



HEALTH
2CARE



Cross-sector alliance
for personalised medicine

Specification for market studies related to health sector /personalized medicine



The HEALTH2CARE project is a 2-year initiative (2014 – 2015), co-funded by the CIP program (Competitiveness & Innovation) of the European Commission (DG Enterprise) coordinated by the Rhône-Alpes Region. It aims, firstly, thanks to collaboration between clusters – I-CARE Cluster, Lyonbiopole, Minalogic, and Plastipolis - to enhance the cross-sectorial cooperation in the field of personalized medicine.

HEALTH2CARE aims to gather different technological and applied sectors in Rhône-Alpes as biotechnologies, medical devices, plastics, nanotechnologies, software, to investigate new value chains by an open innovative approach. Personal medicine mobilizes various techniques and skills, going often beyond the perimeter of existing partnership between actors. Clusters involved in the initiative have a key role to enhance this interdisciplinarity and in-fine to reinforce the competitiveness of companies, more specifically SMEs, on this innovative and emerging sector.

To foster the emergence and the growth of innovative solutions, 2 calls for Expression of interests will be launched between 2014 and 2015 in the frame of HEALTH2CARE. After a selection by a jury of European experts called the Innovation advisory group (IA), support services will be offered to the most promising applications; this support will particularly be provided by the implementation of financial envelopes, so-called “**Innovation vouchers**”, in order to benefit from **support of European consultants**.

Apart from this support, project owners will also have access to specific studies on the challenges linked to personalized medicine. Two separate studies will give a general overview of the following topics:

1. *Select 3 to 4 European countries (Germany, France, UK, Denmark) representative of different approaches to the personalized medicine challenges and get knowledge of the specificities of the healthcare sector (on business and policy approach) within the chosen countries (regulatory requirements, market access, local reimbursement policies, local healthcare system organisation, health practices in different selected countries, recycling of devices, e-health business models...)*
2. *Identify relevant sources of funding and capital investment for SMEs working on technologies related to health (biotech, medtech, nanotech etc...)*

Those specific studies will be driven by different experts and answer the needs of the companies involved in the Health2CARE initiative. The needs of the healthcare / personalized medicine companies interviewed are listed below by category.

Field of expertise required: healthcare business sector in Europe

For each criterion, please mention if you have expertise or not.

	Yes/No
Expected support: Study on 4 countries representing different approaches of the personalized medicine field (Germany, France, UK, Denmark) in Europe	
<ul style="list-style-type: none"> • Knowledge of the regulatory requirements 	
<ul style="list-style-type: none"> • Knowledge of the market access: company business models, distribution network, partner search, main players... 	
<ul style="list-style-type: none"> • Presentation of the local reimbursement policies 	
<ul style="list-style-type: none"> • Description of the national healthcare system 	
<ul style="list-style-type: none"> • Description of health practices in each country 	
<ul style="list-style-type: none"> • Medical waste and recycling of medical devices in each country 	
<ul style="list-style-type: none"> • Existence of “e-health” business models in each country 	
Expected deliverables:	
<ul style="list-style-type: none"> • Completion of a study highlighting the specificities of each country 	
Required competencies:	
<ul style="list-style-type: none"> • Knowledge of the healthcare sector key issues (business and policies...) 	
<ul style="list-style-type: none"> • International Business development (market studies, sales networks) 	
<ul style="list-style-type: none"> • Healthcare practices and organization per country, knowledge of the personalized medicine field 	
Required experience:	
<ul style="list-style-type: none"> • Knowledge of the Healthcare sector and, if possible, of the personalized medicine field 	
<ul style="list-style-type: none"> • Successful experience in advising entrepreneurs and accelerating their business development, especially in the healthcare field in Europe 	

Field of expertise required: Identify relevant sources of funding and capital

For each criterion, please mention if you have expertise or not.

	Yes/No
Expected support:	
<ul style="list-style-type: none"> Identify the relevant sources of funding and capital investment for the companies working in the field of health /personalized medicine (private equity, business angels, private funds...) 	
<ul style="list-style-type: none"> Identify potential financial partners for innovative projects in personalized medicine in Europe (specialized network) 	
<ul style="list-style-type: none"> Give advice on the financial means to reinforce owner's equity and finance a development project 	
<ul style="list-style-type: none"> Advantages and disadvantages of each option for the project owner 	
<ul style="list-style-type: none"> Give advice on how to present once healthcare project in front of a financial partner to raise funds or subscribe for a bank loan 	
Expected deliverables:	
<ul style="list-style-type: none"> Completion of a study highlighting the different options to search for an investor in the development phase of an innovation project 	
Required competencies:	
<ul style="list-style-type: none"> Preparation to fund raising, appropriate network in the European financial network 	
Required experience:	
<ul style="list-style-type: none"> Successful experience in bringing entrepreneurs towards fund raising or bank loans applications 	
<ul style="list-style-type: none"> Knowledge in the field of company creation and innovation support in Europe (network, investment funds, business angels) 	

Compulsory supporting documents

Please, note that each expertise has to be proved: for each associated criteria, give examples of performed works

Format to be used (in addition to the current form):

- Presentation of the company
- Expertise in the HEALTH sectors
- Short CV of consultants
- Daily fee

Further request

We kindly ask you to read carefully the Health2CARE specifications before applying. Don't hesitate to contact your Health2CARE contact point for more information.

Health2CARE contacts:

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