



EIT Health Flagships Call 2024 **Executive Summary**



Co-funded by the
European Union



Foreword from Jean-Marc Bourez

Last year, the Partners and Management Boards of EIT Health came together to align on how we can continue to best deliver our mission to drive healthcare innovation and positive societal impact across Europe.

From this, we launched our new Flagships Call. A Call for activities that will enable our Partners and the wider network of actors and players across our ecosystem, to focus on delivering solutions to Europe's biggest healthcare challenges.

The opening of the 2024 Call builds on what we started last year. EIT Health will fund up to 22 projects and programmes to develop their innovation ideas targeted at providing products, services and courses that will address current unmet needs.

EIT Health's unique position as a neutral platform that can act as both a strategic and an implementation instrument enables us to open this Call to everyone. If you have an interest in healthcare innovation and you share our desire to achieve better health outcomes for all, we want to actively encourage participation from you.

As a collective ecosystem, we have the opportunity to deliver positive change that will create long-lasting value for the communities we serve. If you are one of our existing Partners, a start-up, a healthcare provider, research body, payor or regional/national/international policy body, institution or municipality, we welcome your proposals. We are also preparing to deliver the partnership with other opportunities, such as the European Partnership for Personalised Medicine (EP PerMed) with participation in the upcoming EP PerMed Joint Transnational Call in the first quarter of 2024.

Therefore, I am delighted that EIT Health's Call for activities against the 2024 Flagships is now open.

As we continue to transition into an organisation that can remain sustainable for the years ahead, the Flagships put us at the centre of the European healthcare innovation landscape, enabling us to work across geographical boundaries and reducing the silos that can exist across our ecosystem. An example of this being the ongoing commitment to prepare a new partnership with the European Commission to launch a new "Health Industry Pact for Skills" with DG Grow and DG HERA in 2024.

Now is the time where we can continue to build on making meaningful and lasting change, and I hope you will consider joining us to be a part of this exciting future.

Jean-Marc Bourez

EIT Health CEO

What is our Flagship Call?

Background

Europe is at a pivotal moment in health, but social care systems are typically slow to change and adapt, meaning the time to act is now. We are defining new models of healthcare delivery, applying robust analysis of existing databases, aiding the implementation of the European Health Data Space, and supporting digital health transformation in Europe, focusing on the development of, and access to digital medical devices.

In recognising this, EIT Health's Flagship concept was born.

The Flagships approach allows us to link to other EU instruments and national funding, and establish a number of projects, pilots and collaborations that will help us achieve our objective of benefitting health in Europe through innovation.

Each Flagship topic has its own specific benefits that contribute to some of the top health priorities identified at European level.



Flagship Call 2024



We are now calling for collaborative projects in Innovation and Transformation through funding different activities/programmes in each of the following two Flagships:

- 1. New Models to Deliver Healthcare**
- 2. Digital Transformation of Healthcare**



Full details on this Flagship Call can be found in the "EIT Health Call for Proposals, Flagships Call 2024" document.



New models to deliver healthcare

Can your proposal help redefine healthcare models and implement robust evidence to establish a foundation for high-value healthcare?

Can you train others on how to do it?

Society is constantly evolving, but healthcare systems can't keep up with ever-changing needs.

The objectives of this Flagship are to:

- Increase awareness and skills in high-value healthcare and citizen/patient engagement.
- Identify healthcare inequities, accessibility and efficiency disparities which can be solved through innovative, value-based approaches.
- Define how healthcare delivery models can be restructured towards measurable outcomes with high patient impact.

The benefits of this Flagship are:

- Increasing link of products and services in healthcare to value can help de-risk innovation adoption and reduce wastage.
- Healthcare costs are predicted to rise, driving cost savings via value-based healthcare, which can help free up budget to support innovation.
- Systemic change: Addressing problems will evolve the underlying framework of how interventions are valued and tracked.

Why should you collaborate with us?

Previous collaborations have found our support and education system highly beneficial.

We have a range of activities to support your collaboration at every stage of your innovation journey. Our online EIT Health Academy platform, especially the 'High Value Care' track, offers ongoing support and learning materials for graduates and professionals to improve their skills.

Who should apply

Innovative and transformative collaborations, steered by healthcare service providers and their corresponding payors that have reached commercialisation stage, or education-related programmes that address specific target audiences and are led by experienced practitioners in the field of high-value care or value-based healthcare, will be welcomed to apply for service development collaborative projects and for modules towards a labelled Fellowship Programme in NMDH.

How to apply

You can log-on or register on the [**EIT Health Application Platform**](#).

Full details on this Flagship Call and the application process can be found in the "EIT Health Call for Proposals, Flagships Call 2024" document.



Digital transformation of healthcare

Advanced technology and data utilisation is driving the shift towards digital healthcare to improve the efficiency and effectiveness of medical services, bringing care outside the hospital and towards more preventative models.

Can your proposal help support the digital health transformation in Europe through one of the following focus points?

- The development of, and access to, digital medical devices (DMDs).
- The implementation of the European Health Data Space (EHDS) by exploring the secondary use of data for research and innovation.
- Can you guide others on this digital health transformation in Europe?

The objectives of this Flagship are to:

- Increase general awareness of DMDs and upskill health care professionals (HCPs) in digital health.
- Identify healthcare needs that can be solved through digital technology.
- Accelerate development, evaluation and validation, certification, and market access of DMDs in Europe.
- Educate patients, citizens and healthcare providers on the importance and relevance of data sharing.
- Validate technologies and build sustainable business models by exploiting existing health assets to speed up clinical validation development and decrease time to market for novel data-based solution.
- Improve digital health literacy to enable citizens to take control of their health data and become more active in co-creation and co-delivery of innovation in the healthcare system.

The benefits of this Flagship are:

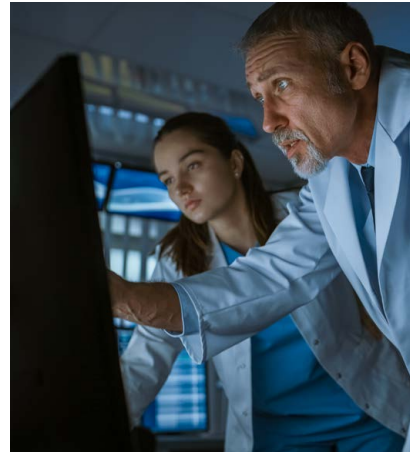
- **Interdisciplinary collaboration and therefore a key role for EITH:**
 - The HTA framework requires engagement from business, education and innovation stakeholders to construct a meaningful framework.
 - The Complexity of collection, management and use of data will require diversity of opinions to fully understand all issues and potential benefits.
- **European Digital Single Market benefits**
 - The Flagship will address the fragmented, diverse HTA systems across European countries and provide a blueprint for a harmonised framework.
 - Greater uptake of DMDs can generate patient, research and economic benefits and spur wider innovation economy in space.
- **EHDS benefits**
 - Enhanced availability and accessibility of data can provide new avenues for research, business creation and innovation, and elicit change of underlying data infrastructure across EU countries.
 - Socio-economic benefits can be realised via cost savings, increased innovation and a more valuable EU health data economy.
- A unified market can provide higher commercial potential for EU companies and mitigate competition from other geographies.



Why should you collaborate with us?

Other projects have found our support and education system highly beneficial, and our EIT Health Academy has a range of activities to support you on your innovation journey.

- Innovation Days (i-Days) are low-entry barrier programmes for students with an interest in healthcare innovation and are designed to kick-off the mindset to foster changes among the earliest entrepreneurs, who can also enhance their skills within a Master Degree programme.
- Our EIT Health Fellowship Programme is suitable for Master's, PhD students, HCPs, and medical experts looking to improve their digital health knowledge.
- Non-degree modules help train HCPs in the essential technical skills needed to work in a digitally transformed healthcare system, such as exploiting datasets and health registries for innovation and helping patients understand how sharing data can enhance their care journey.



Who should apply

Innovative and Transformative collaborations, steered by healthcare service providers and their corresponding payors that have reached commercialisation stage, or education-related programmes that address specific target audiences and are led by experienced practitioners in the field of high-value care or value-based healthcare, will be welcomed to apply for Service Development collaborative projects and for modules towards a labelled Fellowship Programme in NMDH.

How to apply

You can log-on or register on the [**EIT Health Application Platform**](#).

Full details on this Flagship call and the application process can be found in the "EIT Health Call for Proposals, Flagships Call 2024" document.

Application Process

How to apply

1. All applications must be completed through the [EIT Health Application Platform](#).
2. If your organisation is already an EIT Health member, or has registered for previous Call(s) as an External Project Partner on our old application platform, PLAZA, you should be able to find your organisation's data on the EIT Health Application Platform.
3. New applicants will need to register on the [EIT Health Application Platform here](#).

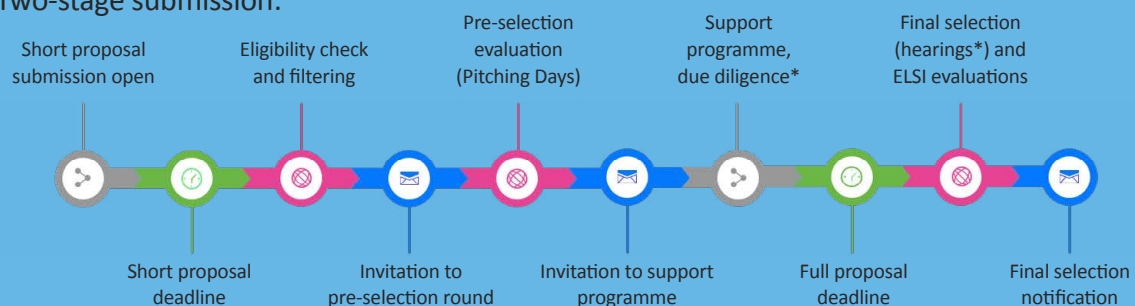
Full details on how to apply are in the "EIT Health Call for Proposals, Flagships Call 2024" document.

What's new for 2024?

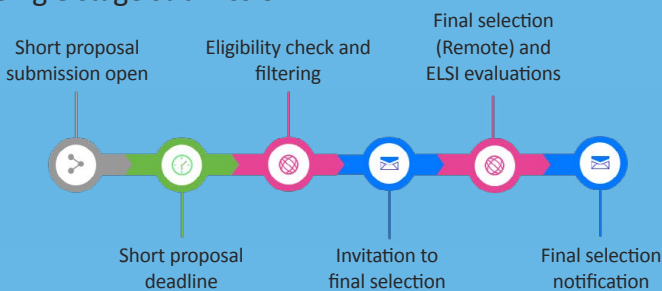
- The one stage or two-stage submission process (Short Proposal and Full Proposal) have been adapted to the financial support given to the funded activities
- Two cut offs, or selection deadlines, with activities called in one cut off only.
- More straightforward documentation for required contracting.
- Tailored support programme based on first Flagship call learnings.

The selection process

Two-stage submission:



Single stage submission:



Full details on the selection process can be found in the "EIT Health Call for Proposals, Flagships Call 2024" document.

Flagships Call 2024: Dates to remember

The Flagships Call will consist of a one-year long call with two application deadlines, known as cut-off dates: 28 February 2024 and 18 September 2024.

- The cut-off dates are the deadlines for short proposals and/or single proposal submission.
- It is important to note that not all activities called within the Flagship framework will be called at both cut-offs.

TYPE OF ACTIVITIES	NMDH	DTH	SINGLE/ SHORT PROPOSAL SUBMISSION	SELECTION PROCESS	PRE-SELECTION	PRE-SELECTION NOTIFICATION	FULL PROPOSAL SUBMISSION	FINAL SELECTION	FINAL SELECTION NOTIFICATION
INNOVATION DAYS (I-DAYS) NEW CITIES	X	X	28 FEBRUARY 2024	SINGLE PROPOSAL	-	-	-	REMOTE REVIEW	21 MARCH 2024
MASTER'S DEGREE PROGRAMMES	X	X	28 FEBRUARY 2024	SINGLE PROPOSAL	-	-	-	REMOTE REVIEW	21 MARCH 2024
MODULES TOWARDS A LABELLED FELLOWSHIP PROGRAMME		X	28 FEBRUARY 2024	SHORT PROPOSAL + FULL PROPOSAL	PITCHING DAYS	22 APRIL 2024	13 JUNE 2024	REMOTE REVIEW	11 JULY 2024
MODULES TOWARDS EIT LABELLED CERTIFICATION		X	28 FEBRUARY 2024	SHORT PROPOSAL + FULL PROPOSAL	PITCHING DAYS	22 APRIL 2024	13 JUNE 2024	REMOTE REVIEW	11 JULY 2024
TECHNOLOGY DEVELOPMENT PROJECTS		X	28 FEBRUARY 2024	SHORT PROPOSAL + FULL PROPOSAL	PITCHING DAYS	22 APRIL 2024	13 JUNE 2024	HEARINGS	11 JULY 2024
SERVICE DEVELOPMENT PROJECTS	X		28 FEBRUARY 2024	SHORT PROPOSAL + FULL PROPOSAL	PITCHING DAYS	22 APRIL 2024	13 JUNE 2024	HEARINGS	11 JULY 2024
DIGINNOVATION PROGRAMME		X	18 SEPTEMBER 2024	SHORT PROPOSAL + FULL PROPOSAL	PITCHING DAYS	31 OCTOBER 2024	12 DECEMBER 2024	REMOTE REVIEW	23 JANUARY 2025

- The selection process will vary according to the single stage or two-stage submission evaluation.
- For all applications, a minimum quality threshold of 70% applies at the relevant selection steps.

Full details on the selection process can be found in the "EIT Health Call for Proposals, Flagships Call 2024" document.

What makes a successful education proposal?

How to ensure your proposal is successful:

- ✓ For both new and repurposed programmes, the curriculums, learning objectives, expected outcomes and contents should be backed with evidence (needs assessment performed).
- ✓ The consortium needs to be articulated, coherent and cover both knowledge and Flagship subject matter expertise for curriculum design, content development and its relevant assessment methodology.

The main reasons proposals fall short:

- ✗ The team is unable to demonstrate expertise in the relevant Flagship field.
- ✗ There is a lack of a solid education foundation and methodology.
- ✗ The proposal does not comply with the call requirements (in terms of formats or the modular approach).
- ✗ There is no confirmed commitment towards the mandatory elements (accreditation, ECTS delivery, etc).

How a winning proposal meets the Flagship criteria:

Project Excellence and Project Fit

EIT Health is looking for proposals to create new consortiums / join existing ones and contribute to the Flagship areas. Specifically, proposals must be:

- Relevant to the target learners defined in the call text.
- Address the proposed learning format.
- Demonstrate educational design responding to a needs assessment.
- Align with one or more of our Flagships.

Additionally, the proposal must:

- Show a commitment to high societal impact to contribute to the long-term financial sustainability targets of EIT Health by aiming to generate financial contribution back to the KIC.

Implementation and Feasibility

A strong sense of conveyed community through a solid implementation plan will make a proposal stand out.

- The plan must be thorough and clearly explain the team's route to module/course delivery and assessment.
- The consortium should be articulated and coherent.
- The proposal should have well-defined links to the EIT Overarching Learning Objectives and EntreComp Framework.
- It must be compliant with UEMS EACCME quality criteria for Continuing Professional Development (CPD) or to The European Credit Transfer and Accumulation System (ECTS) delivery.

Impact and Sustainability

A winning proposal demonstrates how the solution will contribute to Flagship related challenges:

- Consortium Partners must have clear roles and responsibilities and show commitment to driving the implementation of the programme.
- The proposal must demonstrate involvement of non-academic Partners (especially industrial), start-ups, patients, and other key stakeholders, when required.
- Budget and tasks must be reasonable, and co-funding, if included, must be aligned with EIT Health's goals.

What makes a successful innovation proposal?

How to ensure your proposal is successful:

- ✓ The commercialisation strategy must be detailed enough to demonstrate traction, market acceptance, penetration and scalability.
- ✓ Technology must be relevant to the healthcare system in EU and address a real problem/unmet need.
- ✓ The consortium needs to be articulated, coherent and cover all steps of the development.

The main reasons proposals fall short:

- ✗ Unable to demonstrate a high level of impact for EU citizens.
- ✗ Lack of a solid implementation plan.
- ✗ Lack of time commitment.

How a winning proposal meets the Flagship criteria

Project Excellence and Project Fit

EIT Health is looking for innovative proposed ideas that solve a clearly defined need within one of the Flagship areas, and specifically must be:

- Relevant to the healthcare system in EU.
- Address a real problem or unmet need.
- Demonstrate innovation with patient-centric technologies.
- Align with one or more of our Flagships. The consortium needs to be articulated, coherent and cover all steps of the development.

Implementation and Feasibility

A strong sense of conveyed community through a solid implementation plan will make a proposal stand out.

- The plan must be thorough and clearly explain the team's route to market and penetration strategy.
- The full consortium should be articulated and coherent.
- The proposal should cover all development stages proposed to reach the patient.

Impact and Sustainability

A winning proposal demonstrates how the proposal will achieve a socio-economic impact through EIT Health's three strategic objectives:

- Better health for all.
- Competitive health economy.
- Sustainable health systems.

Additionally, the proposal must:

- Show a commitment to high societal impact.
- Contribute to the long-term financial sustainability targets of EIT Health by aiming to generate financial contribution back to the KIC.
- Include a commercialisation strategy that demonstrates traction, market acceptance and penetration.

Full details on the selection process can be found in the "EIT Health Call for Proposals, Flagships Call 2024" document.

