

## European Procurers Platform - eHealth

### Transforming the Market for eHealth Solutions

Horizon 2020 spin-off project on the procurement of eHealth solutions

#### 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 2018<sup>1</sup>.

*“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<sup>2</sup> 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 innovation – PPI – and pre-commercial procurement – 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 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.

#### Current Status and Requirement

This project was recommended for H2020 funding and is expected to commence in January 2015.

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.

<sup>1</sup> According to BCC Research study of October 2013

<sup>2</sup> eHealth is the use of ICT in health products, services and processes combined with organisational change in healthcare systems and new skills, in order to improve health of citizens, efficiency and productivity in healthcare delivery, and the economic and social value of health. eHealth covers the interaction between patients and health-service providers, institution-to-institution transmission of data, or peer-to-peer communication between patients and/or health professionals

## Scope for Collaboration and Replication

This project aims to transform the market for eHealth solutions through dialogue and innovation procurement by developing a network of procuring organisations - all of whom recognize the opportunities eHealth can offer.

Find out more, access the resource centre or contact us: [www.ecoquip.eu](http://www.ecoquip.eu)

## Get Involved

- Do you have unmet eHealth needs?
- Are you aware of adoption barriers of eHealth solutions?
- Would your organisation like to join the network of procurers and/or attend workshops?
- Are you aware of any organisations that have used innovation procurement to overcome barriers and deploy eHealth solutions?



Follow us @EcoQuip

Comment using the hashtag: *#EcoQuipNetwork*