

WORKSHOP

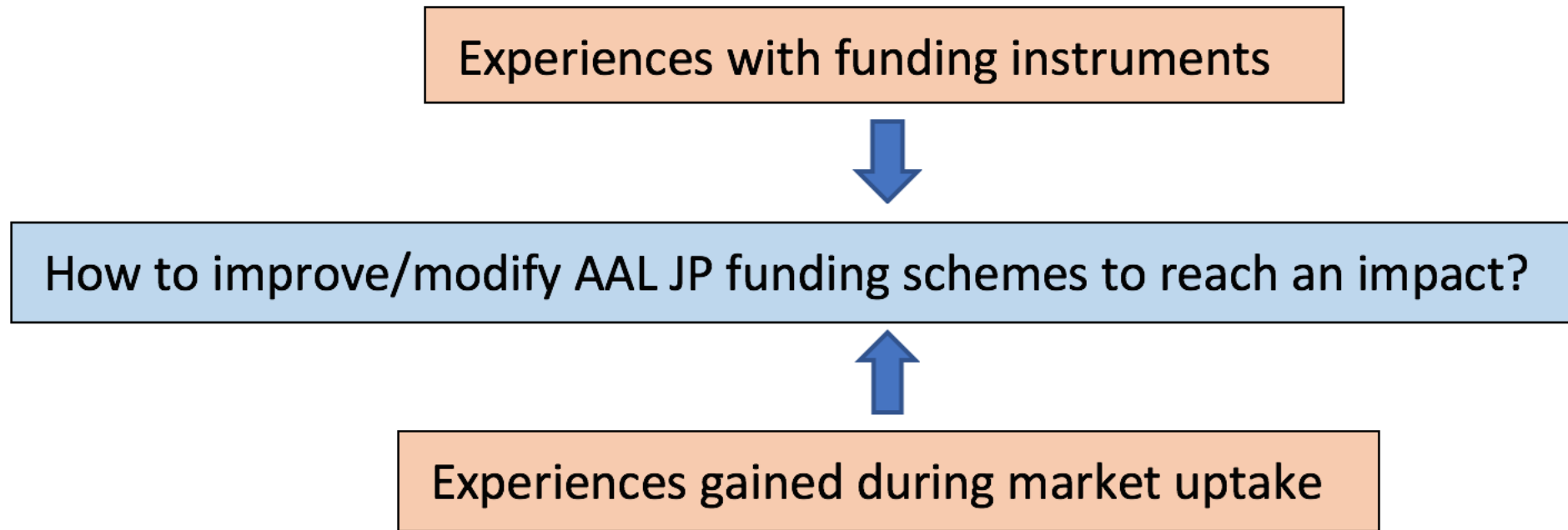
Public R&D funding
instruments and
market uptake



**Making best use possible of
public money.**

Can we increase the chances?

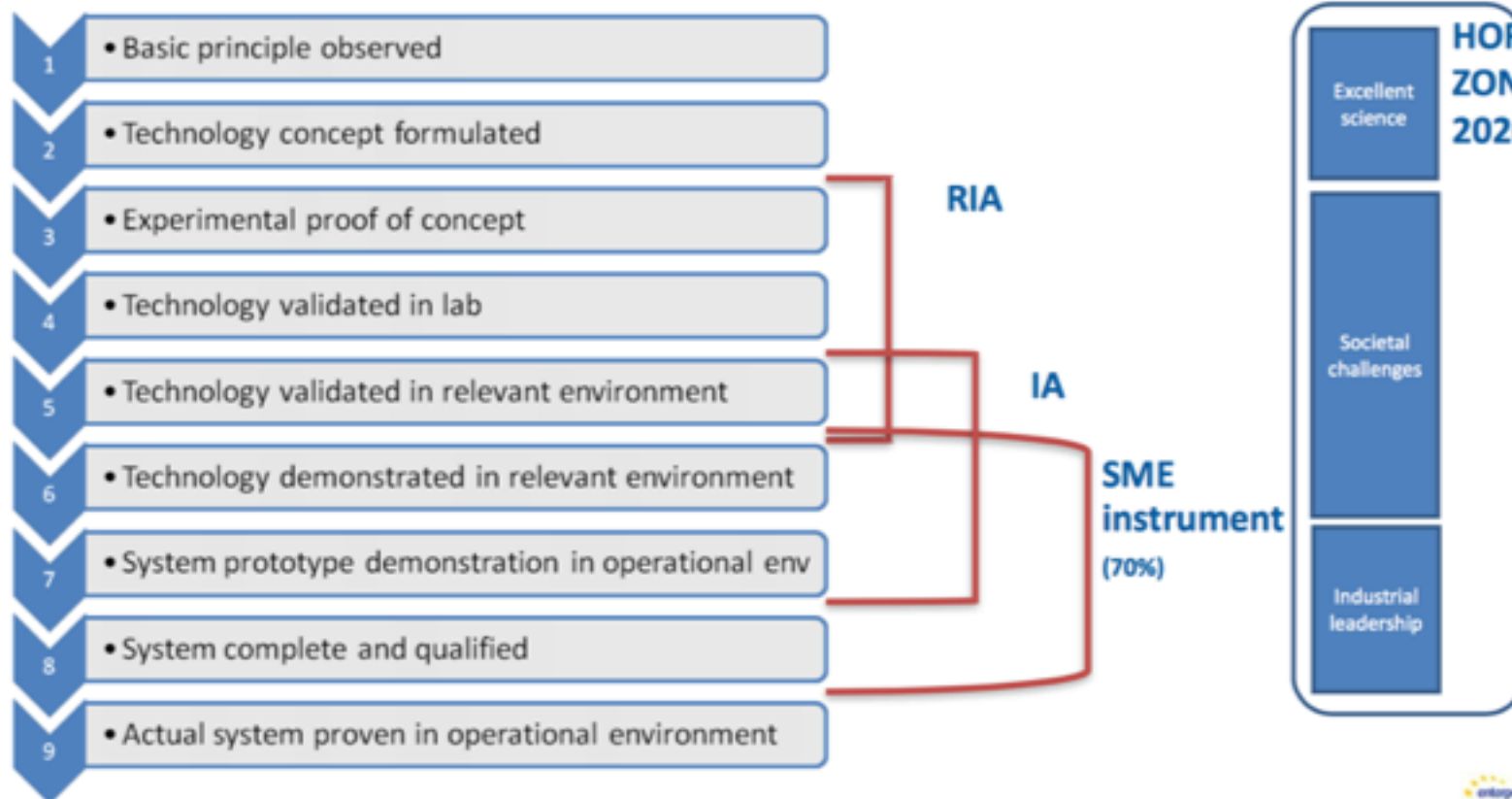
We will address it from two perspectives



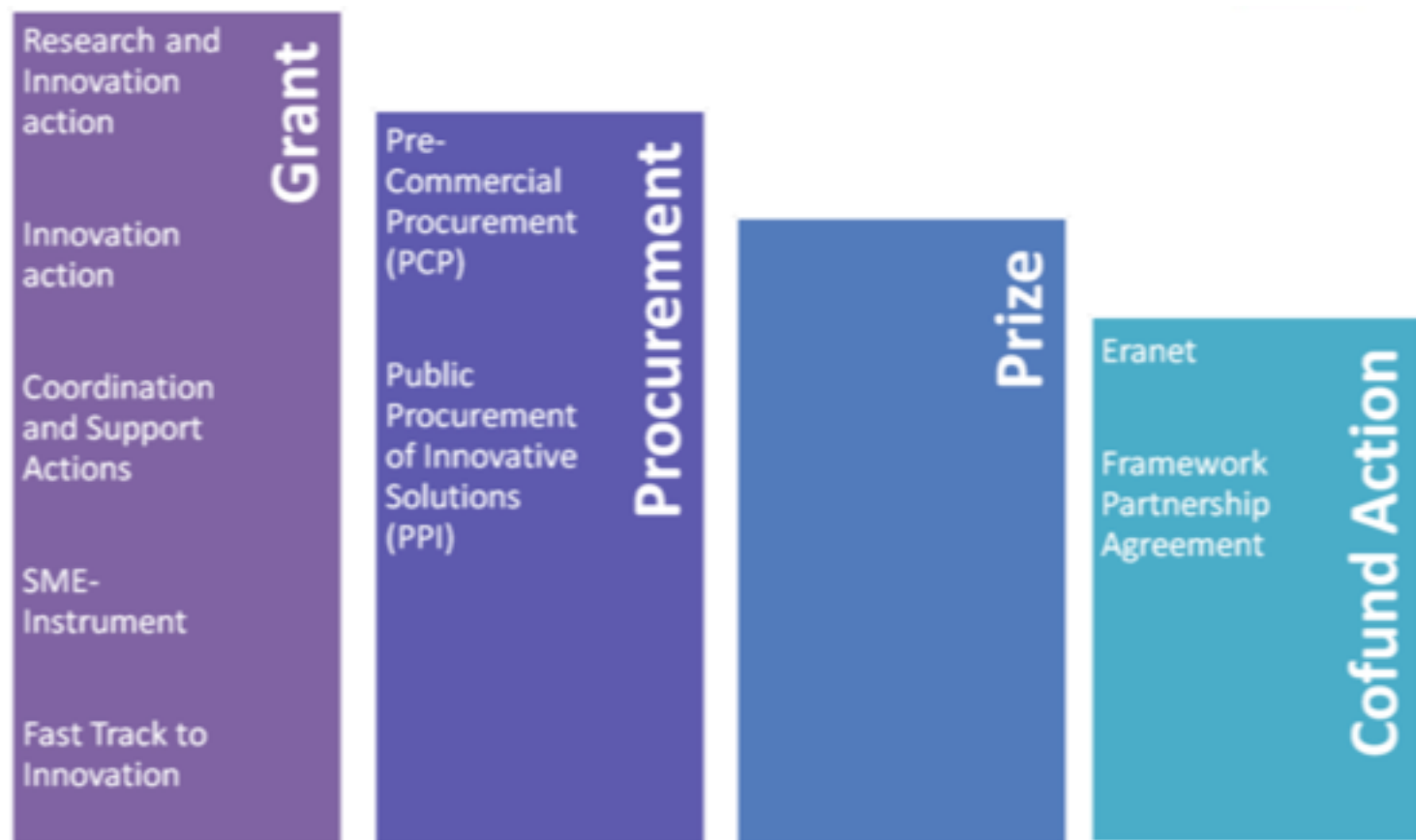
Why different R&D instruments?

Maturity of research ...

Technology Readiness Level



Type of funding...



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Elements to define ...

- Open or thematic calls
- Collaborative or individual
- National or transnational
- Small or big
- Funding rates
- Duration
- Flexibility?
- How to evaluate and review
- Eligible costs

Elements to define ...

What is innovation?

Or

What could/should be granted as innovation?

Market uptake by design

Can we increase the chances?

It's not about the technology – it's about the service

- Focus on services enabled by technology
- The technology can enable the service development but cannot be pushed/forced onto services.
- E.g. the use of technology for monitoring is of little benefit if the response elements of the service are not developed in parallel.

It's all about change

- Often disruptive organizational changes are targeted
- New role of care personnel
- Funding can be the trigger to set things in motion once the desire to make a change is in place.
- Change management should be recognized as innovation

Triggering positive business models for all stakeholders

- Positive impact on the society, but not always for the individual stakeholders
- Co-design with providers creates a remarkable competitive advantage by practical refinement of product.
- Now focus is often on a business model for a commercial company after the project has ended but product will be hard to sell if a positive business case for the customer cannot be shown.
- Establishing a new relationship between provider and supplier based on trust is needed to make optimal use of all available innovations and to benefit from innovations to come.

How to manage the risk of real life implementation

- Launching customers take on a risk; they need to adapt their way of working to be able to see impact but are uncertain if the project delivers what has been promised.
- In PPI project service providers are funded a percentage of the money spent on services (besides costs related to the project itself)
- How to include “risk compensation” in the AAL JP or follow-up after the end of an AAL project?

Involvement of organisations that pay for the services

- Policy-makers need to be involved in the process to ensure the reimbursement schemes to healthcare providers and their payment models are aligned.
- ‘Power’ (or lack of it) from an individual project
- E.g. “Health insurers initially applauded the initiative but proved hard to convince once they really had to commit to funding. This is however a prerequisite for upscaling.”
- Funding organisations could offer the projects access to a (national) advisory board that consists of policy makers, health insurers,.....

LET'S DEFINE IT!

How should be the optimal instrument/s to increase market success opportunities?



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