

IHI Call Days | Call 9

● Patient and frontline HCP partnership @scale in EU with data and digital

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Link to the IHI brokerage platform:

- [Proposal sharing tool](#)
- [Participant profile](#)

Challenges and objectives

- Data and Digital change is not yet delivering at scale for **EU patients and their frontline HCPs**. **Many top down initiatives fail to scale at the point of care** and **many entrepreneurs fail to scale their solution for patients or HCPs in the system, bottom-up**.
- We aim to **demonstrate the feasibility and scaling, with the help of data and digital, of a comprehensive and coordinated patient / frontline HCP care partnership model**, on their terms and in line with human centric EU values.
- We will **assess the impact and value of the model for patients, HCPs and healthcare**.
- We intend to translate the proposed model into a **reference framework for other innovations/projects looking to equitably scale their solution with EU patients and HCPs** in line with EU human centric values.
- Through this project, we aim to **catalyse comprehensive and coordinated care through the successful implementation of data and digital solutions for human centric care**.

Outcomes and Impact

Primary Objective: DEVELOP

1. **Consolidate best practices from relevant projects** (Gravitate Health, AIDAVA, eSMILE, etc) **with EU policy strategy** (EHDS, AI act, EU Wallet, etc) to inform our model design
2. **With EU patients and frontline HCPs**, map out their criteria for success and **co-design a balanced partnership model** that benefits fully from the data and digital potential to be comprehensive to cover all patient needs and coordinated across healthcare silo's/layers.
3. **Demonstrate feasibility and scaling** this model in **at least 2 healthcare ecosystems** and **explore supportive GenAI solutions**.

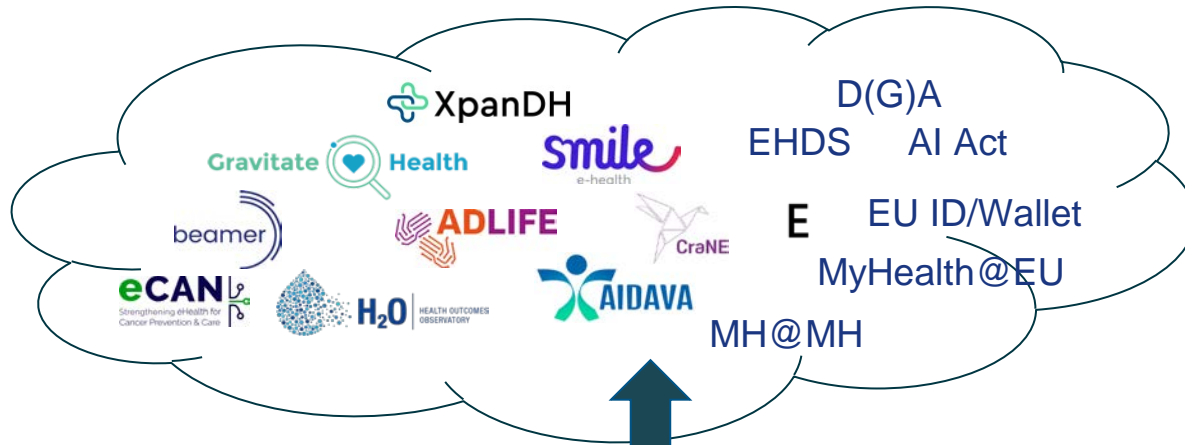
Second Objective: EVALUATE

Assess the impact of this model on **patient outcomes**, **self care effectiveness**, **healthcare resource sustainability** as well as **data quality and availability** for research relevant for patients, HCPs as well as public health/clinical research.

Third objective: DEPLOY

Translate the model into a **reference framework** for other innovations/projects looking to **equitably scale their solution with EU patients and HCPs in line with EU human centric values**.

Approach to solve the problem



Comprehensive

Patients

Caregivers

Partnership

Data and Digital
Innovation

Coordinated

HCPs

Frontline

**innovative
health
initiative**

Approach to solve the problem

Digital support literacy, selfcare and coordinated care

Real time mHealth 365 days 24/7

Patients

Partnership

HCPs

Collaborative, integrated data infrastructure with patient as data centre

EU Wallet eHDSI

PE D PROMS / PREMS
Patient and HCP relevant data

Clinical Trial RWD

AI: interoperability, conversational, data quality, analytics

HT A Public Health
Research/public health relevant to patients and their HCPs
HDA B Clinical Trials

Expertise, resources and why IHI?

- We are confident that we can bring in the **voices of patients, frontline HCPs and governments/regulators as well as implementation science.**
- We have not yet identified **the most suitable medical use case** and are keen to hear feedback during the brokerage event.
- **Support will be needed from academic, hospital and industry partners**, which are the roles we are looking forward to meeting more potential partners on during this event!
- Our proposal identifies best with **IHI SRIA Specific Objective 3** with significant overlap with Specific Objectives 2, 4 and 5 also.
- We believe our proposal is **human centric, pre-competitive** and **requires support from across the ecosystem** and therefore **a good match for IHI.**

Let's transform Healthcare

At **Data for Patients** we're combining our patient, caregiver and HCP experience with a unique blend of system focused skills including data, digital health/IT, Clinical R&D, genomics, Public Health, Entrepreneurship, Patient Advocacy and Academia. Between us we have navigated healthcare in 15 countries for more than 260 (!) years.

We have learned why it is important ... and what it will take ... to transform healthcare ecosystems behind patient identified needs.

Reach out to us if you need data/digital expert patients to co-design your data/digital strategies with and are looking to engage patient organisations and their communities more effectively.

Together with like-minded partners, we strive to create human-centric, ethical and technologically advanced healthcare systems that enable patient partnership with their frontline healthcare teams and doing so, generate data needed for patient relevant research .

