



Innovative Health Initiative (IHI)

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Introducing COCIR

COCIR is the European Trade Association representing

- Medical Imaging
- Radiotherapy
- Health ICT
- Electromedical

- Founded in 1959, COCIR is a non-profit association headquartered in Brussels (Belgium) with a China Desk based in Beijing since 2007. COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association.
- Our industry leads in state-of-art advanced technology and provides integrated solutions covering the complete care cycle.

IHI - Innovative Health Initiative

General Introduction

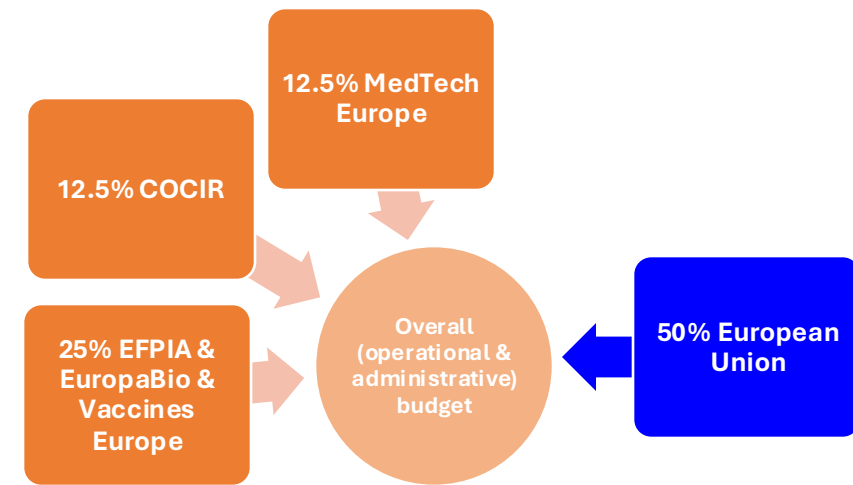
The Innovative Health Initiative (IHI) is a new Joint Undertaking under Horizon Europe (HEU)

Cross-sectorial collaboration in health research & innovation, combining pharma and medtech

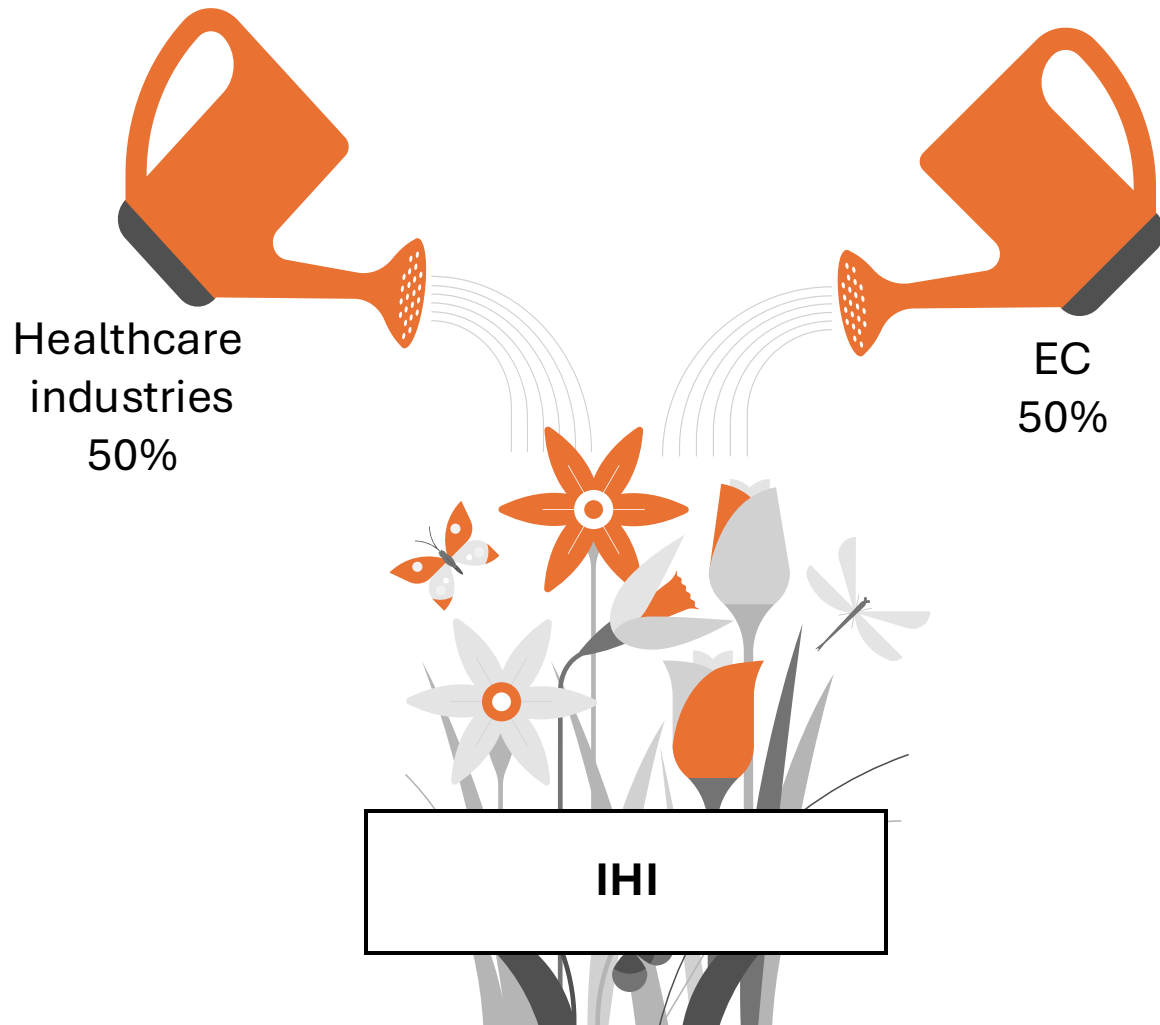
Successor of IMI, now with (general HEU) funding and IP conditions applicable to non-pharma companies

Five industry associations (COCIR, EFPIA, EuropaBio, MedTech Europe and Vaccines Europe), being the Private Members, together with public partners, will pioneer healthcare innovation along the patient care continuum

Industry contribution (50%) is matched with EU funding (50%), representing a 2.4B program (2021-2027)



IHI : A public-private partnership



Collaboration extends to:

- Programming
- Financing
- Public and private partners collaborating in individual projects

What do associations do?

- **Represent the respective healthcare industry sector vis-à-vis the EU Institutions and other stakeholders**
- Provide support related to industry participation in IHI
- Work on IHI represents only one part of our activities, the function and work of associations is considerably more extensive
- The purpose, activities and membership rules are laid out in each membership's statutes
- We work with members (corporate and national associations) to ensure mutual visibility in/of IHI
- We represent our industries via direct membership and via national associations



Why participate in IHI?

IHI's objectives are set out in the legislation creating IHI.

The general objectives are to:

- turn health research and innovation into **real benefits for patients and society**;
- deliver safe, effective health innovations that **cover the entire spectrum of care** – from prevention to diagnosis and treatment – particularly in areas where there is an unmet public health need;
- make Europe's health industries globally **competitive**;
- strategic commitment and investment in the long term;
- pre-competitive: no product around the corner;
- collaboratively building landscape for long term European research and healthcare;
- share and pool knowledge – be part of long-term shaping of Europe;
- grant funding should not be driver for industry participation;
- most industrial engagement will be through in-kind contribution.

IHI Benefits

- **Earmarked budget** for R&I in healthcare, including medical device research & innovation
- Expected **higher success rates** for project proposals than in the general Horizon Europe programme
- COCIR members can directly influence the **scientific priorities** to be funded (through the Strategic Research Agenda and defining call topics in the Work Programme)
- Neutral platform to **exchange ideas** with other industry sectors, research funders, regulators, healthcare authorities, providers & professionals, academia & patients

IHI Healthcare stakeholders

Potential participants to projects

**Citizens
Patients
Carers**

**Academia
RTOs
Learned
societies**

**Research
Infrastruc
t.**

**EU and
National
Regulator
s**

**Industries
all sectors
& sizes**

**Healthcar
e Systems**

**Healthcar
e
Professio
n-nals**

**Member
States**

What makes IHI different from regular Horizon Europe Calls?

- IHI equally associates the EC and Industry in selecting the topics... unlike HEU* where EC is the sole decider
- Each IHI project requires 50% of the budget from industry...unlike HEU where there is no minimum funding from industry
- IHI aims at delivering (direct and concrete) impact on the healthcare delivery
- The average budget of an IHI project is usually >15 M€, sometimes much more (ex: 60 M€)... unlike HEU projects with budget on average <15 M€

*Horizon Europe

Where do topics come from?

1. **It's a collaborative process** between all partners with lots of different inputs
2. **For associations** inputs can include, for example:
 - Feedback from association members (companies and national associations)
 - Scientific/technical/healthcare conferences related to our sector
 - External proposed ideas (e.g. theranostics)
 - Science and Innovation Panel
 - Synergies with other EU initiatives and goals (e.g. EU Mental Health Strategy, Green Deal, non-animal approaches: continuous dialogue with EC)
 - Experiences from previous calls (e.g. biomarkers)
1. **Members work together** to identify areas that – if addressed – would contribute to IHI's objectives
2. Critical to assess industry willingness to **invest in-kind contributions**
3. Mapping what type of approach could best contribute to address the need

2 types of calls

Single-stage

- Broad topics, not specific to one single product/technology/solution
- Private Members apply simultaneously with Public Members in mixed consortia and co-develop their proposal for the single application
- Private Members can receive funding, but Pharma companies abstain from requesting funding
- In-kind contributions by private and contributing partners must be secured during proposal preparation

Two-stage

- Targeted topics suited for a single, unified approach
- Industry and public consortia are formed separately
- Public consortia submit competing short proposals in the first round of the call
- A single top-ranked public consortium is selected and paired up with the industry consortium to prepare a joint, full proposal
- Private Members are not eligible for funding and no funding will be made available for companies with > 500M EUR annual turnover
- Industry contributions are committed prior to call launch: no need for public participants to secure further in-kind contributions

Call 3 (single-stage): 2 Digital Health Topics



➤ **Project PREDICTOM (Nov 2023-Oct 2027):** prediction of **Alzheimer's** disease using an **AI-driven screening platform**.

- Seeks to address gaps in early detection by developing a **scalable, open-source biomarker screening platform** for dementia risk.
- Will combine **at-home samples** (blood, saliva, stool) with **advanced technologies** like MRI, EEG, eye tracking, blood-based biomarkers, and **AI-driven** analysis to identify high-risk individuals and enable tailored interventions.
- Will provide evidence for population-wide screening and establish clinical guidelines to improve healthcare practices.

➤ **Total contributions** (EU, IND, contributing partners): **20 252 255€**.

➤ **Project IMPROVE (Dec 2023-Nov 2028):** framework to improve **the integration of patient-generated health data** to facilitate **value-based healthcare**.

- Uses **patient-generated health data (PGHD)** from m-health and e-health tools to better understand real-life challenges of patients with chronic diseases.
- Seeks to complement and **enhance existing patient-centered** outcome measures using these data.
- Aims to improve **patient-centered** outcomes by developing a **platform** for **smarter use** of this **data**, focusing on 10 use cases across five disease areas: ophthalmology, oncology, cardiovascular disease, chronic inflammation, and neurology.

➤ **Total contributions** (EU, IND): **18 759 800€**.

THANK YOU

