders, SMEs and government actors from all over Europe

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