



# Tips for Successfully Designing, Implementing, Managing, Disseminating and Making Sustainable e-health projects in a competitive European Environment

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# Introduction

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.**

**eHealth** has experienced a period of significant growth and maturity in recent years. Examples of technology adoption in the health sector are today commonplace in every Member State in the European Region. Such investments are most often seen in the context of achieving **health system reform, providing new and innovative modes of health care delivery or offering efficient methods of access and exchange of health information.** Most notable, however, is the transition of eHealth to a subject of strategic importance for **policy-makers.**

Notwithstanding the substantial progress over the last decade, **barriers continue to exist** that need to be addressed in order to reap all the benefits from a fully mature and interoperable **eHealth system in Europe.**





## Excellent Science

- European Research Council
- Future and Emerging Technologies (FET)
- Marie-Sklodowska-Curie Actions (MCA)
- Research Infrastructures, including e-Infrastructures

Budget ~ €24.4 billion

## Industrial Leadership

- Leadership in Enabling and Industrial Technologies
  - ⑩ Nanotechnologies, Advanced Materials, Advanced Manufacturing and Processing, and Biotechnology
  - ⑩ Information and Communication Technologies
  - ⑩ Space
- Access to Risk Finance
- Innovation in SMEs

Budget ~ €17 billion

## Societal Challenges

- Health, Demographic Change and Wellbeing
- Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research, Bioeconomy
- Secure, Clean and Efficient Energy
- Smart, Green and Integrated Transport
- Climate Action, Environment, Resource Efficiency and Raw Materials
- Europe in a changing world - Inclusive, innovative and reflective societies
- Secure societies – Protecting freedom and security of Europe and its citizens

Budget ~ €30 billion



### Excellence

- Clarity and pertinence of the objectives;
- Credibility of the proposed approach.
- Soundness of the concept, including trans-disciplinary considerations, where relevant;
- Extent that proposed work is ambitious, has innovation potential, and is beyond the state of the art (e.g. ground-breaking objectives, novel concepts and approaches)

### Implementation

- Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources;
- Complementarity of the participants within the consortium (when relevant);
- Appropriateness of the management structures and procedures, including risk and innovation management.

### Impact

- The expected impacts listed in the work programme under the relevant topic
- Enhancing innovation capacity and integration of new knowledge; Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets; and, where relevant, by delivering such innovations to the markets; Any other environmental and socially important impacts (not already covered above); Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.

# Good Practices for H2020 Projects



- Facilitating public discussion with different kinds of stakeholders
- Engaging and Listening to citizens, to take into account their values, needs and expectations
- Bringing together multidisciplinary teams to boost creativity and maximize impact
- Going for open access, transparency and disclosure of research results
- Considering social, ethical and environmental impacts

# Top Tips for a Successful eHealth Project in EU

## Understanding how Horizon 2020 Works

Applications for funding are done by responding to a call published by the European Commission. Each programme has different rules, so we have to ensure that we are aware of these and understand them.

## Preparation Time

Submitting a proposal needs time to prepare the perfect proposal. As a coordinator we need to expect to spend 3 person months (PMs) at least and a significant amount of travelling. As a work package leader, we should expect to spend 2 PMs preparation including travel.

## Necessary documentation

Every published call is accompanied by its documentation. We should download Work Programmes, Guide for Applicants, and any relevant legal documents for our call.

([http://ec.europa.eu/research/participants/portal4/desktop/en/funding/reference\\_docs.html](http://ec.europa.eu/research/participants/portal4/desktop/en/funding/reference_docs.html) )

# Top Tips for a Successful eHealth Project in EU

## **A look into the Past**

Often themes described in the work programme have a history of previous projects. Locating these and reviewing who participated, can be a good way to find partners for our project, as well as to identify potential competitors for our project.

## **Information, networking and brokerage events**

The European Commission organises public information events on calls. There we have the chance to discuss with Scientific Officers regarding the projects. We might also meet potential partners and competing groups.

## **The perfect consortium**

A strong consortium is a key factor for success. We should build our consortium early. We have to ensure that we get the best partners which are well known in Europe. It is likely that we will need to go outside our normal partner network. Most importantly, we must build a European consortium, with partners who fit perfectly to achieve the tasks and deliverables for each partner.

# Top Tips for a Successful eHealth Project in EU

## The perfect proposal

Our proposal must lay out the science and technology, but it is also a marketing document. Our proposal must excel in terms of how it describes **SotA, Beyond SotA, Management and Impact**. All proposals are peer evaluated by experts. We only get one chance to sell it, so we have to be clear and consistent. We have to **read thoroughly the Scope and Impact Sections of the Call** and make sure **all our objectives are consistently described**.

## Evaluation criteria

The evaluation criteria provided in the guide for applicants must be followed. Therefore, we should write our proposal in a way that makes it easy for the Evaluator to fill out their evaluation forms. **Remember – every half mark counts!**

## Eligibility criteria

Some topics may have strict eligibility criteria, such as SME participation or budgets. Proposals will be rejected if they do not meet these criteria. We should be very careful and take notice of them.

# Top Tips for a Successful eHealth Project in EU

## Timing

Last, but not least, we should submit our proposal on time! Call deadlines are absolute deadlines and one minute too late is too late!

## 2 Extra Tips

### Optimizing the first 2 pages (abstract and introduction)

These pages determine whether someone continues reading or puts your proposal away. These pages shall raise the interest of the reader and shall give them the feeling that the rest of the proposal a) fully complies with the call's features and b) the partners behind the proposal know what they are doing. These pages are not supposed to elucidate every detail of the technology background.

### Be personal and unique!

We should explain why our team is experienced enough to deliver the results at a given point of time and with a limited budget. We should also explain in plain words how we have achieved milestones so far and why this fits the project as well. In addition, we should be unique in an adequately stylish way.



# Thank You For Watching

Questions?