

Health Innovation Space

Your testbed environment for a
successful market entry in Germany



Kofinanziert von der
Europäischen Union

ZUKUNFTSREGION
HANNOVER-HILDESHEIM



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Application round Spring 2024

Project structure, partners & selection criteria

Plattform for a successful market entry into the German Healthcare System

The Health Innovation Space supports companies from the healthcare sector in making their product developments fit for the German healthcare market. Successful market entry requires the expertise of healthcare personal, the results of patient treatments and a mature concept for refinancing. Therefore, the Health Innovation Space offers a platform for a test environment at a healthcare provider in the Hanover & Hildesheim area and, in addition, the perspective of a statutory health insurance company.

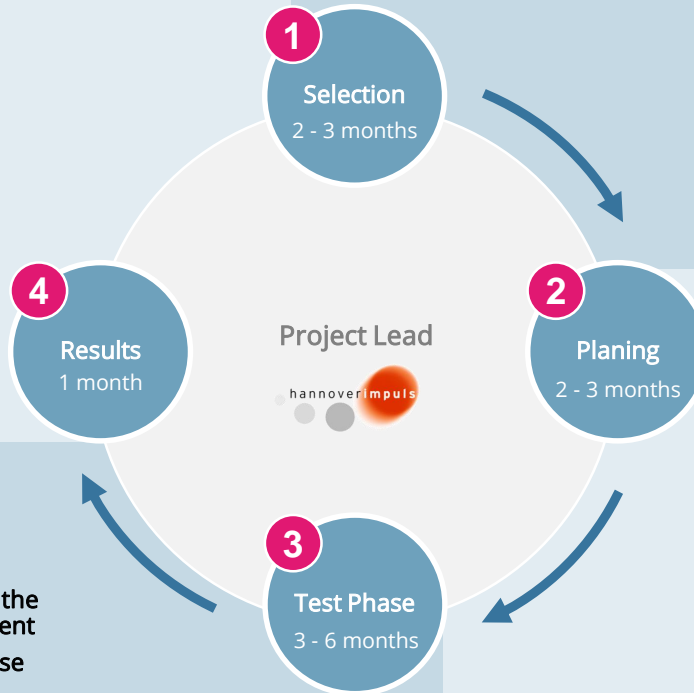
We will guide you through our 4-phase concept, starting with a multi-stage selection process with our partners, a comprehensive planning process, the implementation of the project and a final discussion of the results. **Participation in the Health Innovation Space enables you to generate valuable feedback and test results from the perspective of users and payers**, which can then be used for your next steps. For example, negotiating selection contracts, larger-scale studies, applying for funding projects or even a subsequent direct sales launch.

The Health Innovation Space is a project of the Hannover-Hildesheim Future Region and part of the Digital Health City Hannover.

The four phases of a project round

4. Results:

- **Result evaluation**
- Feedback
- Reviewing the next steps



3. Test Phase:

- **User training**
- **Product introduction into the designated test environment**
- **Accompanied project phase of the InnoSpace**

1. Selection:

The three-stage selection process:

- **1) Pre-selection of the top 5 companies**
- **2) "Innovation Pitch" – "Innovation Pitch" - 5-minute online pitch & 15-minute Q&A session with the jury.**
- **3) Workshop – in person 60 minute presentation & discussion with project partners and future team colleagues.**

2. Planning:

- **Definition of Project goal**
- **Development of a test protocol** including all three perspectives: healthcare provider, payer & company
- **Development of a project plan**
- **Any contractual agreements** (employment contracts, confidentiality agreements, data protection, etc.)
- **Budget planning**
- **Funding options**

Health Innovation Space Partners

Project partners for this
application round:



Mein Weg!
soziale Hilfen



Extended circle of
partners and initiators:*



Project lead:



*we are open to include additional service vendors
and funders in the following project rounds

Projectpartners for Spring 2023

Mein Weg!

soziale Hilfen

Mein Weg! Soziale Hilfen

Mein Weg! Soziale Hilfen supports people with psychological, physical or intellectual disabilities to live a content and autonomous life in their own home. A long-term and trustful connection as well as regular appointed meetings are the foundation of the joint work to take the next steps into autonomy. Mein Weg supports people close to their every day life, which enables them to participate in all important aspects of their life.



Daheim STATT HEIM

With examined caregivers, Daheim STATT HEIM delivers at-home nursing around the clock. Specially educated nurses take care of the patients individual care, whether it's wound care or the nursing of diabetical patients. Their key skills include punctuality, reliability and familiarity, so their patients feel well cared for.



AOK Lower Saxony

The AOK is the largest health insurance company in Lower Saxony (with a market share over 38 percent). Over 2.9 million health insured people can rely on the protection of a strong community. They are represented at over 100 locations between the North Sea and the Harz Mountains. The AOK employs around 6,800 people. The budget for health and long-term care insurance contains around 14 billion euros.

Project round spring 2024

Wanted innovations & Selection criteria

The InnoSpace projectpartners search explicitly for innovations meeting the following criteria:

outpatient social aid, youth welfare, family aid, Integration support, outpatient care, daycare

Focus: Employee development, digital communication (internal, external), digital documentation

Topics:

Digital (after-) care

Case management
Efficiency in resources at work
Integral consideration
Online consultation
Secure web use internal/external
= Focus of AOK

Learning management software

Digital education
Efficiency at work

Competence management

Monitoring
Talents
Candidate management
Personality development



Mein Weg!
soziale Hilfen



Requirements & necessary documents: display the quality management plan, DSGVO conformity



Application

Please provide us the following
information by January 31st, 2024.

Application - Factsheet

Company name:

Product name:

Your name:

Number of employees:

In which countries are you already operating?

Do you have an office in Germany?

What is your current funding status?

Is your product CE-certified, if yes through which regulation?

Is your product DSGVO compliant?

Please answer all questions
on the left side and attach
this slide as cover to your
pitchdeck

Application - Company pitch

Questions

- What problem are you solving?
- Who is your target customer? Who will use your product/service?
- What is the current gold standard in your field technology wise & in terms of competition?
- What is your technological approach?
- What are the use cases?
- What is your USP?
- What is the current status of your project and what are your next steps ?
- What points of contact do you have in the social and health sector?
How can your product be used there?
- What does your company expect from us?

Please hand in a short pitch deck to introduce your company and your product by answering all the questions beside

Deadline:

January 31st, 2024

Online Project Introduction

We would like to inform you all about the Health Innovation Space, your testbed environment for a successful market entry in Germany

What can you expect?

- ❖ Short introduction about the Health Innovation Space and the four project phases
- ❖ Get to know the project partners of this application round: “Mein Weg – Soziale Hilfen”, „daheim STATT HEIM“ and AOK Niedersachsen
- ❖ Q&A Session for your questions regarding the project, the partners and the application process

Januar 16th, 2024

11:00 – 11:45 am (CET)

Zoom

Please register

> HERE <

Contact & Information

Participating at the Health Innovation Space is **free of cost** for all project participants (Companies, funders and service providers).

No personell costs, travel costs, courses or other expenses will be reimbursed.

Any costs of material that might occur during the testing phase, will be collected within the project plan. Afterwards we verify if they can be reimbursed through funding and how they can be divided between project participants.

A rough estimate of possible costs can already help during the selection process in the selection phase.

The company agrees that the application documents can be shared and saved in the circle of all partners.



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