

Navigating the Innovative Health Initiative (IHI): roles, rules and engagement with Industry

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*Greek Information Event -
19 April 2024*



Outline

- **What is IHI?**
- Introducing the Trade Associations: who we are, what we do and what is our role in IHI
- Why participate in IHI?
- How to participate in IHI?
- How to engage with industry?



IHI IS EUROPE'S NEW PARTNERSHIP FOR HEALTH

IHI is a **collaboration** between the EU and the biopharmaceutical, biotechnology, digital health and medical technology sectors, as well as academics, patients, regulators and other healthcare professionals.

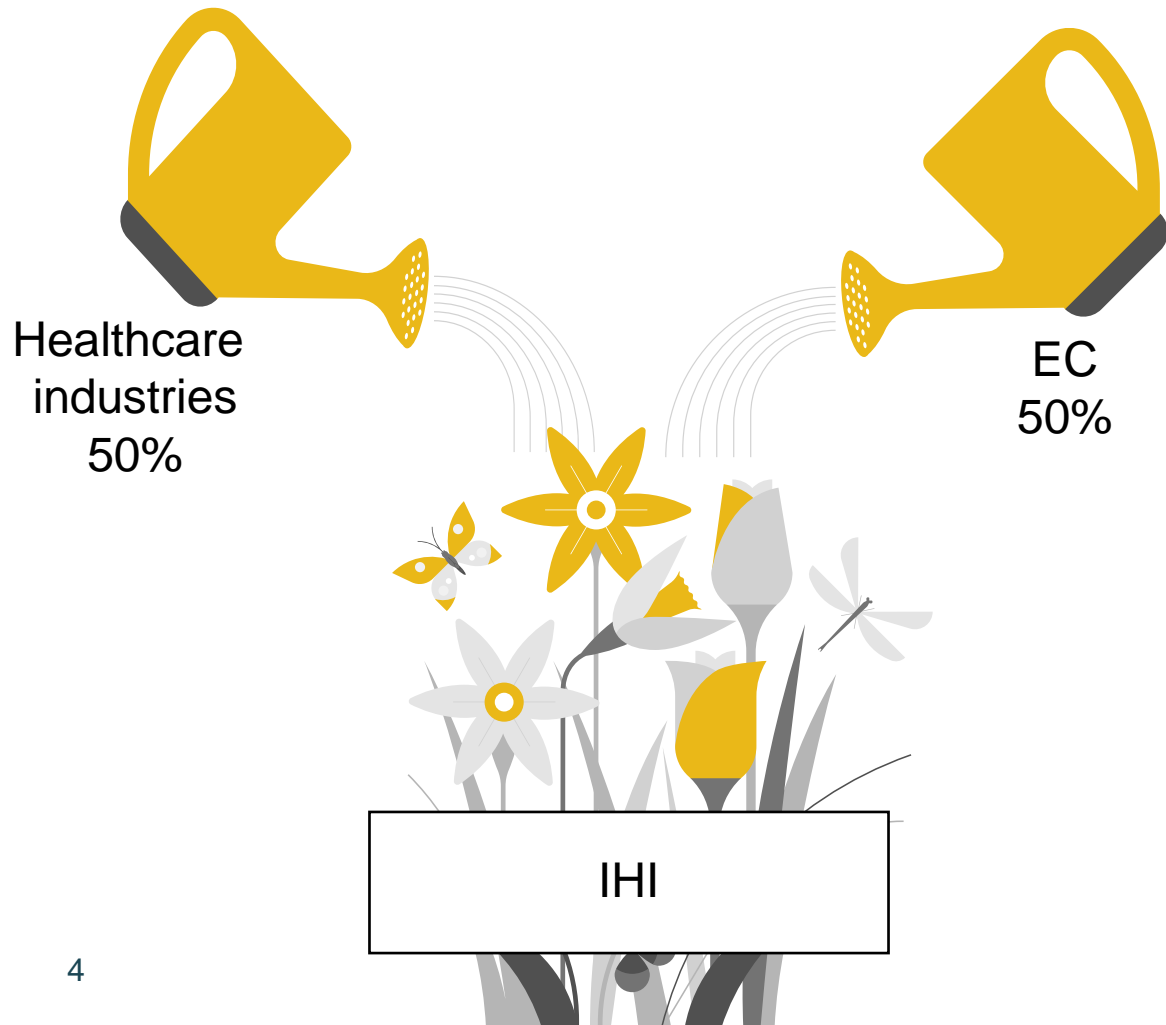
IHI will build on the extensive experience of **IMI's 14 years and almost 200 projects** to build an interdisciplinary, sustainable, patient-centric health research partnership to help transform patients' lives.

The industry members that make up the new partnership are:

- COCIR
- EFPIA
- EuropaBio
- MedTech Europe
- Vaccines Europe

The public member in the partnership is the European Union, represented by the **European Commission**

IHI: A public-private partnership








Collaboration extends to:

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

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Who are the healthcare industries in IHI?

Trade Association	Represents	Mission/Vision
<u>EFPIA</u> 	Pharmaceutical industry	To create a collaborative environment that enables our members to innovate, discover, develop and deliver new therapies and vaccines for people across Europe, as well as contribute to the European economy.
<u>COCIR</u> 	Medical imaging, radiotherapy, health ICT and electromedical industries	Our industry delivers innovative, data-driven, safe and efficient diagnostic imaging, radiotherapy and digital health solutions for personalized and sustainable care that benefits patients, health professionals and healthcare system.
<u>MedTech Europe</u> 	Medical Technology industry	Make innovative medical technology available to more people, while helping healthcare systems move towards a more sustainable path.
<u>Vaccines Europe</u> 	Vaccine industry	To support broad access to immunisation, enabling better protection of the health of individuals and the wider community throughout life, with both existing vaccines and those in development.
<u>EuropaBio</u> 	Biotech industry	Committed to the socially responsible use of biotechnology to improve quality of life, to prevent, diagnose, treat and cure diseases, to improve the quality and quantity of food and feedstuffs and to move towards a biobased and zero-waste economy.

What do associations do?

- **Represent the respective healthcare industry sector vis-à-vis the EU Institutions and other stakeholders**
- 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 represent our industries via direct membership and via national associations



What do associations do in IHI?

- Represent the respective healthcare industry sector in IHI
- We provide support related to industry participation in IHI:
 - We do not replicate the work of the IHI Office!
 - We are not NCPs or consultancies: we do not provide support in proposal preparation or bilateral matchmaking services
 - We work with members (corporate and national associations) to ensure mutual visibility in/of IHI
 - We are active in providing tailored information (e.g. how to engage with industry)
 - We collect and address feedback from stakeholders towards industry

Our vision

EFPIA's vision is for a healthier future for Europe. A future based on prevention, innovation, access to new treatments and better outcomes for patients



Our mission

EFPIA's mission is to create a collaborative environment that enables our members to innovate, discover, develop and deliver new therapies and vaccines for people across Europe, as well as contribute to the European economy



About EFPIA



58
staff members



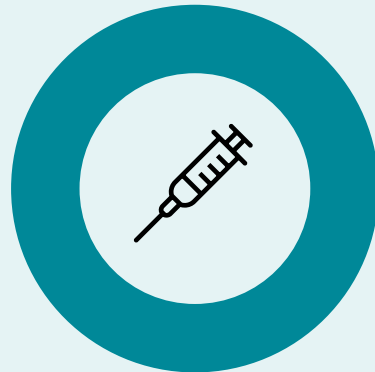
40
member
companies



37
member
associations



38
partners
in research



14
 **Vaccines Europe**
An industry for healthy lives
members



15
SMEs

The pharmaceutical industry in Europe – selected figures

R&D expenditure: EUR 42.5 billion

Employment in Europe: 859'607

R&D employment in Europe: 126'959

Trade balance: EUR +170 billion

IMI & IMI2: commitment of EUR 2.4 billion € to almost 200 projects

Source: ***The Pharmaceutical Industry in Figures 2023***: <https://efpia.eu/media/rm4kzdlx/the-pharmaceutical-industry-in-figures-2023.pdf>

See also:

- EFPIA Data Centre incl. details on [R&D investment EU & worldwide](#)
- [EFPIA Pipeline Innovation Review 2022](#)

EFPIA member companies

Full members



Affiliate members



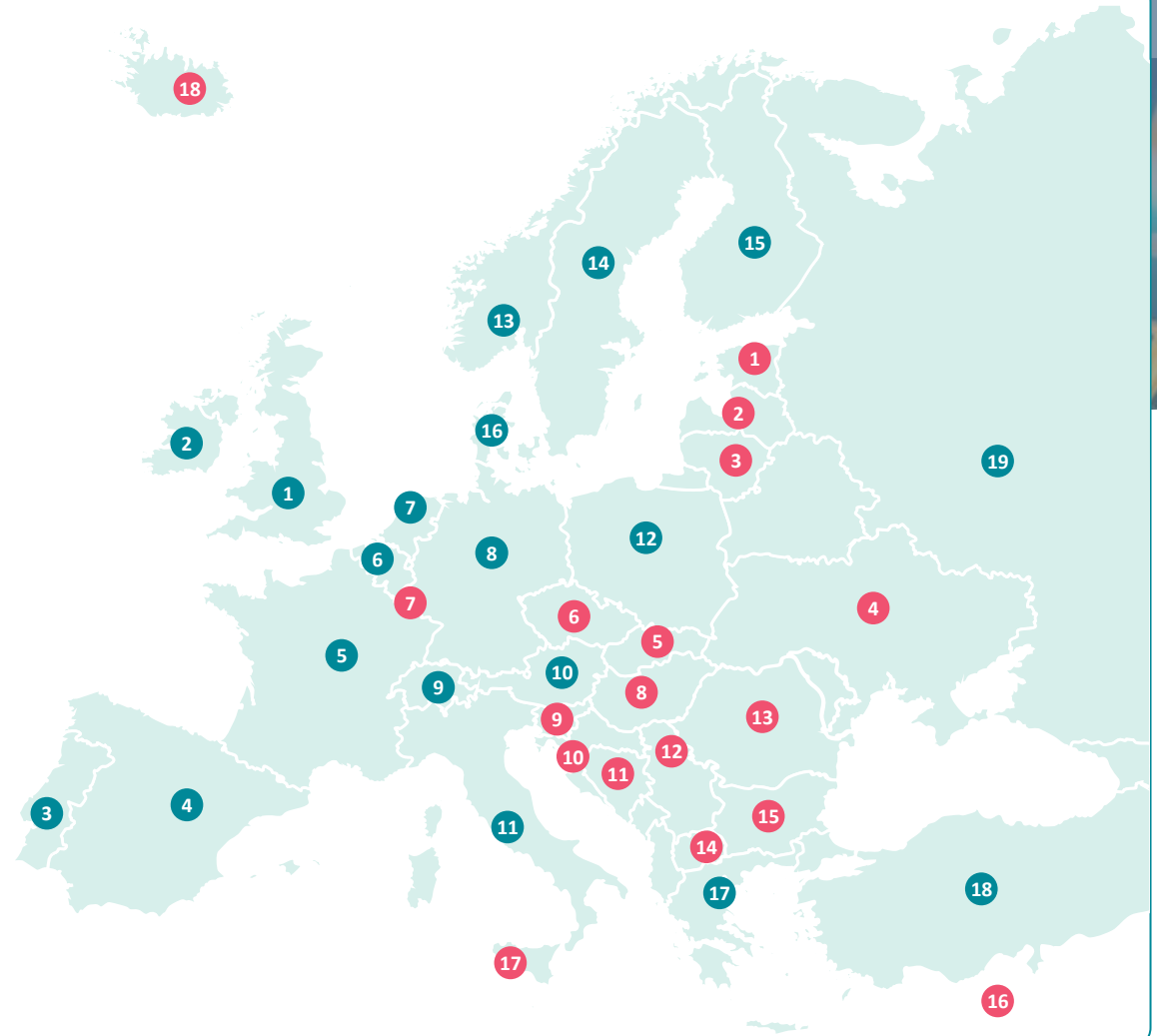
EFPIA member associations

Full members

- | | |
|--|--|
| 1  | 11  |
| 2  | 12  |
| 3  | 13  |
| 4  | 14  |
| 5  | 15  |
| 6  | 16  |
| 7  | 17  |
| 8  | 18  |
| 9  | 19  |
| 10  | |

Affiliate members

- | | |
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| 1  | 11  |
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| 5  | 15  |
| 6  | 16  |
| 7  | 17  |
| 8  | 18  |
| 9  | |
| 10  | |



SfEE members: <https://www.sfee.gr/en/sfee/member>



EFPIA member companies

EFPIA SME members



EFPIA member companies

Partners in research

APEIRON BIOLOGICS



BASF
We create chemistry



charles river

ELLEGAARD
GÖTTINGEN MINIPIGS



FUJIFILM
Value from Innovation

Gate Ventures



icumedical
human connections

illumina®



INSTITUT MERIEUX

IMS Health & Quintiles are now
IQVIA™



labcorp
Drug Development

Life
HEALTH CARE Molecular Imaging

Lonza

McKinsey&Company

medidata

Medtronic

nanoString

NORDIC BIOSCIENCE



sas

SomaLogic

STEMCELL
TECHNOLOGIES

SVAR

Vironova

Viscofan
BIOENGINEERING
Your partner for medical collagen



zoetis

Vaccines Europe members

Vaccines Europe (VE) is the specialised vaccine industry group within EFPIA. It represents major innovative research-based global vaccine companies as well as small and medium sized enterprises operating in Europe.



From IMI to IHI

The value of Public Private Partnerships Europe's Partnership for Health



The Innovative Medicines Initiative: The largest public-private partnership for health research worldwide

€5,276 billion

IMI1 €2 billion from 2008-2014


IMI1 €3,276 billion from 20014-2024

Part of the EU FP7 and
Horizon 2020 R&D funding

 Tools methodologies

 Infrastructures

 Standards

 Accelerators



The Innovative Health Initiative

Budget over 7 years

€1.2 billion funding from EC

€1.2 billion in kind from industry and contributing partners

Institutional partnership with the EU (Joint Undertaking)

Cross sectoral between

- Pharmaceutical sector (EFPIA, Vaccines Europe, EuropaBio)
- Medical technologies sector (MedTech Europe, COCIR)

The voice of biotechnology in Europe



Ensuring an innovation pipeline for a competitive Europe

The right strategic, legislative and regulatory frameworks for biotechnology to thrive

National, European and global representation

EuropaBio works with company members and national associations across sectors to champion biotechnology

- Bringing **Innovation** to all citizens – making a difference to you
- Enabling **Investment** to deliver next generation technologies to market – creating value & jobs
- Delivering **Excellence** across science and society – translating Europe's research into European benefits

Healthy people and planet

EuropaBio Members

CORPORATE MEMBERS



abbvie



BiOMARIN



Bon Vivant



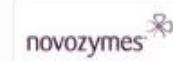
dsm-firmenich



iff



MEATABLE



National associations



NATIONAL ASSOCIATIONS AND BIO REGIONS



Hellenic Biocluster

<http://hbio.gr/members>

ASSOCIATE MEMBERS



The medical technology industry associations



- Medical devices
- In vitro diagnostic
- Digital health solutions



- Radiotherapy
- Medical imaging
- Health ICT
- Electromedical

The MedTech Industry in Europe



€ 160
billion market



850,000+
employees



50,000+
In vitro diagnostic tests



500,000+
Medical devices



35,000+
Companies of which
92% are SMEs



#2
In filing patent
applications after digital
communication and **50%**
more than
pharmaceutical industry

About MedTech Europe

The European trade association for the medical technology industry including **diagnostics**, **medical devices** and **digital health**.

OUR MEMBERS



150+ multinational corporations*

*medical devices, diagnostics and digital health



50+ medical technology associations



PURPOSE

MedTech Europe’s purpose is to make innovative medical technologies available to more people, while helping healthcare systems move towards a more sustainable path

MISSION



Be the **European voice** of the medical technology industries – in Europe and beyond



Highlight the **value** and **contribution** of medical technologies, services and solutions for **patients**, **healthcare systems** and **society**



Facilitate access to **needed medical technologies**



Be a **trusted partner** to EU policymakers and key stakeholders



Contribute actively to EU health-related **policies and legislations**



Foster the **highest ethical standards** in all interactions between the industry and HCPs and HCOs



MedTech Europe organisation

Based in Brussels, Belgium with 50 staff

- Digital Health
- Environmental Policy
- External Affairs
- International Affairs
- Legal and Compliance
- Market Access and Economic Policy
- Market Data
- Regulatory and Industrial Policy
- **Research and Innovation**

Introduction to COCIR



MEDICAL IMAGING

- Computed Tomography scanners
- Ultrasound
- Nuclear Imaging
- Radiation therapy equipment
- Magnetic Resonance Imaging
- Imaging Information Systems
- Medical X-Ray equipment

RADIATION THERAPY

- Brachytherapy
- Nuclear Medicine
- Proton Therapy
- Systemic Radiation Therapy
- External Beam Radiation



- Patient Monitoring
- Intensive Care equipment
- Electro Surgery

ELECTROMEDICAL EQUIPMENT

- Medical Imaging Information Technology
- Enterprise Information Technology
- Hospital Information Systems
- Clinical Information Systems
- Electronic Health Records
- Telemedicine
- Mobile Health

DIGITAL HEALTH



- COCIR is a non-profit trade association, founded in 1959 and having offices in Brussels and China, representing the medical technology industry in Europe
- COCIR covers 4 key industry sectors
 - Medical Imaging
 - Radiotherapy
 - Health ICT
 - Electromedical
- Our Industry leads in state-of-art advanced technology and provides integrated solutions covering the complete care cycle



Company Members

ACCURAY



Alcon



Carestream



FUJIFILM



SAMSUNG





National Trade Associations Members



FINLAND



FRANCE



GERMANY



GERMANY



HUNGARY



ITALY



PORTUGAL



THE NETHERLANDS



THE NETHERLANDS



SPAIN



SWEDEN



TURKEY

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Why participate in IHI?

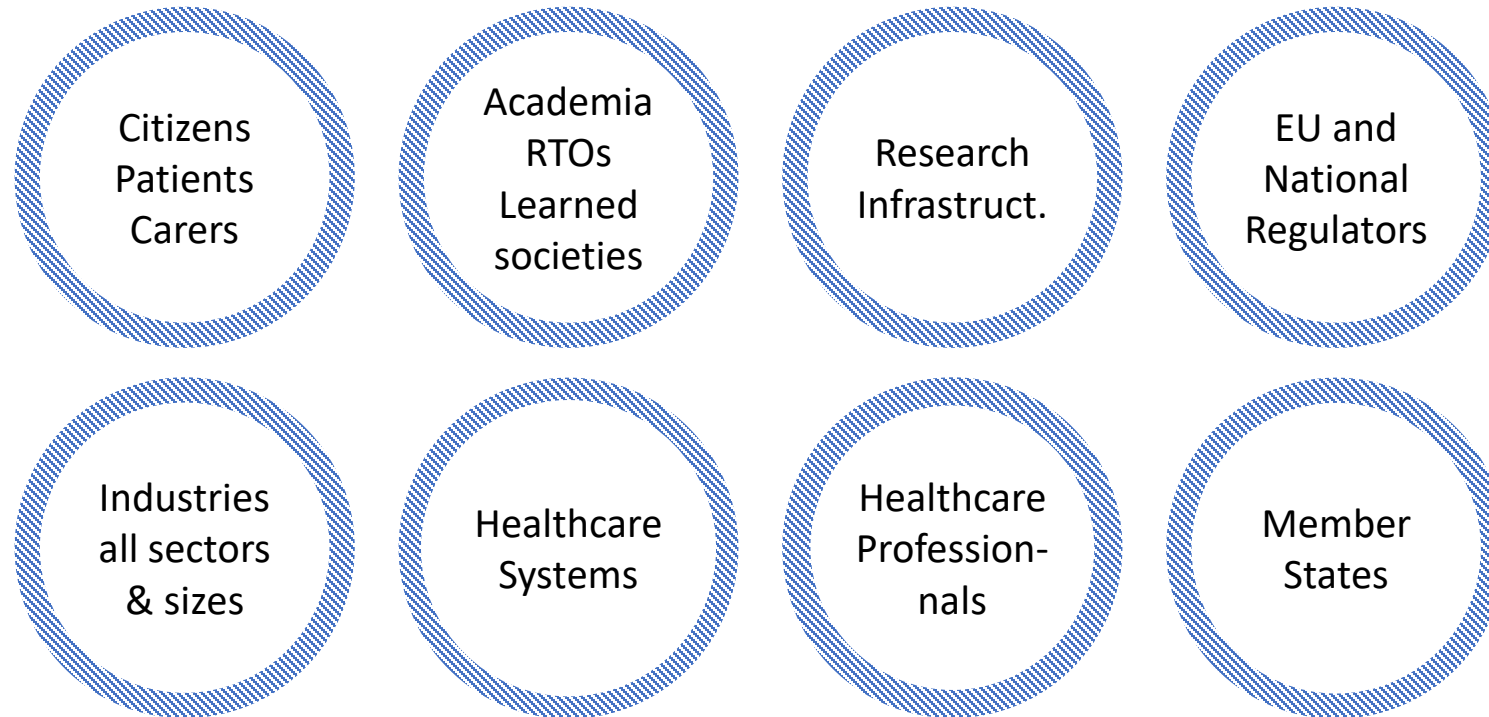
IHI's objectives are set out in the legislation creating IHI.

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**.

Healthcare stakeholders

Potential participants to projects



What makes IHI different from regular HEU* 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; it's not an academic-oriented programme
- The average budget of an IHI project is usually >15 M€, sometimes much more (ex: 50 M€)... unlike HEU projects with budget on average <15 M€

IHI for you:

Value of participating in IHI and defining your role

- IHI is more than a funding or collaborative vehicle
- 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

Things to consider for a role:

- Within your capacity to provide
- Part of wider company strategic development
- Long term, slower moving than 'normal' projects

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How to participate in IHI?

**Topic
Development**

**Proposal
Preparation**

Evaluation

Propose topic ideas via the
[IHI Ideas Incubator](#) *



Read SIP opinions [here](#) to understand
what is fit/unfit for IHI



Be part of an
IHI consortium in
single- or two-stage
calls

[Become an evaluator](#)



Where do topics come from?

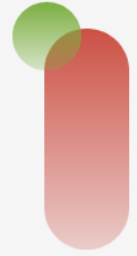
1. **It's a collaborative process** between all partners with lots of different inputs
2. **For associations** inputs can include, for example:
 - Feedback from association members (companies and national associations)
 - Scientific/technical/healthcare conferences related to our sector
 - External proposed 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)
3. **Members work together** to identify areas that – if addressed – would contribute to IHI's objectives
4. Critical to assess industry willingness to **invest in-kind contributions**
5. Mapping what type of approach could best contribute to address the need

Current calls

Up-to-date
information
always on the
IHI website

Open calls

Check out our calls that are open for full proposals (single-stage) or short proposals (two-stage).



IHI calls for proposals represent an opportunity for organisations involved in health research and healthcare to form consortia and apply to be part of cross-sector partnerships that bring together a range of stakeholders to tackle some of the biggest challenges in health research today.

On this page, we list calls that are open for full proposals (for single-stage calls) or short proposals (for two-stage calls).

IHI call 7

IHI call 7 is a single-stage call with topics on heart disease, the healthcare workforce, and biomarker validation.
Deadline for full proposals: **22 May 2024**

[Learn more about IHI call 7](#)



Future calls

Want to know what's in the pipeline? We publish indicative information on future calls for proposals on the [future opportunities page](#). To stay up to date on our call topics and other activities, [sign up for our newsletter](#) or follow us on [X/Twitter](#) or [LinkedIn](#).

[Find out more about our future calls](#)



Closed calls

Information on calls for proposals that are closed for the submission of full proposals (for single-stage calls) or short proposals (for two-stage calls) can be found on our closed calls page.

[Visit our closed calls page](#)



Calls 6 and 7 were launched January 16

IHI call 6



- Guidance for sponsors on use of real-world data / real-world evidence
- Treatment persistency and chronic diseases

Deadline for short proposals:
16 April 2024

Find out more ihi.europa.eu

Further information [here](#)

IHI call 7



- Clinical management of heart disease
- Optimised hospital workflows
- Clinical validation of biomarkers

Deadline for full proposals:
22 May 2024

Find out more ihi.europa.eu

Further information [here](#)

Call 8 will be launched in June,
with publication of draft texts at the end of April



2 types of calls

Two-stage (Call 6, 8)

- 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

Single-stage (Call 7)

- 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

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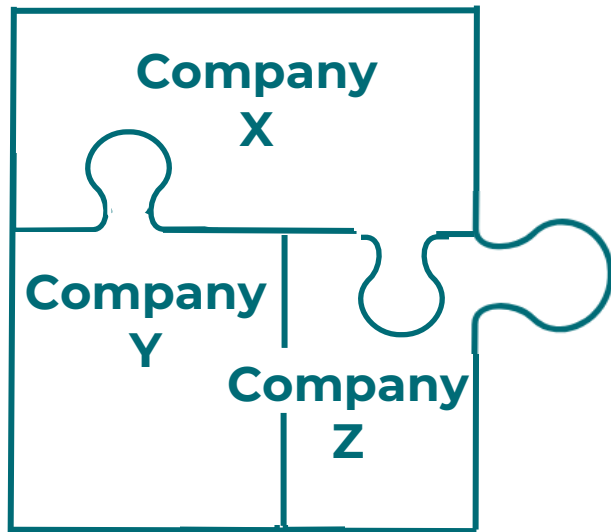
Connecting with industry

Different approaches depending on the type (single vs two-stage) of call!

Process of an IHI two-stage call



Private Consortium:



Tasks:

Monitor publication of topics

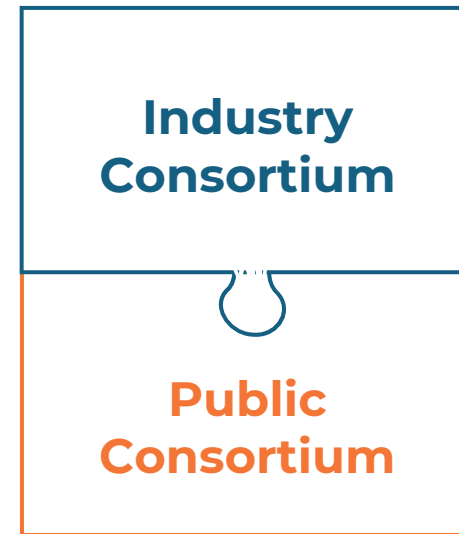
Public Consortia apply:



Tasks:

Develop & submit short proposals **independently** from industry.

Public-private Consortium:



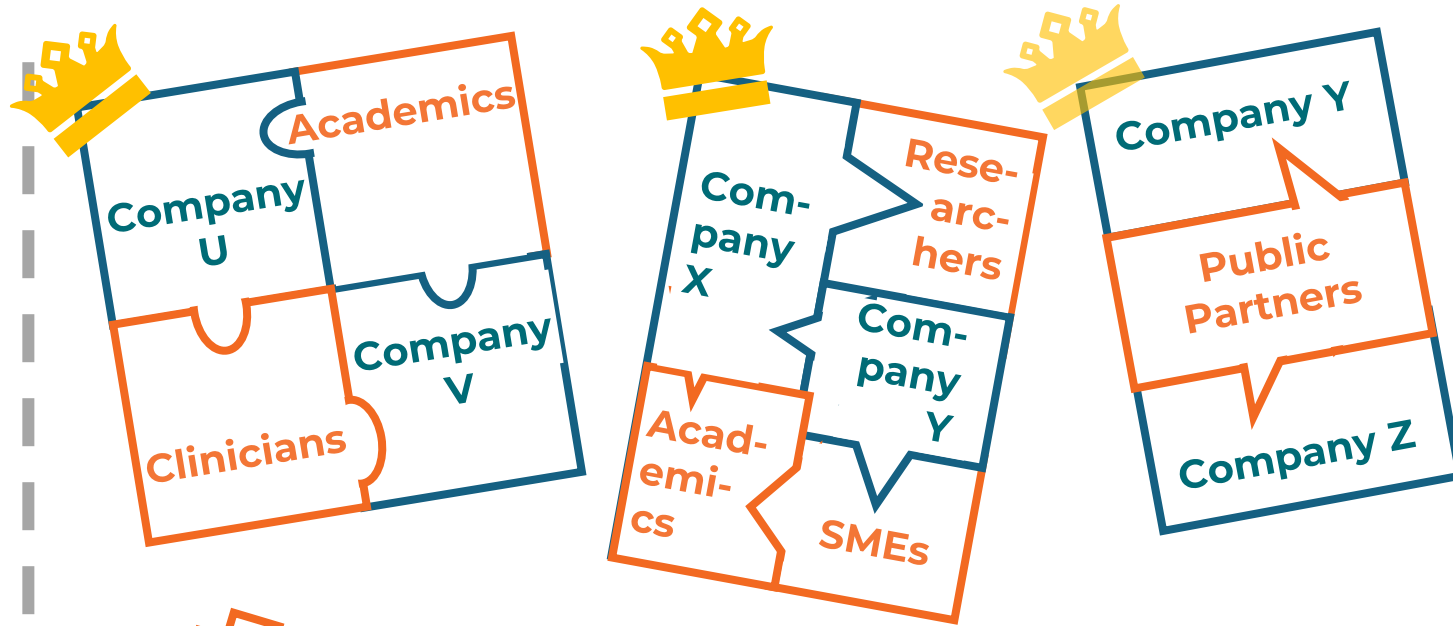
Tasks:

Collaborate with industry consortia to co-write full proposal

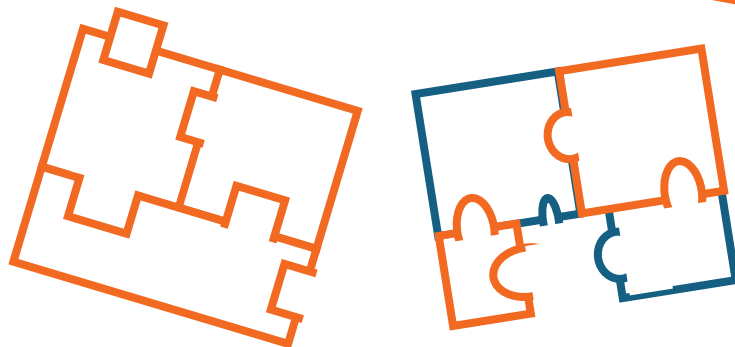
Process of an IHI one-stage call



Founding members collaborate on topic ideation.



Tasks: Monitor publication of topics



Tasks:

- Form or join consortia **with industry**
- Collaborate to develop & submit full proposals

How to communicate with industry in single-stage calls

IHI Call Days

- [Public Info and Brokerage events](#) are organised by the IHI Office before any call publication
- Attendance is open for public and private partners
- Pitches can be submitted by public and private partners
- Companies bringing on-kind contributions are pitching

IHI Matchmaking Platform

- A [matchmaking platform](#) is open for all call submission
- Public and private partners can post their profile with offer or request
- Industries bringing in-kind contribution are visible there
- Focus your offer or request on the call specificities to attract interest

Tips for finding partners

- **Start early!** Consortia start forming as soon as draft topics are released (e.g., i.e. 6 to 7 months before submission deadline)
- Be proactive and be prepared to invest time and energy
- Good starting point: build on your existing network
- Be aware of the high intensity of matchmaking, make sure to share relevant information concisely:
 - Who are you and what is your expertise?
 - Why are you reaching out (e.g. responding to a pitch, proposing a new idea...)?
 - What is your interest in this topic?
 - Keep in mind the concept of IHI: why does your idea need a public-private partnership?
- Pay attention to the rules on consortium size / composition

IHI Call days platform: <https://ihi-call-days.ihi.b2match.io>

how to find partners potentially interested to participate-
contribute in a given topic

The screenshot shows the IHI Call Days platform interface. At the top, there is a navigation bar with links for Home, Agenda, Participants, Marketplace, Pitchers - Call 7, Call 6, Call 7, Meetings, and Conversations. Below the navigation bar, the main content area is divided into two sections. On the left, there is a search and filter panel. It displays '28 Participants found' and a search input field. Below the search field, there are several filter sections: 'CAN YOU BRING IN-KIND CONTRIBUTION TO THE PROJECT?' with 'Yes (28)' selected; 'MEMBER OF AN IHI INDUSTRY PARTNER' with 'COCIR (11)', 'MedTech Europe (11)', 'EFPIA (6)', 'EuropaBio (5)', and 'Vaccines Europe (1)' selected; 'CALL 5 TOPICS INTERESTS' and 'CALL 6 TOPIC INTERESTS' are both turned off; 'CALL 7 TOPICS INTERESTS' is turned on, with 'Call 7 | Clinical validation of biomarkers for diagnosis, monitoring disease progression and treatment response (28)' selected. On the right, there is a list of participants, each with a profile card. Each card includes a circular profile picture with initials, the participant's name, title, location, and company, along with a 'Request meeting' button and a bookmark icon. The participants listed are: Mark Dethlefsen (Project Lead, BRUSSELS, BELGIUM, Siemens Healthineers Belgium), İ. Afşin Kariper (Researcher, KAYSERI, TÜRKIYE, erciyes university), Erik van der Zeijden (Senior Project Coordinator, EINDHOVEN, NETHERLANDS, Philips), Ayse Dulda (Dr, ISTANBUL, TÜRKIYE, Sabanci University), Elena López (Project Manager, STEVENAGE, UNITED KINGDOM, GSK), and Marco Luzzara (Senior Director of Medical Affairs, MILANO, ITALY, Elekta).

Example on Call 7 biomarker topic

IHI Call days webinars

IHI call 7 (single-stage) - pitching sessions 23-25 January 2024

Topic 1: Improving clinical management of heart disease from early detection to treatment

[Presentation](#) | [Recording 1/2](#) | [Recording 2/2](#)

Topic 2: User-centric technologies and optimised hospital workflows for a sustainable healthcare workforce

[Presentation](#) | [Recording](#)

Topic 3: Clinical validation of biomarkers for diagnosis, monitoring disease progression and treatment response


Session 1 - [Presentation](#) | [Recording](#)

Session 2 - [Presentation](#) | [Recording](#)

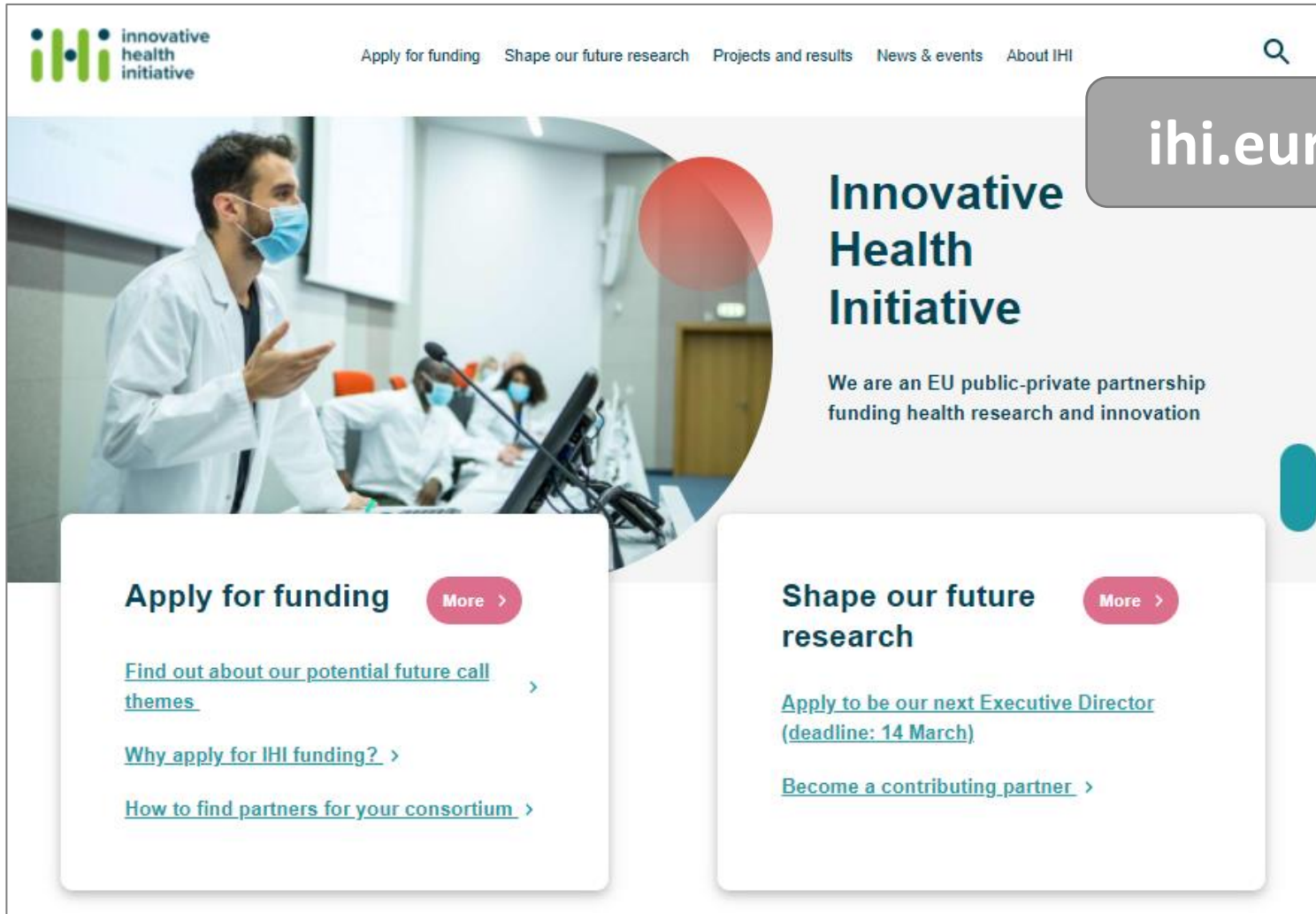
+ *Check all Calls 6-7 webinars, including rules and procedures, or financial aspects:*

→ <https://www.ih.europa.eu/news-events/events/ih-call-days-calls-6-7>

When to communicate with industry

- For 2-stage calls,
 -  you cannot contact industry before/during the proposal submission because only public partners submit their proposal;
 - The successful public consortium starts communicating with the predefined industry consortium only at the second stage for the full proposal
- For 1-stage calls,
 - you can start contacting industry **as soon as the draft topic texts are released** on the IHI website (approx 2-3 months before official release)

Stay in touch



The screenshot shows the homepage of the Innovative Health Initiative website. At the top left is the logo for 'innovative health initiative' with three vertical bars of increasing height. To the right of the logo is a navigation menu with links: 'Apply for funding', 'Shape our future research', 'Projects and results', 'News & events', and 'About IHI'. A search icon is located in the top right corner. Below the navigation is a large circular image of a man in a white lab coat and blue face mask speaking at a podium. To the right of the image is the text 'Innovative Health Initiative' in a large, bold, blue font, followed by the tagline 'We are an EU public-private partnership funding health research and innovation'. Below this are two white boxes with rounded corners. The left box is titled 'Apply for funding' and contains three links: 'Find out about our potential future call themes', 'Why apply for IHI funding?', and 'How to find partners for your consortium'. The right box is titled 'Shape our future research' and contains two links: 'Apply to be our next Executive Director (deadline: 14 March)' and 'Become a contributing partner'. A grey rounded rectangle with the text 'ihi.europa.eu' is overlaid on the right side of the screenshot.

innovative health initiative

Apply for funding Shape our future research Projects and results News & events About IHI

Search

ihi.europa.eu

Innovative Health Initiative

We are an EU public-private partnership funding health research and innovation

Apply for funding [More >](#)

[Find out about our potential future call themes](#) >

[Why apply for IHI funding?](#) >

[How to find partners for your consortium](#) >

Shape our future research [More >](#)

[Apply to be our next Executive Director \(deadline: 14 March\)](#)

[Become a contributing partner](#) >

- Sign up for the [monthly newsletter](#)
- Twitter: [@IHI_Europe](#)
- LinkedIn: [Innovative Health Initiative \(IHI\)](#)
- Questions? infodesk@ihi.europa.eu

National associations: list of members

Association	Sector	Affiliated to:	Link
Hellenic BioCluster	Biotech	EuropaBio	http://hbio.gr/members
SEIV	Medtech	MedTech Europe	http://www.seiv.gr/?section=2429
SfEE	Pharma	EFPIA	https://www.sfee.gr/sfee-en/membership/?lang=en

Further contacts in industry

- **COCIR:** Uschi (Orsolya) Symmons symmons@cocir.org
- **EFPIA:** Nicolas Creff nicolas.creff@efpia.eu
- **EuropaBio:** Claire Skentelbery C.Skentelbery@europabio.org
- **MedTech Europe:** Patrick Boisseau p.boisseau@medtecheurope.org
- **Vaccines Europe:** Charlotte Vernhes charlotte.vernhes@vaccineseurope.eu

Thank you for you attention

