



EPP eHealth

Welcome to the 1st European Procurers Platform (EPP): eHealth Newsletter!



A warm welcome to the first newsletter from the EPP eHealth project team. The project kicked off in February 2015 in Madrid. The aim of this first newsletter is to highlight the project aims and objectives, to provide an overview of our first Public Procurement of Innovation Workshop and to inform you about the future project plans.

EPP eHealth Background

The market potential of eHealth remains high despite the negative effects of the economic crisis. The global telemedicine market grew from \$9.8 billion in 2010 to \$13.8 billion in 2012 and to \$16.1 billion in 2013. Market projections for 2018 indicate a \$35.1 billion market, representing a five-year compound annual growth rate of 16.9% from 2013 to 2018¹.

“Information and Communication Technologies (ICT) applied to health and healthcare systems can increase their efficiency, improve quality of life and unlock innovation in health markets.”

The aim of the EPP-eHealth project is to transform the market for eHealth solutions through dialogue and innovation procurement. The project seeks to create a network of procuring organisations that understand the opportunities that eHealth can offer and have competence in innovation procurement and the capacity to pioneer new approaches to collaborative procurement. As well as stimulating demand for eHealth goods and services and creating a robust framework for practical procurement (public procurement of innovation² – PPI –and pre-commercial procurement³ – PCP –) outcomes within the period of the project, it will also serve as a leading procurers group for the wider population of some 15,000 hospitals in Europe. The infrastructure of the project will enable the stakeholders to come to a common understanding of the barriers to widespread take up and replication of eHealth solutions and determine how these needs will be overcome through practical policy and procurement actions. The network will begin with a core group of leader

¹ According to BCC Research study of October 2013

² PPI is the procurement of innovative goods and services (Gaynor Whytes, 2015)

³ PCP is the procurement of innovative goods and services (Gaynor Whytes, 2015)

hospitals and stakeholders and widen through the course of the project through advocacy, engagement and regular web-based dissemination actions. A key outcome will be the identification and communication of common unmet needs and the development of a practical implementation plan for PPI and PCP projects that address these needs. EPP-eHealth will create a critical mass of procurers that will proactively develop forward procurement plans to create a coherent demand for eHealth solutions.

Public Procurement of Innovation (PPI) is a crucial challenge for public bodies. The “usual” way of purchasing goods is based solely on the price of the product. Life cycle costing, supply chain analysis or group purchase is rarely used, which means opportunities to get innovative products are missed that would give purchasers competitive advantage. Therefore, there is an urgent need to start developing networks of procurers. These networks will enable them to identify common needs, conduct market analysis, understand the supply chain, use these tools to comprise a higher procurement volume, and achieve a bigger impact on suppliers. It will also allow them to voice their unmet needs, create a new demand to access sustainable products of higher quality, and develop new applications with lower life cycle costs.

First Public Procurement of Innovation (PPI) Workshop

The aims of the workshop were to:

- Familiarize participants with the EPP eHealth project
- Introduce key principles of innovation procurement
- Begin a discussion about the application of innovation procurement to eHealth
- Provide insights and examples to guide the identification of unmet needs

The workshop was designed to be participatory in nature and structured into eight sessions. Discussions and question and answer sessions were interspersed through the programme.

1. EPP eHealth – project overview and introductions

This was an orientation session to create a common understanding of the project and its origin

2. Overview of Innovation Procurement and Key Principles

This session outlined the reasons why innovation is needed and the role of procurement in enabling innovation in the supply chain.

Key learning points:

- Innovation is always targeted on outcomes that you want to achieve
- A key success factor for innovation is an accurate understanding of ‘the unmet need’ that it is targeting
- Successful innovation procurement therefore requires an accurate understanding of the unmet need it is targeting

A step-by-step innovation procurement process was presented.

3. Innovation Procurement for eHealth

Having looked in detail at the underlying principles of innovation procurement in previous sessions this session went on to consider the application of innovation procurement in eHealth.

The workshop went onto consider different definitions of eHealth. This field is a rapidly developing landscape and there are a number of emerging definitions.

The scope, challenges and definable benefits of eHealth were presented and an open group discussion facilitated.

4. Case Examples of Innovation Procurement – The EcoQUIP Experience

A series of case examples were presented to demonstrate the application of innovation procurement in practice in the healthcare sector.

Case examples included:

- The Rotherham NHS Foundation Trust Future Ward Ultra-Efficient Lighting
- ERASMUS University Medical Centre (ERASMUS MC) Sustainable Bed Washing Facility

More information on these examples can be found on the EcoQUIP website:

www.ecoquip.eu

5. Unmet Needs Identification Overview

This session began by inviting participants to consider unmet needs that they had already identified.

The training explored the different approaches to unmet needs identification, challenges and barriers and the importance of focusing on outcomes rather than specifying solutions

6. Case Example of Unmet Needs Identification (including a review of EC Projects in eHealth)

A number of eHealth Innovation procurement projects were outlined and discussed and the Prior Information Notices and outcome based requirements discussed.

More information is available: <http://ec.europa.eu/digital-agenda/en/eu-funded-projects>.

7. Needs Identification for EPP eHealth

This session was a planning session for the participants to consider what they had learnt in the course of the training and how they would go about identifying unmet needs followed by facilitated group discussion. The participants learned about the principles of innovation procurement and the steps involved in identify needs.

8. Next Steps and Closing Session

Short-term tasks were highlighted and next steps were discussed.

The next steps include:

- Using the learning from the first training workshop to start identifying unmet needs through desk research and consultation

- Discussing and arranging the Community of Learning Visit
- Scheduling and organising the next training session to align with the Synthesis (of unmet needs) Workshop

A full workshop report is available on the project website:

http://innovationinhospitals.com/Workshop_01.html

EPP eHealth Future Plans

The next steps are as follows:

1. Use the learning from the first training workshop to start identifying unmet needs through desk research and consultation
2. Discuss and arrange the Community of Learning Visit
3. Schedule and organise the next training session to align with the Synthesis (of unmet needs) Workshop

We will also be holding our second consortium meeting in Krakow, Poland in June. More information will follow thereafter.

Partners



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