

Health Innovation Initiative Holland

Hii~Holland supports valuable innovations for sustainable care to quickly reach the right user



NR#1
in Euro
Health
Consumer Index



TOP 10
worldwide
patent
applications



54,000
FTE



2,900
COMPANIES
>95% SMEs



€ 730 MN
invested in LSH
research &
innovation



€ 5,600 MN
foreign
investments &
exports



>200
Public Private
Partnerships



>600
STARTUPS
located on LSH
campuses

Medical innovations are delivered by the Life Sciences and Health sector – an innovative and important economic sector

Statistics Dutch LSH sector, 2016

The Life Sciences and Health sector struggles to bring cost-effective medical innovations to users

An aging population fraught with chronic diseases puts pressure on the affordability and employability of our healthcare system. Medical innovations can contribute to the solution, for example those that result in less invasive treatments or early identification of disease. However, bringing medical innovations to users is challenging. An innovator goes through an intense process: an idea is translated into a prototype and eventually into a working product that needs to be proven safe and obtain CE marking before it may enter the market. ~80% of products fail to get CE marking and ~70% of products getting a CE mark disappear within two years after certification, because they are not used. This is partly caused by regulations that do not clearly state the studies to conduct or evidence to gather. Much will change when new and stricter EU regulations (MDR/IVDR) take effect in the coming years; providing an opportunity to do better.

Hii~Holland mission is to support impactful innovations for sustainable care to quickly reach the right user via fit-for purpose (tailored) evaluation processes, meaning;

- **EARLIER;** engaging important stakeholders in the innovation process and guiding innovators to design integral (evaluation) roadmaps for promising innovations that create value for healthcare/societal and terminate non-promising innovations
- **FASTER;** process via customization, experienced guidance and internationalization
- **EFFECTIVE;** more effective implementation and de-implementation of innovations.

Hii~Holland has the ambition to become a leading public-private partnership, the go-to partner in the Netherlands and a portal towards Europe for support with, and innovation of, the evaluation of medical innovation and uniforming the evaluation process.

Hii~Holland is a public-private partnership that supports impactful innovations for sustainable care



Ministerie van Volksgezondheid,
Welzijn en Sport

Health~Holland
SHARED CHALLENGES, SMART SOLUTIONS



UMC Utrecht

Radboud **umc**



umcg



Maastricht UMC+

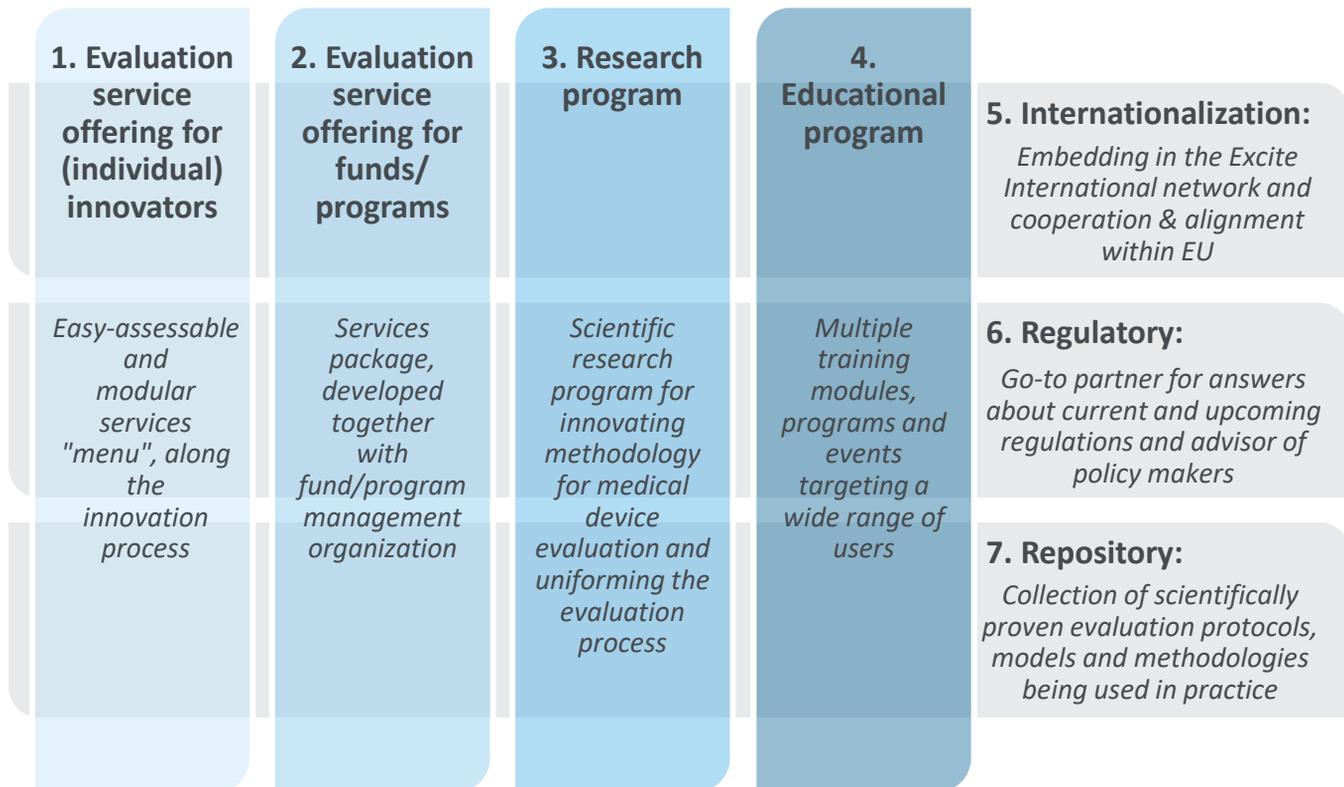


Zorginstituut Nederland

Current founding partners are seeking to expand the partnership

Hii~Holland

defined a strategy for the long term based on seven building blocks



Hii~Holland will bring together the many relevant stakeholders in the Netherlands needed to get an impactful medical device innovation to users. This includes regulators like the Zorginstituut Nederland, healthcare professionals, insurers, patients, government, evaluation suppliers and subject-matter experts. All stakeholders will be mobilized to support evaluation services for innovators and funds – to provide an innovator with the best advice about its product. The partnership will also define a joint research agenda, which will prioritize the activities that can best improve healthcare and the innovation process. Partners will also educate each other and new talents.

Partnership brings crucial stakeholders in innovation process together in the Netherlands

It also provides a portal to international stakeholders through Excite International

At the same time, Hii~Holland is unique in being the portal to international stakeholders. In other countries, similar services are set-up in the so-called Excite International network. Excite is an organization that connects different initiatives in different countries; Hii~Holland is a key western European node in this Network. Through this Network, Dutch medical innovations will be able to be prepared for international markets, in Europe and North America, and mobilize important stakeholders abroad. In turn, innovators from abroad have access to the Hii~Holland services through Excite International to bring a valuable medical device into the hands of Dutch users.

Hii~Holland

quick starts with valuable services to innovators

Quick start with valuable services to innovators from Hii~Holland and partner network

Hii~Holland plans to immediately offer to innovators in three areas:

- > *Innovation guide*: guidance and direction to innovators to further developing (and investing in) their idea/concept
- > *Innovation roadmap*: development of an integrated roadmap to ultimately get the innovator's idea to proper, widespread use and reimbursement (if needed)
- > *Roadmap execution support*: access to a portfolio of support activities from partners to execute the innovation roadmap, including *unmet needs assessment, early health economic analysis, reviews and empirical studies*

The broad scope (the entire innovation process), mobilization of crucial stakeholders in the Netherlands and international reach through Excite make this offering unique.

Innovation guide



Typical innovator questions:

- > Where in healthcare can my idea be applied?
- > What do stakeholders think of my concept?
- > What are hurdles to get innovation to patients?
- > Who pays for my idea?

Result

- > **Expert opinion** on the innovation:
 - Potential **applications** in healthcare and **value** thereof
 - Important **needs/focus** for next steps and **hurdles/opportunities** going forward
- > Opinions from **stakeholders/KOLs** crucial to the innovation's success, e.g. regulators, insurers, healthcare professionals, patients, domain experts and international experts
- > Delivered written **report** and **"live"** during stakeholder meeting

~4 weeks

Innovation roadmap



Typical innovator questions:

- > What does the evaluation pathway for my innovation look like?
- > Which studies need to be done, what should they look like?
- > How much money and effort is it?

Result

- > **Roadmap** with:
 - Opinion on **regulatory regime**
 - **Assessments/studies/evaluations** to wide scale use
 - Immediate and **concrete short-term actions** to next phase
 - Estimated **timelines** and **costs**, and guidance for **outcome measures** of studies
- > Challenged by **multiple stakeholders and key opinion leaders**
- > Delivered written **report** and also **"live"** during stakeholder meeting

~8 weeks