28 November 2024

2025 Flagships Call - Hearings

Guidelines for applicants

1 PURPOSE

The Hearings provide you and your team an opportunity to present your proposal to the Evaluation Panel and to receive valuable feedback on your project. The Hearings are the final stage of the quality evaluation process of applications. The evaluation panel will have access to the proposal and all information submitted on the platform by each team before the Hearings.[1]
In this document, you will find all the information you need in order to prepare for the Hearings including the evaluation panels, presentation requirements, logistics, and evaluation criteria.

2 USEFUL INFORMATION

Dates: 13-15 January 2025

Location: Hybrid session with applicants presenting via MS Teams to panel of three experts who will all be present at EIT Health's Central Office in Munich, Germany.

Participants:

EIT Health - approximately 7 people:

- 1 Head of Innovation will chair the session;
- 3 independent reviewers will evaluate the proposals;
- 1 EIT Health Innovation Lead will join as rapporteur;
- 1 EIT Health staff member as technical support;
- Up to 2 EIT Health staff may join as an observer.

Applicant Team - 4 people maximum:

- The Activity Leader's presence is mandatory;
- Up to 3 relevant consortium members (from at least 2 distinct entities);

Note: no professional presenter should be present unless this representative will participate actively in the project.

Results notification: Results will be notified by e-mail on 5th February 2025.

[1] The panel will have access to all documents except for the information and documents uploaded for the due diligence process.

Session structure:

Ahead of your session you will receive the MS Teams link and a specified time for when your session will start. Please ensure you log on for the right session. For a better presentation experience, we recommend that you download MS Team application ahead of your session and avoid using the MS Teams browser version. If you do not have the MS Teams link, or are having technical issues, please email flagships@eithealth.eu.

Your session will last a total of 65 minutes for introductions, presentation, and follow up questions by the evaluation panel. Presentations should last no longer than 20 minutes. After the presentation, there will be 40 minutes for follow-up questions from the evaluation panel. The structure of the session will be as follows:

- The session will begin with a brief (**5 minutes**) round of introductions from all those in attendance.
- From here, the Chair will then ask the applicant team to begin their presentation. The presentation is to last no more than **20 minutes**. The session Chair will remind you when there are three minutes remaining of your allocated presentation time. If you have not finished your presentation at this point, we recommend that you begin finishing your presentation. At 20 minutes, the session Chair will end your presentation with a hard stop.
- Once the presentation has concluded, the evaluation panel will begin with their follow up questions for up to the next **40 minutes**.
- After 40 minutes, the follow up questions from the evaluation panel will end, and you will be invited to leave the call. Applicants will be automatically disconnected by the rapporteur or technical support if they do not leave the call right after the Q&A session. Applicants will not be asked to rejoin the call.
- The evaluation panel will then deliberate for 25 minutes to discuss your proposal and produce their scoring according to the application criteria.

Please note that your presentation session will be recorded for audit purposes only and stored for 3 months.

Session etiquette

- Please ensure you have a stable internet connection and a quiet place to connect free from distractions.
- Please connect 10 minutes before and wait in the lobby until you are invited to enter;
- Make sure your name and your institution are visible when connecting to the video call;
- Please mute yourself when you are not speaking;
- When presenting, please ensure that your camera is switched on;
- It is recommended that your camera remains switched on for the duration of the session, even when not presenting or speaking;
- If you disconnect during the presentation, please join the meeting again using the same dial-in/link sent by EIT Health. If you still face a problem, reach out to flagships@eithealth.eu
- Please respect the rules of participation as well as your role and responsibilities.

Evaluation Panel

Innovation to Market Panel



Teresa Meneu is an accomplished professional in the health sector, specializing in research, innovation, and technology applications in health, pharmaceuticals, and life sciences. She has served as an External Expert for the European Commission since 2015, evaluating proposals and projects in health technology. Previously, she worked for eight years as a Consultant in Quality, Sustainability, and Product Development at Sothis, focusing on SAP solutions for the pharma and chemical industries. Earlier, she was the Strategic Director of e-Health at the Universitat Politècnica de València for nine years, leading initiatives in digital health transformation. Currently, she is a SAP Consultant at T4S Advance Solutions.
LinkedIN: (1) Teresa Meneu | LinkedIn



Victor Savevski is Chief Innovation Officer and AI Center Director at Humanitas. At Humanitas he has launched over 50 digital health products, health media platforms, websites, apps and digital therapeutics. Victor leads the Humanitas AI Center, which is focused on research and development on Clinical Applications based on Artificial Intelligence & Machine Learning. Victor also Adjunct Professor at Humanitas University in Artificial Intelligence and Digital Health Systems in Medicine.

Victor has worked on collaborations on numerous A.I projects developed with a team of data scientists, doctors and radiologists together with international institutions that aim to develop and scale existing and patient facing digital health products. Victor is also a contributor for Wired and holds a Medical Engineering degree, a Master of Health Management from SDA Bocconi and a Digital Strategy from Harvard University.
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Oliver Hilgers is the Head of Digital Health and Innovation at Regenold GmbH, where he has been leading transformative initiatives for the past 1 year and 9 months. With 13 years at the company, he previously served as the Head of Active Medical Devices for 11 years, focusing on regulatory compliance and product innovation. He has 15 years of experience within the field of Medical Device Software and DTx, including DiGA and DiPA. Oliver helps companies to navigate through the regulatory requirements of Digital Products in a pragmatic and reliable way

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3 EVALUATION CRITERIA

As stated in the 2025 Flagships Call document, the evaluation criteria and weighting will be as follows:

Project Excellence and Strategic Fit	**20%**
Implementation	**40%**
Impact and Sustainability	**40%**

The reviewers will use a specific scorecard to evaluate the proposals, which is annexed to this document (Annex 1: Scorecard).

4 PRESENTATION

The duration of your presentation should not exceed **20 minutes**. Please prepare the number of slides accordingly with succinct and coherent information for the evaluation panel (20-25 slides are recommended). The panel Chair will give you a three-minute warning before your 20 minutes is up.

The evaluators do not expect to have all the details of your project covered in the slides, but rather to see your team come prepared with a coherent, well-structured narrative around the project's goals, activities and outputs, and with compelling answers to the questions during the Q&A session.

As a general recommendation, your presentation could follow the main structure of the proposal, including relevant information on Project Excellence and Strategic Fit, Implementation and Feasibility, and Impact and Sustainability.

Specific information required as part of your presentation is listed below. Please make sure you cover the topics listed, however your presentation does not need to be limited to these topics, nor does it need to follow the order in which they are displayed here.

Digital Transformation of Healthcare – Innovation to Market Project

TOPIC	INFORMATION TO INCLUDE
Cover Slide	Project acronym and title, budget requested, list of partners (logos OK, but write them also in full text)
Unmet Need / Problem	What is the problem that you are trying to solve? How is this problem currently being solved? Why do current solutions not (fully) solve it?
Solution overview	Solution overview: what is your solution? How does it solve or address the need/problem in an innovative way (i.e. better/cheaper/faster/etc.)? How does your solution create value in a patient-centric way? Solution development: what has been done and achieved so far in terms of solution (or product) development? what is next? Please describe the technological components of the solution and their respective IP.
Clinical, Regulatory, Technological and Market Validation	Describe the current maturity level of the solution using the CIMIT Innovation Maturity Level (IML) framework. Please make sure to describe the technical and clinical evidence generated to date, the current regulatory status and pathway (e.g. CE mark and regulatory approvals for your medical device risk class, reimbursement strategy, etc.), and key market/business development achievements so far.
Competitor analysis	What are the current and likely competitors? Provide a table with your key competitors, and their key attributes/characteristics. What differentiates your solution from existing solutions (products or services)?
Business Model	What is the value proposition for the key stakeholders (Economic buyers; Users)? Which partner in the consortium is in charge of the commercialisation of the solution? What is the revenue model? Where will the revenue come from? What are your basic financial projections?
Go-to-Market Plan	Market size: Describe the target market (TAM, SAM, SOM) and your current market penetration. New market entry: Describe the new EU markets you are seeking to enter, the rationale and the market entry strategy including commercial piloting and market access activities that you plan to undertake. Who will prescribe/recommend the solution? How are you going to acquire customers? How are you going to distribute the solution? Show the roadmap and key milestones of your overall plan for commercialisation and, if relevant, reimbursement, touching on any regulatory obligations and conformity assessments that remain to be met for successful commercialisation in the new target market(s).
European impact (KPI code KIC 13 in proposal)	Describe the estimated impact in terms of the number of European patients or citizens that will benefit from the solution developed or implemented through the EIT Health-funded activity within three years after the end of the funding period.
Team / Consortium	Presentation of team members, names of individual team members from each institution, with dedication to the project for each person.
Project Focus and Workplan	Describe the overall goal of the project and summarise the activities to be carried out during the EIT Health funding period (Mar-Dec 2025), with the expected deliverables. Please include a simplified GANTT chart with critical milestones and participating partners to visually represent your overall workplan.
Budget per WP and per partners	Simplified budget table with EIT Funding and co-funding amount per partner and per WP

Annex 1: Scorecard

Innovation to Market Project Proposal scorecard

Criteria	Question	Help Text **Scoring** 0-5 scoring (with 0.5 increments)
Project excellence and Strategic Fit (20%)	Unmet needs	To what extent is the proposed solution addressing a clearly defined unmet clinical need relevant at European level, considering problem severity and people impacted)?
	Strategic fit and ground for EIT Health involvement	To what extent has the project justified the necessity and relevance of EIT Health public funding and is aligned with EIT Health's ambition and strategy (EIT Health goals, EIT Health "Digital Transformation of Health Flagship", Scope of the Call, Knowledge Triangle integration principle)?
	Description of the solution	To what extent is there evidence that the suggested solution is unique, novel and/or better than existing ones (e.g. in terms of efficacy, impact, safety, economics, etc.)? How does the solution demonstrate its potential to create value and improve outcomes to patients? Is there robust, high-quality clinical evidence to support the solution's validation?
	Integration with the Healthcare System	To what extent is the identified certification and reimbursement pathway suggested by the project relevant to the target markets for the adoption of Digital Medical Devices (patient centered DMDs)?
Impact and Sustainability (40%)	Impact Measurement – Social, Economic, Environmental, Health	Is the impact generated by the proposed solution clearly described and have adequate KPIs been identified with realistic and achievable target values, within a timeframe of 3 years after EIT Health Funding? Please consider: • Social/economic impact (patients/citizens engaged and reached, knowledge dissemination) • Contribution to the healthcare system • Contribution to the EU Green Deal and environmental footprint reduction of the healthcare system • Contribution to at least 2 UN SDGs
	Patient Centricity	How well does the project reflect a patient centered approach and result in a direct patient benefit when the proposed solution is used?
	Commercial Exploitation & Scalability Potential beyond project	How would you rate the outlined plan for commercial exploitation and long-term scalability in the market after the end of EIT Health funding? Please consider: business model elements like identified stakeholders (targeted user, payer, beneficiary etc.), defined revenue streams, projections and other business plan elements such as product launch or market access with a feasible timeline.
Implementation and feasibility (40%)	Solution Maturity	Do you agree with the assessment provided of the Innovation Maturity Level (IML) of the proposed solution in clinical, business, regulatory and technology aspects, and how likely the solution is to reach the maturity level foreseen by the consortium within the timeframe of the project? (Please refer to the CIMIT Healthcare Innovation Cycle framework).
	Work Plan & Market Commercialisation Feasibility	To what extent does the work plan reflect a well-thought-out commercial strategy to enter the new target market and is aligned with the aim to commercialise the solution in the new market(s) during the activity duration or within 1 year after the end of the EIT Health funding period? How would you rate the implementation risks and mitigation plans identified? Please consider Work Packages, OUT/DEL/MSs.
	Budget Plan and investment	Is the budget appropriately built (right costs distribution over the activities, right partners distribution and balance, sound investments in terms of co-funding)?
	Consortium composition, responsibility and commitment	Do all partners have clear and irreplaceable roles in driving the project success and show commitment? Please consider: • Expertise: Synergies, complementarity, or previous experience in similar projects • Responsibility: Meaningful role of assigned personnel • Commitment: engagement plans within and after EIT Health funding