



InnoHealth USA 2021



Health Data to X – Innovations in Cross Atlantic Applied Data Solutions for Health Digital Diagnostics and Smart Sensors

As part of the fourth phase of the initiative "Research in Germany", funded by the Federal Ministry of Education and Research (BMBF), the Fraunhofer-Gesellschaft as an institution of applied research carries out measures to support the cooperation between small and medium-sized enterprises (SMEs) and scientific institutions (universities and research institutions) in order to initiate international projects. The aim is to initiate and strengthen project development with US-American research institutions and companies in the healthcare sector. Therefore, the Fraunhofer-Gesellschaft is offering a delegation trip to the USA (the Match-making Tour) and a workshop on research project promotion and funding opportunities (the Idea2Project Workshop) for 10 selected German Research-SME-Tandems in 2021. At the same time, potential US partners will be offered a trip to Germany (the German R&D Tour) to learn more about the German healthcare research sector.

AN INITIATIVE OF THE



Federal Ministry
of Education
and Research

 **Fraunhofer**

**Research in
Germany**



Land of Ideas

1. Background and Main Topics of Focus

The new High-Tech Strategy and the Innovation Program by the German Federal Government aim to boost innovative, technology-based measures for small companies and start-ups, thus strengthening the German Mittelstand and pooling the assets of science and industry.

Companies are supported by means of technology-based research, usually in the context of cooperation with universities or research institutions. SMEs, universities and research institutions generally find it more difficult to become involved in international innovation networks due to the lack of personal and/or financial resources. Therefore, a major focus of the new High-Tech Strategy 2025 of the Federal Government is placed on measures to support international cooperation between SMEs and applied research in Germany.

At the same time, the ongoing pandemic and an aging world population putting pressure on healthcare systems of industrial nations are causing an increase in the global demand for remote healthcare solutions. Innovations in digital medical technology are set to increase the efficiency of medical and care staff,

and allow for more independence for patients and the elderly. Therefore, the German E-Health initiative as well as the health research industry would like to contribute to the development of remote and individualized healthcare, especially for remote areas. Similarly, the federal AI-strategy promotes expanding AI research and development for applications in the nursing and healthcare sector.

InnoHealth USA therefore aims at strengthening the scientific dialogue and economic network between Germany and the USA by searching for innovators and innovations in the fields of **Digital Diagnostics** and **Smart Sensors**. Remotely collecting health data and processing it immediately for real time medical assessment or long term monitoring of people with chronic illnesses significantly enhances the quality of medical and nursing services while reducing costs at the same time. Additionally, the general digitization of the healthcare sector by responsibly accumulating and sharing these data among relevant stakeholders – locally and internationally – will not only improve overall global health, but also accelerate medical research and enable innovative solutions for current and future challenges.

2. Funding

2.1 Eligible for funding are:

Up to 10 Research-SME-Tandems, each consisting of one person from science (university, university of applied sciences, non-university research institution or a similar institution) and one person from the industrial sector (SME or start-up).

In addition, up to 20 US-American experts (scientists and/or SME representatives) will be invited to a 5-day German R&D Tour in Germany. These experts will be selected by the Research-SME-Tandems.

*Please note: In case of ongoing or reinstated travel restrictions due to the worldwide pandemic, the events will be implemented virtually, and no travel funds will be disbursed. The virtual events constitute as equal substitutes for the physical events, i.e. dedicated participation in these events is mandatory for all selected participants!

2.2 Funding will be provided for:



A 5-day **Matchmaking Tour*** to the US for 10 German Research-SME-Tandems, including visits to companies, universities and research institutions with a focus on digital health in the Silicon Valley/ Greater Bay area and the Boston/Cambridge area.
DATE: June 7-11, 2021
(prior to the BIO International Convention in Boston)



A 1-day **Idea2Project Workshop*** in Germany for 10 Research-SME-Tandems to present their project ideas to relevant funding institutions and receive information on concrete funding opportunities.
DATE: September 15, 2021



A 5-day **German R&D Tour*** for 20 US scientists and/or SME representatives including visits to relevant research and industrial institutions of German health research.
DATE: November 8 – 12, 2021
(prior to the MEDICA trade fair in Düsseldorf)

2.3 Type and scope of funding:

German Research-SME-Tandems

- a) For the 5-day **Matchmaking Tour**, the travel expenses of the 10 Research-SME-Tandems to and from the USA will be reimbursed up to EUR 3.000 each. During the entire tour in the USA transport, flights, hotel accommodation and full board will be borne by the campaign according to the German Federal Travel Expenses Act (BRKG).
- b) For the 1-day **Idea2Project Workshop** in Germany, travel costs for 10 Research-SME-Tandems will be reimbursed.

US-American representatives of research institutions or SMEs

- c) During the 5-day **German R&D Tour**, the travel expenses of the 20 US-American representatives in Germany will be reimbursed according to the German Federal Travel Expenses Act (BRKG).

Personal costs, insurance and credit card costs are excluded.

3. Program Details

The **Call for Ideas & Innovation** addresses the German healthcare community, in particular representatives from universities and other research institutions as well as representatives from the German Mittelstand who jointly develop application-oriented technologies, products and/or processes. The applying parties should represent already existing Research-SME-Tandems.

The selection of participants for the InnoHealth USA campaign is based on an application scenario. The focus lies in representing the efficient and complementary cooperation between the applied research sector in Germany and the internationally esteemed German Mittelstand. An independent expert panel will rate the submitted applications according to a number of research and market specific criteria, in particular its feasibility for a German-US collaboration. A total of 10 tandems (each consisting of 10 researchers and 10 SME representatives) will be selected for the initiative and will have the opportunity to participate in a 5-day **Matchmaking Tour** to the USA.

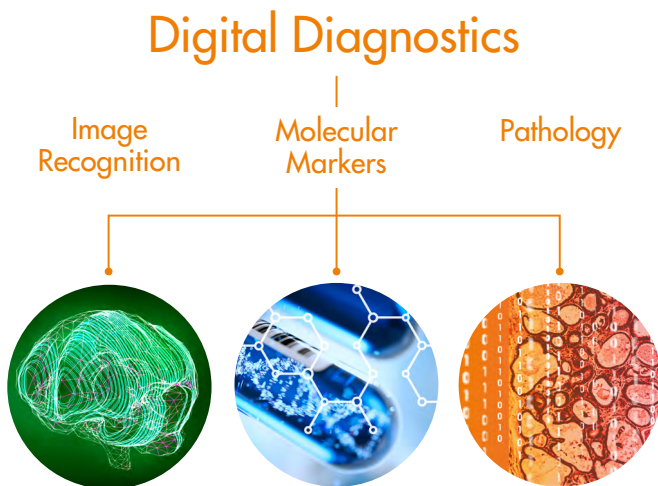
The 1-week **German R&D Tour** will give 20 US-American representatives of the healthcare research sector and from SMEs the opportunity to build a network in Germany by visiting universities, research institutions and companies, thus laying the foundation for ongoing project development. These 20 representatives will be chosen by the German Research-SME-Tandems during their Matchmaking Tour through the USA.

The German Research-SME-Tandems will also have the opportunity to take part in the 1-day **Idea2Project Workshop** where they will present their cooperation scenarios to representatives from relevant funding institutions and receive information on concrete funding opportunities.

4. Funding Topics

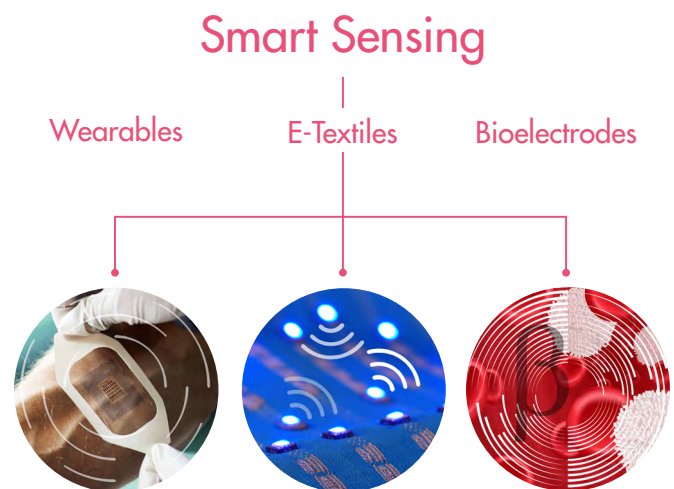
With the aim of promoting remote and individualized healthcare as well as a healthy aging process for people in Germany and the US, applications should cover or at least be tangent to one of the following research areas:

4.1 Digital Diagnostics, for example



... and many more!

4.2. Smart Sensors, for example



5. The Application process

For application, the attached document must be completed and sent to research-in-germany@fraunhofer.de

The application deadline is **November 15, 2020** (11:59 p.m. CET).

The results of the competition will be announced mid-January 2021 at the latest by email and on the website www.research-in-germany.org/innohealth

By identifying themselves as employees at a German research institution or SME/start-up, the authors of the project idea confirm that the idea for the submitted application has been developed within the context of their employment, and that they are submitting this proposal as representatives of their research institution or company respectively. The Research-SME-Tandems are to name one person who will act as the main contact and person in charge on behalf of the tandem.

Applicants who have received previous funding by the Fraunhofer-Gesellschaft within international research marketing and/or participated in an InnoHealth campaign, are not eligible for this program.

The judges' decision is final.

Contact for further questions:
Rebekka Freitag-Li,
research-in-germany@fraunhofer.de

InnoHealth USA also offers Call **Consultation hours** where we answer your questions in person:

Option 1: **October 13, 2020,**
17:00 p.m. – 18:00 p.m. (CET)

Option 2: **November 3, 2020,**
17:00 p.m. – 18:00 p.m. (CET)

To participate, **please register** at the latest one day in advance at research-in-germany@fraunhofer.de

6. Participation in the InnoHealth USA campaign

By submitting their proposal, the authors of the project idea confirm that they are willing to actively participate in and contribute to the InnoHealth USA campaign, meaning they are committed to acting as ambassadors for German application-oriented research at the project's affiliated events.

The authors of the project idea are aware of the fact that they are taking part in a **marketing project**. In case of selection for the InnoHealth USA campaign, it may happen that their project ideas will be mentioned on other links for which InnoHealth USA does not accept any responsibility.

7. Confidentiality

All persons involved in the campaign and the proposal evaluation process (Jury Panel, Fraunhofer Project Team) are committed to confidentiality concerning the content of the proposal. By accepting the vote for InnoHealth USA, the chosen tandems agree that selected content of their project idea may be published within the

context of the InnoHealth USA campaign in order to advertise the project. However, any publication will take place only after consulting with the authors on the wording and the type of publication, and with specific consideration of protection of confidential content details.

8. Contact Details

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InnoHealth USA

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