EUROPEAN PATIENT DIGITAL HEALTH AWARDS (PDHA) 2021

CALL FOR APPLICATIONS

Leading healthcare company MSD, with the support of Digital Health Academy, announces the first fully European edition of the Patient Digital Health Awards (PDHA), an international strategic initiative designed to recognize the development and implementation of digital health solutions to improve care and quality of life for patients and their caregivers.

European PDHA 2021 is intended to directly involve patients and patient advocacy associations in an auditing process that highlights their needs and capitalizes on their experiences as drivers of digital health thinking. As such, it **integrates** patient insights and gathers diverse experiences to trigger innovation; **interacts** with patient advocacy organizations; **creates** a positive synergy with the community; inspires policymakers by providing data and measurable insights to promote a shared conversation space about digital health needs, perspectives, and gaps, with the goal of connecting patients and innovators.

With this in mind, we created three main award categories and one special category, which are:

1.   **Digital Prevention and Diagnostics, Mental Health, and Social Support** includes digital disease prevention solutions, remote diagnostics tools, data generation for earlier diagnoses and disease risk identification, social support and mental health tools, and tools for developing healthier habits.

2.   **New Ways to Interact with Healthcare Teams and Providers** encompasses new interaction models, knowledge sharing, event management, learning, and doctor-patient communication.

3.   **Disease Monitoring and Therapeutics** focuses on innovative solutions for monitoring patients and tracking disease progression and treatment effectiveness, and new algorithms that could predict the onset of acute events in chronic diseases.

4.   **Returning to Care (in the context of COVID)** is a special category created to recognize digital solutions that address the unmet needs of those who have had to manage disease diagnosis and treatment during the COVID-19 emergency, tools for shifting patients to from an emergent mindset to a proactive one, innovative community care resources, and health maintenance apps.

We are looking for digital solutions already being used with patients, and special attention will be given to those collaboratively developed with patients or patient organizations*.

Digital health tools include, but are not limited to:

- Apps and telemedicine platforms
- Artificial Intelligence and IoT products
- Wearable technologies and sensors
- Virtual and Augmented Reality tools
- Big Data/blockchain-based solutions
- Social media solutions
- Instant messaging systems or platforms
- Digital health and narrative medicine projects or products
- Digital therapeutics projects or products

This notice is regulated as follows.

ART.1: PARTICIPANTS

The European PDHA Call for Applications is open to **individuals, patient associations, healthcare providers, scientific foundations, public or private universities and educational institutions, services companies, IT companies, and startups** that are <u>located within any of the following countries*:</u>

• All European Union Member States: Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden

• All EFTA Members: Iceland, Lichtenstein, Norway, Switzerland

• The Balkans: Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia

• The United Kingdom

To submit a project in response to the Call for Applications, each participant or participating entity must provide the following information (a GDPR data-compliant template will be available online):

• Project leader (first name, last name, qualification, e-mail, phone)

• Legal entity/company name

• Fiscal code for individuals or tax code for entities/companies

• Administrative contact person for award notification (first name, last name, title, e-mail, phone)

• Number of projects submitted (each participant can submit up to a maximum of three entries, however, only one may be awarded)

• Acknowledgement and acceptance of the European PDHA Call for Applications conditions

• Acknowledgment that by participating in the European PDHA award, your personal information will be processed for the purposes of the program only and will be deleted afterwards. (Awardees will also be subject to an internal due diligence process before being granted their prize.)

ART. 2: SUBMISSION AND PARTICIPATION PROCESS

Proposals should be in English and submitted by filling in the online form at www.pdha.eu, which includes the following required fields:

• Rationale and objectives

• Methodology and methods for improving one of the above-mentioned areas

• Any results already available and/or expected results

• Current or expected collaboration with patient associations

• The use of innovative technologies

• Further annexes necessary for a full description of the proposals submitted may also be sent

• Applications must be submitted in their entirety on www.pdha.eu between **4.00 pm CET 8 June 2021 and 12:00 am CET on 25 July.**

<u>* Projects funded by or developed in collaboration with pharmaceutical companies, including MSD, are ineligible for submission.</u>

ART. 3: AREAS OF FOCUS

Eligible projects must relate to at least one of the following core categories:

1. **Digital Prevention and Diagnostics, Mental Health, and Social Support** includes digital solutions focused on disease prevention, remote diagnostics tools, generation of patient data that can be used for early identification of disease risk and earlier diagnosis of existing conditions, tools to help individuals access, engage with, and benefit from strong social support, tools to address mental health, and tools to help patients increase physical activity and develop healthy living habits for better clinical outcomes.

2. **New Ways to Interact with Healthcare Teams and Providers** encompasses breakthrough solutions in new interaction models, knowledge sharing, event management, learning, and communication methods to support doctor-patient relationships.

3. **Disease Monitoring and Therapeutics** focuses on highlighting and rewarding innovative solutions for monitoring patients and tracking their disease progression and treatment effectiveness, and new algorithms that predict risk, progression, or onset of acute events in chronic diseases.

4. **Returning to Care (in the context of COVID)** is a special European PDHA 2021 category created to recognize digital solutions that address the unmet health needs of those who have had to manage disease diagnosis and treatment during the COVID-19 emergency, tools for doctors to encourage patients to resume regular check-ups, educational solutions for patients that help them shift from a reactive, emergent mindset to a proactive health maintenance one, innovative community care access resources, and apps for organizing regular screenings and vaccines.

In all four categories, we are looking for already-implemented digital solutions being used with or by patients. Special attention will be given to solutions that have either been collaboratively developed with patients or patient organizations or at least involved them in the process.

ART. 4: JUDGING PANEL MEMBERS

The judging panel will be composed of the following members:

Active Citizenships Network (ACN), Allied for Startups, Digital Europe, European Cancer Organization (ECCO), European Cancer Patient Coalition (ECPC), European Federation of Neurological Associations (EFNA), Dr. Usman Khan, and the Young Coalition for Prevention and Vaccination.

Further judging panel member details can be consulted at www.pdha.eu.

ART. 5: EVALUATION CRITERIA AND METHODS

The judging panel members will evaluate projects based on the following criteria:

PATIENT VALUE DIMENSION

- Collaboration with patient organizations
- Practicality and real-life usability
- Value and tangible end-user benefits for patients
- Test results and effectiveness (if available)

PROJECT/TECHNICAL DIMENSION
- Originality and relevance to daily patient life
- Degree of technological innovation
- Project viability and development potential
- Sustainability and scalability
- Ethical and legal aspect management (GDPR compliance)

NUMERIC SCORING OF EVALUATION CRITERIA

The judging panel members will score projects individually according to how effectively they meet the evaluation criteria, then calculate the ranking of the top three finalists in the respective categories, with the award going to the highest scoring project in each. In the event of a tie, judges will vote to select a winner.

ART. 6: AWARDS

Winners will be awarded the following according to the category:
- **Digital Prevention and Diagnostics, Mental Health, and Social Support**
  € 2.000
- **Disease Monitoring and Therapeutics**
  € 2.000
- **New Ways to Interact with Healthcare Teams and Providers**
  € 2.000
- **Returning to Care (in the context of COVID)**
  € 2.000

ART. 7: ANNOUNCEMENT OF WINNERS

Winners will be awarded the following according to the category:
- The winners will be announced during the virtual European PDHA 2021 Award Ceremony on **September 23rd** from **4:00 pm to 5:00 pm CET** (mode and time to be confirmed).
- In addition to receiving a financial reward, winning projects will be published on the www.pdha.eu website, given access to extended networking opportunities, and announced in press releases, providing them with heightened visibility.

ART. 8: PRIZE DISTRIBUTION TERMS AND CONDITIONS

The prize distribution modalities will be defined in detail in the contract to be stipulated between the Digital Health Academy and the winners.