

Is digital and patient centred innovation in healthcare: Science fiction or tomorrow's reality?

Géraldine Andrieux Gustin, BLUMORPHO CEO, partner of the gateone project

LYON, France – July 3rd 2015 - *This question is on itself a challenge... who can predict what the future will be?*

This question is challenging but also quite interesting when we consider the good audience to the gateone-project webinar raising this question. The 92 participants to this webinar had indeed the opportunity to ask questions to key speakers sharing their analysis and advices for European SMEs to address the healthcare market of tomorrow. Moderated by Régis Hamelin, gateone-project scientific coordinator and CTO of BLUMORPHO, this webinar provided good-to-know and good practices to provide innovation in healthcare. Key speakers covered market and industrial needs, regulatory requirements and innovative solutions ready to be tested for companies to jump on this new business. They shared their advices and analysis. The main takeaways are summarized hereafter.

The pharmaceutical industry is looking for smart solution

There is a strong traction from the pharmaceutical industry to adopt smart solution with objective to reduce pharma R&D expenses and to develop a more patient centric approach with precision medicine. As explained Colm Carroll, Scientific Project Manager at IMI, more than 5 billion Euros will be invested in R&I projects with the objectives to: increase the success rate of clinical trials, speed up earlier stage of drug development, develop new treatments, develop new biological markers to diagnose diseases and assess treatments and improve the drug development process. As discussed in the webinar, smart solutions and biosensors have a role to play to reach such goals.

A good to know as well, IMI is very interested in welcoming SME on its projects and encourage SMEs to apply to its call open that will be launched by end of June 2015.

SME are well positioned to address the healthcare market

The healthcare market and medical devices market are highly regulated. It is often considered as a barrier for SMEs or young companies. Christophe Amiel, Senior Director at Voisin Consulting Life Sciences explained that despite the regulation, those markets are accessible for SMEs. Strategic product development plan is in particular vital to minimize the risks and the introduction of extra delays for reaching the market as well as generating a sound demonstration of the medico-economic value proposition. The m-health market defined as “medical and public health practice supported by mobile devices, such as mobile phones, patient monitoring devices, personal digital assistants (PDAs), and other wireless devices” , represents a business opportunity for SMEs in bringing differentiation to build tomorrow's market. During the webinar, m-health and wellness devices have been defined and market introduction discussed.

We learned that Health Authorities are expressing real interest in supporting innovation in this field. As an example, the Shaping European Early Dialogues (SEED) European project provides opportunities to establish early dialogue between the

industry and multi Health Technology Assessment (HTA) bodies. HTA agencies eventually determine price and reimbursement by the healthcare system, and are willing to facilitate innovation by providing advice during product development.

A large portfolio of concept products are ready for test to initiate innovation cycle

During this webinar about 20 different concept products have been introduced by Géraldine Andrieux, CEO of BLUMORPHO, Technology broker for innovation. This selection of technologies extracted from gateone-project portfolio addressed key challenges for tomorrow's healthcare:

- Optimize pharma R&D process while reducing expenses
- Perform tests outside of the lab with POC diagnostic
- Advanced patient monitoring solutions
- Monitoring of chronic disease with connected devices
- Better adherence to treatment
- Personalized medicine
- Pathologies screening
- New organizations of tomorrow healthcare system with new connected solution

A promising future with the right treatment for the right patient at the right time

The future of healthcare seems to be very promising. The revolution of the wearable electronics industry will contribute to the patients' well-being: indeed wearable solutions will make possible a continuous and personalized monitoring of the patients, taking into account their lifestyle. Wearable electronics industry for healthcare reached 16 million units in 2014, announces [Yole Développement](#) in its latest report, [Sensors for Wearable Electronics & Mobile Healthcare](#) . Under this context, wearable electronics is clearly a major step within the healthcare evolution and its combination with consumer products could be a way to reach the right treatment for the right patient at the right time, in a near future. To achieve this goal, biomarkers, new sensors and medical devices are necessary. Health authorities and the pharmaceutical industry are ready to consider new solutions. Technology is already developed and can be tested for SMEs so they can adapt and adopt it.

Finally, we can wonder if it is so challenging to answer this question on the future of digital healthcare, a myth or tomorrow's reality. It is maybe not so difficult to predict the future if we engage into actions to shape it as we want it to be...

What seems to be clear is that European companies and SMEs have a role to play and benefits from various supports to make it.

The documentation support for the webinar as well as the webinar podcast are available on [gateone project website](#) or go to www.gateone-project.com and www.gateone-project.eu/webinar.html

About gateone - www.gateone-project.com

The [gateone-project](#) is dedicated to provide innovation as a service for European SMEs. Based on this mission, this European consortium is providing access to state-of-the-art technologies in smart systems with a free evaluation program of demonstrators. LETI (F), CSEM (CH), Fraunhofer IPM (D), Tyndall University (Ir), LAAS-CNRS (F), Teeside University (UK), Ikerlan (ES) are leading European research centers partners to this Innovation Action.

Within this action, SMEs can select concept products fitting with their needs and interest to strengthen their competitiveness. To support their selection process, gateone-project is organizing webinars covering key bankable challenges selected by BLUMORPHO partner of gateone-project.

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[BLUMORPHO](#), [CEA-LETI](#) , [CSEM](#), [Tyndall National Institute](#), [Teeside University](#), [LAAS CNRS](#), [Fraunhofer IPMS](#) , [IK4-Ikerlan](#) and [VTT Technical Research Centre of Finland Ltd.](#)

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About IMI - www.imi.com

IMI, the Innovative Medicines Initiative (IMI) is the Europe's largest public-private initiative aiming to speed up the development of better and safer medicines for patients. IMI supports collaborative research projects and builds networks of industrial and academic experts in order to boost pharmaceutical innovation in Europe. IMI is a joint undertaking between the European Union and the pharmaceutical industry association EFPIA.

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About Voisin Consulting Life Sciences - www.vcls.com

Voisin Consulting Life Sciences is a product development consultancy, which guides Biotechnology, Pharmaceutical and Medtech manufacturers throughout product development and commercialization. From discovery to patients, VCLS assists innovators to design product development strategies that optimize clinical development in order to drive commercial success, through an understanding of both regulators and payers.

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About [BLUMORPHO](#)

BLUMORPHO is a trusted third party for value creation in focusing on technology brokerage and innovation support. BLUMORPHO is conducting business development actions by structuring a dynamic marketplace for the benefits of its customers. BLUMORPHO is active all along the innovation chain from research to market.

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