Deliverable D4.1 First review of Get Global service model & service outcomes
7th October 2014
1. Introduction

2. GET Global service: description and objectives
   2.1 Service description
   2.2 Objectives

3. Service set up
   3.1 Planning and scheduling Year 1 activities and events
   3.2 Establishing SME selection criteria
   3.3 Putting in place a recruitment process
   3.4 Identifying partners to support the GET Global service
   3.5 Identifying communication channels

4. Service execution
   4.1 ‘GET Funded & International’ session @ eHealth Forum, Athens, 12 May 2014
   4.2 EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, 22 September 2014
   4.3 Follow up with SMEs and ongoing support provided

5. Results
   5.1 Results in Year 1
   5.2 Results reported by SMEs
   5.3 Feedback from SMEs
   5.4 Lessons learnt

6. Outcomes expected
   6.1 Outcomes expected

Appendix A
   - SMEs participating in GET Global service at eHealth Forum, Athens, May 2014
   - Companies attending EU Marketplace, Brussels, September 2014

Annex
   - Event Report 1 - GET Funded & International’ session @ eHealth Forum, Athens, 12 May 2014
   - Event Report 2 - EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, 22 September 2014
1. Introduction

This report is deliverable 4.1 in the GET project and constitutes a first review of the GET Global service model and service outcomes.

It reviews progress made in Year 1 (from October 2013). This includes a recap on service objectives and a review of the service set up.

The report takes into account the activities undertaken in Year 1 and includes details of the follow-up contact and support provided to participating SMEs.

The results of Year 1 are considered, as well as feedback received, lessons learnt and outcomes expected.

Two event reports are included as an Annex to this Deliverable.

This report was compiled by the European Connected Health Alliance, the WP leader for WP4: Get Global.

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September 2014
2. GET Global service: objectives & description

2.1 Service description

The GET Global service is designed to support mature SMEs - who have had success in their initial markets, with a proven business model, a solution ready to be exported, and the necessary resources (human and financial) – to access international markets.

The key elements of the GET Global service are:

- Supporting SMEs to refine their business plans for internationalisation.
- Knowledge transfer to SMEs on international markets (challenges, opportunities) and clearer insights into what purchasers are looking for (specific market needs).
- Matchmaking of SMEs with potential international partners and buyers (global partner matchmaking and global dealmaking) and networking with key commercialisation/integration partners.
- Access to an online innovation platform for SMEs.
- Follow up support for SMEs (online and email).
- The service may also include:
  - A session on interoperability and standards.
  - Breakfast/ industry roundtables.

The service will be supported by a group of partners, including entrepreneurs, investors, buyers and legal advisors, willing to support SMEs in their prime.

The GET project consortium plans to select 25 to 30 SMEs to benefit from the GET Global service throughout 2014 and 2015.

2.2 Objectives

The GET Global service has the following specific objectives:

- To provide expertise, resources and global network connections to support SMEs in their prime accessing to international markets.
- Organization of matchmaking event with foreign partners.
- Organization of matchmaking event with foreign buyers.
- Follow up the companies' progress and provide periodic support to facilitate their development and growth.
3. Service set up

This section provides an overview of the approach adopted to setting up the GET Global service in Year 1, beginning in October 2013.

The design of the service model evolved in its first year, as we explored different approaches to recruitment, communications and types of services provided to SMEs to identify what was most effective.

Following project inception at the end of October 2013, planning and discussions on the design of the GET Global service took place in consultation with consortium partners. This focused on:

- Planning and scheduling activities and events
- Establishing SME selection criteria
- Putting in place a recruitment process
- Identifying partners to support the GET Global service
- Identifying communication channels

3.1 Planning and scheduling Year 1 activities and events

Planning for Year 1 activities took into consideration existing events in the global eHealth calendar. We sought to identify events with synergies to GET Global, and then partner with those events to deliver the GET Global service. This approach helped to maximise the attraction of the GET Global service to SMEs as they would benefit from the value of the event as well as the GET Global service.

Two international events were identified as having particular synergies to the GET Global service:

- **eHealth Forum, Athens, 12-14 May 2014.** This annual event, hosted by the EU presidency, is important in the global eHealth calendar, attracting hundreds of attendees and creating lots of opportunities for SMEs to meet potential partners and buyers, and therefore had many synergies with the GET Global service. Held this year in Athens, we delivered the ‘GET Funded & International’ session @ eHealth Forum on 12 May 2014.

- **‘Growing the Silver Economy in Europe’, Brussels, 23 September 2014.** This event, organised by the European Commission, focused on how to best grow a large scale silver economy in Europe and how to help industry (and SMEs in particular) to be in the driving seat. This event had obvious synergies with the GET Global service, hence we organised an EU Marketplace for eHealth & EIP on Active and Healthy Ageing (supported by the GET project), to take place in Brussels, 22 September 2014.
3. Service set up

3.2 Establishing SME selection criteria
Following discussion and consultation with the GET project consortium partners, it was agreed that the following criteria be applied to SMEs seeking to access the GET Global service:

- Quality of the innovation
- Maturity of the products/services
- Level of actual business (turnover, customers)
- Degree of adaptability of the products/services to other markets
- Quality of International strategy-business plan (Targets, identification of markets barriers, …)
- Human Resources: quality of the team (especially skills on International relations)
- Financial resources: Investment, International budget

3.3 Putting in place a recruitment process
Two different approaches to SME recruitment were trialled in Year 1 to explore how this would impact on the overall service model of GET Global:

- A formal process with defined eligibility criteria and shortlisting for the ‘Get Funded & International’ session @ eHealth Forum. This consisted of a 4 stage process that assessed SME suitability against the defined criteria, whereby applicants
  1. Registered their interest (47 SMEs)
  2. Completed an Application Form (18 SMEs)
  3. Participated in a short telephone interview (15 SMEs)
  4. Received a formal invitation to participate in the session (7 SMEs attending, 4 were participating in the GET Global service)

- An open registration process for the ‘EU Marketplace for eHealth & EIP on Active and Healthy Ageing’ in Brussels. The event was open for registration by any SMEs, as well as other interested stakeholders from industry, policy, academia and buyers. 55 companies registered to attend.
3. Service set up

3.4 Identifying partners to support the GET Global service

From our network of contacts and those of the consortium, we identified a list of the most relevant partners for the GET Global service. These partners have been involved in the delivery of the GET Global service at Year 1 events in Athens and Brussels, as well as in providing support to SMEs as part of an ongoing GET Global service.

The list of partners includes successful entrepreneurs, investors, buyers and legal advisors:

- Betty Alexandropoulou, Commercial Advisor, United States Department of Commerce
- Bleddyn Rees, Head of Healthcare, Wragge Lawrence Graham & Co LLP
- Christoph Rupprecht, Head of AOK’s policy and health economics department
- Prof George Crooks, Medical Director, NHS 24
- Ian Smyth, Commercial Leader – Director, Janssen
- Julien Martel, EME Regional Director, Connected Health and Health Management, Alere
- Justene Ewing, CEO, Digital Health Institute, Scotland
- Loukas Pilitsis, CEO Piraeus Equity Advisors / Fund Manager PJ Tech Catalyst fund
- Min-Sung Sean Kim, Partner, XLHealth
- Dr Pantelis Angelidis, President, Vidavo SA
- Sean Donaghy, Regional Director of eHealth & External Collaboration, Northern Ireland Health & Social Care Board

It is expected that this list will grow during Year 2 of the GET Global service.
3. Service set up

3.5 Identifying communication channels

It was agreed with the consortium partners that the main communication channels for the GET Global service would be online. Calls for SMEs to participate in the GET Global service in Year 1 were issued via:

<table>
<thead>
<tr>
<th>Communication channel</th>
<th>Specific communication tool</th>
</tr>
</thead>
</table>
| Websites               | • GET project www.get-ehealth.eu  
• ECHAlliance www.echalliance.com  
• Event website for EU Marketplace for eHealth & EIP on Active and Healthy Ageing http://www.b2match.eu/eu-marketplace-brussels2014  
• Consortium partner websites |
| Twitter                | • @GET_ehealth  
• @ECHAlliance  
• @SilverMarketEconomy (EU Marketplace for eHealth & EIP on Active and Healthy Ageing)  
• Consortium partner Twitter accounts |
| Mailings               | • Mailings to those subscribed to the GET newsletter (c. 70 subscribers)  
• Mailings to the contact lists of the consortium partners (c. 10,500 on ECHAlliance mailing list) |
4. Service execution

This section provides more detail on the GET Global service provided during Year 1. This included:

- Supporting SMEs to refine business plans for internationalisation
- Market insights (challenges, opportunities and specific market needs)
- Session on interoperability and standards
- Matchmaking of SMEs with potential international partners and buyers (global partner matchmaking and global dealmaking) and networking with key commercialisation/integration partners
- Follow up support for SMEs

These services were provided through the events in Athens and Brussels, as well as on an ongoing basis throughout Year 1.

4.1 ‘GET Funded & International’ session @ eHealth Forum, Athens, 12 May 2014

The ‘GET Funded & International’ session was hosted by eHealth Forum in a parallel session and featured in the Forum program. It took place at The Megaron Athens International Conference Centre.

7 SMEs participated in the session; 4 of these SMEs benefitted from the GET Global service. 56 people registered to attend the session – in reality there were many more as the central location of the room in the venue boosted attendance on the day.

The event in Athens provided a number of GET Global services to SMEs:

<table>
<thead>
<tr>
<th>GET Global service</th>
<th>Athens agenda</th>
<th>GET Global objectives achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support to refine business plans for internationalisation</td>
<td>• Panel presentations and feedback</td>
<td>✓ To provide expertise, resources and global network connections to support SMEs in their prime accessing to international markets.</td>
</tr>
<tr>
<td>Market insights (challenges, opportunities, specific market needs)</td>
<td>• SelectUSA program – info provided and support to access market</td>
<td>✓ Organization of matchmaking event with foreign partners.</td>
</tr>
<tr>
<td>Session on interoperability and standards</td>
<td>• Session delivered by EC in cooperation with HL7 Foundation, US Office of the National Coordinator for Health Information Technology and Microsoft</td>
<td>✓ Organization of matchmaking event with foreign buyers.</td>
</tr>
<tr>
<td>Matchmaking with potential partners and buyers and networking with key commercialisation/integration partners</td>
<td>• Speaking and exhibition opportunities to an international audience • Private networking lunch with ‘Get Global’ partners (buyers, investors, industry leaders). • Pre-arranged matchmaking sessions with attendees at EU-US Marketplace</td>
<td>✗</td>
</tr>
</tbody>
</table>
4. Service execution

Support to refine business plans for internationalisation

SMEs benefitted from support to refine their business plans for internationalisation from an international panel of buyers, investors and industry leaders. Each SME had 5 mins (and 3 slides) to present their solution along with their internationalisation plans.

Panellists then had an opportunity to ask questions and probe further. This stimulated a dynamic exchange of ideas and insights into what investors and purchasers are looking for. SMEs received personalised feedback on their internationalisation plans.

The lessons from the panel for the SMEs were summarised as follows:

Don’t try to rock their world
The strategy should be to integrate with existing systems rather than reinventing a whole new one. Health professionals don’t necessarily want their whole world to be completely transformed but they are ready to adopt new tools that will integrate with their processes and improve their practice and the level of care for patients.

Quality comes first
When presenting to a medical director, the price is important but quality will always come first. It’s about improving clinical outcomes. Highlight the positive impact of your solution on patient care e.g. reduced admissions, shorter hospital stays, more complete patient records, improved patient safety, and better home monitoring.

Patient-centered is the word
Don’t forget the patient! What do patients think of your solution? How has it impacted the self-management of their condition? How has it improved their patient experience? Patient/ user stories can be powerful in communicating the value of your solution.

Scale of adoption elsewhere
Buyers want to know about clinical trials, which markets have already adopted the solution, how many patients/ hospitals/ healthcare providers/ insurance companies are currently buying your solution and the impact of this on patient care and clinical outcomes. Testimonials from existing buyers can be powerful in communicating the value of your solution to healthcare providers.

Know your market
All healthcare markets are not the same so do your homework on specific market challenges – whether they relate to data ownership, sharing or legal constraints. Your solution must be transferable and scalable - show buyers how you have adapted your solution/ product to meet their specific market requirements.
Panellists were also issued with Comment Cards on which they could make additional written notes/ feedback for the SMEs on their presentation and internationalisation plans. These were written up in the week following the session and provided to SMEs as part of the follow up and ongoing support of the GET Global service (see paragraph 4.3 for details).

**Market insights & support for SMEs seeking to access USA market**

Betty Alexandropoulou provided an overview of the support available for European SMEs to access the US market through the SelectUSA program. SMEs gained an insight into the key features of the healthcare market in the USA and how to make the most of the support available to them to access this market. It also provided them with global network connections to further support them to access international markets.

**Session on Interoperability & Standards**

GET Global SMEs also had an opportunity to attend a session on Interoperability and Standards as part of the EU-US Marketplace @ eHealth Forum. This was chaired by the EC and US Office of the National Coordinator for Health Information Technology, and featured speakers from HL7 Foundation, Microsoft and The EuroRec Institute.

This session provided SMEs with three key messages to remember in their internationalisation plans: interoperability lowers costs, increases quality and access (built once, used anytime and anywhere and working across cultures and borders).
4. Service execution

Partner matchmaking, networking with key commercialisation/ integration partners, and meet the buyers

The session in Athens also provided SMEs with opportunities to make global network connections to support them to access international markets:

- A private lunch was organised for the SMEs and panellists, providing further networking opportunities to create contacts and secure links for follow-up after the session.
- GET Global SMEs took the opportunity to exhibit and participate in the matchmaking sessions held as part of the EU-US Marketplace @ eHealth Forum. This provided a key opportunity to meet with potential partners and buyers.

Examples of partner/buyer matchmaking:

<table>
<thead>
<tr>
<th>SME</th>
<th>Partner/buyer matchmaking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winmedical (Italy)</td>
<td>• Secured follow up meetings with one of panellists, Sean Donaghy, Regional Director of eHealth &amp; External Collaboration, Northern Ireland Health &amp; Social Care Board (UK)</td>
</tr>
<tr>
<td>Marand (Slovenia)</td>
<td>• Secured follow up meetings with one of panellists, Sean Donaghy, Regional Director of eHealth &amp; External Collaboration, Northern Ireland Health &amp; Social Care Board (UK)</td>
</tr>
<tr>
<td>Aseptika (UK)</td>
<td>• CiTIUS, Research Center in Information Technologies (Sp)</td>
</tr>
<tr>
<td></td>
<td>• MedSignals / VitalSignals (USA)</td>
</tr>
<tr>
<td>PCC Hellas (Greece)</td>
<td>• Alere (USA)</td>
</tr>
<tr>
<td></td>
<td>• Product Development Innovation of F Hoffmann-La Roche Ltd (Switz)</td>
</tr>
<tr>
<td></td>
<td>• GlobalMed (USA)</td>
</tr>
<tr>
<td></td>
<td>• MedSignals / VitalSignals (USA)</td>
</tr>
<tr>
<td></td>
<td>• U.S. Department of Commerce (USA)</td>
</tr>
</tbody>
</table>
4. Service execution

4.2 EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, 22 September 2014

The EU Marketplace for eHealth & EIP on Active and Healthy Ageing took place as part of the ‘Growing the Silver Economy in Europe’ event hosted by the European Commission, and was organised in cooperation with DG Connect and DG Sanco. It took place at Beaulieu 25 (EC building) on 22 September 2014.

55 companies participated in the EU Marketplace, with 184 people registering to attend the event from 27 countries, providing a truly international audience.

The event website address is http://www.b2match.eu/eu-marketplace-brussels2014

The event in Brussels provided a number of GET Global services to SMEs:

<table>
<thead>
<tr>
<th>GET Global service</th>
<th>Brussels agenda</th>
<th>GET Global objectives achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market insights (challenges, opportunities, specific market needs)</td>
<td>• Table Topic sessions provided key insights</td>
<td>✔ To provide expertise, resources and global network connections to support SMEs in their prime accessing to international markets.</td>
</tr>
<tr>
<td>Matchmaking with potential partners and buyers and networking with key commercialisation/integration partners</td>
<td>• Format of Table Topic sessions (presentation and debate) provided opportunity for direct engagement between SMEs and potential partners and buyers • Speakers’ Corner and exhibition provided opportunity to spotlight SMEs to an international audience of potential partners and buyers • Pre-arranged matchmaking sessions facilitated networking and connections between SMEs and potential partners and buyers</td>
<td>✔ Organization of matchmaking event with foreign partners. ✔ Organization of matchmaking event with foreign buyers.</td>
</tr>
</tbody>
</table>

This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709
4. Service execution

**Market insights, international opportunities and collaborations**

The programme for the EU Marketplace included four ‘Meet & Debate’ table sessions, with attendees selecting the topics of most interest to them and attending a 45 minute session consisting of a short presentation followed by discussion and debate.

The 16 topics focused on important subjects influencing the eHealth and the EIP on AHA challenges, and included a number specifically aimed at SMEs seeking to internationalise, gain insights into other markets, identify international opportunities in ehealth and potential collaboration partners.

<table>
<thead>
<tr>
<th>Key interest to SME seeking to internationalise</th>
<th>Table Topic</th>
</tr>
</thead>
</table>
| Insights into international markets (challenges, opportunities, specific market needs) | • Integrated and connected care: the perspective of a German public health insurer (AOK)  
• The initiatives and progression in the city of Valencia in the field of eHealth & EIPAHA (University of Valencia) |
| International opportunities for SMEs | • Digital Health as a Market, opportunities and possibilities. Digital Health as the key enabler for the Active and Healthy Ageing Challenge (Digital Health Scotland)  
• Opportunities of Health, Active Ageing European work programmes - how to participate? (European Commission)  
• Financial Incentives to Drive Investment: “How can the EIP create the correct financial incentives to attract the large investment needed to treat conditions of age such as dementia.” (Janssen) |
| Opportunities for collaboration with international partners | • Opportunities of Health, Active Ageing European work programmes - how to participate? (European Commission)  
• The Health&Wealth program at University of Brescia: an interdisciplinary education model for leading innovation in Healthcare and Industry-Academia interoperability (University of Brescia) |
Partner matchmaking, networking with key commercialisation/ integration partners, and meet the buyers

The dynamic format of the Marketplace provided many opportunities for direct engagement between SMEs and potential partners and buyers:

- The ‘Meet & Debate’ table sessions, consisting of a ten minute presentation followed by debate, provided opportunities for facilitated engagement and interaction between SMEs and potential partners/buyers on a range of topics, including international market insights, international opportunities for SMEs and collaboration with international partners.

- Speakers’ Corner, consisting of short 6 minute presentations (2 slides), provided an opportunity to spotlight SMEs to an international audience of potential partners and buyers. Of the 25 organisations participating in Speakers’ Corner, 20 were companies from industry. This provided them with a platform to showcase their organisation and products/solutions to an international audience, with informal feedback from those presenting suggesting that it acted as a precipitator to further enquiries and follow up contact from potential partners and buyers.

- 43 organisations brought a pop up stand to display in the exhibition space. Of these, 25 were companies, and this was a further opportunity for them to showcase their organisation and products/solutions to an international audience.

- Pre-arranged matchmaking sessions facilitated networking and connections between SMEs and potential partners and buyers. 55 companies took part, with 195 pre-arranged meetings taking place, and attendees benefitting from 4,000+ profile views before and after the event on the event website.

- We are currently following up with the companies attending to identify those that would like to continue (and be most suited) to be supported by the GET Global service. At the time of report submission, 12 SMEs responding to the EU Marketplace Brussels Feedback Survey indicated that they would like to receive follow up contact from the GET Global service.
### 4. Service execution

#### Snapshot of partner and buyer matchmaking at EU Marketplace

<table>
<thead>
<tr>
<th>SME</th>
<th>Partner/ buyer matchmaking</th>
</tr>
</thead>
</table>
| **Medvision 360 (Netherlands)** | • Atos Spain (Spain)  
• Red Ninja Studios (UK)  
• Cetemmsa (Spain)  
• Norima Consulting Inc (Canada)  
• HealthStartUp (Belgium)  
• AOK Rheinland/Hamburg - Die Gesundheitskasse (Germany) |
| **Vitanlink (France)**    | • Healthways, International (USA)  
• VideoDoc (UK)  
• lifetech.brussels (Belgium)  
• International Society for Telemedicine & eHealth (Belgium)  
• Atos Spain (Spain) |
| **Red Ninja Studios (UK)** | • Synthesis-NET LLC (Hungary)  
• INOVA+ (Portugal)  
• Tioman & partners, s.l. - innovation for better ageing (Spain)  
• Dublin City University (Ireland)  
• AGE Platform Europe (Belgium) |
| **Impulser Group International (Romania)** | • Digital Health Institute (UK)  
• Dynamic Health Systems Ltd (UK)  
• Alimentary Pharmabiotic Centre, University College Cork (Ireland)  
• Dublin City University (Ireland)  
• ADEC - Association pour le Développement des Entreprises et des Compétences (France)  
• AGE Platform Europe (Belgium) |
| **Marand (Slovenia)**     | • HealthStartUp (Belgium) |
| **INOVA+ (Portugal)**     | • Norima Consulting Inc. (Canada)  
• Red Ninja Studios (UK)  
• Cetemmsa (Spain)  
• CEN STIMCO (France) |
| **KSYOS (Neth)**          | • Idea Finanza (Italy)  
• Norima Consulting Inc. (Canada)  
• HelpAging (France) |
| **VideoDoc (UK)**         | • VITAnLINK (France)  
• AGFA (Belgium) |
| **Synthesis Net LLC (Hungary)** | • ISA Intellicare, Intelligent Sensing in Healthcare (Portugal)  
• Ortelio Ltd (UK)  
• Red Ninja Studios (UK) |
### 4. Service execution

**Snapshot of partner and buyer matchmaking at EU Marketplace (continued)**

<table>
<thead>
<tr>
<th>SME</th>
<th>Partner/ buyer matchmaking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Link Online (Belgium)</td>
<td>• SoftServe Inc. (Netherlands)</td>
</tr>
<tr>
<td></td>
<td>• Atos Spain (Spain)</td>
</tr>
<tr>
<td>Ortelio Ltd (UK)</td>
<td>• ISA Intellicare, Intelligent Sensing in Healthcare (Portugal)</td>
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<tr>
<td></td>
<td>• Synthesis-NET LLC (Hungary)</td>
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<td></td>
<td>• Cetemmsa (Spain)</td>
</tr>
<tr>
<td></td>
<td>• University Hospital Olomouc - National eHealth Centre (Czech Republic)</td>
</tr>
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<td></td>
<td>• Association E-SENIORS (France)</td>
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<tr>
<td>Tioman &amp; Partners (Spain)</td>
<td>• Universitat Politècnica de Catalunya (Spain)</td>
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<tr>
<td></td>
<td>• Red Ninja Studios (England)</td>
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<td>• Puglia Region (Belgium)</td>
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<td>• Atos Spain (Spain)</td>
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<td></td>
<td>• Tuscany Region (Belgium)</td>
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<td>• Vall d’Hebron University Hospital - Research Institute (Spain)</td>
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<td>Total Mobile (UK)</td>
<td>• Norima Consulting Inc. (Canada)</td>
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<td>• AGFA (Belgium)</td>
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<td></td>
<td>• SoftServe Inc. (Netherlands)</td>
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<td>ISA Intellicare (Portugal)</td>
<td>• Ortelio Ltd (England)</td>
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<td></td>
<td>• Synthesis-NET LLC (Hungary)</td>
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<tr>
<td>HelpAgeing (Fr)</td>
<td>• KSYOS — Leonard Witkamp (Netherlands)</td>
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<td></td>
<td>• Healthways, International — Oliver Harrison (USA)</td>
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<tr>
<td></td>
<td>• Alimentary Pharmabiotic Centre, University College Cork — Eileen O’ Herlihy (Ireland)</td>
</tr>
<tr>
<td></td>
<td>• AGE Platform Europe — ILENIA GHENO (Belgium)</td>
</tr>
<tr>
<td>Dataline Software Ltd (UK)</td>
<td>• Norima Consulting Inc. (Canada)</td>
</tr>
<tr>
<td>Dynamic Health Systems Ltd (UK)</td>
<td>• Impulser Group International — Daniel Ghita (Romania)</td>
</tr>
<tr>
<td>Hip Impact Protection Ltd (UK)</td>
<td>• Maastricht Instruments B.V. — Jean-Paul Urlings (Netherlands)</td>
</tr>
</tbody>
</table>
4. Service execution

4.3 Follow up with SMEs and ongoing support provided

SMEs were first recruited in April 2014 for the GET Funded & International session @ eHealth Forum in Athens 12 May. Since then, those GET Global SMEs have received ongoing support from the GET Global service to support them to access international markets.

At the time of report submission, the EU Marketplace in Brussels had just been completed (22 September). The GET Global service is currently following up attendees to identify those SMEs who would like to continue to be supported by the GET Global service (to date, 12 SMEs responding to the EU Marketplace Brussels Feedback Survey indicated that they would like to receive follow up contact from the GET Global service).

The follow up support provided in Year 1 meets a key objective of the GET Global service:

<table>
<thead>
<tr>
<th>GET Global service</th>
<th>Support provided</th>
<th>GET Global objectives achieved</th>
</tr>
</thead>
</table>
| Follow up support for SMEs | • Personal written feedback on their business plans for internationalisation  
• Follow up emails and teleconference calls to discuss how to use feedback to improve business plans for internationalisation  
• Invitation and speaking/ exhibition opportunities offered at:  
  ➢ June meetings of the Connected Health Ecosystems in the ECHAlliance International Network (Oulu, Manchester, Northern Ireland, Scotland, North West Coast of England)  
  ➢ EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, Sept 2014  
• Follow up emails to transfer knowledge, provide articles of potential interest to SMEs seeking to internationalise. | ✓ Follow up the companies’ progress and provide periodic support to facilitate their development and growth. |
## 4. Service execution

The follow up support to facilitate SME development and growth has consisted of:

<table>
<thead>
<tr>
<th>Follow up support</th>
<th>Details of support provided</th>
</tr>
</thead>
</table>
| **May 2014**  
Compilation of personal written feedback from panellists at ‘GET Funded & International’ session eHealth Forum | • The written comments provided by panellists were compiled and written up into constructive feedback for SMEs on both their presentations skills and internationalisation plans. This personalised feedback was provided to SMES by email. |
| **May 2014**  
Feedback survey issued | • SMES attending the ‘GET Funded & International’ session @ eHealth Forum were issued with a survey to capture their feedback on the session and its impact on their organisation. |
| **May 2014**  
Invitation issued to:  
• June Ecosystems in the ECHAlliance international network | • SMEs were invited to attend any of the Ecosystem meetings taking place in June 2014 in the ECHAlliance international network (Oulu, Manchester, Northern Ireland, Scotland, North West Coast of England). They were offered speaking slots and exhibition opportunities.  
• SMEs were also provided with advance notice of the Marketplaces in Brussels (Sept 2014) and Boston (Oct 2014). |
| **June 2014**  
Facilitated introduction and meeting set up between SME and potential partner/ buyer | • Following the ‘GET Funded & International’ session @ eHealth Forum, Marand (GET Global SME) secured a follow up meeting with Sean Donaghy’s team in Belfast (Regional Director of eHealth & External Collaboration, Northern Ireland Health & Social Care Board) on 16/17 June 2014. The GET Global service facilitated an additional introduction and meeting between Marand and Stephen Lusty, author of the report into the establishment of an IHAC in Northern Ireland (International Health Analytics Centre). |
| **June 2014**  
Follow up tele conference calls with SMEs and knowledge transfer emails | • SMEs had a follow up call post eHealth Forum to discuss their panel feedback and how they could use it to improve their business plans for internationalisation.  
• SMEs were also asked how the GET Global service could best support them going forward.  
• SMEs received a mailing signposting to GET and EC website for coverage of GET session & lessons learned from Athens as well as Tech Talk interviews. |
| **July - August 2014**  
Invitations issued to:  
• EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, Sept 2014  
• 5th EU-US eHealth Business Marketplace & Conference, Boston, Oct 2014 | • SMES were invited to register to attend the Marketplaces in Brussels (Sept 2014) and Boston (Oct 2014), with the offer of prearranged matchmaking, speaking slots in speakers’ corner, popup exhibition, ‘Meet & Debate’ tables and Shark’s Den. |
**Aseptika Ltd**

### Presentation & internationalisation plans

- Good clear presentation.
- Slide 2 gives the solution clearly.
- "35,000 using the site" and "profitable from the outset" - only told in the Q&A. Communicate these messages in the presentation.
- No information provided on competition, current revenues and team (headcount and experience).
- Need to target other partners - clinical/telecom/pharma.
- Looking to health and care systems is key but how to do it is not considered in the presentation.
- In response to questions, it was very clear that you need a 'joined up' view of how reform may happen, at a GP or other level. So you need to B2B partner; some of the Telemed/Telehealth may be a good place to start.
- Why are you not targeting insurance companies? Reducing 80% of the admissions - > strong value proposition to insurance/payers.

---

**Winmedical**

### Presentation & internationalisation plans

- Easily understood. Good verbal explanation.
- No information provided on revenue, clinical evidence or team.
- Who are your competitors and what is your USP compared to them?
- Place more emphasis on quality of product.
- Explain at the beginning that it’s a non-invasive system.
- In Q&A, you demonstrated the expertise of the team - > explain this up front in presentation.
- Business case, ICU -> general ward -> home -> decrease readmissions. Excellent -> start with that.
- Global market - 3 countries an impressive start but what is your USP against competitors?
- Scalability depends on local person/team.
- Tunstall UK – possible introduction - contact me if interested in introduction (Sean Donaghy).

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**Marand**

### Presentation & internationalisation plans

- Excellent solution, tremendous potential, try to illustrate "use cases" and how it has avoided integration investment.
- Be clearer on the “platform” - data warehouse? Software?
- Be clearer on the value that your solution will bring.
- No information provided on revenue, team, competition, market size or unique selling point.
- Global case understandable but there are data challenges.
- Could be difficult to scale due to legal issues in different countries.

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**Linkcare**

### Presentation & internationalisation plans

- Very skilled presenter; good slides.
- Clear concise overview.
- Requires more information on:
  - quality improvement
  - data sharing challenges (also explain what it is that allows coordination)
  - team (numbers & experience)
- What is the unique selling point?
- Provide a clearer explanation of revenue model.
- Cloud solution -> scalable but how great is the need for this service?
- Be clearer on your buyers and competitors – who are they?
5. Results

5.1 Results in Year 1
The GET Global service has attracted a great deal of interest from SMEs in Year 1, and this continues to grow. Key highlights from Year 1 are:

- 47 SMEs registered their interest in participating in the ‘GET Funded & International’ session @ eHealth Forum, with 18 completing applications and 4 attending.
- 55 companies registered to attend the EU Marketplace in Brussels. We are currently following up to identify which of these companies would like to receive ongoing support from the GET Global service.

Key highlights in results achieved by GET Global service in Year 1:

<table>
<thead>
<tr>
<th>GET Global service</th>
<th>Number of SMEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registering an interest in Get Global service</td>
<td>47 SMEs (‘GET Funded &amp; International’ @ eHealth Forum)</td>
</tr>
<tr>
<td>Applying to participate</td>
<td>18 SMEs (completed application forms for eHealth Forum)</td>
</tr>
<tr>
<td></td>
<td>55 companies registered to attend the EU Marketplace (open registration process)</td>
</tr>
<tr>
<td>Participating</td>
<td>4 SMEs at eHealth Forum</td>
</tr>
<tr>
<td></td>
<td>55 companies at the EU Marketplace</td>
</tr>
<tr>
<td>Feedback on business plan for internationalisation</td>
<td>4 SMEs at eHealth Forum (and follow up support)</td>
</tr>
<tr>
<td>Speaking opportunities to international audience</td>
<td>4 SMEs at eHealth Forum (presentation to panel and audience)</td>
</tr>
<tr>
<td></td>
<td>20 companies at EU Marketplace (Speakers’ Corner)</td>
</tr>
<tr>
<td>Exhibition opportunities to international audience</td>
<td>25 companies at EU Marketplace</td>
</tr>
<tr>
<td>Market insights (challenges, opportunities and specific market needs)</td>
<td>4 SMEs at eHealth Forum (US Market – SelectUSA program)</td>
</tr>
<tr>
<td></td>
<td>55 companies at EU Marketplace (Germany, Valencia – Spain, as well as broader ‘Digital Health’ market and EIP AHA work programmes)</td>
</tr>
<tr>
<td>Matchmaking of SMEs with potential international partners and buyers (global partner matchmaking and global dealmaking) and networking with key commercialisation/ integration partners</td>
<td>4 SMEs at eHealth Forum (Matchmaking session as part of EU-US Marketplace)</td>
</tr>
<tr>
<td></td>
<td>55 companies at EU Marketplace (two Matchmaking sessions, with 195 pre-arranged meetings taking place, and attendees benefitting from 4,000+ profile views before and after the event on the event website)</td>
</tr>
<tr>
<td>Follow up and ongoing support</td>
<td>4 SMEs (ongoing support following eHealth Forum)</td>
</tr>
<tr>
<td></td>
<td>Currently following up with attendees at EU Marketplace to identify those SMEs who would like to continue to be supported by the GET Global service in Year 2. At the time of report submission, 12 SMEs responding to the EU Marketplace Brussels Feedback Survey indicated that they would like to receive follow up contact from the GET Global service.</td>
</tr>
</tbody>
</table>
5. Results

5.2 Results reported by SMEs
SMEs have reported encouraging results from their first year of the GET Global service.

Marand
• Following the ‘GET Funded & International’ session @ eHealth Forum, Marand (GET Global SME) secured a follow up meeting with Sean Donaghy’s team in Belfast (Regional Director of eHealth & External Collaboration, Northern Ireland Health & Social Care Board) on 16/17 June 2014.
• The GET Global service facilitated an additional introduction and meeting between Marand and Stephen Lusty, author of the report into the establishment of an IHAC in Northern Ireland (International Health Analytics Centre), which took place during the same visit.
• Most recently (September 2014), Marand was among 155 SMEs selected from 2,662 proposals to win an EU SME Instrument of Horizon 2020 grant (€50,000 to finance feasibility studies for their projects. After that, their projects may be considered for further financial support from the Commission worth up to €2.5 million).

"Thanks for the useful feedback… I am scheduled to present to Sean’s team in Belfast on June 16th."

Email feedback, GET Global SME

Hi Paula,
We had a great time in Portrush and were very impressed with these beautiful sights! I visited Sean and his team that Monday. I presented our platform and we discussed their needs. It seemed like we had quite a good match and found a lot of synergies … I also had dinner with Stephen. Quite a character, we found many similarities in our thinking. His project is more about a platform for big data that includes hardware, so we didn’t see what we could do together immediately, but I am sure we will keep in touch and find a way to work together on some future project.

Thanks again for setting up these meetings,
Regards,
Tomaž (by email, 9/7/14)
5. Results

Aseptika
• While attending the ‘GET Funded & International’ session @ eHealth Forum, Aseptika also attended a lunch with EC Commissioner Neelie Kroes, and reported that they felt they “had a voice at the table with Neelie Kroes as a result of the GET project".
• Following the ‘GET Funded & International’ session @ eHealth Forum, Aseptika received an invitation to present to Min Sung Sean Kim’s team in Germany (Venture Capitalist).
• Aseptika indicated that the GET Global service provided a good opportunity to build an alumni of peers across Europe, who could support with each other in their internationalisation and explore options for collaboration.
• Aseptika reported that the support provided in refining business plan for internationalisation was excellent and of real value, and has been able to put learning from the GET Global service into action when presenting to an EC organised meeting, and received a warm reaction from audience.

Feedback Survey, Aseptika

“Really appreciate the genuine support and desire to see us be successful. Like having a network of mentors. Already has OPENED SEVERAL DOORS THAT WOULD OTHERWISE HAVE REMAINED FIRMLY SHUT IN OUR FACES. Cant say thank you enough times! But Thank You again!”

Email feedback, Linkcare

I see the value of GET in the follow up guidance you offer, by the help you give us in reaching relevant actors when needed and with your support in getting involved in high level networking events at a European level.

Linkcare
• Linkcare attended the ‘GET Funded & International’ session @ eHealth Forum and found the panel interactions and follow up written feedback to be of most value in improving their business plans for internationalisation.
• Follow up discussions with Linkcare revealed that they have connected further via LinkedIn with other attendees from the session at eHealth Forum. For Linkcare, the real value is in the matchmaking and networking offered by Get Global.

Winmedical
• Following the ‘GET Funded & International’ session @ eHealth Forum, Winmedical also secured follow up contact with Min Sung Sean Kim (Venture Capitalist) and Sean Donaghy (Regional Director of eHealth & External Collaboration, Northern Ireland Health & Social Care Board).
• The relationship with Sean Donaghy has led to a recent introduction to Tunstall UK (Tunstall Healthcare delivers pioneering technology enabled care services that transform the experience of individuals and professionals), and the GET Global service will follow this and report on any further developments.

This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709
5. Results

5.3 Feedback from SMEs
This section of the report presents feedback from SMEs participating in the GET Global service in Year 1, and includes both formal and informal feedback.

Formal feedback was requested from SMEs twice during in Year 1:

- May 2014: Online feedback survey issued to the SMEs who participated in the ‘GET Funded & International’ session @ eHealth Forum – all of the SMEs completed the survey (7 SMEs, 4 from GET Global).
- September 2014: Online feedback survey issued to all attendees at the EU Marketplace. The survey was issued on 30th September 2014, and at the time of report submission, results had been received from 45 attendees (19 SMEs).

We have also received informal feedback in the form of telephone calls and emails from SMEs participating in the GET Global service.

The sessions at eHealth Forum and the EU Marketplace were “Good” or “Excellent”
In Feedback Surveys, all SMEs indicated that the ‘GET Funded & International’ session @ eHealth Forum and the EU Marketplace were good or excellent.

Feedback on internationalisation plans was of particular value to SMEs
SMEs attending the GET Funded & International’ session @ eHealth Forum referred to the wealth of feedback on their presentation skills including the importance of articulating a simple message and the value of presenting to a multi-interest panel of purchasers as well as investors and other connected health industry leaders. One SME also reported significant knowledge gain on the connected health market in Europe.

SMEs reported that the main highlight was the globalisation and investment opportunities in the session, as well as meeting & networking with other SMEs and the panellists' feedback.

“Thank you for all the support and guidance with the event and with the preparation of the presentation”.
Feedback Survey, GET Global SME (eHealth Forum)

“It was a great meeting. Standing room only - quite a buzz going on!!”
Email feedback, GET Global SME (eHealth Forum)
5. Results

SMEs valued matchmaking and networking opportunities
Informal feedback from SMEs following the EU Marketplace in Brussels indicated that it was very effective in facilitating connections and networking between SMEs and potential partners/buyers.

“The MATCHMAKING SESSIONS WERE EXTREMELY VALUABLE FOR US. we met some great contacts and the format made for a much more inter-active experience.”

EU Marketplace Brussels Feedback Survey, SME response

…it was a great OPPORTUNITY TO FIND POTENTIAL B TO B CUSTOMERS and providers and even SETUP FOLLOW UP MEETINGS FOR THE COMING WEEKS.

Email feedback, SME attending EU Marketplace in Brussels

“...we found the EU Marketplace for eHealth & EIP on Active and Healthy Ageing event extremely beneficial. The INNOVATIVE MATCHMAKING FORMAT ENABLED US TO MEET FACE-TO-FACE WITH A WIDE RANGE OF POTENTIAL COLLABORATORS. We also gained valuable insight into EU policy and strategy through the table discussions.”

Email feedback, SME attending EU Marketplace in Brussels

...and of course it was so great to be able to ACCESS TO VISIBILITY, in presenting my company in a very constructive arena.

Email feedback, SME attending EU Marketplace in Brussels

The GET Global service has supported SMEs to internationalise by increasing contacts, knowledge and exposure, as well as identifying potential business and partnership opportunities
SMEs indicated that participation in the EU Marketplace has a number of positive impacts in terms of supporting them to internationalise:

<table>
<thead>
<tr>
<th>Impact of participation in the EU Marketplace:</th>
<th>No. of SMEs (n=19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Added international contacts to my network</td>
<td>100%</td>
</tr>
<tr>
<td>Identified potential international collaboration/ partnership opportunities</td>
<td>79%</td>
</tr>
<tr>
<td>Exposure of my organisation to an international audience</td>
<td>63%</td>
</tr>
<tr>
<td>Identified potential international business opportunities</td>
<td>58%</td>
</tr>
<tr>
<td>Increased knowledge on other international markets</td>
<td>47%</td>
</tr>
</tbody>
</table>

Note: Feedback survey issued 30th September 2014. At time of report submission, 45 responses had been received (19 from SMEs).
5.4 Lessons learnt in Year 1

Year 1 has been a learning curve in terms of identifying the key features of a successful GET Global service model. This section summarises the lessons learnt so far:

Align the GET Global service to international events in the ehealth calendar
Aligning the GET Global service to international events attracts SMEs and potential international buyers and partners. Providing the service initially through an international event has proven to be an effective way of reaching SMEs and encouraging them to access the service for the first time. The contact established at the event serves as the basis for an ongoing relationship between the SME and the GET Global service.

In addition, international events in the ehealth calendar attract the potential target partners and buyers, whom it would be difficult to attract to a much smaller ‘GET Global’ only event.

Adopt an open recruitment process
In Year 1, we trialed two different approaches to SME recruitment to explore how this would impact on the overall service model of GET Global – a formal four stage process that assessed SME suitability against the defined criteria (1. register interest, 2. application form, 3. telephone interview, 4. issue invite) and an open registration process, with registration open to any SMEs. The formal process was lengthy and resource intensive for a small number of SMEs. The open recruitment process for SMEs led to a higher number of SMEs benefitting from the service. It was much less resource-intensive, meaning that more time could be spent on designing an effective service.

Facilitated matchmaking is efficient and effective
Feedback from SMEs suggests that the pre-arranged matchmaking offered so far has been both efficient and effective. The ability to preview profiles reduces the time wasted on inappropriate matchings, and the short 15 minute meetings are enough to make initial contact and decide if the attendee is a potential partner or buyer for future followup.
5. Results

**Speaking/ exhibition opportunities help to showcase SMEs**
Speaking and exhibition opportunities provide a platform for SMEs to showcase their products/solutions. SMEs who had speaking and exhibition slots at the Year 1 events have reported that the exposure gained has acted as a precipitator to further enquiries and follow up contact from potential partners and buyers.

The experience of presenting and discussing their ideas with potential partners/buyers and responding to their questions has helped the SMEs to gain insight into what each stakeholder is looking for, and then adapt and refine their presentation, solution and marketing approach accordingly. In an internationalisation process, this is a key step to be able to “test” their offering in front of potential partners, competitors and buyers to continue to make improvements.

**SMEs need support to understand international markets**
Informal feedback from SMEs in Year 1 suggests that a key role of the GET Global service is to provide market insights to SMEs so that they can refine the marketing of their solutions and their internationalisation plans to take account of local requirements.

Year 2 will seek to build on the progress made thus far, with a focus on the US market (through the EU-US Marketplaces and New York eHealth Collaborative) and China market (through the China Connected Health Alliance). We will also link further with the Readi for Health project to understand their markets of focus in internationalisation to promote inter-project knowledge sharing.

**Potential partners are just as important as potential buyers**
Accessing international markets involves a huge investment for an SME. Meeting large companies as potential partners in an international market could help SMEs to develop their activities in foreign markets with a smaller investment.

**Identifying potential partners and buyers can be done relatively quickly**
The SMEs that we have supported in the GET Global service in Year 1 often have a clear idea of who their potential partners and buyers might be, however…
5. Results

Building a relationship and securing business agreements on international markets takes much longer
Experience of providing the GET Global service in Year 1 suggests that the service model requires a longer term view of the length of time required to secure business agreements on international markets.

The initial outcomes expected of the GET Global service within two years – 15 new business agreements on international markets in the project lifetime – was rather ambitious and experience of providing the service so far suggests that this was aspirational rather than realistic.

At the end of Year 1, it would be more realistic to aim for 10-15 serious contacts engaged in foreign markets in the project lifetime, with the indicator for this being testimonials from SMEs in Year 2.

Follow up and ongoing contact with SMEs is necessary to be able to support them in securing potential partners and buyers
Follow up and ongoing contact with SMEs is necessary to track their progress with potential partners and buyers and to identify where/ when they require additional support to secure business/ partner agreements. Ongoing services like further introductions to potential partners/ buyers, insights into international markets, speaking/ exhibition opportunities, regular mailings on other internationalisation opportunities/ events of interest, are necessary to help them maintain a focus on internationalisation and continue their exposure to international markets.

There is a lot of ‘competition’ in the market offering support to SMEs seeking to internationalise
The SMEs we have supported in Year 1 have told us that there are many demands on their time, and that there are lots of EC (and other) initiatives to support them to internationalise that are competing for their attention. The GET Global service has a lot of competition in this area – for example:

- COSME is the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMEs) running from 2014 to 2020 with a planned budget of €2.3bn. COSME will support SMEs in entrepreneurship, internationalisation, and improving access to markets. There is also a fully operational China SME Helpdesk for European SMEs seeking assistance in accessing this market.
5. Results

- The Enterprise Europe Network - services offered include assistance to find a business partner abroad (EU or worldwide) and support for innovation and technology transfer, as well as the provision of a portal for SMEs who want to go abroad that gathers all services provided by national authorities they might need. They also offer access to their business database containing thousands of company profiles and offer the opportunity to meet potential business partners at matchmaking events (all free services).

- SME Internationalisation Portal - SMEs across the European Union can easily access the contact and service details of a large number of (semi) public support service providers at their doorstep and in international growth markets. These service providers all help EU-based SMEs extend their business to growth markets beyond the EU.

- The SME Instrument - EU funding and support for innovation projects that will help them grow and expand their activities into other countries – in Europe and beyond.

- Readi for Health EU project – offers support to prepare SMEs for internationalisation, although having followed up with the project team to explore synergies with the GET Global service, it seems that the Readi project is not yet at the stage of properly addressing the internationalisation aspect.

This competition will impact on the sustainability of the GET Global service after EC funding ends.
6. Outcomes expected

6.1 Outcomes expected
The outcomes expected for the GET Global service by the end of Year 2, as defined in the Description of Work, are as follows:

<table>
<thead>
<tr>
<th>GET indicators</th>
<th># applicants</th>
<th># selected</th>
<th># successful outcomes</th>
<th>comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>GET Global</td>
<td>100</td>
<td>25-30</td>
<td>15</td>
<td>15 new business agreements on international markets during project lifetime</td>
</tr>
</tbody>
</table>

Current assessment of expected outcomes:

○ It is very likely that the number of applicants to the GET Global service will be at least 100 by the end of Year 2:
  - 47 registered an interest in April 2014
  - 18 applied to participate in the ‘GET Funded & International’ session @ eHealth Forum in May 2014
  - 55 companies registered to attend the EU Marketplace in September 2014

○ It is very likely that the number of SMEs selected to participate in the GET Global service will be at least 25-30 by the end of Year 2:
  - 4 SMEs selected to participate in the ‘GET Funded & International’ session @ eHealth Forum in May 2014
  - 55 companies registered to attend the EU Marketplace in September 2014. We are currently following up with these companies to identify those that would like to continue to be supported by the GET Global service. At the time of report submission, 12 SMEs responding to the EU Marketplace Brussels Feedback Survey indicated that they would like to receive follow up contact from the GET Global service.

○ The expected outcome that the GET Global service would deliver 15 new business agreements on international markets in the project lifetime was rather ambitious. Experience of providing the service so far suggests that this was aspirational rather than realistic, and that the service model requires a longer term view of the length of time required to secure business agreements on international markets. At the end of Year 1, it would be more realistic to aim for 10-15 serious contacts engaged in foreign markets in the project lifetime, with the indicator for this being testimonials from SMEs in Year 2.
### SMEs participating at ‘GET Funded & International’ session @ eHealth Forum, Athens, 12 May 2014

<table>
<thead>
<tr>
<th>SME</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aseptika Ltd (Activ8rlives)</td>
<td>UK</td>
</tr>
<tr>
<td>Marand d.o.o</td>
<td>Slovenia</td>
</tr>
<tr>
<td>Winmedical</td>
<td>Italy</td>
</tr>
<tr>
<td>Linkcare Health Services</td>
<td>Spain</td>
</tr>
</tbody>
</table>

### Appendix A

#### Companies attending the EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, 22 September 2014

<table>
<thead>
<tr>
<th>Company</th>
<th>Country</th>
<th>Company</th>
<th>Country</th>
<th>Company</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCEPLAN</td>
<td>Spain</td>
<td>Intel-GE Care Innovations</td>
<td>England</td>
<td>Red Ninja Studios*</td>
<td>England</td>
</tr>
<tr>
<td>Ageas</td>
<td>Belgium</td>
<td>Inventya Ltd</td>
<td>England</td>
<td>Santech</td>
<td>France</td>
</tr>
<tr>
<td>AGFA</td>
<td>Belgium</td>
<td>ISA Intellicare, Intelligent Sensing in Healthcare*</td>
<td>Portugal</td>
<td>Seniorpolis Oy (Ltd)</td>
<td>Finland</td>
</tr>
<tr>
<td>Atos Spain</td>
<td>Spain</td>
<td>Janssen Healthcare Innovation</td>
<td>England</td>
<td>SoftServe Inc.</td>
<td>Netherlands</td>
</tr>
<tr>
<td>BlueWare</td>
<td>USA</td>
<td>JPKconsulting</td>
<td>Belgium</td>
<td>Spinverse Ltd</td>
<td>Finland</td>
</tr>
<tr>
<td>CAs: Sångskola/Singing Across Boarders*</td>
<td>Belgium</td>
<td>KBC</td>
<td>Belgium</td>
<td>Sylver concept*</td>
<td>France</td>
</tr>
<tr>
<td>CITARD Ltd*</td>
<td>Cyprus</td>
<td>KSYOS</td>
<td>Netherlands</td>
<td>Synthesis-Net LLC</td>
<td>Hungary</td>
</tr>
<tr>
<td>Dataline Software Ltd</td>
<td>England</td>
<td>Kubiek</td>
<td>Netherlands</td>
<td>Roman &amp; partners, s.l. - innovation for better ageing*</td>
<td>Spain</td>
</tr>
<tr>
<td>Dynamic Health Systems Ltd</td>
<td>England</td>
<td>Lyse Energi AS</td>
<td>Norway</td>
<td>TotalMobile</td>
<td>UK</td>
</tr>
<tr>
<td>everis</td>
<td>Spain</td>
<td>Lyse Smart AS</td>
<td>Norway</td>
<td>TrustingtheCloud*</td>
<td>Belgium</td>
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<td>HealthStartup</td>
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<td>Maastricht Instruments B.V.</td>
<td>Netherlands</td>
<td>VIDAVO</td>
<td>Greece</td>
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<td>Healthways, International</td>
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<td>VideDoc</td>
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<td>heart link online n.v.</td>
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<td>Netherlands</td>
<td>VitalinQ Healthy Lifestyle Support*</td>
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<td>HelpAging*</td>
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<td>France</td>
<td>VITAnLINK*</td>
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<td>ON MEDIO Silverageo.fr</td>
<td>France</td>
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<td>Impulser Group International*</td>
<td>Romania</td>
<td>opensky Data Systems</td>
<td>Ireland</td>
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<td>orange</td>
<td>Belgium</td>
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</tr>
<tr>
<td>INOVA+</td>
<td>Portugal</td>
<td>Ortelio Ltd</td>
<td>England</td>
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</tr>
</tbody>
</table>

Note: We are currently following up with the attending companies at the EU Marketplace to identify those that would be most suited to (and wish to) continue to be supported by the GET Global service. At the time of report submission, 12 SMEs responding to the EU Marketplace Brussels Feedback Survey indicated that they would like to receive follow up contact from the GET Global service. This is indicated with *.
Annexes

Annex 1 - GET Funded & International’ session @ eHealth Forum, Athens, 12 May 2014

Annex 2 - EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, 22 September 2014
Annex 1: ‘Get Funded & International’ @ eHealth Forum [WP4 Get Global]
Introduction

This report provides an overview of the ‘GET Funded & International’ session held at eHealth Forum, in Athens, Greece on 12th May 2014.

The event marked the beginning of two Work Packages within the ‘GET’ project: Get Funded (WP3) and Get Global (WP4).

This report was compiled by the European Connected Health Alliance and focuses on WP4: Get Global*.

The report is structured as follows:

- Agenda
- Participants
- Recruitment
- Interviews
- Event description
- Photos
- Conclusions
- Feedback

Paula Dougan
European Connected Health Alliance
paula@echalliance.com
June 2014

*Health 2.0 will submit a separate report for WP3, Get Funded.
**Agenda**

**EVENT:**
GET Funded & International’ session @ eHealth Forum

**DATE:**
12th May 2014

**VENUE:**
Hall MC 3.3, the Megaron Athens International Conference Centre (MAICC)

<table>
<thead>
<tr>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
</table>
| 10:30 | **WELCOME & INTRODUCTION TO GET**  
  - Jorge Gonzalez, GET Project Coordinator, TicBioMed  
  - Pascal Lardier, GET Funded lead, Health 2.0  
  - Paula Dougan, GET Global lead, European Connected Health Alliance (ECHAlliance) |
| 10:45 | **SUCCESS STORY**  
  - Dr Pantelis Angelidis, President of Vidavo SA, Greece |
| 10:50 | **SelectUSA PROGRAM**  
  - Betty Alexandropoulou, United States Department of Commerce |
| 10:55 | **INTRODUCTIONS TO PANEL OF INVESTORS, INDUSTRY LEADERS AND PURCHASERS**  
  - Betty Alexandropoulou, United States Department of Commerce  
  - Bledyn Rees, Head of Healthcare, Wragge & Co LLP  
  - Dr Pantelis Angelidis, President, Vidavo SA  
  - Julien Martel, EME Regional Director, Connected Health and Health Management, Alere  
  - Loukas Pilitsis, CEO Piraeus Equity Advisors / Fund Manager PJ Tech Catalyst fund  
  - Min-Sung Sean Kim, Partner, XLHealth  
  - Prof George Crooks, Medical Director, NHS 24  
  - Sean Donaghy, Regional Director of eHealth & External Collaboration, Northern Ireland Health & Social Care Board |
| 11:10 | **SME PRESENTATIONS – TO AUDIENCE & PANEL**  
  **GET GLOBAL:**  
  - Aseptika Limited (Activ8rlives) - Kevin A. Auton Ph.D, Director and Founder  
  - Marand d.o.o - Tomaz Gornik, CEO  
  - Winmedical - Emmanuele Angione, Co-Founder & COO  
  **GET FUNDED:**  
  - Medexo GmbH - Dr. med. Jan-Christoph Loh, CEO  
  - PCC HELLAS - George Mazarakis, Managing Director  
  - Vital.Services GmbH - Florian Meißner, General Manager  
  **GET FUNDED & GLOBAL:**  
  - Linkcare Health Services - José Manuel Sánchez, COO |
| 12:00 | **COMFORT BREAK** |
| 12:15 | **QUESTIONS & FEEDBACK TO SMEs** |
| 13:15 | **SESSION CLOSE** |
SMEs

8 SMEs were invited to take part in the ‘GET Funded & International’ session @ eHealth Forum.

7 SMEs participated (1 late cancellation).

4 of the SMEs were taking part in the ‘GET GLOBAL’ service.

SMEs participating in ‘GET Global’ service

<table>
<thead>
<tr>
<th>SME</th>
<th>Website</th>
<th>Presenter</th>
<th>‘GET’ service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aseptika Ltd (Activ8rlives)</td>
<td><a href="http://www.activ8rlives.com/">http://www.activ8rlives.com/</a></td>
<td>Kevin A Auton PhD</td>
<td>GET Global</td>
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<td>Marand d.o.o</td>
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<td>Emmanuele Angione</td>
<td>GET Global</td>
</tr>
<tr>
<td>Linkcare Health Services</td>
<td><a href="http://www.linkcare.es">www.linkcare.es</a></td>
<td>Jose Manuel Sanchez</td>
<td>GET Global &amp; Funded</td>
</tr>
</tbody>
</table>
Panellists & Speakers

The international panel of investors, purchasers and industry leaders had 8 members.

International panel of investors, purchasers & industry leaders

Betty Alexandropoulou, United States Department of Commerce

Betty Alexandropoulou has been working out of the U.S. Embassy in Athens Greece as Commercial Advisor for the past 6 years. With a Master’s in Business Administration and a Bachelor’s in Economics, her current portfolio comprises of the Healthcare and ICT (Information and Communications Technology) sectors, among others. She is also responsible for the SelectUSA program, which facilitates investment in the U.S. for international companies, inclusive of small and medium-sized businesses. Prior to joining the U.S. Government, she had accumulated over eighteen years of experience in the private sector, working for companies like AT & T and Vodafone.

Bleddyn Rees, Head of Healthcare, Wragge & Co LLP

Bleddyn is a vastly experienced commercial lawyer with 25 years’ experience advising on outsourcings, privatisations, complex contracts and projects. He leads the Healthcare practice at International law firm, Wragge & Co., and has unique experience for a private sector lawyer, having spent three and a half years on secondment as the General Counsel of the Commercial Directorate of the UK Department of Health. Bleddyn has advised Health Ministers, the Secretary of State for Health, the Prime Minister and Special Health Advisors. He provides advice on healthcare regulations, commissioning and contracting for healthcare services, partnerships, collaborations and public private partnerships in the health sector.

Dr Pantelis Angelidis, President, Vidavo SA

Dr. Pantelis Angelidis is a Telecommunications Engineering by education. He has worked as a technology expert in the areas of telemedicine and eHealth for the past 20 years. He has served as a project manager in over twenty international eHealth projects. He has been actively publishing research articles and textbooks. He has patented two telemedicine devices. He serves as an expert for the European Commission in the areas of eHealth and Digital Inclusion. He was the leader of the CEN eHEIC PT and a member of the EC M/403 eHealth-INTEROP PT. Dr. Angelidis was a visiting scholar of MIT Media Lab in 2009-10 and he is an Ass. Prof. on eHealth at UOWM and a visiting lecturer at UB Medical School. He is the founder and president of VIDAVO, an eHealth company in Greece. He is a Marshall Memorial fellow and an alumni of the Bodosaki foundation.

Julien Martel, EME Regional Director, Connected Health and Health Management, Alere

Julien Martel is Health Management and Connected Health director for Europe and Middle East. With 10 years’ experience in business development, Mr Martel has managed various businesses on complex markets. Prior to this post, he was General Manager of the Health Management business unit for France where he built from scratch the division and launched with the French authorities two major e-health clinical studies for Heart Failure patients (OSICAT & Helps) supported by the Alere HF program.

Loukas Pilitis, CEO Piraeus Equity Advisors / Fund Manager PJ Tech Catalyst fund

Loukas Pilitis is the Head of the Piraeus Venture Capital and Private Equity Group (VC-PE Group), and Chief Executive Officer of Piraeus Equity Advisors, the vehicle in charge of all the Private Equity and Venture Capital activities of Piraeus Bank Group. Loukas is a founding member of the VC-PE Group of which main areas of investment focus are: Technology, Clean Energy, Life Sciences (including e-Health) and other niche segments. Also, Loukas is a member of the BoD of SEN-Junior Achievement Greece organization and member of the Committee of Innovation, Education and Entrepreneurship at the Greek-American Chamber of Commerce, both promoting the new entrepreneurship and innovation in Greece.

Min-Sung Sean Kim, Partner, XLHealth

Min-Sung is an entrepreneur from Hamburg with Korean heritage. Since 2014, he has been a Partner at XLS7, a Berlin-based Digital Health Venture Capital fund. He founded his first business in 2011, gained experience in several corporate development activities and conducts Seed investments with Lakeside Ventures. He studied in Witten, Seoul, St. Gallen, and Cambridge (MA) and is a scholar of the Foundation of German Business (SDW).

Prof George Crooks, Medical Director, NHS 24

Prof George Crooks, OBE MBChB FRCP FRCPG is currently the Medical Director for NHS 24 and Director of the Scottish Centre for Telehealth & Telecare. NHS 24 is the national provider of telehealth services for the whole of Scotland. George was a General Medical Practitioner for 23 years in Aberdeen latterly combining that role as Director of Primary Care for Grampian. George was elected President of the European Health Telematics Association in February 2012 and is a Board member of the European Connected Health Alliance. He leads the Integrated Care Action Group on behalf of the European Commission within the European Partnership for Active and Healthy Ageing. He is Chair of the Scottish Digital Health and Care Innovation Programme Board and also the Chairman of the Digital Health Institute in Scotland.

Sean Donaghy, Regional Director of eHealth & External Collaboration, Northern Ireland Health & Social Care Board

Sean’s career in Health and Social Care (HSC) stretches back to 1983. His career began in Finance, and included Director of Finance appointments. Between March 2003 and March 2007, he was Chief Executive of the Mater Hospital Trust.

This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709.
This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709.

Issuing a call to SMEs

A call for SMEs to apply to participate in the ‘GET Funded & International’ session @ eHealth Forum was issued on 13th March 2014 and remained open until 4th April.

The call was issued via:

- GET project website http://www.get-ehealth.eu/.
- Twitter @GET_ehealth
- Mailings to those subscribed to the GET newsletter (c. 70 subscribers)
- Mailings to the contact lists of the consortium partners (c. 10,500 on ECHAlliance mailing list)

SMEs registering an interest

SMEs were invited to register their interest in the ‘GET Funded & International’ session by completing a brief form collecting their contact details. See form in Appendix.

47 SMEs registered their interest.

SMEs completing an application form

The GET project team issued an online application form to all those registering their interest. See form in Appendix.

This collected information on the:

- Organisation profile (website, year founded, legal status, number of employees, key team members)
- Description of product/ solution
- Investment profile
- Summary of plan for internationalisation

18 SMEs submitted completed application forms.

Shortlisting SMEs

Applications were assessed against the GET Global criteria (see overleaf) and 15 SMEs were invited to participate in a short Skype interview in the fortnight commencing 14th April 2014.
Interviews
The interview panel consisted of representatives from ECHAlliance, Health 2.0 and TicBioMed and the interviews generally lasted 15-25 minutes.

Interview format
**Presentation (8 mins)**
SMEs were asked to prepare and present two slides addressing the following questions that reflected the selection criteria:
- How is your product/service different and more compelling than others?
- What success have you had so far in your current chosen market(s)?
- How many investment rounds have you had to date? How much? With whom?
- How much are you asking for in this new round? To do what?
- What efforts have you made so far to reach out to new markets?

Questions by panel (7 mins)
We designed an interview guide that reflected the selection criteria to assist the interview panel in identifying the most suitable SMEs for the project. The questions included:
- Have you approached any investors for your next round of funding?
- How would you describe the adaptability of your solution to other markets?
- What resources (human and financial) do you have in place to support your plans to break into other markets?
- Intends to go to wider event of eHealth Forum? Registered already?

Following the interview, the panel had a 15 minute debrief in which we discussed the SME’s suitability for GET Global and allocated a score out of 5 in terms of their (1) Presentation, (2) Solution, (3) suitability for GET Global and (4) suitability for GET Funded. This provided an overall total score out of 20.

Invitation to ‘GET Funded & International’
Invitations were issued to the 10 SMEs with the highest scores to attend the ‘GET Funded & International’ session @ eHealth Forum in Athens on 12th May 2014. 8 immediately accepted the invitation; one of these subsequently cancelled.
‘Get Funded & International’ session @ eHealth Forum, Athens, May 2014

The ‘GET Funded & International’ session was hosted by eHealth Forum in a parallel session and featured in the Forum program.

**Attendance**
Registration to attend the session was open and invitations to attend were extended through the GET project website, Twitter and the networks of the consortium partners. 56 people registered to attend the session – in reality there were many more as the central location of the room boosted attendance on the day.

**Securing investment & support to access US market**
Following a welcome and brief overview of the GET project, SMEs heard from Pantelis Angelidis on his experiences of securing investment for mhealth commercialisation. Betty Alexandropolou provided an overview of the support available to access the US market through the SelectUSA program.

**SME presentations & panel feedback**
SMEs were allocated 5 mins (and 3 slides) to present their solution along with their internationalisation plans (or investment profile for ‘GET Funded’).

Panellists then had an opportunity to ask questions and probe further. This stimulated a dynamic exchange of ideas and insights into what investors and purchasers are looking for. SMEs received personalised feedback on their internationalisation plans.

**Written feedback from panel**
Panellists were also issued with Comment Cards on which they could make additional written notes/ feedback for the SMEs on their presentation and internationalisation plans. These were written up in the week following the session and provided to SMEs.

**Networking Lunch**
The session finished with a private lunch for the SMEs and panellists, providing further networking opportunities to create contacts and secure links for follow-up after the session.

Wider impact of the ‘GET Funded & International’ session
SMEs who participated in the GET session benefitted from a special discounted rate for registration & exhibition at eHealth Forum, including participation in the EU-US eHealth Marketplace matchmaking session.

3 ‘GET Global’ SMEs: Aseptika, Marand & Linkcare all benefitted from the exhibition and/or matchmaking opportunities (as did PCC Hellas from ‘GET Funded’).
Conclusions

‘GET Funded & International’ @ eHealth Forum was a focused and lively session, providing a unique opportunity for SMEs to present their investment and internationalisation plans to an international panel of investors, purchasers and industry leaders. This stimulated a dynamic exchange of ideas and insights into what investors and purchasers are looking for.

SMEs benefitted from personalized feedback on their plans and heard about support available to access the US market through the SelectUSA program. The session also provided SMEs with unparalleled networking opportunities to create contacts and secure links for follow-up after the session.

LESSONS FROM BUYERS

Don’t try to rock their world

The strategy should be to integrate with existing systems rather than reinventing a whole new one. Health professionals don’t necessarily want their whole world to be completely transformed but they are ready to adopt new tools that will integrate with their processes and improve their practice and the level of care for patients.

Quality comes first

When presenting to a medical director, the price is important but quality will always come first. It’s about improving clinical outcomes. Highlight the positive impact of your solution on patient care e.g. reduced admissions, shorter hospital stays, more complete patient records, improved patient safety, and better home monitoring.

Patient-centered is the word

Don’t forget the patient! What do patients think of your solution? How has it impacted the self-management of their condition? How has it improved their patient experience? Patient/ user stories can be powerful in communicating the value of your solution.

Scale of adoption elsewhere

Buyers want to know about clinical trials, which markets have already adopted the solution, how many patients/ hospitals/ healthcare providers/ insurance companies are currently buying your solution and the impact of this on patient care and clinical outcomes. Testimonials from existing buyers can be powerful in communicating the value of your solution to healthcare providers.

Know your market

All healthcare markets are not the same so do your homework on specific market challenges – whether they relate to data ownership, sharing or legal constraints. Your solution must be transferable and scalable - show buyers how you have adapted your solution/ product to meet their specific market requirements.
Conclusions

2

No single recipe.
Pantelis Angelidis, CEO of the successful Vidavo, started his presentation by saying he could share their story and how they got funded and then entered the Alternative Market of Athens Stock Exchange, but if you asked him ‘How does a digital health company get funded’, his answer would be ‘I have no idea’. Maybe because there is more than one path and a combination of successful elements. However the basics were clear from the panellists’ comments.

Fine-tuning your pitch.
Many SMEs find themselves in a vicious circle: they need the validation and clinical evidence of large scale implementations to get the financing, but at the same time they need the financing to get these large implementations up and running. What is the right approach? At some point, an investor or a buyer needs to trust your team. So the first step is to get your pitch right. One of the lessons learned, from our side as organizers, is that SMEs need help with structuring their content. And the GET Project was created exactly for that.

Know your value proposition.
SMEs are often asked ‘what makes your solution unique and better’? And their answers are often vague and ignore competition. Is it a new and better technology running in the background? Is it the integration and support system already in place? Is it the ease of implementation? Is it the team behind it and their networks? The chance that you’re the only digital solution addressing a health care challenge is very slim nowadays, so spend some time thinking about your competitive advantage and value proposition.

VCs invest in teams, not in ideas.
Even in a 4 minute elevator pitch, you should not fail to mention the people behind your solution. So be prepared to answer the question: Why are you the best team? What proof do you have of your expertise and credibility? At the end of the day, VCs invest in people not ideas. So no matter how short your presentation is, you need to convince them that they should spend some time getting to know you.

Where is the money?
Your reasons to build a digital health solution may be very noble, but for investors the good that can come out of it is only secondary to a more down to earth question: where is the money? If there is no right answer to this question, then look for other ways to fund your business. It may be grants, it may be advertising. It won’t be VCs.

Allow yourself to take a turn.
Entrepreneurs are often very attached to their ‘babies’. It’s even truer in the digital health industry where there are often some very personal stories behind the entrepreneurs’ drive and determination. But you have to let people use their imagination and if they see opportunities in your solution that you don’t see – let them! Very often in the digital world, the idea you start with is not the solutions that people will adopt in the end.
Feedback Survey
An online feedback survey was issued to the 7 SMEs who participated in the ‘GET Funded & International’ session – all of the SMEs completed the survey.

This section of the report presents feedback from the 4 SMEs taking part in the ‘GET Global’ service.

The overall impression of the session was ‘Excellent’
Three of the four SMEs indicated that their overall impression of the ‘GET Funded & International’ session was ‘excellent’; one SME described it as ‘good’.

SMEs referred to the wealth of feedback on their presentation skills including the importance of articulating a simple message and the value of presenting to a multi-interest panel of purchasers as well as investors and other connected health industry leaders. One SME also reported significant knowledge gain on the connected health market in Europe.

Globalisation & investment opportunities in the session
SMEs reported that the main highlight was the globalisation and investment opportunities in the session, as well as meeting & networking with other SMEs and the panellists’ feedback.

“Really appreciate the genuine support and desire to see us be successful. Like having a network of mentors. Already has opened several doors that would otherwise have remained firmly shut in our faces. Can’t say thank you enough times! But Thank You again!”

Feedback Survey, GET Global SME

Email feedback, GET Global SME

“Thanks for the useful feedback… I am scheduled to present to Sean’s team in Belfast on June 16th.”

Email feedback, GET Global SME

“Thank you for all the support and guidance with the event and with the preparation of the presentation”.

Feedback Survey, GET Global SME

“Thank you for all the support and guidance with the event and with the preparation of the presentation”.

Feedback Survey, GET Global SME

“It was a great meeting. Standing room only - quite a buzz going on!!”

Email feedback, GET Global SME

“Really appreciate the genuine support and desire to see us be successful. Like having a network of mentors. Already has opened several doors that would otherwise have remained firmly shut in our faces. Can’t say thank you enough times! But Thank You again!”

Feedback Survey, GET Global SME

“Thanks for the useful feedback… I am scheduled to present to Sean’s team in Belfast on June 16th.”

Email feedback, GET Global SME

Follow up calls with SMEs
Subsequent follow up with ‘GET Global’ SMEs has shown that the session in Athens is having immediate impact. Three ‘GET Global’ SMEs have already been invited to have further discussions with some of the panellists.
Online form for completion by SMEs registering an interest in the ‘GET Funded & International’ session

GET Funded & International

Thank you for registering your interest in attending the ‘GET Funded & International’ session. We will contact you very soon.

This form was created using Google Forms. Create your own

GET Funded & International

Thank you for registering your interest in the ‘GET Funded & International’ session. We will contact you very soon.

Appendix

Online form for completion by SMEs registering an interest in the ‘GET Funded & International’ session

GET Funded & International

Thank you for registering your interest in attending the ‘GET Funded & International’ session. We will contact you very soon.

Application form sent to all SMEs registering an interest in the ‘GET Funded & International’ session

GET Funded & International

Thank you for registering your interest in participating in the ‘GET Funded & International’ session at eHealth Forum 2014. Please complete this online form to provide more information about your business. The closing date for the 10th April. Good luck with your application!

 Queries

 GET Funded, please contact Pascal

 GET Global, please contact Paula

*Required

Section A. Description of your business

Company name *
Website address
Year business founded *
Country where SME headquarter is located
Legal status company e.g. Limited Company, Sole Trader?
Number of employees *

Section B. Description of your product/solution

Description of solution and how it is addressing a healthcare challenge
Estimated size of the market
Competitors (type)

GET Funded. Investment profile

Source (type) of current funding *
Summary of investment to date *

GET Global. International readiness

Summary of plan for internationalisation *
Including maturity of product and degree of adaptability to other markets.

GET Funded & International

Thank you for your application. We’ll contact you soon.

This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709.
Annex 2: EU Marketplace for eHealth & EIP on Active and Healthy Ageing [WP4 Get Global]
Introduction

This report provides an overview of the EU Marketplace for eHealth & EIP on Active and Healthy Ageing held in Brussels on 22 September 2014.

The EU Marketplace took place as part of the ‘Growing the Silver Economy in Europe’ event hosted by the European Commission, and was organised in cooperation with DG Connect and DG Sanco. It took place at Beaulieu 25 (EC building).

The event was supported by the GET project, with two Work Packages providing services at the event: Get Global (WP4) and Fill the Gap (WP5).

This report was compiled by the European Connected Health Alliance and focuses on WP4: Get Global*.

The report is structured as follows:

- Agenda
- Participants
- Recruitment
- Event
- Photos
- Conclusions
- Feedback

Paula Dougan
European Connected Health Alliance
paula@echalliance.com
October 2014

*TicBioMed will submit a separate report for WP5, Fill the Gap.
EVENT:
EU Marketplace for eHealth & EIP on Active and Healthy Ageing

DATE:
22nd September 2014

VENUE:
Beaulieu 25 (EC building), Brussels

AGENDA
EU Marketplace for eHealth & EIP on Active and Healthy Ageing
Monday 22nd September 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:30</td>
<td>Registration &amp; Networking Coffee</td>
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<tr>
<td>10:00</td>
<td>Welcome and setting the scene</td>
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<tr>
<td></td>
<td>• Brian O’Connor, Chair, European Connected Health Alliance</td>
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<td></td>
<td>• Jorge Gonzalez, Managing Director TICBioMed – Co-ord GET Project</td>
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<td></td>
<td>• Iliax Jakovids, Acting Head of Unit, Digital Social Platforms, DG Connect, European Commission</td>
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<td></td>
<td>• Raquel Fernandez-Horcajada, Programme Officer, AAL Programme</td>
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<td></td>
<td>• Anne-Sophie Parent, Secretary General, AGL Platform Europe</td>
</tr>
<tr>
<td>10:30</td>
<td>“Meet &amp; Debate” tables sessions A &amp; B</td>
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<tr>
<td></td>
<td>Table discussions on a wide range of eHealth and EIP AHA related topics including Ecosystems, Action Groups and Reference Sites</td>
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<tr>
<td>12:00</td>
<td>Networking Marketplace &amp; Lunch</td>
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<tr>
<td></td>
<td>• Matchmaking meetings – up to 7 pre-arranged meetings</td>
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<td></td>
<td>• Speakers’ Corner - opportunity to listen to 18 presentations (6mins each)</td>
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<td></td>
<td>• Popup exhibitions - from industry, EU projects, eHealth organisations and more</td>
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<tr>
<td>14:00</td>
<td>“Meet &amp; Debate” tables sessions C &amp; D</td>
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<tr>
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<td>Table discussions on a wide range of eHealth and EIP AHA related topics including Ecosystems, Action Groups and Reference Sites</td>
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<tr>
<td>15:30</td>
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<td></td>
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<tr>
<td></td>
<td>• Speakers’ Corner - opportunity to listen to 7 presentations (6mins each)</td>
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<td></td>
<td>• Popup exhibitions - from industry, EU projects, eHealth organisations and more</td>
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<tr>
<td>16:15</td>
<td>Closing Plenary session – Conclusions</td>
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<tr>
<td></td>
<td>• Brian O’Connor, Chair, European Connected Health Alliance</td>
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<td></td>
<td>• Jorge Gonzalez, Managing Director TICBioMed – Co-ord GET Project</td>
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<td></td>
<td>• Peter Winlev-Jensen, Deputy Head of Unit at European Commission</td>
</tr>
<tr>
<td>16:45</td>
<td>Informal Networking</td>
</tr>
</tbody>
</table>
**Attendees**

184 people registered to attend the EU Marketplace from 27 countries, providing a truly international audience.

55 companies participated in the event, the target audience of the GET Global service – they are listed below.

A full list of participants is available on the event website [http://www.b2match.eu/eu-marketplace-brussels2014/participants](http://www.b2match.eu/eu-marketplace-brussels2014/participants)

### Companies attending the EU Marketplace for eHealth & EIP on Active and Healthy Ageing, Brussels, 22 September 2014

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<thead>
<tr>
<th>Company</th>
<th>Country</th>
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<tr>
<td>ACCEPLAN</td>
<td>Spain</td>
<td>Intel-GE Care Innovations</td>
<td>England</td>
<td>Red Ninja Studios</td>
<td>England</td>
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<td>Ageas</td>
<td>Belgium</td>
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<td>Santech</td>
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<td>AGFA</td>
<td>Belgium</td>
<td>ISA Intelllicare, Intelligent Sensing in Healthcare</td>
<td>Portugal</td>
<td>Seniorpolis Oy (Ltd)</td>
<td>Finland</td>
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<td>Atos Spain</td>
<td>Spain</td>
<td>Janssen Healthcare Innovation</td>
<td>England</td>
<td>SoftServe Inc.</td>
<td>Netherlands</td>
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<td>BlueWare</td>
<td>USA</td>
<td>JPKconsulting</td>
<td>Belgium</td>
<td>Spinverse Ltd</td>
<td>Finland</td>
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<tr>
<td>CA:s Sångskola/Singing Across Boarders</td>
<td>Belgium</td>
<td>KBC</td>
<td>Belgium</td>
<td>Sylver concept</td>
<td>France</td>
</tr>
<tr>
<td>CITARD Ltd</td>
<td>Cyprus</td>
<td>KSYOS</td>
<td>Netherlands</td>
<td>Synthesis-Net LLC</td>
<td>Hungary</td>
</tr>
<tr>
<td>Dataline Software Ltd</td>
<td>England</td>
<td>Kubiek</td>
<td>Netherlands</td>
<td>Roman &amp; partners, s.l. - Innovation for better ageing</td>
<td>Spain</td>
</tr>
<tr>
<td>Dynamic Health Systems Ltd</td>
<td>England</td>
<td>Lyse Energi AS</td>
<td>Norway</td>
<td>TotalMobile</td>
<td>UK</td>
</tr>
<tr>
<td>everis</td>
<td>Spain</td>
<td>Lyse Smart AS</td>
<td>Norway</td>
<td>TrustingtheCloud</td>
<td>Belgium</td>
</tr>
<tr>
<td>HealthStartup</td>
<td>Belgium</td>
<td>Maastricht Instruments B.V.</td>
<td>Netherlands</td>
<td>VIDAVO</td>
<td>Greece</td>
</tr>
<tr>
<td>Healthways, International</td>
<td>USA</td>
<td>Marand</td>
<td>Slovenia</td>
<td>VideoDoc</td>
<td>England</td>
</tr>
<tr>
<td>heart link online n.v.</td>
<td>Belgium</td>
<td>MedVision360</td>
<td>Netherlands</td>
<td>VitalinQ Healthy Lifestyle Support</td>
<td>Netherlands</td>
</tr>
<tr>
<td>HelpAging</td>
<td>France</td>
<td>Mensia Technologies SA</td>
<td>France</td>
<td>VITAnLINK</td>
<td>France</td>
</tr>
<tr>
<td>Hip Impact Protection Ltd</td>
<td>England</td>
<td>Moverim</td>
<td>Belgium</td>
<td>ZEUS CONSULTING S.A.</td>
<td>Greece</td>
</tr>
<tr>
<td>ICF International</td>
<td>Belgium</td>
<td>Norima Consulting Inc.</td>
<td>Canada</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Idea Finanza</td>
<td>Italy</td>
<td>ON MEDI0 Silverco.fr</td>
<td>France</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impulser Group International</td>
<td>Romania</td>
<td>opensky Data Systems</td>
<td>Ireland</td>
<td></td>
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</tr>
<tr>
<td>INDRA</td>
<td>Spain</td>
<td>orange</td>
<td>Belgium</td>
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<td></td>
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<tr>
<td>INOVA+</td>
<td>Portugal</td>
<td>Ortelio Ltd</td>
<td>England</td>
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</tr>
</tbody>
</table>
Issuing a call to SMEs

A call for SMEs to apply to participate in the EU Marketplace for eHealth & EIP on Active and Healthy Ageing was issued on 24th July 2014 and remained open until 8th September 2014. The call was issued via:

- GET project website http://www.get-ehealth.eu/.
- Event website for EU Marketplace for eHealth & EIP on Active and Healthy Ageing http://www.b2match.eu/eu-marketplace-brussels2014
- Twitter @GET_ehealth
- Mailings to those subscribed to the GET newsletter (c. 70 subscribers)
- Mailings to the contact lists of the consortium partners (c. 10,500 on ECHAlliance mailing list)

Open registration

An open registration process was adopted for the ‘EU Marketplace for eHealth & EIP on Active and Healthy Ageing’ in Brussels. This meant that the event was open for registration by any SMEs, as well as other interested stakeholders from industry, policy, academia and buyers. Registration was via the event website.

184 people registered to attend the EU Marketplace from 27 countries, providing a truly international audience.

55 companies participated in the event, the target audience of the GET Global service – they are listed on slide 4.

A full list of participants is available on the event website http://www.b2match.eu/eu-marketplace-brussels2014/participants
The EU Marketplace for eHealth & EIP on AHA took place on Monday 22nd September to complement the “Growing the Silver Economy in Europe” event held on Tuesday 23rd September.

Organisation of the event
The event was organised by the European Connected Health Alliance, working in partnership with the European Commission, the AAL (Ambient Assisted Living) and AGE Platform Europe, and in cooperation with DG Connect and DG Sanco.

Support from the GET project
The event was supported by the GET project to support the internationalisation of European SMEs (GET Global) and to identify eHealth market opportunities across Europe (Fill the Gap).

Objectives of the Marketplace
The focus of the EU was bringing together large industry, SMEs, policy makers, researchers, care professionals, service providers, buyers and consumers through formal and informal meetings.

The objective was to provide a platform for all stakeholders in connected health and AHA actors’ to meet, share best practices and develop effective collaborations leading to new projects and business opportunities. The event also provided a platform for the exchange of information between procurers and potential suppliers.

Supporting Partners

Event Supporters

This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709
The dynamic format of the Marketplace provided many opportunities for direct engagement between SMEs and potential partners and buyers.

**‘Meet & Debate’ table sessions**
The ‘Meet & Debate’ table sessions lasted 45 minutes each and consisted of a ten minute presentation followed by debate. There were four sessions: 10:30, 11:15, 14:00 and 14:45.

Each table was led by a Speaker who had proposed a topic in advance of the event related to active and healthy ageing. The Speakers were issued with a briefing document in advance of the event to inform them of the format and timings for the sessions, and they were also asked to provide the main points for their Table session and identify any eHealth market opportunities to assist with timely completion of minutes from the event.

The 16 topics focused on important subjects influencing the eHealth and the EIP on AHA challenges, and included a number specifically aimed at SMEs seeking to internationalise, gain insights into other markets, identify international opportunities in eHealth and potential collaboration partners.

The Table Topics were posted online on the event website so that attendees could have prior notice, and on arrival at the venue, they signed up to those topics of interest and were directed to the relevant space where the meeting was taking place.

The dynamic format of the ‘Meet & Debate’ table sessions provided opportunities for facilitated engagement and interaction between SMEs and potential partners/buyers on a range of topics, including international market insights, international opportunities for SMEs and collaboration with international partners.

<table>
<thead>
<tr>
<th>Key interest to SME seeking to internationalise</th>
<th>Table Topic</th>
</tr>
</thead>
</table>
| Insights into international markets (challenges, opportunities, specific market needs) | • Integrated and connected care: the perspective of a German public health insurer (AOK)  
• The initiatives and progression in the city of Valencia in the field of eHealth & EIP AHA (University of Valencia) |
| International opportunities for SMEs | • Digital Health as a Market, opportunities and possibilities. Digital Health as the key enabler for the Active and Healthy Ageing Challenge (Digital Health Scotland)  
• Opportunities of Health, Active Ageing European work programmes - how to participate? (European Commission)  
• Financial Incentives to Drive Investment: “How can the EIP create the correct financial incentives to attract the large investment needed to treat conditions of age such as dementia.” (Janssen) |
| Opportunities for collaboration with international partners | • Opportunities of Health, Active Ageing European work programmes - how to participate? (European Commission)  
• The Health&Wealth program at University of Brescia: an interdisciplinary education model for leading innovation in Healthcare and Industry-Academia interoperability (University of Brescia) |

Details of all the Table Topics are provided in Appendix A.
Speakers’ Corner

Prior to the event, SMEs who had registered were offered a short speaking slot in Speakers’ Corner (6 minutes, 2 slides). Many accepted - of the 25 organisations participating in Speakers’ Corner, 20 were companies from industry.

The speaking slot provided a platform for SMEs to showcase their organisation and products/ solutions to an international audience, with informal feedback from those presenting suggesting that it acted as a precipitator to further enquiries and follow up contact from potential partners and buyers.

<table>
<thead>
<tr>
<th>Time</th>
<th>TOPIC</th>
<th>SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:15</td>
<td>GET project: added value services to eHealth SMEs</td>
<td>Jorge Gonzalez, Managing Director TicBiomed &amp; Coordinator of the 'GET' project</td>
</tr>
<tr>
<td>12:21</td>
<td>Trillium Bridge: Transatlantic Exchange of Patient Summaries</td>
<td>Catherine E Chronaki, Secretary General, HL7 Foundation</td>
</tr>
<tr>
<td>12:27</td>
<td>KSYOS TeleMedical Centre R&amp;D and implementation of eHealth</td>
<td>Prof. Dr. Leonard Witkamp, Directeur, KSYOS TeleMedisch Centrum</td>
</tr>
<tr>
<td>12:33</td>
<td>Online Doctor Consultations</td>
<td>Damian Kissane, CEO, VideoDoc</td>
</tr>
<tr>
<td>12:39</td>
<td>ThinkEHR platform</td>
<td>Anze Droljc, Product Manager, Marand</td>
</tr>
<tr>
<td>12:45</td>
<td>Delivering change through Connected Health Ecosystems</td>
<td>Paula Dougan, Operations Manager, ECHAlliance</td>
</tr>
<tr>
<td>12:51</td>
<td>TICE.Healthy.</td>
<td>Carla Santos, Project Manager &amp; Computer Engineer, INOVA+</td>
</tr>
<tr>
<td>12:57</td>
<td>TotalMobile’s enterprise mHealth solution saves nurses 2 hours per day</td>
<td>Neil Williams, Head of Alliances and Partnerships, TotalMobile</td>
</tr>
<tr>
<td>13:03</td>
<td>Smart Home Care &amp; UX/UI</td>
<td>Katarzyna Rabczuk, Business Development Associate, SoftServe Inc.</td>
</tr>
<tr>
<td>13:09</td>
<td>Mobile Medical Health Records</td>
<td>Rob Kloots, Owner, TrustingtheCloud</td>
</tr>
<tr>
<td>13:15</td>
<td>An innovative platform for Healthy and Active Ageing who want to network for a smart society</td>
<td>Dr Caty Ebil Bitoun, CEO, HelpAging</td>
</tr>
<tr>
<td>13:21</td>
<td>Electronic Medical Records for Every Country with Web 3.0 and 4.0 with Clinical and Information Governance</td>
<td>Rose Harr, CEO, BlueWare</td>
</tr>
<tr>
<td>13:27</td>
<td>Promoting physical activity among elderly people</td>
<td>Jean-Bruno Eyobele, CEO, Sylver Concept</td>
</tr>
<tr>
<td>13:33</td>
<td>Think, move and play with Greybox Solutions</td>
<td>tram NGUYEN TRINH, CEO, VITAnLINK</td>
</tr>
<tr>
<td>13:39</td>
<td>The Cliente’s ecosystem</td>
<td>Stefano Pisani, Mayor of Pollica Municipality, Italy</td>
</tr>
<tr>
<td>13:45</td>
<td>eVida.pt platform - an ecosystem of smart and innovative ICT services, tools, applications and products for the Health and Aging Well market and beyond.</td>
<td>Antonio Lindo da Cunha, Executive Director, Instituto Pedro Nunes, Portugal</td>
</tr>
<tr>
<td>13:51</td>
<td>Re-starting the Digital Health revolution</td>
<td>Leo Exter, Partner, HealthStartup Europe</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>TOPIC</th>
<th>SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:35</td>
<td>Patients in control of their health: reducing demand and improving health outcomes</td>
<td>Axel Schulte, CEO, Dynamic Health Systems Ltd</td>
</tr>
<tr>
<td>15:41</td>
<td>Key opportunities and critical challenges for the use of health data analytics technologies in supporting an ageing population</td>
<td>Emma Bleach, Business Development Manager, Dataline Software Ltd</td>
</tr>
<tr>
<td>15:47</td>
<td>Home environments: facing the challenges for ageing well</td>
<td>Martha Mackay, Partner, ACCEPLAN</td>
</tr>
<tr>
<td>15:53</td>
<td>Secure, standardised, Cloud based Electronic Health Records API</td>
<td>Jan-Marc Verlinden, CTO, MEDvision360</td>
</tr>
<tr>
<td>15:59</td>
<td>Innovation for better ageing. A user centric and design thinking based approach</td>
<td>Javier Ganzarain, R&amp;D Director &amp; Co-Founder, tioman &amp; partners</td>
</tr>
<tr>
<td>16:05</td>
<td>Peace of Mind: an innovative ambient fall prevention and detection sensor technology</td>
<td>Ben Blackmore, eHealth &amp; Technical Lead &amp; Bridget Waters, Open Innovation Lead, Red Ninja Studios</td>
</tr>
<tr>
<td>16:11</td>
<td>Giraffplus, now what...</td>
<td>Antonio Damasceno, Dissemination Manager Giraffplus Project, Intellicare, Intelligent Sensing in Healthcare, Ltd.</td>
</tr>
</tbody>
</table>
**Matchmaking sessions**

Pre-arranged matchmaking sessions facilitated networking and connections between SMEs and potential partners and buyers.

On registration for the event, attendees were invited to opt in to the Matchmaking sessions by completing a ‘cooperation profile’ that described what they could offer and what they were looking for in a potential partner/buyer.

Before the event, attendees could view the cooperation profiles of all other attendees and select those that looked suitable and send them a meeting request. Attendees were in complete control of their meeting agenda, and could accept/reject requests as they wished. Attendees had access to their meeting schedule online and were also issued with a paper copy on arrival at the event.

The Matchmaking sessions took place in the main hall of the venue, with Table and chairs paired off and numbered for easy identification. At their meeting time, attendees arrived at their allocated table number to meet their partner. The short 15 minute meetings provided enough time to make initial contact and decide if the attendee is a potential partner or buyer for future followup. 55 companies took part, with 195 pre-arranged meetings taking place, and attendees benefitting from 4,000+ profile views before and after the event on the event website.

### Snapshot of partner and buyer matchmaking at EU Marketplace

<table>
<thead>
<tr>
<th>SME</th>
<th>Partner/buyer matchmaking</th>
</tr>
</thead>
</table>
| **Heart Link Online (Belgium)** | • SoftServe Inc. (Netherlands)  
• Atos Spain (Spain) |
| **Ortelio Ltd (UK)**        | • ISA Intellicare, Intelligent Sensing in Healthcare (Portugal)                           
• Synthesis-NET LLC (Hungary)  
• Cetemmsa (Spain)  
• University Hospital Olomouc - National eHealth Centre (Czech Republic)  
• Association E-SENIORS (France) |
| **Tioman & Partners (Spain)** | • Universitat Politècnica de Catalunya (Spain)  
• Red Ninja Studios (England)  
• Puglia Region (Belgium)  
• Atos Spain (Spain)  
• Tuscany Region (Belgium)  
• Vall d’Hebron Universitary Hospital - Research Institute (Spain) |
| **Total Mobile (UK)**       | • Norima Consulting Inc. (Canada)  
• AGFA (Belgium)  
• SoftServe Inc. (Netherlands) |
| **ISA Intellicare (Portugal)** | • Ortelio Ltd (England)  
• Synthesis-NET LLC (Hungary) |
| **HelpAgeing (Fr)**         | • KSYOS — Leonard Witkamp (Netherlands)  
• Healthways, International — Oliver Harrison (USA)  
• Alimentary Pharmabiotic Centre, University College Cork — Eileen O’Herlihy (Ireland)  
• AGE Platform Europe — ILENIA GHENO (Belgium) |
### Methodology

**Snapshot of partner and buyer matchmaking at EU Marketplace (continued)**

<table>
<thead>
<tr>
<th>SME</th>
<th>Partner / buyer matchmaking</th>
</tr>
</thead>
</table>
| **Medvision 360 (Netherlands)** | • Atos Spain (Spain)  
• Red Ninja Studios (UK)  
• Cetemmsa (Spain)  
• Norima Consulting Inc (Canada)  
• HealthStartup (Belgium)  
• AOK Rheinland/Hamburg - Die Gesundheitskasse (Germany) |
| **Vitanlink (France)**        | • Healthways, International (USA)  
• VideoDoc (UK)  
• lifetech.brussels (Belgium)  
• International Society for Telemedicine & eHealth (Belgium)  
• Atos Spain (Spain) |
| **Red Ninja Studios (UK)**   | • Synthesis-NET LLC (Hungary)  
• INOVA+ (Portugal)  
• tioman & partners, s.l. - innovation for better ageing (Spain)  
• Dublin City University (Ireland)  
• AGE Platform Europe (Belgium) |
| **Impulser Group International (Romania)** | • Digital Health Institute (UK)  
• Dynamic Health Systems Ltd (UK)  
• Alimentary Pharmabiotic Centre, University College Cork (Ireland)  
• Dublin City University (Ireland)  
• ADEC - Association pour le Développement des Entreprises et des Compétences (France)  
• AGE Platform Europe (Belgium) |
| **Marand (Slovenia)**         | • HealthStartup (Belgium) |
| **INOVA+ (Portugal)**         | • Norima Consulting Inc. (Canada)  
• Red Ninja Studios (UK)  
• Cetemmsa (Spain)  
• CEN STIMCO (France) |
| **KSYOS (Neth)**              | • Idea Finanza (Italy)  
• Norima Consulting Inc. (Canada)  
• HelpAging (France) |
| **VideoDoc (UK)**             | • VITAnLINK (France)  
• AGFA (Belgium) |
| **Synthesis Net LLC (Hungary)** | • ISA Intelliecare, Intelligent Sensing in Healthcare (Portugal)  
• Orteio Ltd (UK)  
• Red Ninja Studios (UK) |
| **Dataline Software Ltd (UK)** | • Norima Consulting Inc. (Canada) |
| **Dynamic Health Systems Ltd (UK)** | • Impulser Group International — Daniel Ghita (Romania) |
| **Hip Impact Protection Ltd (UK)** | • Maastricht Instruments B.V. — Jean-Paul Urlings (Netherlands) |
**Exhibition space**

43 organisations brought a pop up stand to display in the exhibition space. Of these, 25 were companies, and this was a further opportunity for them to showcase their organisation and products/solutions to an international audience.

**Methodology**

**Identification of unmet needs**

An unmet needs corner was set up in one area of the Welcome space, with attendees asked to identify unmet needs in the health sector that could be addressed by connected health solutions, in an effort to identify eHealth market opportunities across Europe.

The set-up was very interactive and aimed towards audience engagement. Attendees were invited to note their suggestions on a small card and insert it into an envelope on the wall, creating a visually attractive and eye-catching wall feature.

Examples of the unmet needs identified include:

- Education module to teach people medical stories, technology and how to manage the eHealth, and also apps and devices to purchase once they’ve learned
- More trusted information on internet with non-critical answers to common questions
- Real user and challenge driven innovation
- More clarity in regulations to move forward (ex: what is MD, what does it include). And promote more "interoperability" to make things work everywhere
- Understanding the people the technologies are developed for
- To overcome the sensation of solitude
- Shape expectations for standard-based interoperability in mobile health. Shape expectations for standard-based interoperability in silver economy.
- Teach better pain medicine at university level
- Prevent falls and fractures for elderly women
- Engage the medical device with medical technology industry
- A partner who want to take/share risk on new thinking (out of the box)
- Social innovation + social enterprise. Local community activation for personal empowerment <-- Tools for support?
- Real interoperability for sharing patient information among institutions and countries.
- Solution for: Telemonitoring system of cardiac failure patients that requires minimal user interaction.
Conclusions

The EU Marketplace for eHealth & EIP on Active and Healthy Ageing was a great success with more than 180 attendees from 27 countries, 16 topics through the "Meet & Debate" tables, 20 short presentations in the Speakers’ Corner and more than 200 matchmaking meetings.

Feedback received so far tells us that attendees really enjoyed the Marketplace, especially the innovative format which provided focus and allowed for a lively and dynamic exchange of ideas. The number of profile views on the website has now exceeded 4,000+ so the impact of the event continues to grow.

LESSONS LEARNT

Align the GET Global service to international events in the ehealth calendar

Aligning the GET Global service to international events attracts SMEs and potential international buyers and partners. It is an effective way of reaching SMEs and encouraging them to access the service for the first time. In addition, international events in the ehealth calendar attract the potential target partners and buyers, whom it would be difficult to attract to a much smaller ‘GET Global’ only event.

An open recruitment process attracts more SMEs

We trialled an open registration process for the EU Marketplace for eHealth & EIP on Active and Healthy Ageing, and compared with the formal process for eHealth Forum, it was much less resource-intensive, meaning that more time could be spent on designing an effective service, and it attracted a larger number of SMEs who were not put off by a lengthy recruitment process.

Facilitated matchmaking is efficient and effective

Feedback from SMEs suggests that the pre-arranged matchmaking has been both efficient and effective. The ability to preview profiles reduces the time wasted on inappropriate matchings, and the short 15 minute meetings are enough to make initial contact and decide if the attendee is a potential partner or buyer for future followup.

Speaking/ exhibition opportunities help to showcase SMEs

Speaking and exhibition opportunities provide a platform for SMEs to showcase their products/ solutions. SMEs who had speaking and exhibition slots reported that the exposure gained has acted as a precipitator to further enquiries and follow up contact from potential partners and buyers.
Feedback
An online feedback survey was issued to all attendees at the EU Marketplace for eHealth & EIP on Active and Healthy Ageing on 30th September 2014. At the time of event reporting, 45 responses had been received (19 from SMEs).

We have also received informal feedback in the form of telephone calls and emails from SMEs participating in the GET Global service.

The overall impression of the event was ‘Good’ or ‘Excellent’
27 attendees indicated that their overall impression of the EU Marketplace was ‘excellent’; 18 described it as ‘good’.

The ‘Meet & Debate’ Tables and Matchmaking sessions were the most popular elements of the event, with 91% and 89% of attendees respectively rating them “excellent” or “good”.

<table>
<thead>
<tr>
<th>What was your overall impression of...</th>
<th>% attendees rating Excellent / Good (n=45)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table Topics</td>
<td>91%</td>
</tr>
<tr>
<td>Matchmaking sessions</td>
<td>89%</td>
</tr>
<tr>
<td>Speakers’ Corner</td>
<td>67%</td>
</tr>
<tr>
<td>Exhibition space</td>
<td>49%</td>
</tr>
<tr>
<td>Unmet needs corner</td>
<td>44%</td>
</tr>
</tbody>
</table>

SMEs indicated that participation in the EU Marketplace has a number of positive impacts in terms of supporting them to internationalise:

<table>
<thead>
<tr>
<th>Impact of participation in the EU Marketplace:</th>
<th>No. of SMEs (n=19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Added international contacts to my network</td>
<td>100%</td>
</tr>
<tr>
<td>Identified potential international collaboration/ partnership opportunities</td>
<td>79%</td>
</tr>
<tr>
<td>Exposure of my organisation to an international audience</td>
<td>63%</td>
</tr>
<tr>
<td>Identified potential international business opportunities</td>
<td>58%</td>
</tr>
<tr>
<td>Increased knowledge on other international markets</td>
<td>47%</td>
</tr>
</tbody>
</table>

EU Marketplace Brussels Feedback Survey

I think this format is excellent for the events. It facilitates the conversations among the people and the attitude. Really well done!

EU Marketplace Brussels Feedback Survey

I especially liked the speed of the whole organization. We were constantly active and contributing this way. Very good event.

EU Marketplace Brussels Feedback Survey

Liked the interactive, being-on-your-feet character of the event. Much better than sitting in a conference room pretending to listen to speakers while checking your email.

EU Marketplace Brussels Feedback Survey

This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no 611709
SMEs valued matchmaking and networking opportunities
Informal feedback from SMEs following the EU Marketplace in Brussels indicated that it was very effective in facilitating connections and networking between SMEs and potential partners/buyers.

"The **MATCHMAKING SESSIONS WERE EXTREMELY VALUABLE FOR US**, we met some great contacts and the format made for a much more inter-active experience."

*EU Marketplace Brussels Feedback Survey, SME response*

"...we found the EU Marketplace for eHealth & EIP on Active and Healthy Ageing event extremely beneficial. The **INNOVATIVE MATCHMAKING FORMAT ENABLED US TO MEET FACE-TO-FACE WITH A WIDE RANGE OF POTENTIAL COLLABORATORS.** We also gained valuable insight into EU policy and strategy through the table discussions."

*Email feedback, SME attending EU Marketplace in Brussels*

...it was a great **OPPORTUNITY TO FIND POTENTIAL B TO B CUSTOMERS** and providers and even **SETUP FOLLOW UP MEETINGS FOR THE COMING WEEKS.**

*Email feedback, SME attending EU Marketplace in Brussels*

The matchmaking and the speakers’ corner provided very helpful new contacts and insights into problems that we are dealing with as an organization. **THE FORMAT ACKNOWLEDGES OPENLY THAT NETWORKING IS AN IMPORTANT PART OF EU-LEVEL MEETINGS.**

*EU Marketplace Brussels Feedback Survey*

...and of course it was so great to be able to **ACCESS TO VISIBILITY**, in presenting my company in a very constructive arena.

*Email feedback, SME attending EU Marketplace in Brussels*
## ‘Meet & Debate’ Table Sessions

**Morning Session 1 - 10:30 – 11:15**

### Appendix A

<table>
<thead>
<tr>
<th>TABLE</th>
<th>TOPIC</th>
<th>SPEAKER / MODERATOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>S1</td>
<td>Delivering impact in population health and well-being programmes</td>
</tr>
<tr>
<td>B</td>
<td>S1</td>
<td>From research to the market in the field of AAL: The innovation impact of the AAL Programmes</td>
</tr>
<tr>
<td>C</td>
<td>S1</td>
<td>Promoting large scale deployment of smart ICT solutions that support healthy ageing through age-friendly environments</td>
</tr>
<tr>
<td>D</td>
<td>S2</td>
<td>Integrated and connected care: the perspective of a German public health insurer</td>
</tr>
<tr>
<td>E</td>
<td>S3</td>
<td>Financial Incentives to Drive Investment: “How can the EIP create the correct financial incentives to attract the large investment needed to treat conditions of age such as dementia.”</td>
</tr>
<tr>
<td>F</td>
<td>S8</td>
<td>Composition of the Greek e-ecosystem</td>
</tr>
<tr>
<td>G</td>
<td>0/L02</td>
<td>From projects to products: aligning assets for Active and Healthy Ageing in the Silver Economy</td>
</tr>
<tr>
<td>H</td>
<td>S10</td>
<td>International innovative public procurement and business models</td>
</tr>
<tr>
<td>TABLE</td>
<td>TOPIC</td>
<td>SPEAKER / MODERATOR</td>
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<tr>
<td>A</td>
<td>S1</td>
<td>The initiatives and progression in the city of Valencia in the field of eHealth &amp; EIPAHA</td>
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<tr>
<td>B</td>
<td>S1</td>
<td>Opportunities of Health, Active Ageing European work programmes - how to participate?</td>
</tr>
<tr>
<td>C</td>
<td>S1</td>
<td>Digital Health as a Market, opportunities &amp; possibilities. Digital Health as the key enabler for the Active &amp; Healthy Ageing Challenge</td>
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<td>D</td>
<td>S2</td>
<td>The Health &amp; Wealth program at University of Brescia: an interdisciplinary education model for leading innovation in Healthcare and Industry-Academia interoperability</td>
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<tr>
<td>E</td>
<td>S3</td>
<td>It is possible to accelerate the implementation of mHealth?: There are several barriers to implement mHealth. We need to know them, and to find the right enablers</td>
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<tr>
<td>F</td>
<td>S8</td>
<td>The eHealth manifesto: a call to action for a healthier Europe</td>
</tr>
<tr>
<td>G</td>
<td>0/L102</td>
<td>Success factors and best practices in Pre-commercial Public/Private Procurement</td>
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<tr>
<td>H</td>
<td>S10</td>
<td>International innovative public procurement and business models</td>
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### Appendix A

#### ‘Meet & Debate’ Table Sessions

**Afternoon Session 3 - 14:00 – 14:45**

<table>
<thead>
<tr>
<th>TABLE</th>
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<tbody>
<tr>
<td>A S1</td>
<td>Opportunities of Health, Active Ageing European work programmes - how to participate?</td>
<td>Peter Wintlev-Jensen, Deputy Head of Unit at European Commission</td>
</tr>
</tbody>
</table>
| B S1  | From research to the market in the field of AAL: The innovation impact of the AAL Programmes | Speaker: Raquel Fernandez-Horcajada, Programme Officer, AAL  
Moderator: Karina Marcus, Director, AAL |
| C S1  | Integrated and connected care: the perspective of a German public health insurer | Christoph Rupprecht, Head of AOK’s policy and health economics department |
| D S2  | Promoting large scale deployment of smart ICT solutions that support healthy ageing through age-friendly environments | Speaker: Menno Hinkema, Senior Research Scientist, TNO  
Moderator: Anne-Sophie Parent, Secretary General, Age Platform |
| E S3  | From projects to products: aligning assets for Active and Healthy Ageing in the Silver Economy | Speaker: Rodd Bond, Director, Netwell Center, Dundalk Institute of Technology  
Moderator: Bianca Jordan, Health Sector Manager, Research and Innovation, Atos |
| F S8  | Success factors and best practices in Pre-commercial Public/Private Procurement | Speaker: Andreu Catala, Director  
Moderator: Nick Guldemond, Associate Professor Integrated Care & Technology  
Universitat Politècnica de Catalunya |
| G 0/LT02 | Can we affect the rate of technology adoption in Public Sector care service delivery? | Ben Ramsay, Business Development Director, Care Innovations |
| H S10 | The initiatives and progression in the city of Valencia in the field of eHealth & EIPAHA | Antonio Cano, Professor of Obstetrics and Gynaecology, University of Valencia |
### Appendix A

**‘Meet & Debate’ Table Sessions**

**Afternoon Session 4 - 14:45 – 15:30**

<table>
<thead>
<tr>
<th>TABLE</th>
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<tr>
<td>A S1</td>
<td>Delivering impact in population health and well-being programmes</td>
<td>Jean-Denis Cuvelier, Development Director Healthways France &amp; Europe</td>
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<tr>
<td>B S1</td>
<td>Financial Incentives to Drive Investment: &quot;How can the EIP create the correct financial incentives to attract the large investment needed to treat conditions of age such as dementia.&quot;</td>
<td>Ian Smyth, Commercial Leader – Director, Janssen</td>
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<tr>
<td>C S1</td>
<td>Can we affect the rate of technology adoption in Public Sector care service delivery?</td>
<td>Ben Ramsay, Business Development Director, Care Innovations</td>
</tr>
<tr>
<td>D S2</td>
<td>The Health &amp; Wealth program at University of Brescia: an interdisciplinary education model for leading innovation in Healthcare and Industry-Academia interoperability</td>
<td>Alessandro Monaco, Healthcare professional, University of Bresia, Italy</td>
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<tr>
<td>E S3</td>
<td>The eHealth manifesto: a call to action for a healthier Europe</td>
<td>Pantelis Angelidis, Founder &amp; President, Vidavo</td>
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<tr>
<td>F S8</td>
<td>&quot;Nutrition as a determinant of frailty&quot;: Testing and implementing an integrated approach to nutrition for active and healthy aging: from assessment to personalized interventions</td>
<td>Maddalena Illario, Research &amp; Development, and Translational Medical Sciences, Federico II University, Naples</td>
</tr>
<tr>
<td>G 0/LT02</td>
<td>Digital Health as a Market, opportunities &amp; possibilities. Digital Health as the key enabler for the Active &amp; Healthy Ageing Challenge</td>
<td>Speaker: Justene Ewing, Chief Executive Officer, DHI  Moderator: Toni Dedeu, Director of Research and Knowledge Exchange, DHI</td>
</tr>
<tr>
<td>H S10</td>
<td>It is possible to accelerate the implementation of mHealth?: There are several barriers to implement mHealth. We need to know them, and to find the right enablers</td>
<td>Joan Cornet, Director mHealth Competence Center, Mobile World Capital Barcelona</td>
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</tbody>
</table>