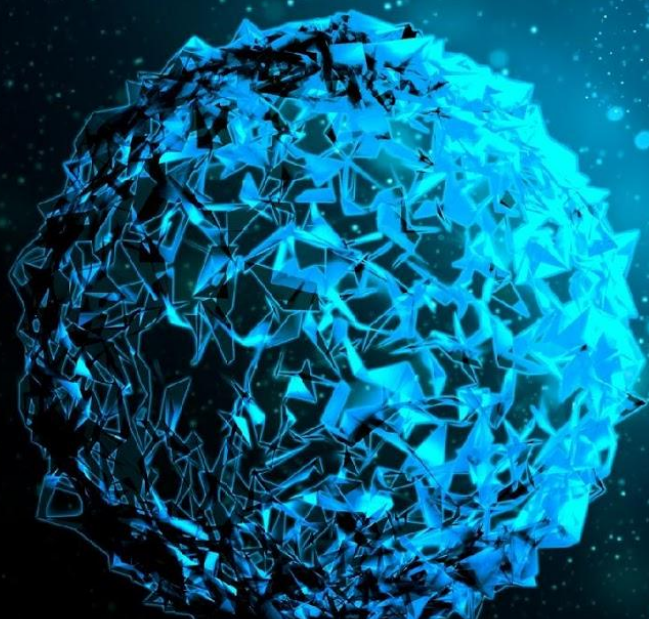


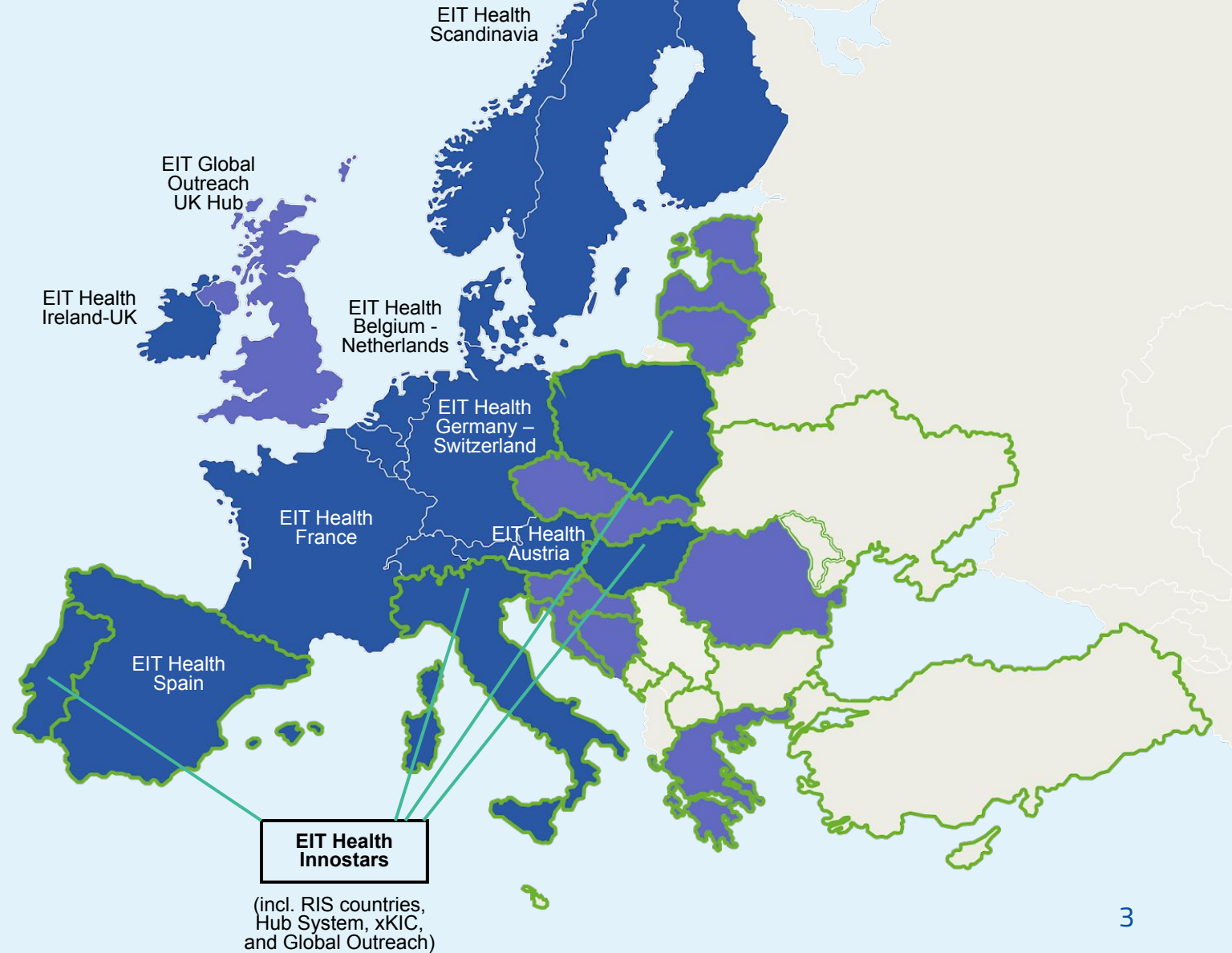
AUTUMN ITAPA 2024

HEALTHCARE INNOVATION IN EUROPE –
OPPORTUNITIES & CHALLENGES

Introducing EIT Health



EIT Health operates in Europe



EIT Health:

120+
partners

15+
countries



industry



academia



the third sector



policymakers



healthcare providers



EIT Health focus areas



EDUCATION



INNOVATION &
CONSORTIUM BUILDING



START-UP SUPPORT



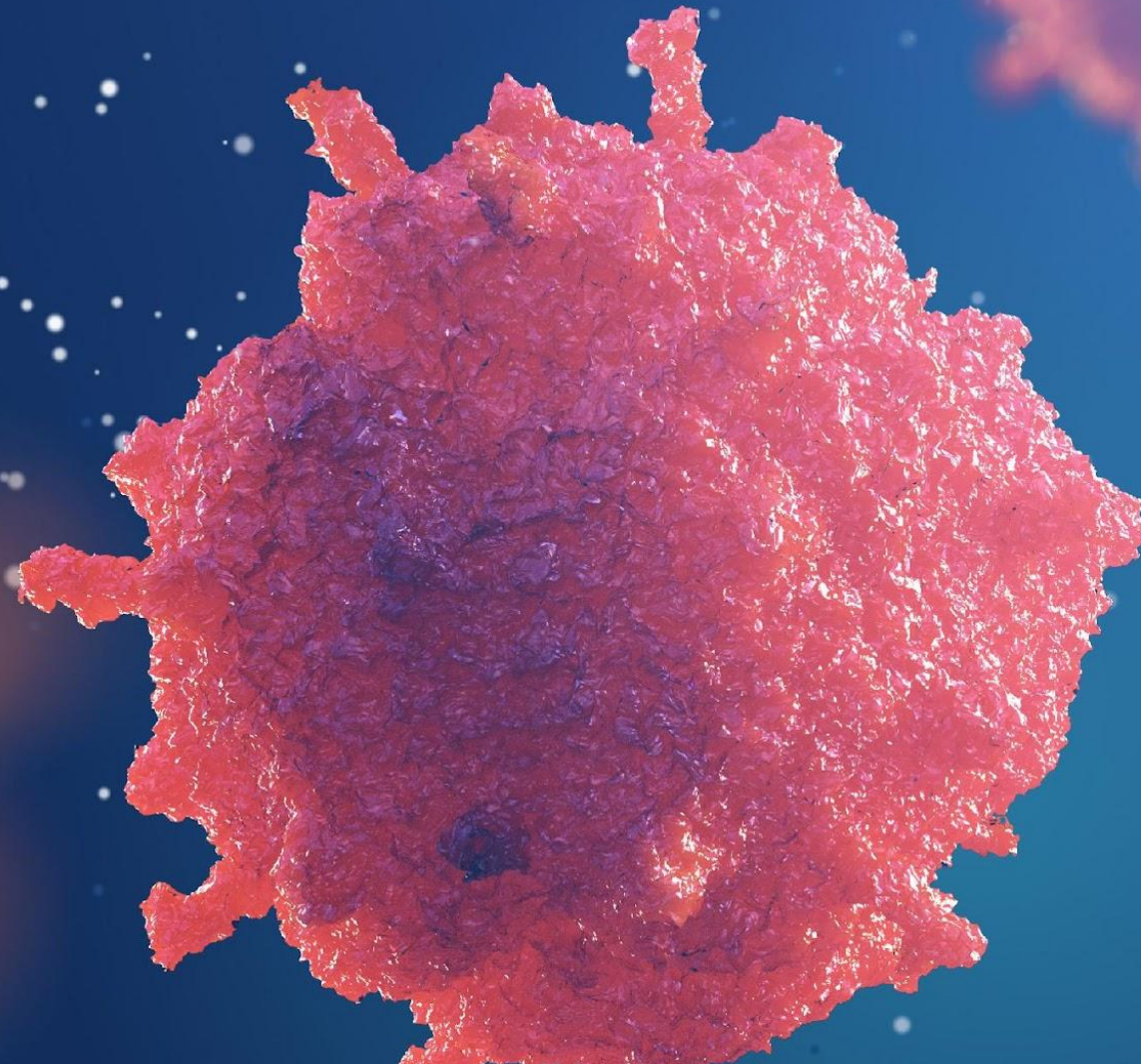
GENERATING INSIGHTS
AND INFLUENCING POLICY



OPPORTUNITIES FOR
ENTITIES & INDIVIDUALS



Healthcare opportunities & challenges



Emerging opportunities in healthcare

European Health Data Space:

- **Objectives:**
 - Improve cross-border healthcare services.
 - Foster secure and seamless health data sharing among EU countries.
- **Impact:** Accelerates research, boosts innovation, and empowers patients with greater access to their health information.

Secondary Usage of Healthcare Data (with AI Integration):

- **Benefits:**
 - Enhances predictive modeling and personalized medicine.
 - Fuels insights for disease prevention, diagnosis, and treatment development.
- **Challenges & Solutions:** Addresses data privacy and ethical concerns through strict governance and anonymization.
- **Role of AI:** Potential to streamline data analysis, generate predictive insights, and support early intervention models.



Transforming access to healthcare

Telemedicine:

- **Benefits:**
 - Expands access to healthcare for remote and underserved populations.
 - Reduces wait times and minimizes in-person visits.
- **Growth Potential:** Driven by digital health advancements, expanding 24/7 access and lowering healthcare costs.
- **Future Developments:** Integration with AI for diagnostics, wearables for remote monitoring, and enhanced patient engagement platforms.

Where there are opportunities there are challenges as well

Chronic Diseases (e.g.: heart diseases, diabetes, cancer):

- **Escalating Costs:**
 - Ongoing, lifelong treatment
 - High medical expenses
- **Resource strain:**
 - Consumes a large portion of healthcare resources
 - Hospital beds, specialised treatments
- **Patient Compliance and Long-Term Care Management:**
 - Strict, lifelong management plans
 - Dietary changes, physical activity
- **Aging Population:**
 - Uptick in age-related chronic conditions
- **Solutions:**
 - strong focus on preventive care, early intervention, patient education

Where there are opportunities there are challenges as well

Lifestyle and climate change based challenges:

- **Lifestyle diseases:**
 - Problems: Sedentary behavior, unhealthy eating habits, and substance use
 - Rising rates of obesity, heart disease, and type 2 diabetes
- **Climate-Related Health Risks:**
 - Problems: increased air pollution & wildfire smoke
 - Respiratory diseases
- **Heat-Related Illnesses and Mental Health Effects:**
 - Problems: Rising temperatures
 - higher rates of heat-related illnesses
- **Solutions:**
 - Public health initiatives
 - Climate adaptation strategies
 - Accessible nutrition education, community exercise programs, smoking cessation support
 - Strengthening healthcare infrastructure

Convergence Technologies

Healthcare Technology and Data Management Complexities:

- **Data Privacy and Cybersecurity Threats:**
 - Risk of cyberattacks
- **Interoperability Challenges:**
 - Integrating different digital health tools
 - lack of standardized data-sharing protocols
- **Digital Skills and Workforce Training:**
 - Skilled workforce being able to navigate between the new tools
- **Solutions:**
 - Comprehensive strategies
 - Investments in cybersecurity
 - Standardized data-sharing systems
 - training programs for healthcare professionals



How can we help to utilise the opportunities & answer the challenges?

Benefits and services offered to EIT Health Partners

1

Connecting you to the right people across borders

- Morning Health Talk Series: Building Thematic Communities
- Participation in InnoStars Partner Meetings



2

Offering learning opportunities so you can scale your business

- EIT Health Innostars Monthly Community Newsletter
- Early Health Technology Assessment (HTA) Training: Unlocking Innovation Potential - Level 1
- EIT Health Innostars Webinar Series: Empowering Intrapreneurs/Entrepreneurs



3

Helping you find funding for collaborative projects

- Fund Mapping



4

Providing you with visibility within our network

- Community Showcase: Annual Company Spotlight



Success stories



E-group led IPCEI project

The European Commission awarded **IPCEI status** to **cloud innovations** by E-Group ICT Software Zrt., **joining them** with major European firms like **SAP** and **Deutsche Telekom**. This recognition supports **EU-wide initiatives** aimed at addressing global competitiveness challenges.



Market access support for AIP Labs

AIP Labs was able to **expand internationally** with our support. Their main focus of work is **dermatological telemedicine solution**. We helped to **connect them** with **key market players** in **Romania** and **Bosnia**, paving the way for broader access and **expansion** into these markets.



Education development by Syreon

The **Syreon** Research Institute's **eHTA education program**, backed by InnoStars, has become a success story in **advancing healthcare innovation education**. Through targeted eHTA training, it empowers professionals to make **informed, impactful decisions** in healthcare technology.