

# **OPTIMISING THE INNOVATION ENVIRONMENT TO TACKLE HEALTHCARE CHALLENGES THROUGH A SYNERGISTIC APPLICATION OF HTA AND PPI**

**A summary of the EcoQUIP Plus workshop delivered at the European Health Management Association (EHMA) Annual Conference in Rome, June 2023**

## **Background**

EcoQUIP Plus prepared and delivered a workshop session at the EHMA Annual Conference in Rome on 6 June 2023, with the overall subject of the conference being 'Health Management: Sustainable Solutions for Complex Systems'. Here we provide a summary of the session, which we hope will present some new ideas to enhance the wider innovation environment around healthcare systems.

Innovation is crucial to address the numerous health challenges today's society is facing. In fact, new innovative technologies and approaches can improve healthcare outcomes and enhance patient experience. However, innovation alone is not enough. Having an innovation-friendly environment within healthcare organisations is necessary to ensure that new solutions can be effectively adopted and scaled up. This requires a cultural shift towards a mindset that embraces innovation and recognises the potential of these new technologies and approaches to tackle complex challenges. There are two specific, existing processes that could potentially work together to create an effective way of approaching such challenges, and it was these processes on which the workshop was focused: Public Procurement of Innovation (PPI) and Health Technology Assessment (HTA). Leveraging these two approaches provides the opportunity for healthcare systems to drive positive change and create a more sustainable and competitive sector.

Public Procurement of Innovation (PPI) is a procurement process that provides a practical means for healthcare organisations to stimulate innovation to address their unmet needs and improve the quality and efficiency of healthcare services through the uptake of new solutions. While PPI is a relatively new process, its uptake is increasing and is actively encouraged by the European Commission as a pillar for driving innovation and stimulating growth, thus ultimately leading to a more sustainable and competitive healthcare sector in Europe. PPI has already had more than a few success stories across the public sector, including the healthcare sector.

Health Technology Assessment (HTA) is a systematic and multidisciplinary assessment process of health technologies, developed to inform decision-making while considering medical, economic, social, and ethical aspects and adopting a comparative approach. HTA can assess the safety, effectiveness, and cost-effectiveness of new technologies, evaluate their implications and GDPR compliance, and identify those that are most effective in improving patient and societal outcomes. HTA can therefore work hand-in-hand with PPI to help new solutions build an evidence base to support business models and ensure wider market uptake.

## **HTA and PPI for Better Decision-Making**

Our speaker and panelist, Dr. Laura Sampietro-Colom (Deputy Director of Innovation and Head of the Health Technology Assessment Unit at the Hospital Clinic of Barcelona and President of AQuAS Board of Director), introduced HTA as a multidisciplinary process that uses explicit methods to determine the value of health technologies at different points in its lifecycle, informing decision-making for an equitable, efficient and high-quality healthcare system. PPI, on the other hand, utilises the public sector's purchasing power to adopt innovative solutions that are not yet available on large-scale commercial basis. She emphasised the potential for synergy between HTA and PPI, where HTA can provide evidence to support decision-making in the procurement process, ensuring the selection of efficient, safe, and cost-effective solutions.

## **Leveraging PPI and HTA for Innovative Solutions**

One of the other speakers at the workshop, Ms. Rossana Alessandrello (Value Based Procurement Director at AQuAS – Salut) focused on how an innovation-friendly environment can effectively address healthcare challenges through the synergistic application of HTA and PPI. By defining the demand and employing the Theory of Change, stakeholders can identify specific needs and outcomes that innovative solutions can address. PPI, as a practical method, helps establish risks and benefits in sharing agreements, ensuring the successful implementation of innovative solutions. Alessandrello provided two examples of innovation in healthcare, emphasising how HTA and PPI can enhance patient outcomes in joint replacement care (EcoQUIP Plus project example) and combat antimicrobial resistance (RaDAR project).

## **From hospital-centred service to patient-centred care**

Ms. Sofia Moreno-Pérez (Director at VALDE Innova) presented the RITMOCORE PPI project, taking the supplier perspective in seeking to transform the treatment of patients needing pacemakers through a value-based joint procurement model. The project, co-funded by the EU, focused on shifting from a hospital-centered service to patient-centered care. The RITMOCORE Risk Sharing service contract introduced an innovative payment scheme based on outcomes and population-based services. The project demonstrated the potential of value-based procurement in promoting patient safety and positive outcomes but notes that the market will often be resistant to change and so addressing the problem step-by-step can help to change mindsets.

## **Embracing Innovation and Value-Based Approaches**

Mr. Yves Verboven (EU 4 Health Solutions), the market access expert presenting at the session, highlighted how both PPI and HTA are pieces of the puzzle that is the wider innovation access landscape and how there needs to be more understanding of how such processes can support and enhance the healthcare system and increase the uptake and adoption of medical technology innovations. The transition to value-based decision-making is important and working in partnership across the ecosystem will foster further investment in and uptake of healthcare innovation. He introduced EU4HealthSolutions, which offers advice and consultancy services to promote innovative healthcare and recognise the value.

## **Conclusion: Fostering Innovation for Improved Healthcare**

The workshop highlighted the importance of innovation in addressing complex healthcare challenges and the role of PPI and HTA in fostering an innovation-friendly environment that will ultimately lead to an increased uptake of innovative solutions and more value-driven decision-making. By leveraging PPI and HTA, healthcare organisations can drive positive changes, improve patient outcomes, and effectively respond to emerging healthcare needs. Embracing innovation and evidence-based decision-making are key to promoting a more sustainable and competitive healthcare sector.