

# Welcome to the pitching session on:

## Patient-generated evidence to improve outcomes, support decision making, and accelerate innovation

Presentation order	First Name	Last Name	Job position	Organization	Country
1	Angelie	Pham	Program Lead	University of Basel, Innovation Office	Switzerland
2	Caroline	Terwee	Professor of Outcome Measurement in Healthcare	Amsterdam UMC	Netherlands
3	Petar	Mihaylov	Business Analyst	MY Synergy	Bulgaria
4	Brett	Hauber	Patient Preference Elicitation Expert	Pfizer	United Kingdom
5	Nyrki	Rantonen	Development Manager	Helsinki University Hospital / HUS	Finland
6	Jan	Smeddinck	Co-Director and Principal Investigator for Data Analytics & Digital Interventions Development	Ludwig Boltzmann Institute for Digital Health and Prevention	Austria
7	Berat	Denizdurduran	CEO	Alpine Intuition	Switzerland
8	Alexander	Müller-Rakow	Co-founder & Senior UX Researcher	KITE Design Research GmbH	Germany
9	Aristodemos	Pnevmatikakis	R&D Director	Innovation Sprint	Belgium
10	Catherine	Lunardi	CEO	GENAIZ	Canada

If you want to interact with other participants please use the chat function on the top right corner

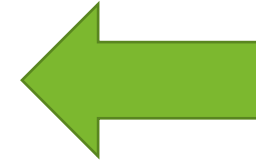
Chat

# Before we start...

- We are recording this session and it will be published on the IHI website and B2Match platform.
- We will also publish the presentation slides.

# How to contact the presenters?

Home Call days Agenda ▾ Organisations Participants Marketplace Project offers ▾ Pitchers - Call 3 Sessions



IHI Call Days			Home	Call days Agenda ▾	Organisations	Participants	Marketplace	Project offers
			13:30 - 15:00					
			Info Session - Topic: Patient input to improve patient outcomes, support innovation					
			📍 Info Session Room - 6					
			15:00 - 16:00					
			Matchmaking time - Topic: Patient evidence to improve patient outcomes, accelerate innovation					
			16:00 - 17:00					
			Pitching Session - Topic: Patient input to improve patient outcomes, support innovation, accelerate innovation					
			📍 Pitching Session Room 4					
			Thursday, December 15, 2022					
			10:00 - 11:30					
			Info Session - Topic: Combining hospital and patient data to improve patient outcomes, accelerate innovation					

	Making and a Modular Open Research Platform			Interventions Development	Digital Health and Prevention	
7	Digital twin And Virtual Immersion with human-assistive robotics coupling	Berat	Denizdurduran	CEO	Alpine Intuition	Switzerland
8	Spotlight on the users!	Alexander	Müller-Rakow	Co-founder & Senior UX Researcher	KITE Design Research GmbH	Germany
9	Collecting patient generated data: The Healthentia platform	Aristodemos	Pnevmatikakis	R&D Director	Innovation Sprint	Belgium
10	Empowering patients with data for better outcomes with a holistic federated platform	Catherine	Lunardi	CEO	GENAIZ	Canada

## SPEAKERS:



**Berat Denizdurduran**  
CEO at Alpine Intuition



**Brett Hauber**  
Patient Preference Elicitation Expert at Pfizer



**Catherine Lunardi**  
CEO at GENAIZ

# IHI Call Days | Call 3

## Empowering patients and citizens to slow down anti-microbial resistance

Contact person name: Angélie Pham

Organisation: University of Basel

E-mail: [angelie.pham@unibas.ch](mailto:angelie.pham@unibas.ch)

Link to:

- [Marketplace opportunity](#)
- [Participant profile](#)

# Challenges and objectives

**10m**

by 2050

**Annual deaths from Antimicrobial resistance could occur by 2050**

*source: The Lancet, Jan 2022*

**\$100tn**

by 2050

estimated **Antimicrobial resistance** would **cost the global economy by 2050** without further action

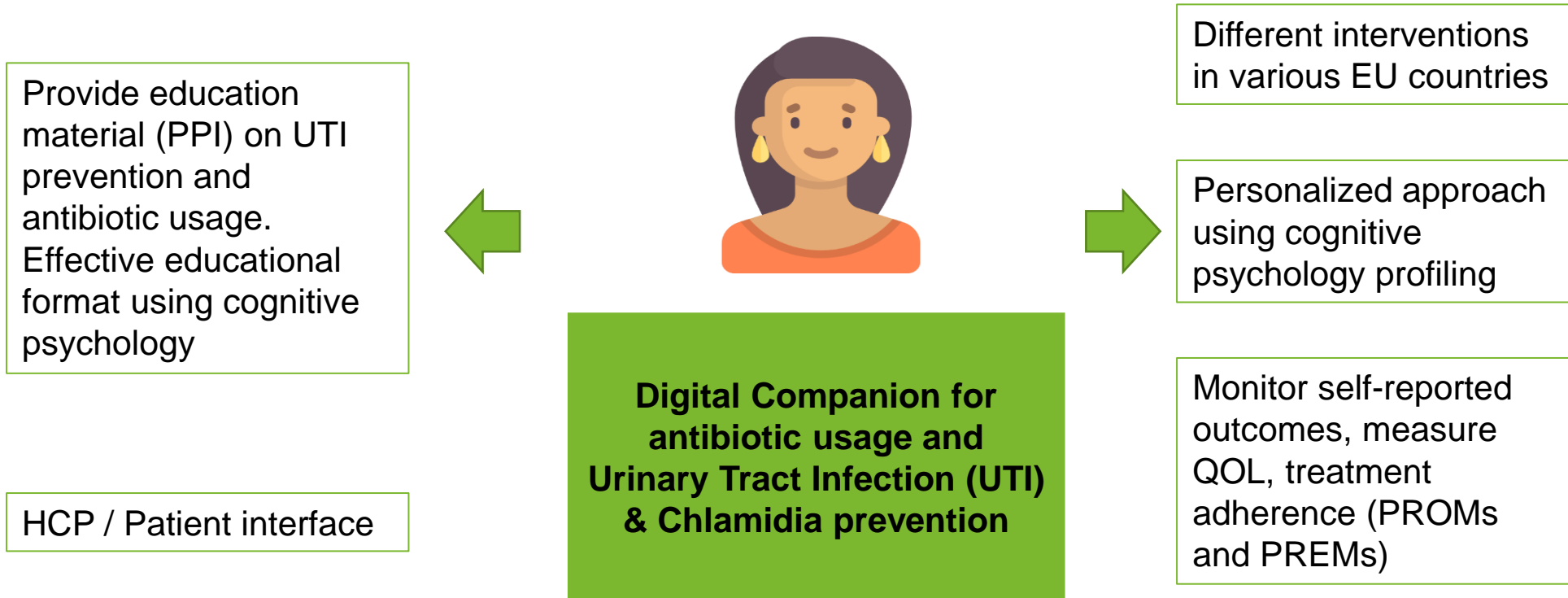
*source: AMR review 2016*

- Anti-Microbial Resistance (AMR) is a silent pandemic and one of the global challenge for humanity. Today AMR causes more deaths than HIV and Malaria.
- AMR is caused by the misuse of antibiotics and it is becoming urgent to find effective solutions to slow down the resistance and preserve the current antibiotics pipeline.



With advanced digital, data and behavioral change solutions, and we aim to empower patients and citizens as well as doctors to strengthen **prevention and improve antibiotic adherence and usage.**

# Main activities



# Expertise and resources offered

The University of Basel with our established Spearhead consortium, we will bring expertise in

- infectious diseases clinicians KOLs
- artificial intelligence and machine learning researchers
- design and UX researchers
- Health psychology researchers

# Expertise requested

- We are looking for pharmaceutical industry partners who are dedicated to fight anti-microbial resistance and/or interesting in beyond-the-pill services to support HCPs and patients (AMR affects cancer, diabetes, women's health, elderly care, cystic fibrosis...) as well as start-ups working on AMR / drug adherence digital health solutions.
- We are looking for expertise in IT and data science (industry and researchers)



# IHI Call Days | Call 3

● Patient input and patient generated evidence to improve patient outcomes, support decision making, and accelerate innovation

## Successful implementation of PROMs in integrated healthcare systems

Contact person name: prof. dr. Caroline Terwee

Organisation: Amsterdam UMC, Epidemiology and Data Science

E-mail: [cb.Terwee@amsterdamumc.nl](mailto:cb.Terwee@amsterdamumc.nl)

Link to:

- Marketplace opportunity: [IHI Call Days | Marketplace \(b2match.io\)](https://b2match.io/IHI-Call-Days/Marketplace)
- Participant profile: [IHI Call Days | Participants \(b2match.io\)](https://b2match.io/IHI-Call-Days/Participants)

# Challenges and objectives

- We aim to integrate outcomes that patients value most into routine clinical care.
  - There is large variation in PROs and PROMs used in research and clinical practice. This makes results from care and research incomparable and hampers implementation of PROMs in clinical practice.
  - Standardization is required to link data from different sources and to ensure that all patients can benefit from PROM use.
  - The PROMIS measurement system offers a solution to the many challenges of current PROM use.

# Main activities

- We participate and advise in various international consortia to standardize PROs and PROMs
- We participate in the development, linguistic translation, validation, and implementation of the PROMIS measurement system and other PROMs across the world
- We developed and distribute an evidence-based online PROM platform and implementation strategy to include PROMs in routine clinical care

# Expertise and resources offered

- Prof. dr. Caroline Terwee
- Dr. Lotte Haverman
- Dr. Benjamin Schalet



We offer expertise in all aspects of the PROM life cycle – from item writing to psychometric analysis to visual score interpretation

We have access to a large network of PROM experts and clinical groups across countries in and outside of Europe

# Expertise requested

- We are seeking a capable consortium coordinator that seeks to advance patient care with the use of PROMs
- we are open to multiple avenues for us to provide a substantial contribution to this effort

# IHI Call Days | Call 3

- Topic 2: Patient-generated evidence to improve outcomes, support decision making, and accelerate innovation

## **Innovative decision-support system improving patients' outcomes with Multiple Myeloma**

Contact person name: Petar Mihaylov

Organisation: MY Synergy

E-mail: [petar.mihaylov@mysynergy.bg](mailto:petar.mihaylov@mysynergy.bg)

Link to:

- Marketplace opportunity: [IHI Call Days | Marketplace \(b2match.io\)](#)
- Participant profile: [IHI Call Days | Marketplace \(b2match.io\)](#)

# Challenges and objectives

## Unmet needs:

- **System and methodology** to monitor and analyze Multiple Myeloma with value-based outcomes from RWD: PROMs, CROMs, PREMs and PPI;
- **Patient** informed decision about treatment;
- **Healthcare providers** support system to take decision about treatment;
- **Patients' pathways** effectiveness;
- **Research** support system to create new therapies based on RWD;
- **Institutions** support in reimbursement approval.

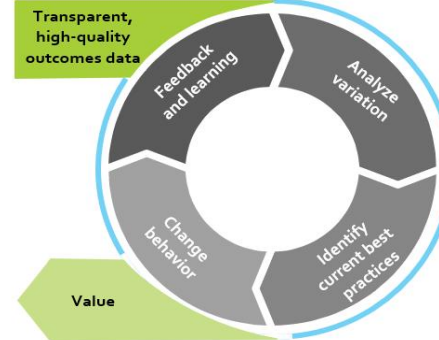


## Solution:

- **Decision-support system** for Multiple Myeloma based on patient-centered outcome measures – PROMs, CROMs, PREMs and PPI.

# Potential results

- **Improve** Multiple Myeloma therapies efficiency
- **Involve patients** in the treatment decision and care process
- **Support healthcare providers** during the treatment process
- **Support pharma** to improve therapies
- **Support institutions** in reimbursement approval decision based on RWE
- **Decision support system** with proven interoperability and data quality guaranteed and developed according to HL7 FHIR standard
- **Core system developed** in a standardized way to support multiple cancer disease areas



## Key stakeholders



- **Patients** will choose their provider based on expected outcomes and their share of the cost



- **Clinicians** will improve quality of care by comparing performance and learning from each other



- **Hospitals** will differentiate into areas where they deliver superior outcomes at competitive prices



- **Payers** will negotiate contracts based on results, not volume, and encourage innovation to achieve those results



- **Industry** will market their products on value, showing improved outcomes relative to costs



# Project timeline

## Step I – 18 months

- Platform and App development
- Data storage & data standardization based on HL7 FHIR v4.3.0 standard
- System implementation;
- Physicians' trainings on data extraction and evaluation;
- Patient on-boarding.



## II step – 12 months

- Collecting clinical data, reported from physicians (CROMs);
- Collecting patient data (PROMs, PREMs and PPI);



## III step – 6 months

- Data visualizations & dashboards;
- Outcomes monitoring;
- Continual improvement process & data analysis



# Expertise and resources offered

- **MY Synergy:** Healthtech company with 20+ health tech experts with 10+ years experience. ICHOM Implementation Partner, HL7 Gold Member, Microsoft Cloud for Healthcare gold partner
- **International consortium of Health Outcome Measurements (ICHOM):** Developing of Sets of Patient-Centered Outcome Measures, which are standardized outcomes, by a consortium of experts and patient representatives in the field. The Sets focus on what matters most to the patient.
- **National Oncology Hospital of Sofia, Bulgaria:** one of the largest, modern specialized healthcare institution of its kind in Bulgaria.
- **University Hospital “Saint Marina – Pleven”:** university hospital with modern equipment, implementing innovative medical technologies in routine practice.
- **Bulgarian Joint Cancer Network (BJCN)** is a national cancer network in the Republic of Bulgaria, an ecosystem of medical and non-medical societies with a wide range of multidisciplinary interrelations in the field of oncology.
- **Bulgarian Lymphoma Patient’s Association**, part of Lymphoma Coalition (a worldwide network of patient groups), Union for International Cancer Control, National Patient’s Organization, European Cancer Patient Coalition – ECPC and World Patients Alliance – WPA.

# Expertise requested

- PREMs & PPI partners
- Contributors

# IHI Call Days | Call 3

Topic 2. Patient generated evidence to improve outcomes, support decision making, and accelerate innovation

## **Patient VOICE: Patient Value and Outcomes in Integrated Care development and Evaluation**

Brett Hauber

Pfizer, Inc.

[albert.hauber@pfizer.com](mailto:albert.hauber@pfizer.com)

Esther de Bekker-Grob

Erasmus University Rotterdam

[debekker-grob@eshpm.eur.nl](mailto:debekker-grob@eshpm.eur.nl)

# Challenges and objectives

- Patient input is essential to effective person-centred integrated care
- Project Outputs
  - Tools for integrating PROMs, PPI, and PREMs into regulatory and HTA evaluation and shared decision making for integrated care solutions
  - Guidance for integrated care solutions that (1) are developed using structured patient input and (2) better respond to people's needs and preferences.
  - New tools
    - approaches to efficient and effectively using patient input in integrated care solutions;
    - practices that ensure patient input and patient generated data are consistent with FAIR (findable, accessible, interoperable, reusable) principles
    - standardized patient input sets composed of PROMs, PPI, and PREMs.

# Main activities

- **Implementation of 3 Patient Input Measures (PPI, PRO, PREM)**
  - Implementation science approach to using methods
- **Integrated care programs**
  - Inputs can include, diagnostics, devices, software and systems, pharmaceuticals, biologics, wearables/monitoring, and supportive care
- **Full lifecycle of integrated care programs**
  - From conception and design through evaluation, implementation, delivery, and shared decision-making
- **Multiple case studies throughout Europe**
  - Together, these will cover the full range of the program lifecycle and full range of integrated care inputs

# Expertise and resources offered

- Pfizer leading with ~20 private partners from EFPIA, MedTech Europe, Europabio, COCIR
- Academic coordinating center (Erasmus University Rotterdam) and 4 methodological academic partners *[some clinical case study partners identified]*
- Patient organizations, regulators, HTA bodies, professional societies
- Project management
- **Private/industry members working to assemble in-kind contributions of €10M over 5 years**
  - Including FTE, cash, IKOP, and IKAA
  - Including SME

# Expertise requested

- Clinical academic partners
  - Expertise in case-study disease area
  - Access to patients in multi-input integrated care setting
  - Experience in clinical practice guidelines in integrated care
- Technology partners
  - Information systems and software to collect, manage and share data in integrated care systems



## IHI Call Days | Call 3

● Patient generated evidence to improve outcomes, support decision making, and accelerate innovation (IHI call Topic 2)

# Digital Health Village

Contact person name: Mr. Nyrki Rantonen

Organisation: Helsinki University Hospital / HUS

E-mail: [nyrki.rantonen@hus.fi](mailto:nyrki.rantonen@hus.fi)

Link to:

- [HUS Marketplace Opportunity](#)
- [HUS Profile](#)

# Challenges and objectives

- Benefit in enabling the smart use of patient input and patient generated evidence gathered through digital care paths
  - Access to structured and uniform patient feedback covering a wide range of patient groups instead of a fragmented group of separate point solutions can facilitate faster market entry of patient-centric and cost-effective advanced integrated care solutions, and improved follow-up capability on the efficacy of treatment for our potential partners
  - For example, eHealth solutions to collect health data and HRQOL and other PROMS for home care in patients with heart failure to support and make the care process more fluent

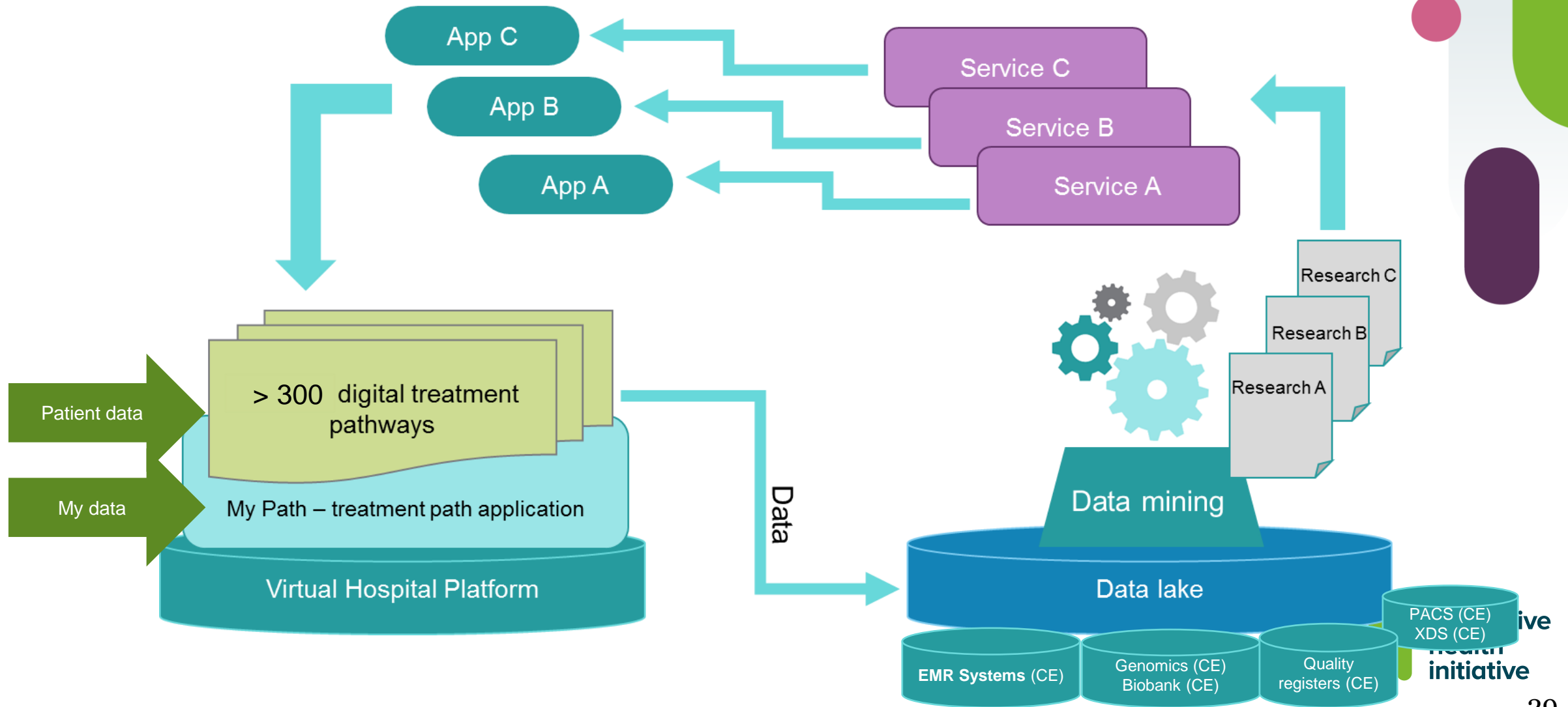
# Main activities

- The platform used will be the existing Digital Health Village, which is a collection of digital care paths, relating to both primary and secondary care
- Currently serving over 300 patient groups and purposes, digital care paths are personal and individual to the patient and function as a two-way communication channel and a means of delivering care
- Develop or expand the care paths selected as pilots
- Integrate into the selected care paths a solution for gathering patient input (PPI) and patient generated evidence (PREMs, PROMs, medical and wellness data from connected devices)
- Develop together with partners a structured framework on how the gathered data is used to gain insights and improve service to patients

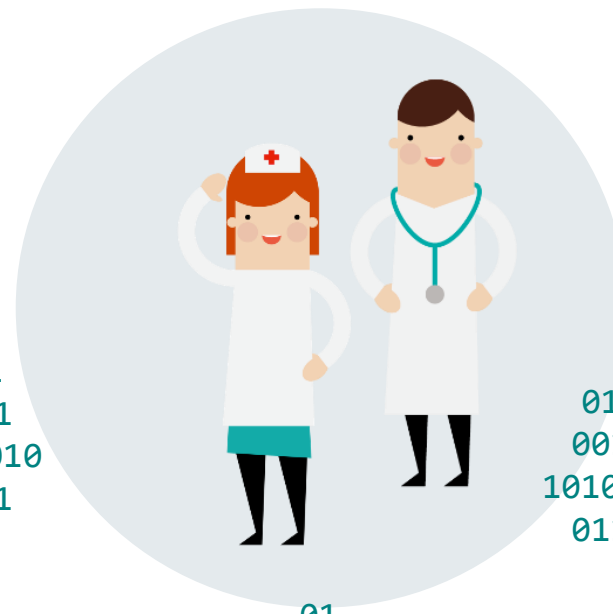
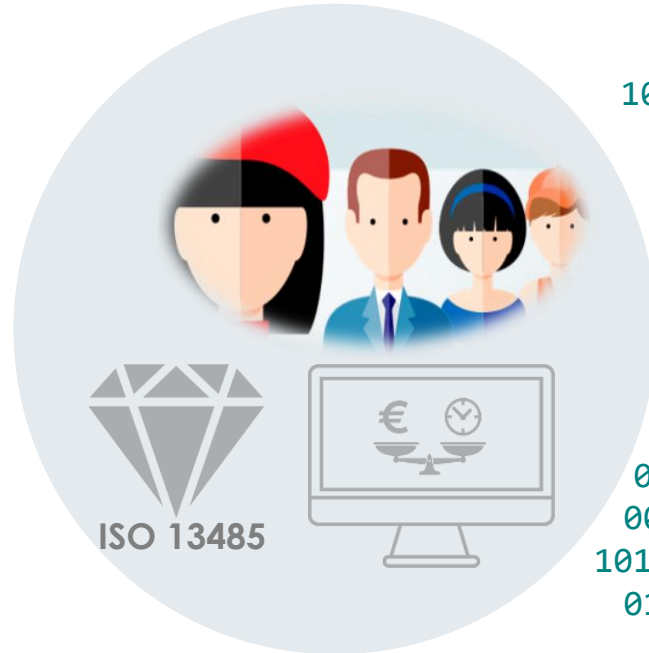
# Expertise and resources offered

- Existing Digital Health Village with hundreds of digital patient pathways
  - Jointly developed by HUS and other university hospitals in Finland, and used extensively nation-wide, Health Village offers a strong base and a head-start for this project
- Modern EMR systems Epic (Called Apotti in HUS) allowing the use of fully structured data entry including for instance fields on the essential clinical outcome measurements and PROMS
- Capabilities to process the data from Apotti to the HUS Data Lake
- Successful industry collaboration within the Clever Health Network

# health village care path "factory"



# Data-driven service development



# Expertise requested

- ➔ Other care providers / hospitals with capabilities & interest to develop, pilot, implement the framework and jointly chosen pilots
- ➔ Industry partners and SMEs that share our interest in utilizing patient centric real-world evidence (RWE) for more effective healthcare

# IHI Call Days | Call 3

- Topic 2: Patient-generated evidence to improve outcomes, support decision making, and accelerate innovation

## *Facilitating Situated and Longitudinal People-Centred Digital Health with Shared Decision Making and a Modular Open Research Platform*

Jan Smeddinck

Ludwig Boltzmann Institute for Digital Health & Prevention (<https://dhp.lbg.ac.at/>)

[jan.smeddinck@dhp.lbg.ac.at](mailto:jan.smeddinck@dhp.lbg.ac.at)

- Marketplace opportunity: <https://tinyurl.com/2ycbez4h>
- Participant profile: <https://tinyurl.com/57mxcd8j>



# Challenges and objectives

- PROMs, PPI and PREMs can facilitate more comprehensive people-centred digital health if deployed in a situated and longitudinal manner + giving equitable voice to people / patients
- Requires highly acceptable, usable and reliable tools for fostering:
  - Engagement and empowerment
  - Distribution and collection of subjective voice (e.g. questionnaires / surveys / AV-records)
  - Integration with additional measures (e.g. Patient Generated Data (PGD) via sources such as wearables)
  - Integrating existing Patient Contributed Data (PCD)

*We propose concepts that we would like to bring into a consortium that is looking for partners...*

# Main activities

- Towards an easily extensible, open source, scalable and realtime-ready platform for patient-generated evidence: Modular Open Research Platform (MORE)
- Closely integrate with developing standards (e.g. HL7 / FHIR PROs and PGD, which we already help establish)
- Tools to efficiently support patient and public involvement up to stakeholder-driven “citizen science”



# Expertise and resources offered

- LBI-DHP team: interdisciplinary & international
- Brings experience with large-scale projects... (e.g. IMI2 H20, IDEA-FAST, further H2020, Interreg projects, etc.)



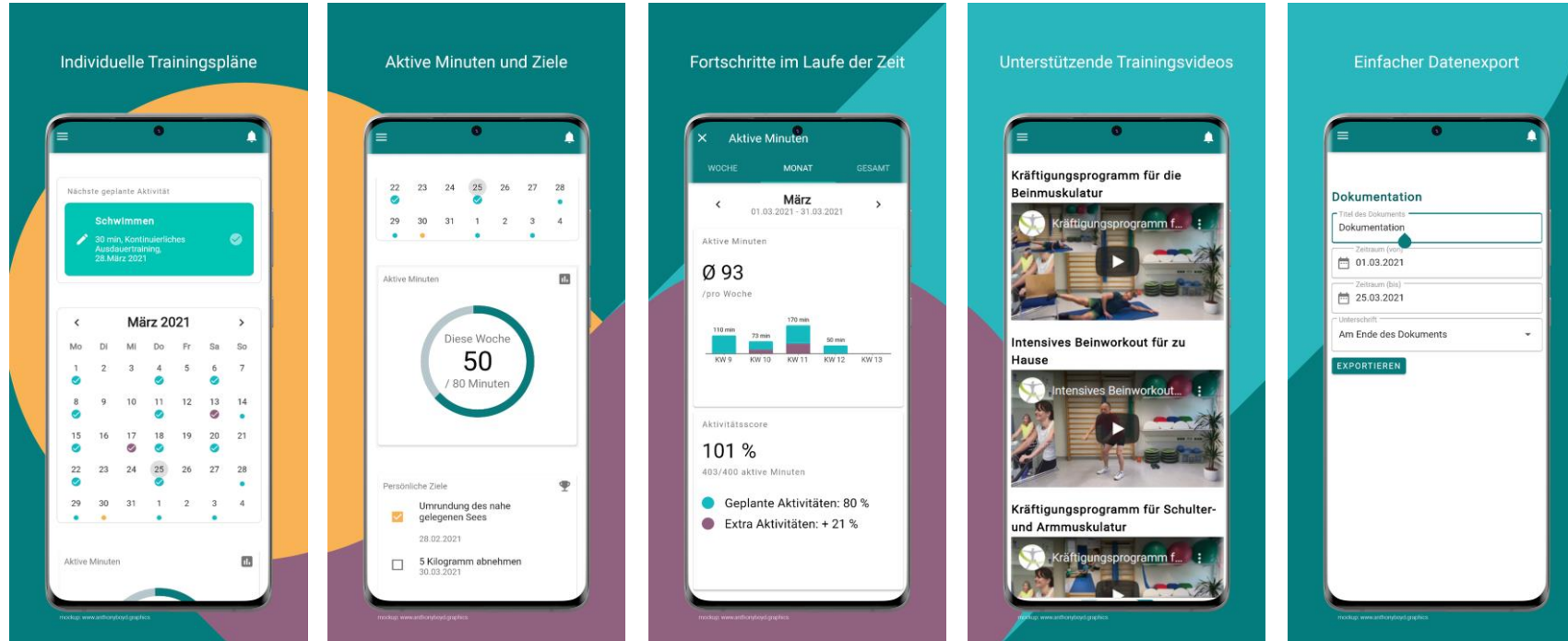
# Expertise and resources offered

Full-cycle research and development, incl. tech + OIS ...



# Expertise and resources offered

Aktivplan (planning and documenting exercise activities, shared decision-making, sustainable motivation and support)



  
**aktivplan**

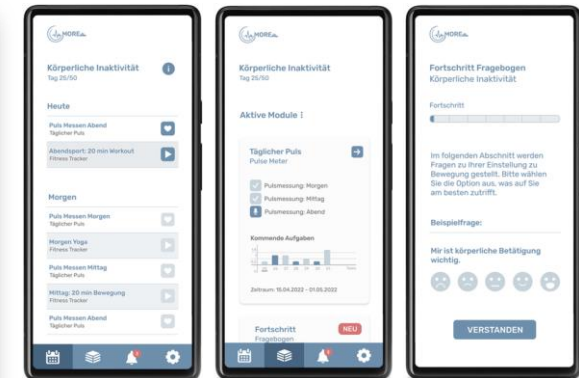
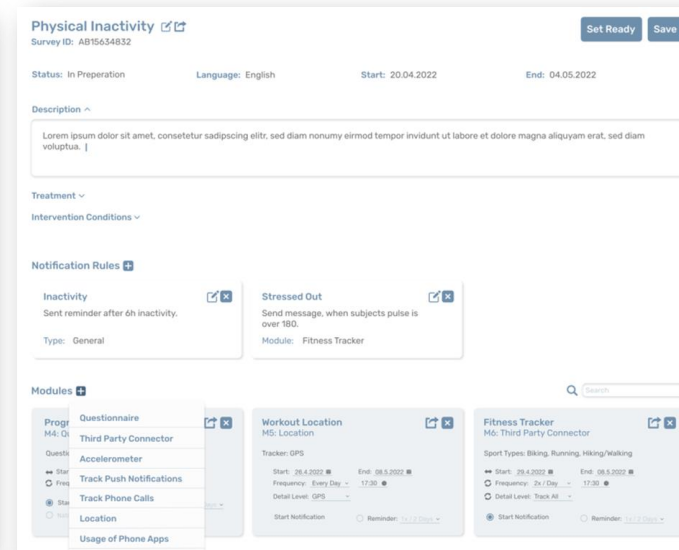
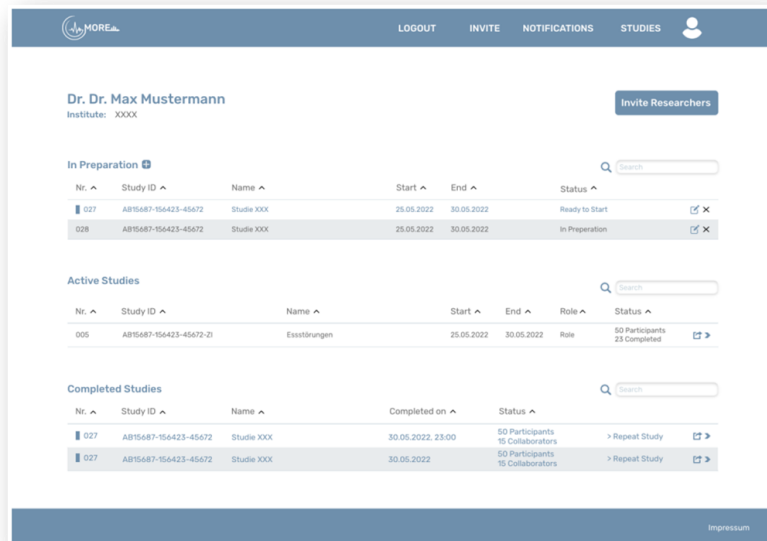
 **innovative  
health  
initiative**



# Expertise and resources offered

Modular Open REsearch Platform (MORE) Unique synergetic environment (Manager Webapp + Android/iOS)

- Iterative development, systematic study of digital health interventions + generic telehealth monitoring solution
- GDPR-ready; ideal for DiGA (and similar) evidence



# Expertise and resources offered



Unique synergetic environment and partners



# Expertise requested

*Would be excited to collaborate: esp. with consortia seeking a dynamic digital health research and innovation unit with sound technical skills and thorough scientific / research expertise...*

We bring:

**Full-Cycle Research and Development in Digital Health and Prevention and a Modular Open Research Platform**

+

**Innovative Concepts for: Facilitating Situated and Longitudinal People-Centred Digital Health with Shared Decision Making**

<https://dhp.lbg.ac.at/>





# IHI Call Days | Call 3

- Patient input and patient generated evidence to improve patient outcomes, support decision making, and accelerate innovation

## Digital twin And Virtual Immersion with human-assistive robotics coupling

Contact person name: Berat Denizdurduran

Organisation: Alpine Intuition

E-mail: berat.denizdurduran@alpineintuition.ch

Link to:

- [Marketplace opportunity](#)
- [Participant profile](#)

# Challenges and objectives

## Challenges

- ❑ The interaction strategy between the machine and the human is still an open question
- ❑ Very painful and extensive process for patients
- ❑ Costly procedures that requires strong coordination between clinicians, medical doctors and engineers
- ❑ Low-tech on site treatment is outdated

## Objectives

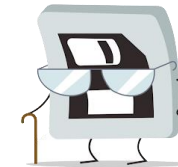
- ❑ Emerging technologies (AI, AR/VR, IOT etc.)
- ❑ Availability of data for personalized solutions
- ❑ Increase in need for more engaging rehabilitation



Patients are struggling



Expensive physiotherapist visits



Outdated technology

# Main activities

- Automate the creation of digital twin simulations for assistive robotic devices
- Assessment of the adequacy of using in-silico simulations on controller design for assistive robotic devices
- Build a pipeline of sim-to-real controller transfer
- Validation of the technology on patient data

# Expertise and resources offered

- Expertise in artificial intelligence, machine learning and robotics simulation. It maintains a
- Transverse expertise in linking physical devices with cloud based environments.
- Different proof-of-concepts have been developed in the field of computer vision, machine learning and robotics simulations.
- Existing partnerships
  - EPFL Biorob and Rehaassist
  - Autonomyo
  - Intel Neuromorphic Research Community
  - VasCage Austria
  - Neurorobotics at TU Munich

# Expertise requested

- We are looking forward to partnering with
    - Research labs
    - Companies
- in the field of assistive robotic devices and AR/VR

# IHI Call Days | Call 3

## Topic 2

# Spotlight on the users!

The KITE logo consists of the word "KITE" in a bold, black, sans-serif font. The letters are positioned over a light blue, irregular polygonal shape that serves as a background for the text.

**Contact people** Marie Beuthel, Prof. Alexander Müller-Rakow

**Organisation** KITE Design Research GmbH

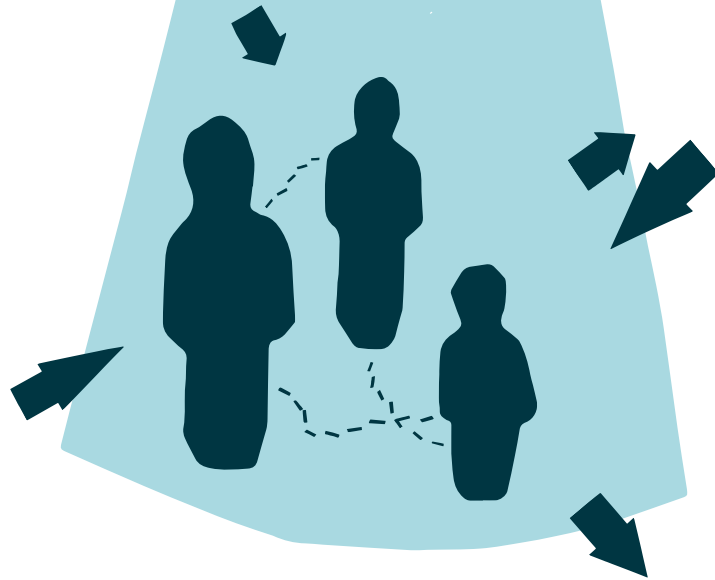
**E-mail** [marie@kite.design](mailto:marie@kite.design) [alexander@kite.design](mailto:alexander@kite.design)

**Link to**

- [Marketplace opportunity](#)
- [Participant profile](#)
- [www.kite.design](http://www.kite.design)

# Challenges and objectives

We generate a deep understanding of the people and their lifeworlds...



...to create meaningful products, services and systems.

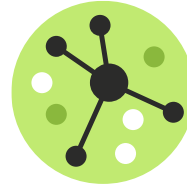
# Main activities

## Improve Collection & Integration of Patient Input



### Concepts for

- Context-tailored methods & participatory formats (PROMs/PPI/PREMs)
- Creative implementation of methods (PROMs/PPI/PREMs)



### Strategies for

- Integration of patient-generated data in the health care continuum
- Integrated healthcare solutions



# Main activities

## Improve the Use of Patient Input



### Visualizations of

- Project timelines
- Patient Input Value
- Patient Reports (PROMs)
- Best/Worst Case Scenarios (PPI)
- Service Feedback (PREMs)

=> designing FAIR\* data



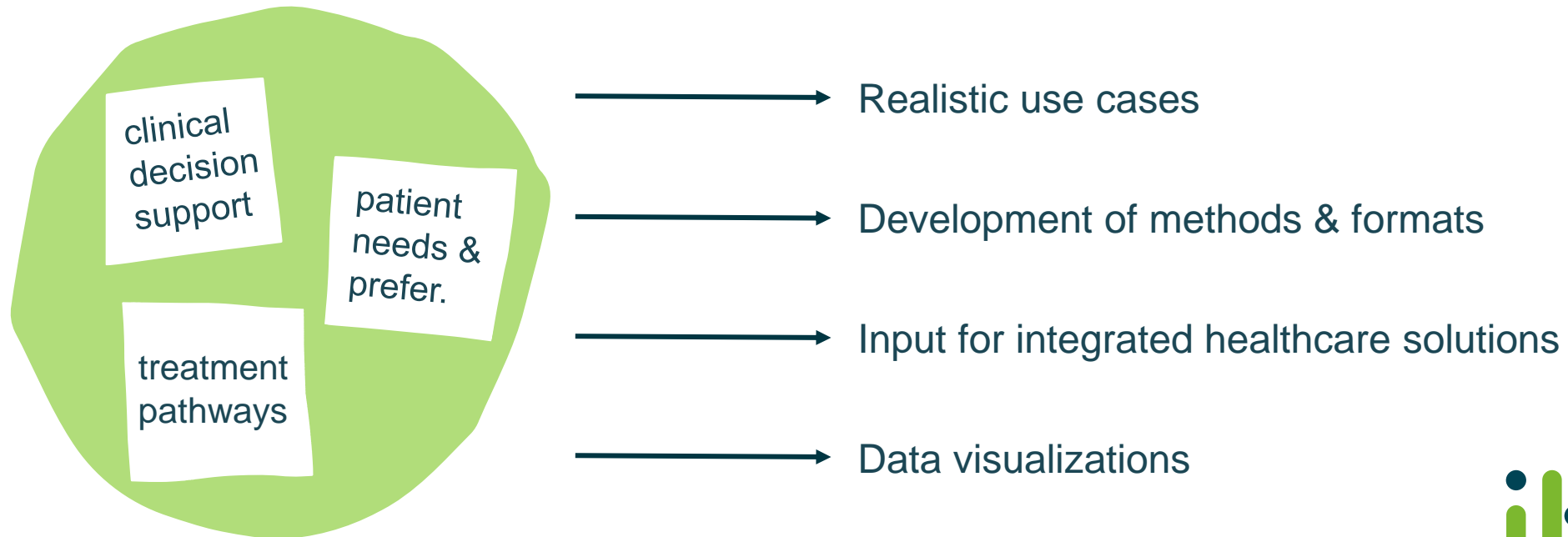
### Use Cases for

- Visualizations (incl. guidelines for implementation)
- Specific methods & formats
- Integrated/complementary use of PROMs/PPI/PREMs

\*findable, accessible, interoperable, reusable

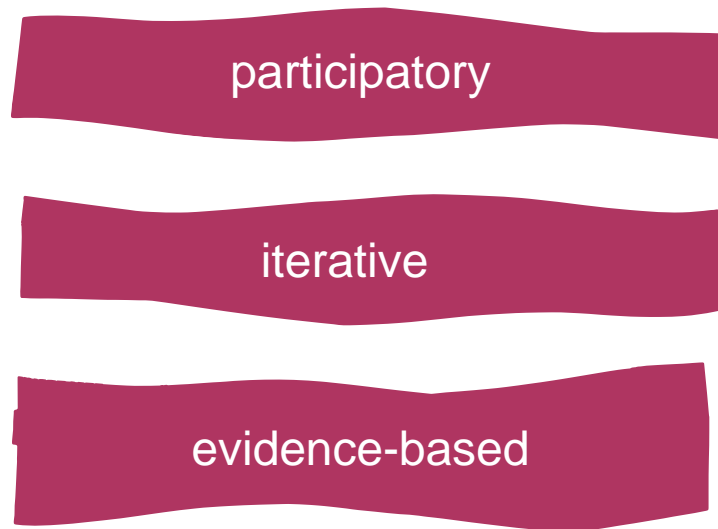
# Our expertise

**We gain, map and translate insights –**  
making them usable for all project partners and research phases



# Our approach

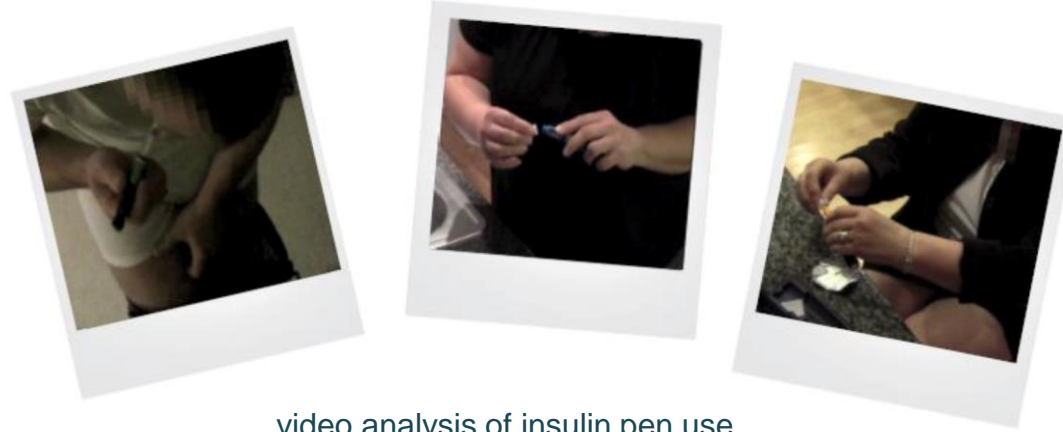
**We ensure patient involvement at every crucial step  
and facilitate data integration:**



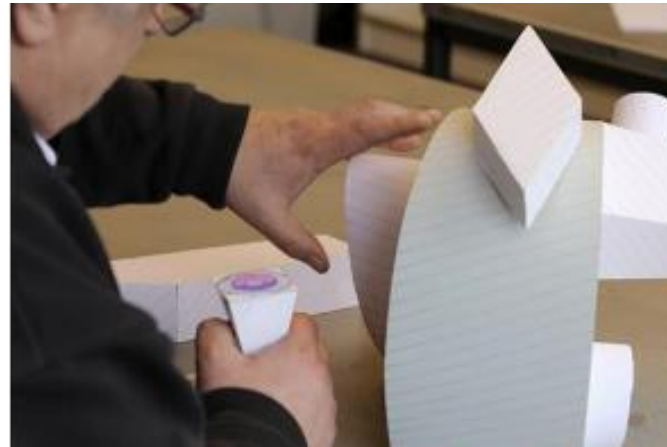
# Past projects



workshop with dementia patients



video analysis of insulin pen use  
at home



co-creation with patients

# Past projects

## Collaborations in medical context



novo nordisk

## Other research projects



## Academic projects



# Expertise requested

- Consortia that
  - already exist or are forming
  - are interested in incorporating a holistic, user-centered approach

# IHI Call Days | Call 3

- Patient generated input & evidence  
Collecting patient generated data:  
The Healthentia platform

Aristodemos Pnevmatikakis

Innovation Sprint

[apnevmatikakis@innovationsprint.eu](mailto:apnevmatikakis@innovationsprint.eu)

Marketplace opportunity: <https://ihi-call-days.ihi.b2match.io/participations/198401/opportunities>

Participant profile: <https://ihi-call-days.ihi.b2match.io/participations/198401>

# Challenges and objectives

- Chronic disease patients are mostly away from clinical setting
  - Collect RWD from patients' everyday setting
  - Maintain patient adherence in the long run
  - Remote patient management



# Main activities

- Healthentia eClinical platform
  - Patient companion mobile app
  - Healthcare professional portal app
  - Data management & processing platform

# Expertise and resources offered

- Healthentia, an e-Clinical platform by Innovation Sprint, facilitates the complete patient data cycle, including collecting, managing, understanding and visualizing patients' Real-World Data
- Healthentia is a class I medical device, currently under evaluation for class IIa, used by large pharma and healthcare organizations across Europe
- Innovation Sprint is the 2022 winner of the Disruptive Health category of the Innovation Radar awards

# IHI Call Days | Call 3

Topic 2: Patient-generated evidence to improve outcomes, support decision making, and accelerate innovation

*Empowering patients with data for better outcomes with a holistic federated platform*

Contact person name: Catherine Lunardi

Organisation: GENAIZ

- [Marketplace opportunity](#)
- [Participant profile](#)

# Challenges and objectives

- What problem are you trying to solve?

The citizen, nor the healthcare ecosystem have a comprehensive overview of the data available, and therefore is very challenging to fully use this data to its maximum potential, by providing reliable evidence to decision-makers to improve health outcomes for their population.

- Is your project suitable for IHI?

Yes. GENAIZ aims to facilitate the development and implementation of integrated healthcare solutions based not only PROMs, PPI, PREMs, but also lifestyle data to have a full and holistic picture of patients' wellbeing to improve their outcome.

- Give concrete example of potential results and expected impact

1. Develop a framework to integrate patient input: decision makers and researchers will have new methodologies to integrate data
2. Develop the infrastructure to create this data mesh, federate it, all in a secure, private and efficient manner : researchers will have access to interoperable, quality data and derived outcomes
3. Case study with a rare disease that will lead to new methodologies: demonstrate the applicability of framework and infrastructure in a real situation

# Main activities

- 1) Developing a framework to integrate patient input (PROMs, PPI, PREMs) and patient-generated data (digital health data/digital biomarkers) for use in decision making
- 2) Two or three case studies to support framework including the GENAIZ platform to federate data
- 3) Facilitating multi-stakeholder access to patient inputs and patient-generated health data such that actionable harmonised data can be used for quality decision making through platform training.
- 4) Developing an approach or approaches to integrating PROMs, PPI, and PREMs data into the design of core outcomes sets, end-to-end patient treatment pathways, clinical decision support systems, and treatment guidelines.

# Expertise and resources offered

## Confirmed

GENAIZ: Platform to handle data and generate insights

**Up to 4M euros IKOP contributions during 3 years**

## Demonstrated interest to participate in our proposal

Academics for the case studies: Swansea University, McGill University, Universitat Jaume

Data providers: Groupe Jolimont, Groupe Sedna, Respiratory Innovation Wales,

AI providers : MoovAI, SoftBricks, Respiratory Innovation Wales, Montrium, Tryolabs

# Expertise requested

- Project Management and coordinator partner
- Research Institutes: Academics with expertise in PROMs, PPI and PREMs to collect and interpret this data;
- Large companies: Biopharma companies, sensors designers or devices manufacturers;
- SMEs that are willing to share their data to demonstrate the feasibility of the GENAIZ federated platform;
- SMEs developing AI for the Life Sciences sector;

# Pitching session on:

## Patient-generated evidence to improve outcomes, support decision making, and accelerate innovation

Presentation order	First Name	Last Name	Job position	Organization	Country
1	Angelie	Pham	Program Lead	University of Basel, Innovation Office	Switzerland
2	Caroline	Terwee	Professor of Outcome Measurement in Healthcare	Amsterdam UMC	Netherlands
3	Petar	Mihaylov	Business Analyst	MY Synergy	Bulgaria
4	Brett	Hauber	Patient Preference Elicitation Expert	Pfizer	United Kingdom
5	Nyrki	Rantonen	Development Manager	Helsinki University Hospital / HUS	Finland
6	Jan	Smeddinck	Co-Director and Principal Investigator for Data Analytics & Digital Interventions Development	Ludwig Boltzmann Institute for Digital Health and Prevention	Austria
7	Berat	Denizdurduran	CEO	Alpine Intuition	Switzerland
8	Alexander	Müller-Rakow	Co-founder & Senior UX Researcher	KITE Design Research GmbH	Germany
9	Aristodemos	Pnevmatikakis	R&D Director	Innovation Sprint	Belgium
10	Catherine	Lunardi	CEO	GENAIZ	Canada

*If you want to interact with other participants please use the chat function on the top right corner*

Chat



# How to contact the presenters?

Home Call days Agenda ▾ Organisations Participants Marketplace Project offers ▾ Pitchers - Call 3 Sessions



IHI Call Days			Home	Call days Agenda ▾	Organisations	Participants	Marketplace	Project offers
			13:30 - 15:00					Info Session - Topic: Patient input to improve patient outcomes, support innovation 📍 Info Session Room - 6
			15:00 - 16:00					Matchmaking time - Topic: Patient evidence to improve patient outcomes, accelerate innovation
			16:00 - 17:00					Pitching Session - Topic: Patient input to improve patient outcomes, support innovation 📍 Pitching Session Room 4
			Thursday, December 15, 2022					
			10:00 - 11:30					Info Session - Topic: Combining hospital and patient data to improve patient outcomes, support innovation

	Making and a Modular Open Research Platform			Interventions Development	Digital Health and Prevention	
7	Digital twin And Virtual Immersion with human-assistive robotics coupling	Berat	Denizdurduran	CEO	Alpine Intuition	Switzerland
8	Spotlight on the users!	Alexander	Müller-Rakow	Co-founder & Senior UX Researcher	KITE Design Research GmbH	Germany
9	Collecting patient generated data: The Healthentia platform	Aristodemos	Pnevmatikakis	R&D Director	Innovation Sprint	Belgium
10	Empowering patients with data for better outcomes with a holistic federated platform	Catherine	Lunardi	CEO	GENAIZ	Canada

## SPEAKERS:



**Berat Denizdurduran**  
CEO at Alpine Intuition



**Brett Hauber**  
Patient Preference Elicitation Expert at Pfizer



**Catherine Lunardi**  
CEO at GENAIZ



Thank you for your attention

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