

# RehAllianCE Transnational Pilot Action Open Call - INFO DAY

Online Information Event  
Online | 14 January 2025 - 13:00 - 14:15 CET

Aleksandra Szczerbak - Ruta  
GAPR

## Seminar Rules

- The online information seminar is recorded.
- Switch off your camera and your microphone.
- During the whole webinar, only the speakers will be allowed to talk.
- During the presentations, ask your questions via the CHAT
- If you cannot hear the speakers, please inform us via CHAT

# AGENDA

TITLE	TOPIC	TIMELINE
<b>The RehAllianCE Project</b> Aleksandra Szczerbak-Ruta by GAPR	Welcome and introduction speech presenting project goals & objectives	13.00 - 13.10
<b>Overview of application process</b> Klara Altintoprak by STERN	The opportunities for companies: how to apply in the Call	13.10 - 13.30
<b>”At home” smart senior demonstration laboratory &amp; services</b> Krisztina Bardos by PBN	Presentation of the validation services	13.30 - 13.40
<b>PROLIDA Living Lab methods &amp; services</b> Johannes Oberzaucher by CUAS	Presentation of the validation services	13.40 - 13.50
<b>Rehab consultancy program</b> Sara Canella by NSB	Presentation of the consulting services	13.50 - 14.00
<b>Q&amp;A and Open Discussion</b>	Open discussion on any concerns or suggestions	14.00 - 14.15

# The RehAllianCE Project

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Aleksandra Szczerbak-  
Ruta by GAPR

## Common challenges:

RehAllianCE

**SOCIAL:** The lack of a systemic approach or rehabilitation models for different patient groups; unequal access to treatment depending on place of residence (urban/rural) or the economic status of patients - public versus private healthcare systems.

**TECHNOLOGICAL:** The absence of systemic solutions and models enabling validation and market access for innovative and user-friendly rehabilitation solutions. SMEs require support in testing rehabilitation technologies based on new advancements; there is a lack of large-scale, accessible living labs that enable testing with end users. Moreover, EU countries have diverse requirements regarding the approval and reimbursement of such innovations.

# Partnership



Innovating the rehabilitation care system



## COUNTRIES & REGIONS

AUSTRIA

Kärnten

GERMANY

Baden-Württemberg

HUNGARY

Nyugat-Dunántúl

ITALY

Lombardia | Veneto

POLAND

Śląskie

- Upper Silesian Accelerator for Commercial Enterprises Ltd. (PL)
- Pannon Business Network Association (HU)
- Carinthia UAS -non-profit limited liability company (AT)
- BioRegio STERN Management GmbH (DE)
- NSBPROJECT PP (IT)
- Local Health Authority 4 Veneto orientale (IT)

# RehAllianCE IN A NUTSHHELL

Optimizing usage of new technologies in rehabilitation to improve life quality in Central Europe

RehAllianCE

## Objective - Strengthening innovation capacities in central Europe

- improving access to research and innovation in the field of technologies dedicated to rehabilitation
- enabling SMEs to take up innovative methods and technologies
- elaborating financing models, encouraging and supporting transnational cooperation



# A SMART HEALTH VALUE CHAIN FOR REHAB SOLUTIONS

## SMEs

Get access to tools & knowledge to be more innovative & successful in bringing your products or services to market.

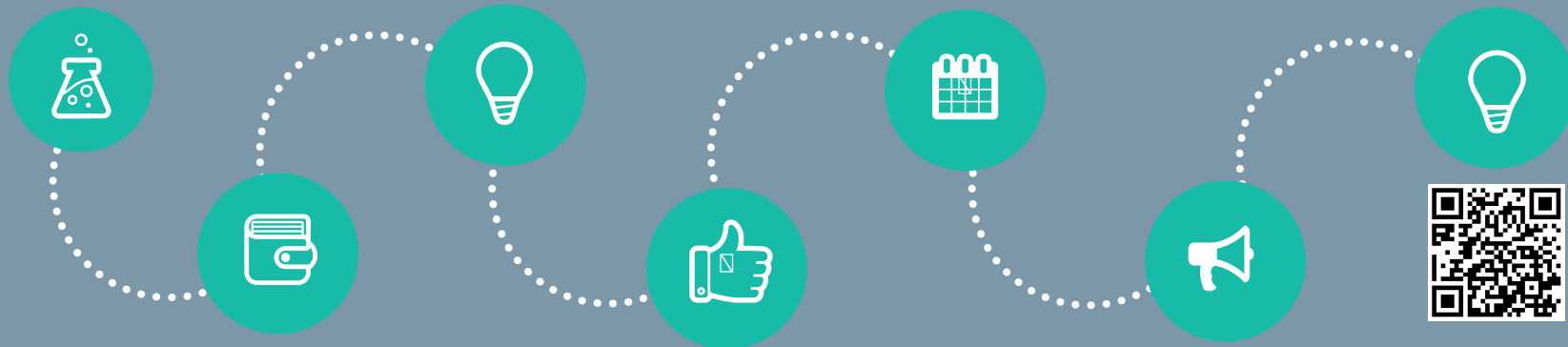
## Research organisations

Become a key partner in shaping the RehAllianCE Transnational Strategy.

## Business Support Organisations

Optimise Rehab Methods by sharing Best Practices for Rehab Processes.

Join RehAllianCE



## Public Authorities

Advance regional expertise & in-depth knowhow about the new technological rehab models at a regional level.

## Interest Groups

Involvement of Seniors Communities to improve quality of life via enhanced rehab services & community engagement.

## Hospitals & Medical Centers

Become a part of innovative Living Labs to improve patient care at a regional level





# Overview of application process

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Klara Altintoprak by  
STERN

# ABOUT REHALLIANCE TRANSNATIONAL PILOT ACTION

## Enabling internationalisation & accelerating commercialisation for MedTech SMEs



**OPEN CALL:** Support for **Central European MedTech & other small and medium sized-enterprises (SMEs)** developing products, services & solutions for rehabilitation



Fostering market entry of digital & automation-driven solutions for healthcare with special focus on rehabilitation



Improving access to services along development phases provided by project partners PBN, CUAS & NSB

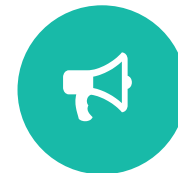
# ABOUT REHALLIANCE TRANSNATIONAL PILOT ACTION



RehAllianCE provides support to SMEs in form of validation or consulting services

- SMEs do not pay for the services as the project partners provide staff and expertise.
- Since the services are granted under GBER Article 20a to the SME that is the final beneficiary of project activities, the services **cannot exceed € 22,000**.

# TIMELINE FOR THE OPEN CALL



Opened on	Application deadline	Announcement of selected applicants	Agreement signature	Expected starting dates of pilot action
November 25, 2024	February 14, 2025 17:00 CET	At the latest on March 28, 2025	April 2025	April/May 2025

# COMPULSORY CRITERIA TO PARTICIPATE IN TRANSNATIONAL PILOT ACTION









- ✓ Being an SME from [Interreg CE Programme area region](#)
- ✓ Developing new technology-driven rehab products, services or solutions (see Technological focus)
- ✓ Providing time & resources to participate actively in the transnational pilot action
- ✓ Willing to provide feedback on services to improve innovation capacities for development of rehab products, services or solutions (see section Evaluation of services by SMEs)
- ✓ Agreement with the rules of procedure and data protection regulation to participate in the transnational pilot action

**Note: An applicant must fulfil service-specific selection criteria.**  
Further information is provided in the service description in the Manual for applicants.

# PARTNER REGIONS & REHALLIANCE PARTNERS



Region   Country	Partner Organisation	
Śląskie   Poland	Upper Silesian Accelerator for Commercial Enterprises Ltd. <a href="http://www.gapr.pl">www.gapr.pl</a>	 Upper Silesian Accelerator for Commercial Enterprises Ltd.
Nyugat-Dunántúl   Hungary	Pannon Business Network Association. <a href="http://www.pbn.hu">www.pbn.hu</a>	 PBN advanced management
Kärnten   Austria	Carinthia UAS -non-profit limited liability company <a href="http://www.fh-kaernten.at">www.fh-kaernten.at</a>	 KÄRNTEN University of Applied Sciences
Baden-Württemberg   Germany	BioRegio STERN Management GmbH <a href="http://www.bioregio-stern.de">www.bioregio-stern.de</a>	 BioRegio STERN
Lombardia   Italy	NSBPROJECT <a href="http://www.nsbproject.com">www.nsbproject.com</a>	 NSB project
Veneto   Italy	Local Health Authority 4 Veneto orientale <a href="http://www.promisalute.it/">www.promisalute.it/</a>	 ProMIS PROGRAMMA NAZIONALE INTERNAZIONALE SALUTE



RehAllianCE service provider as part of the Transnational Pilot Action

# DOCUMENTS FOR TRANSNATIONAL PILOT ACTION

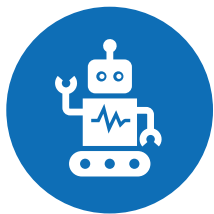


Document name	User group	Description
<a href="#">Manual for applicants including the service catalogue</a>	Applicants	Terms of conditions for participation, Compulsory Eligibility & Service-specific Selection Criteria, Scope of services
Application Form: <a href="#">Validation Services provided by PBN</a>	Applicants	To be filled & submitted by SME
Application Form: <a href="#">Validation Services provided by CUAS</a>	Applicants	To be filled & submitted by SME
Application Form: <a href="#">Consulting Services provided by NSB</a>	Applicants	To be filled & submitted by SME
<a href="#">Cooperation Agreement template</a>	Applicants & Service Provider	To be signed by SME & Service Provider
Selection Form	RehAllianCE Evaluators	To be filled by evaluators based on evaluation criteria defined in Manual for Applicants
Evaluation Form	Applicants	To be completed by applicants once the services have been completed

# TECHNOLOGICAL FOCUS



## Rehab robots or exoskeletons



- Wearable devices
- supporting & enhancing limb movement,
  - aiding in motor skill relearning and walking

## Assistive devices



- Group of devices:
- mobility aids,
  - visual aids,
  - hearing aids,
  - voice aids,
  - communication devices,
  - daily living devices,
  - cognitive devices

## Health Apps



- Group of health apps:
- wellness,
  - prevention,
  - diagnosis,
  - therapy,
  - monitoring phases (e.g. non-invasive sensors to measure vital parameters: blood glucose, heart rate, movement patterns)

## Telemetric tools



- Remote control:
- vital signs
  - health-related data
  - post operation monitoring

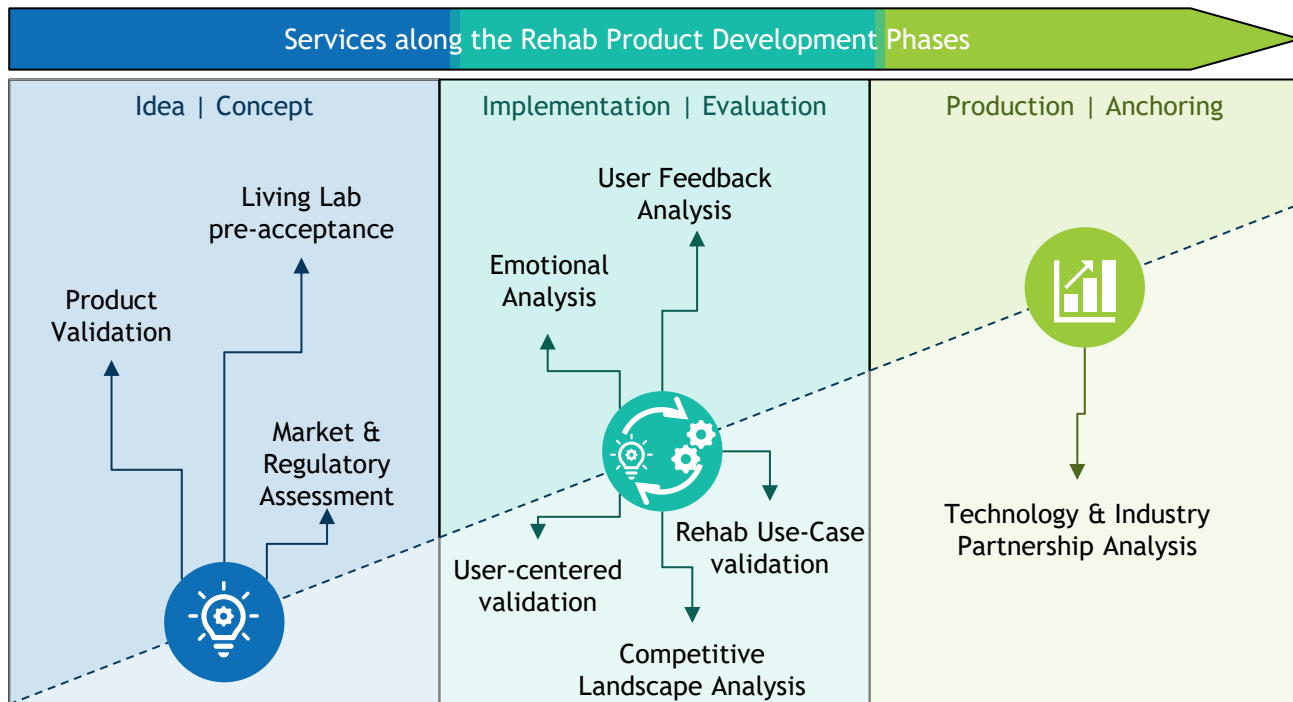
## Wearables



- Electronic devices:
- smartwatches,
  - fitness trackers,
  - smart glasses,
  - health monitors



# SERVICES ALONG THE DEVELOPMENT PHASES



An applicant can select

- full-service packages provided by PBN & NSB

or

- single modules provided by CUAS

worth up to € 22,000

# SERVICE PACKAGES PROVIDED BY PBN



Pilot Action A  
PBN's 'at home' smart  
senior demonstration  
laboratory & services



Service A.1: Product Validation of Different  
Maturity Levels Before Market Access



Service A.2: Emotional Analysis - qualitative  
analysis (descriptive)



Service A.3: Analysis of User Feedback &  
Improvement of UX (quantitative analysis)

Value: max. € 22 000 per SME

## Service-specific selection criteria

Points (max. 25,  
threshold: 18)

Maturity Level (TRL 5 or Higher)

0 - 1

Commitment to Active Participation

0 - 4

**Innovation and Impact** on ADLs

0 - 5

User-Centred Design and Usability

0 - 5

Ethical Standards, Safety, and Regulatory Compliance

0 - 5

**Social impact:** Potential to Improve Quality of Life

0 - 5

- Three validation services are in place.
- An applicant must select a full-service package.
- One SME will be selected.

# SERVICE PACKAGES PROVIDED BY CUAS



Pilot Action B  
CUAS PROLIDA Living Lab  
methods and services



Service B.1: Living Lab pre-acceptance  
evaluation



Service B.2: User-centred validation service



Service B.3: Rehabilitation Use-Case  
validation

Value: max. € 22 000 per SME

## Service-specific selection criteria

Points (max. 25,  
threshold: 18)

Maturity Level (TRL 5 or Higher)

0 - 1

Commitment to Active Participation

0 - 4

**Innovation and Impact:** Services or solutions from health, robotics and/or ICT sectors with clear relevance, innovation and potential impact to the rehabilitation including costs and marketing potential

0 - 5

**Social impact:** Improve of the quality of life, functional abilities, or overall well-being of individuals undergoing rehabilitation over existing approaches

0 - 5

User-centric approach, safety and ethical issues

0 - 5

Scientific validity

0 - 5

- Three validation services are in place.
- Applicants can combine different modules.
- Two SMEs will be selected.

# SERVICE PACKAGE PROVIDED BY NSB



Pilot Action C  
NSB's Rehab consultancy  
program



Module C.1: Market and regulatory  
assessment



Module C.2: Competitive landscape analysis



Module C.3: Tech & Industry partnership  
analysis

Value: max. € 22 000 per SME

## Service-specific selection criteria

Points (max 22,  
threshold: 16)

Maturity phase: Technology Readiness Level (TRL 8) 0 - 2

Manufacturing Readiness Level (MRL 6) 0 - 4

Integration Readiness Level (IRL 8) 0 - 2

Commitment to Active Participation 0 - 2

**Clinical feasibility:** at least one recent positive reference in the  
rehabilitation domain 0 - 5

**Social impact:** Improve of the quality of life, functional abilities,  
or overall well-being of individuals undergoing rehabilitation over  
existing approaches 0 - 5

Match with the technology-rehabilitation areas' needs based on  
the NSB framework 0 - 2

- One consulting service is in place.
- An applicant must select a full-service package.
- Five SMEs will be selected.

# OVERALL PROCESS (1/2)

## Part 1 | Application

### Documents for download

- ✓ [Manual for applicants including the service catalogue](#)
- ✓ Application Forms
  - ✓ [Validation Services provided by PBN](#)
  - ✓ [Validation Services provided by CUAS](#)
  - ✓ [Consulting Services provided by NSB](#)



#### 1 | Select Service - SME

- Check Eligibility & Service-specific Selection Criteria for
- ✓ Validation Services
  - ✓ Consulting Service



#### 2 | Prepare the application - SME

- ✓ Fill in application form



#### 3 | Submit Application - SME

- ✓ Send your application as PDF to [rehalliance-submission@bioregio-stern.de](mailto:rehalliance-submission@bioregio-stern.de)
- ✓ In case of questions contact: Service Providers



#### 4 | Evaluation Meeting - RehAllianCE Selection Committee

- ✓ Selection of successful SMEs

# OVERALL PROCESS (2/2)

## Part 2 | Implementation

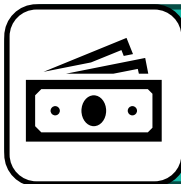
### Documents to be provided

- ✓ [Cooperation Agreement template](#)
- ✓ Evaluation Form



#### 5 | Cooperation Agreement - SME & Service Provider

- ✓ Cooperation Agreement will be proof checked, accepted & signed



#### 6 | Service Implementation

- ✓ Maximal duration 9 months



#### 7 | Service Evaluation - SME

- ✓ The SME needs to fill in an evaluation form & provide feedback on services

# SELECTION PROCESS

- Compulsory Criteria
  - STERN reviews the submitted applications to ensure that the applicant meets all the compulsory criteria.
  - Applications must fulfil all compulsory criteria for the selection step
- Service-specific Selection Criteria
  - The partners CUAS, NSB and PBN assess the quality of the application according to the service-specific criteria with a score as indicated in the service-related tables before.
- Decision body:
  - The RehAllianCE partners meet in a ‘selection committee’.

# DECISION PROCESS:

- With a score of 18 or higher in case of validation services and/or of 16 in case of consulting service, and if there is no objection from the rest of the partners, the application is approved.
- If the number of applications that achieve the required score of service-specific selection criteria exceeds the number of available services, the applications with the highest scores will be prioritised.
- In the event of applications with an identical score for the same service, priority will be given to SMEs with the higher score in the following service-specific selection criteria:
  - **Innovation & Impact:** applies to applications for validation services
  - **Clinical feasibility:** applies to applications for consulting services
  - If this does not allow to determine the priority, a further prioritization can be done by considering the **social impact** of the technology, solution, product on the rehabilitation.
- Decisions cannot be disputed or appealed. If a project is rejected, the SME can contact the RehAllianCE partner to discuss the possibility of a new application. In case of available service(s), e.g. after re-opening of the call, the SME can submit the new application. The application will be evaluated by the selection process.



# CONTACT DETAILS

Questions related to RehAllianCE project:

- Aleksandra Szczerbak [aszczerbak@gapr.pl](mailto:aszczerbak@gapr.pl)

Questions related to application process:

- Klara Altintoprak: [rehalliance-submission@bioregio-stern.de](mailto:rehalliance-submission@bioregio-stern.de)

Questions related to services provided by

- PBN - Krisztina Bardos Email: [digital@pbn.hu](mailto:digital@pbn.hu)
- CUAS - Johannes Oberzaucher: [j.oberzaucher@fh-kaernten.at](mailto:j.oberzaucher@fh-kaernten.at)
- NSB - Sara Canella: [s.canella@nsbproject.com](mailto:s.canella@nsbproject.com)

# Presentation of the validation & consulting services

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Krisztina Bardos by PBN  
Johannes Oberzaucher by CUAS  
Sara Canella by NSB

# RehAllianCE -

Optimizing usage of new technologies in rehabilitation to improve life quality of CE inhabitants

RehAllianCE

Webinar Open Call  
14.01.2025

Krisztina Bardos  
Pannon Business Network Association



## From Lab to Ecosystem Development attracting and exploiting competency

**Pannon Business Network** is a centre for **applied research** and training to catalyse **added value manufacturing** liaising industry and academia, enabling digital, sustainable, resilient business transformation.



# What we do - key achievements



**500+**

international  
partners

**108**

European research &  
cooperation projects

**150+**

serviced business  
customer

**11**

partner  
universities

**33**

full time engineers  
and economists

**No 1.**

DIH in EU in 2020 by  
DIHNet consortium

**500m<sup>2</sup>**

laboratory  
space

**50+**

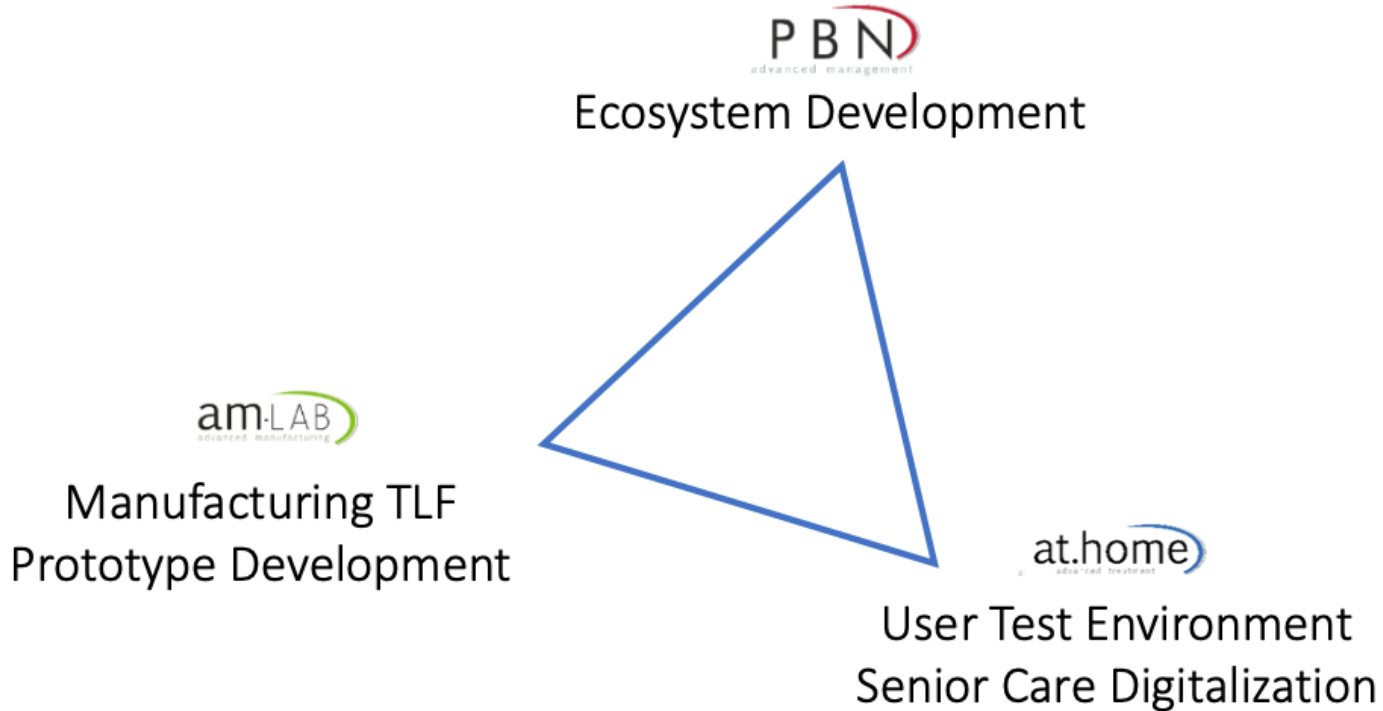
digitalization  
applications used

**1.000+**

Citizens, SMEs trained on  
digitalization annually

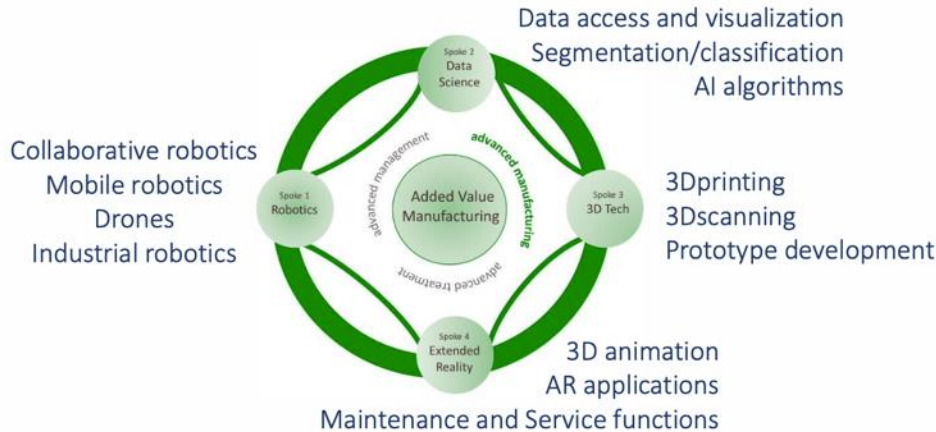


# Our service portfolio





# Main characteristics



## Multidevice

50 digital applications included with latest technology

## Community

Organized interactions in a controlled environment

## Validated

Prototypes and products tested.  
Useability tests done

## International

Integration with similar networks all around Europe

## Accredited

Only Hungarian Accredited Health Reference Site

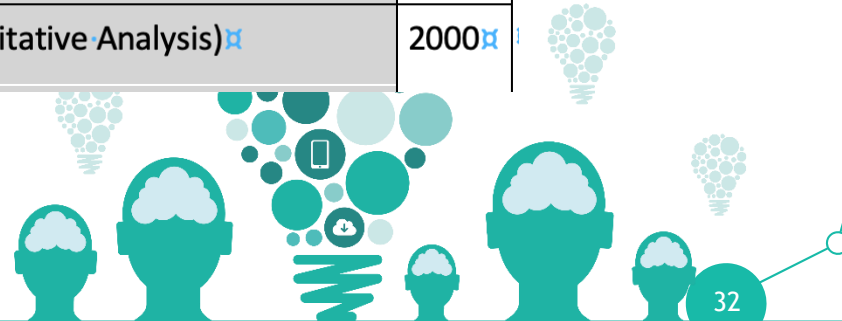
## Committed

Support team with MDR, nursing and ICT background





Nr.	Service	Price (EUR)
1.	→ <b>Product Validation</b> of Different Maturity Levels Before Market Access with real test enviroment	8000
2.1	<b>Emotional Analysis</b> – Facial Recognition Emotional Analysis	5000
2.2	<b>Emotional Analysis</b> – EEG Headset Emotional Analysis	4000
2.3	<b>Emotional Analysis</b> – Respiratory Emotional Analysis	3000
3.	<b>Analysis of User Feedback &amp; Improvement of UX (Quantitative Analysis)</b>	2000







To validate products or services with TRL of 5 or higher

- test by various pilot programs -- readiness for market entry
- primary target group - elderly people



## Key Features:

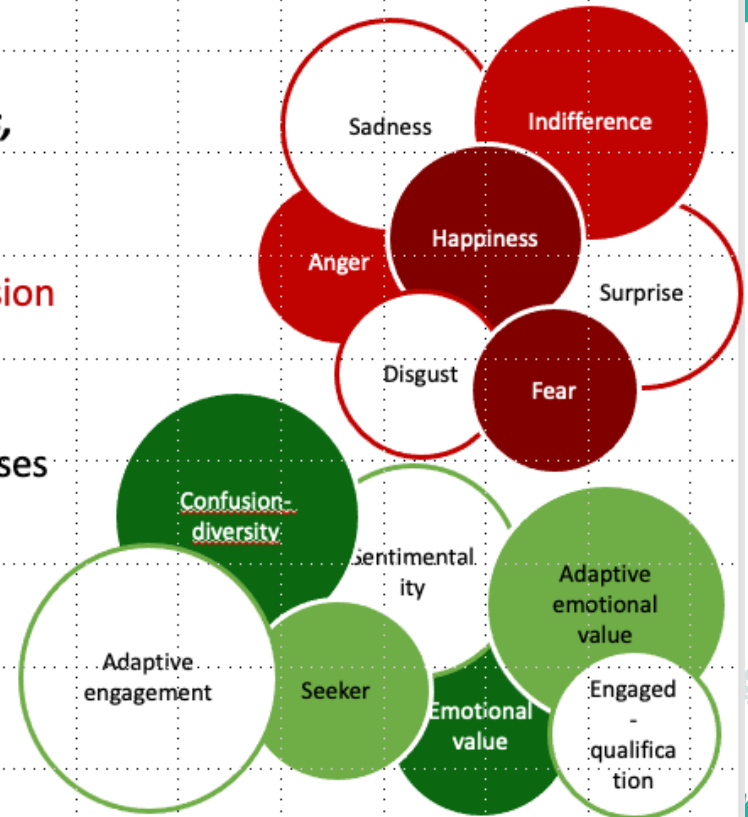
- **Group Testing:** Conducted with Silver Club members, focusing on elderly users to ensure the product meets their unique needs.
- **Comprehensive Feedback:** The data collected is both qualitative (personal experiences, opinions) and quantitative (measurable outcomes) to provide an all-rounded evaluation of the product's readiness for the market.



# 2.1 Emotional Analysis - Facial recognition



- Detects different points on the face (*eyebrows, eyes, mouth*)
- 7 basic emotions, 7 sub-emotions
- Scans 500 different points on the face: **facial expression emotion**
- Emotional **intensity** and its variation **over time**
- Emotional reactions, attention and cognitive responses
- **Data collection and analysis:**
  - Graphical representation, CSV
- **Online feedback** - real-time
- **Offline feedback** - analysis of pre-recorded video





- **Online feedback - real-time**

The data is visualised as graphs, heat maps and dynamic reports.

- **Monitoring emotional and cognitive states:**

- monitor your mental state (stress, attention, fatigue)

- **Analysis of interactive environments:**

- How the brain responds to different environmental stimuli
- e.g. visual content, marketing materials

- **Measuring cognitive load:**

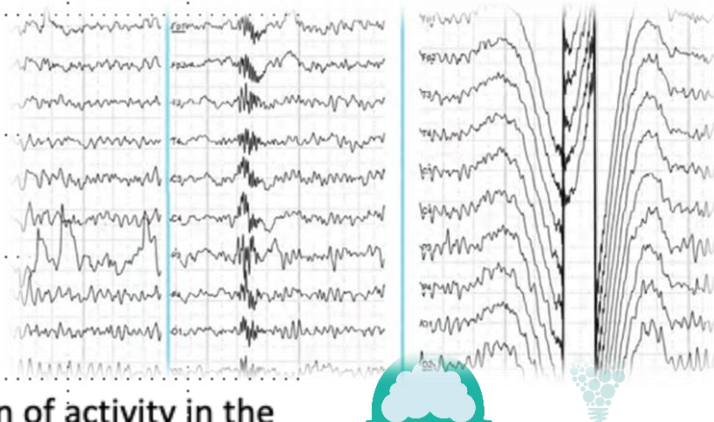
- Monitoring cognitive load and attention levels
- e.g. learning processes or management simulations

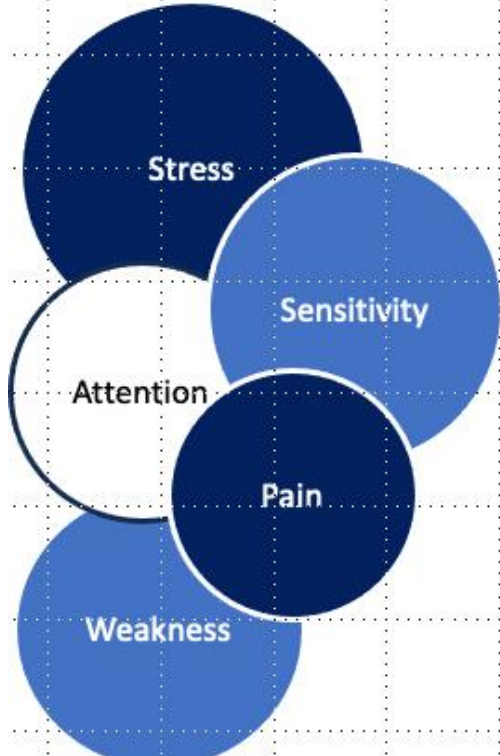
- **Benefits:**

- Recording immediate reactions
- Direct insight into brain activity

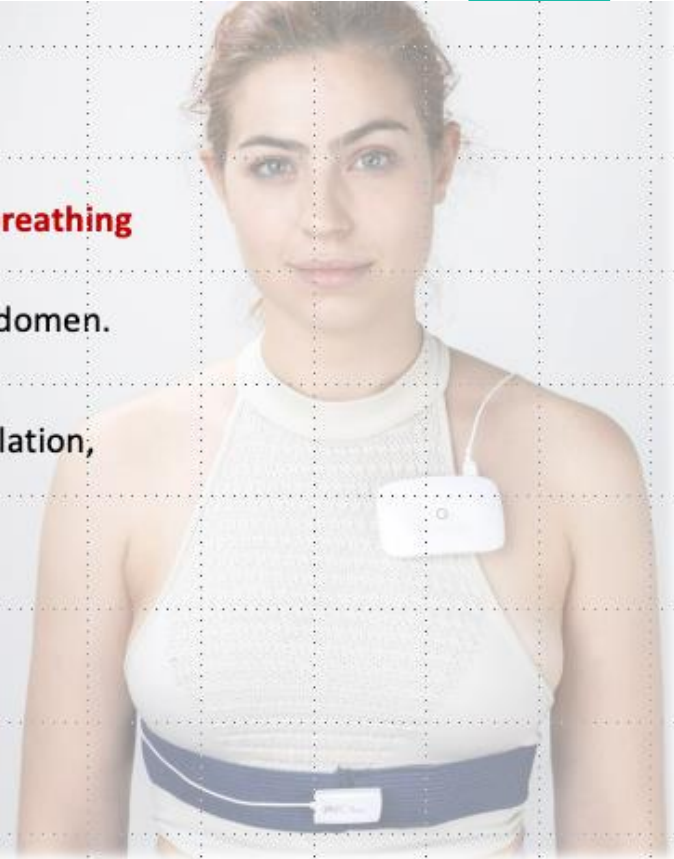
- **Barriers:**

- Accurate placement of electrodes
- Limited spatial resolution (cannot precisely localise the location of activity in the brain).
- Influencing external factors (e.g. movement, electrical interference)





- Accurate measurement and analysis of **breathing patterns**
- It can be attached to the chest or the abdomen.
- **breathing frequency, depth and rhythm**
- Accurate physiological assessment (exhalation, inhalation)
- Real-time data collection
- Can be combined with other tools



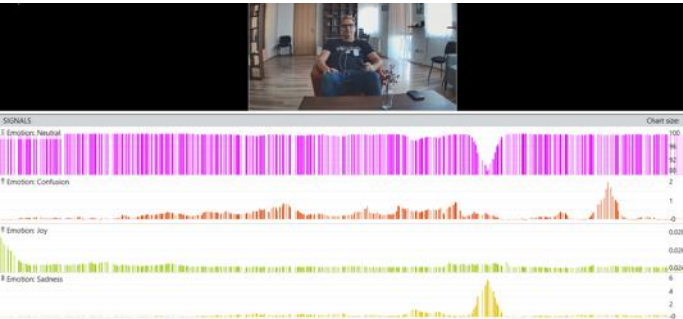
# 3. Analysis of User Feedback & Improvement of UX



- A detailed analysis of user feedback gathered during the product testing phases
- Focusing on the improvement of user experience (UX) to optimize satisfaction and ease of use.

## Key Features:

- **Feedback Integration:** A combination of emotional analysis and functional data is used to refine the product's user experience.
- **UX Optimization:** Focus on increasing engagement and ease of use, while addressing any emotional or functional friction points to ensure higher satisfaction rates.





## The process

- to focus on innovative, technology-driven solutions in **assistive technology**
- devices are critical in supporting individuals with disabilities and the elderly in performing **activities of daily living(ADLs)**

### - **Technologies:**

mobility, visual, hearing, voice and communication aid, cognitive or daily living devices

- **Innovation and Impact on ADLs:** SMEs must demonstrate that their assistive technology represents an innovative solution to challenges faced by individuals with disabilities or the elderly in performing ADLs

# RehAllianCE

Optimizing usage of new technologies in  
rehabilitation to improve life quality of CE  
inhabitants

## CUAS Services

RehAllianCE

Open Call  
Klagenfurt | 14.01.2025

Johannes Oberzaucher  
CUAS

# INTERDISCIPLINARY RESEARCH



Multi- und Transdisciplinary Technology Evaluation

**HAT**  
**Health and**  
**Assistive Technologies**



Johannes  
Oberzaucher

**Active and Assisted Living**  
Health Solutions

AAL – Active and Assisted Living

Care Solutions

Health Solution

Participative Technology Development

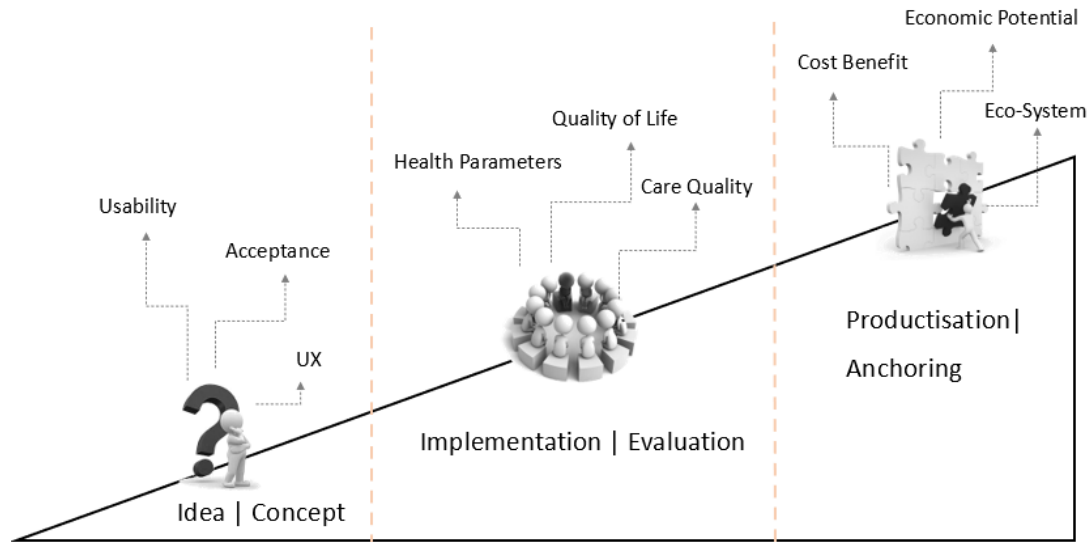
User Centred Development





# SERVICE OVERVIEW

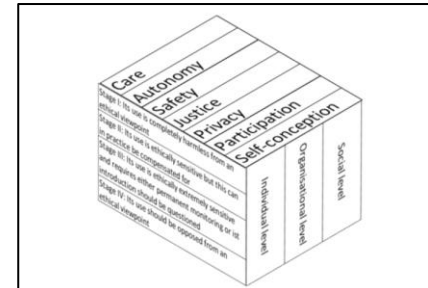
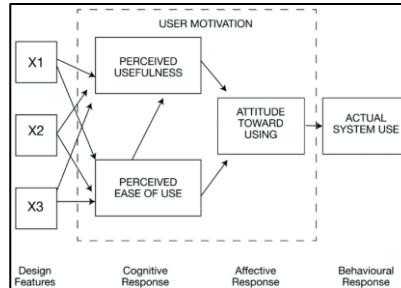
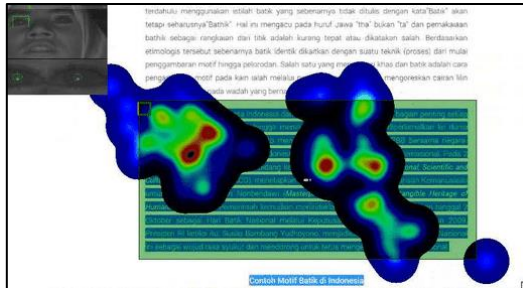
- Within the RehAllianCE project, which focuses on optimizing the use of new technologies in rehabilitation to improve the quality of life of the inhabitants of Central Europe, the following services are offered:
  - Service 1: Living Lab pre-acceptance evaluation.
  - Service 2: User-centered validation service
  - Service 3: Rehabilitation Use-Case validation (max n=10 persons)



# SERVICE 1

## Service 1: Living Lab pre-acceptance evaluation

- The pre-acceptance evaluation is a critical phase in the Living Lab approach. It takes place before the full rollout of a technology, product or service and involves a structured assessment of its potential acceptance and impact.
- Methods included:
  - Module 1.1 - User Experience Analysis
  - Module 1.2 - Acceptance and Usage Analysis
  - Module 1.3 - Ethical Usage Analysis



# SERVICE 2

## Service 2: User-centered validation service.

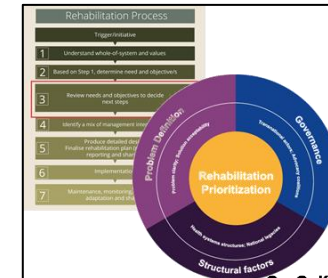
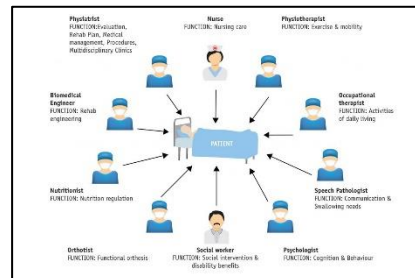
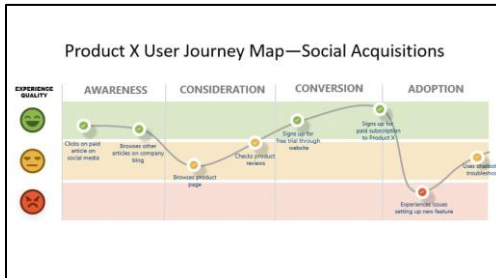
- User-centered validation is a process that ensures that a product, service or system is designed and developed with a deep understanding of user needs, preferences and behaviors. In the context of rehabilitation, the goal is to develop solutions that effectively support individuals in their recovery and improve their quality of life.
- Methods included:
  - Module 2.1 - Motion Analysis
  - Module 2.2 - Ethical Usage Analysis



# SERVICE 3

## Service 3: Rehabilitation Use-Case validation (max n=10 persons)

- Rehabilitation use-case validation is a critical process that involves evaluating and validating the effectiveness and feasibility of a rehabilitation intervention or technology in a real or simulated real-world environment. It aims to assess the intervention's ability to support individuals on their path to rehabilitation and improve their functional abilities.
- Methods included:
  - Module 3.1 - User Experience Analysis
  - Module 3.2 - Domain Specific Focus Group
  - Module 3.3 - Transnational rehabilitation process analysis



# DESCRIPTION OF METHODS:

## User Experience Analysis

- This module evaluates the usability and design of a product through extensive user testing.
- End users interact with the product and provide valuable feedback, which is then analyzed to identify strengths and areas for improvement.

## Acceptance and Usage Analysis

- Comprehensive assessment to evaluate and document the use of technology within an organization.
- It helps organizations identify what technologies are currently in use, how efficient they are, and areas that require improvements or updates.

## Ethical Usage Analysis

- The MEESTAR system provides an ethical assessment of your technology by an interdisciplinary panel that evaluates criteria such as effectiveness, efficiency, satisfaction, autonomy, and technical robustness.
- This thorough assessment ensures that your products not only work well, but also meet ethical standards and user expectations.

# DESCRIPTION OF METHODS:

## Motion Analysis

- Motion analysis can be a valuable tool for evaluating medical products because it provides objective, quantifiable data on how these products affect human movement.
- By incorporating motion analysis into the evaluation process, medical product developers can improve the safety, effectiveness, and user experience of their products, ultimately leading to better patient outcomes.

## Domain Specific Focus Group

- A focus group for a rehabilitation service involves a structured discussion with patients, caregivers and healthcare providers to collect qualitative feedback on the effectiveness of the service and areas for improvement.
- The aim is to assess patient satisfaction, identify strengths and weaknesses and understand barriers to accessing care.

## Transnational rehabilitation process analysis

- A criteria-based analysis of transnational rehabilitation processes helps to identify the reasons for a product's weak international market position and provides insight into the existing reimbursement situation.

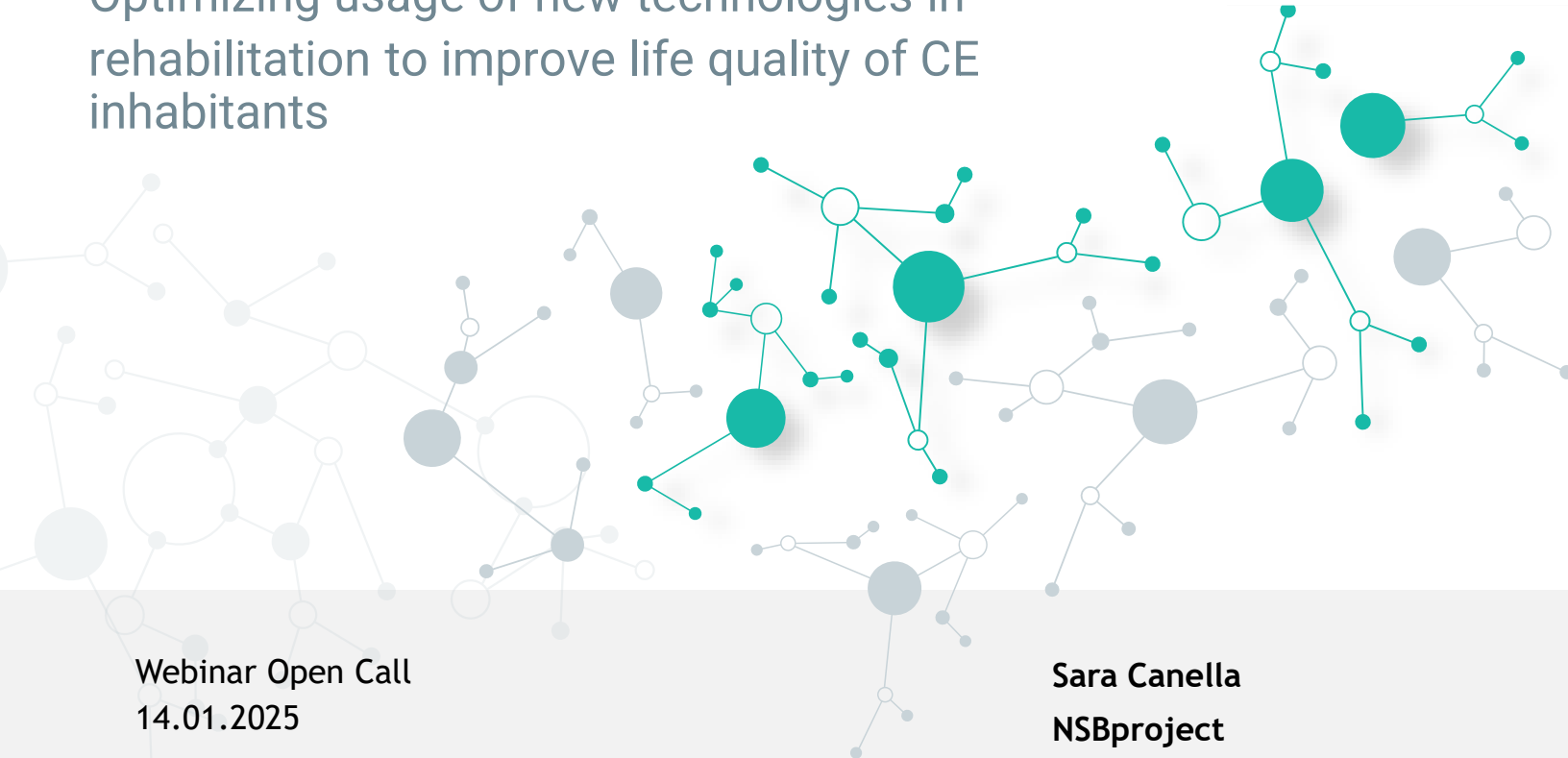
# RehAllianCE -

Optimizing usage of new technologies in rehabilitation to improve life quality of CE inhabitants

RehAllianCE

Webinar Open Call  
14.01.2025

Sara Canella  
NSBproject





**NSBproject is a Consultancy Company addicted to innovation and fully committed to identifying and exploiting the potential of R&D results.**

**We have provided support to European innovation providers and seekers and helped them in getting the most out of their R&D projects and investments.**





We participate in **strategic European R&D projects** to explore and probe **the market potential of their results**, support the **technology development process** while keeping the focus on the demand side, **organize and manage the entire innovation path** up to and including **follow-up initiatives**.



DITA

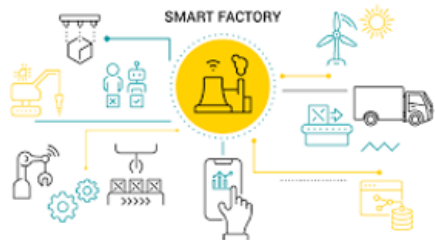
The Digital Industry Training Atlas



ATTRACTISS

Empowering Innovation  
Support Services

GREEN-LOOP



**SMART & SUSTAINABLE INDUSTRY**



**HEALTH TECHNOLOGIES**



**SMART AGRI-FOOD**



**CIRCULAR & BIOECONOMY**

## Memberships

**EHTEL**

**ASPIRE**  
PROCESSES - PLANET RESEARCH ASSOCIATION

**BIO-BASED INDUSTRIES**  
Public-Private Partnership

**Aeneas**

**EPoSS**  
European Association on  
Smart Systems Integration



## MARKETING AND EXPLOITATION

- Market research and analysis
- Business planning
- Economic viability assessment
- Go-to-market strategies
- Workforce skills gap analysis



## TECHNOLOGY DEVELOPMENT

- Pilot design and assessment
- Testing and validation of technologies
- Technology acceptance
- Technology adoption



## INNOVATION MANAGEMENT

- Product and service design
- IP strategies
- Multi-stakeholder/actor engagement
- Partnership development





## What you receive



Market & regulatory  
assessment



Competitive landscape  
analysis



Tech & industry  
partnership analysis





Service C: Consulting Service: total value up to € 22,000

- Module C.1: Market and regulatory assessment
- Module C.2: Competitive landscape analysis
- Module C.3: Tech & Industry partnership analysis

#### Available Services

Three modules of services are in place, at least five small and medium-sized enterprises (SMEs) will be selected for participation in the transnational pilot action.





## Module C.1: Market & regulatory assessment

Analysis of target markets & regulatory assessment, helping SMEs (applicants) to:

- define their potential customers and related market segments,
- understand the regulatory environment and ensure compliance (e.g., medical devices regulations and standards, interoperability, rules to enter the market related to procurement procedures).





## Module C.2: Competitive landscape analysis

Evaluation of the competitive dynamics, helping SMEs (applicants) to:

- identify existing competitors,
- highlight market barriers within the healthcare industry,
- provide insights that help SMEs to position themselves strategically.





## Module C.3: Tech & Industry partnership analysis

NSB will be a facilitator to create possible synergies and partnerships among existing technologies and players in the identified markets. SMEs will receive support to:

- facilitate their market entry,
- contact relevant players within the European healthcare ecosystems,
- be aware about innovative technologies and strategic trends in the healthcare field.







Support the internationalization strategy - from Italy to German speaking countries (AT, De, CH) - of an Italian SME with a very innovative product to support telemonitoring processes.

NSBproject connected H&S to Austrian, German and Swiss R&D stakeholders and funded projects (**31 funded projects, 84 stakeholders**) to facilitate testing and validation of 4 digital healthcare devices.

The process led to the adoption of H&S telemedicine kit by 8 Austrian hospitals and 3 Swiss clinics. NSB introduced H&S to CGM.

H&S telemedicine unit has been acquired by Compu Group Medical in 2020.

# Q&A and Open Discussion

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Open discussion on any  
concerns or suggestions

# Thank you!





## Interreg CE RehAllianCE Gliwice, Poland



<https://www.interreg-central.eu/projects/rehaliance/>



[aszczerbak@gapr.pl](mailto:aszczerbak@gapr.pl)



<https://www.linkedin.com/company/rehaliance-interreg-central-europe/posts/?feedView=all>

