



Health Data to X - Innovations in Cross Atlantic Applied Solutions for Health Data

As a constituent part of the **BMBF-initiative Research in Germany**, InnoHealth USA is the campaign for the period of 2020-2021 led by the **Fraunhofer-Gesellschaft**. The campaign aims to connect the US and the German healthcare research sectors, focusing on small and medium-sized enterprises (SME) and start-ups.

The major goals of the InnoHealth USA campaign are:

- Linking stakeholders of the US healthcare sector with those of German high-tech competencies and research excellence to discuss new cooperation ideas and research perspectives
- Giving attendees from both countries the ability to learn more about each other in terms of research, business approach and culture
- Identifying opportunities for projects which have potential to progress in the healthcare sector in both countries
- Indicating funding possibilities for participants for their innovative projects or processes
- Initiating a mentality of cooperation and exchange, establishing a sustainable network



The InnoHealth USA campaign started on Oct 5th, 2020 with a **Call for Ideas & Innovations** aimed at representatives from German research institutions or universities as well as from the German Mittelstand (SME) and start-ups who jointly develop innovative application-oriented technologies and/or processes in the healthcare sector.

Our expert jury selected the 9 most innovative Reserach-SME-Tandems who get the chance to present their idea or innovation in the US. The winners get the exclusive chance to ...



Matchmaking* Tour to the US

... a one week road show around the US from Boston to the Silicon Valley, visiting the most innovative research institutions, companies and medical clusters, and pitching their idea to potential research and business partners [7.-11.6.21].



German R&D* Tour

... invite suitable US partners to a one week roadshow through Germany, visiting the most innovative research institutions, companies and medical clusters as well as the MEDICA fair, and to continue working with their tandem [8.-12.11.21].



Idea2Project Workshop

... get tailored information from and direct contact to representatives from public funding programs for their projects, financed by the BMBF, BMWI or the EU [15.9.21].

**Due to the ongoing Corona pandemic, the tours will be implemented virtually.*

AN INITIATIVE OF THE



Federal Ministry
of Education
and Research

 **Fraunhofer**

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Land of Ideas

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The Call for Ideas & Innovations will focus on:

HEALTH DATA TO X

The COVID 19 pandemic has dramatically increased the request for technologies and applications in remote supply. At the same time, an aging population and the challenges and opportunities associated with it are also contributing to the rising demand for innovations in digital health. This sudden shift from analog to digital healthcare represents a revolution, changing the healthcare sector forever. The raw material for this revolution is the ever-increasing volume of health data - i.e. Big Data - which is increasingly being collected via digital sensors and processed in health apps. Innovative technical devices and intelligent algorithms - controlled by artificial intelligence (AI) - are needed to transform this raw data into useful applications and ultimately, to improve patient care and overall health.

Consequently, InnoHealth USA is looking for innovation in two main research areas:

Digital Diagnostics & Smart Sensors.

Possible applications are – among others – Image Recognition, Molecular Markers and Pathology (diagnostics) or Wearables, E-Textiles and Bioelectrodes (sensors) – and many more!

The campaign is featuring innovative projects and technologies made in Germany that can serve as clinical decision support or are intended for clinical use. Possible use cases include - but are not limited to - monitoring of patients with chronic diseases, post-surgical care, geriatric care, disease prevention, and treatment of cancer and cardiovascular diseases. All projects are aiming to help patients either to stay healthy or to detect diseases and to get healthy. In the context of "Aging with technology" the societal challenges and opportunities associated with a healthy aging process are an intrinsic aspect of all topics that are addressed within InnoHealth USA.

Learn more about InnoHealth USA at:

www.research-in-germany.org/innohealth/program/call-for-ideas-and-innovation-usa.html

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