botenstoff

April 2024

Österreich ist zu klein

Warum die Life-Science-Branche neue Märkte braucht

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Vorwort

In dieser botenstoff Ausgabe tauchen wir tief in gleich zwei großen Themen ein „New Markets" and „Health Care Data."

The development of new markets is of enormous importance for the life science and health tech industry, especially given the complexity of the European market: Factors such as the regulatory environment, market fragmentation, reimbursement challenges, conservative healthcare systems, local competition and more make it challenging for health tech companies to scale their operations across multiple countries effectively. Therefore, we are looking beyond European borders and casting an interested eye, particularly into the GCC region. And we gather experiences and statements from partners who have extensive experience abroad.

The significance of health care data is currently increasing even further due to the new European Health Data Space regulation. Therefore, at the „Austrian Life Science Day" on June 4th in Graz and in our special section in this issue of „botenstoff," everything will revolve around this exciting topic.

Both subjects inherently carry an international perspective that extends far beyond Styria and Austria. With this in mind, we've decided to embark on a linguistic experiment: for the first time, botenstoff will be published in a "mix-lingual" format, featuring both English and German.

Lange haben wir dies intern diskutiert: Auf der einen Seite sind wir ein steirischer Cluster, der für steirische Unternehmen arbeitet. Auf der anderen Seite bewegen wir uns in einem Feld, in dem neben der Muttersprache Deutsch längst auch die „Arbeitssprache" Englisch verwendet wird.

In our work reality, we switch pragmatically, without any compulsion or dogma, with the sole aim of being understood as well as possible. Und genau so machen wir es auch in dieser botenstoff Ausgabe!

Viel Spaß beim Lesen wünscht Ihnen
Ihre Lejla Pock

Foto: Oliver Wolf

Lejla Pock
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Neue Märkte für die Humantechnologie

Die Märkte für „Humantechnologien" und „Life Sciences" – also Medizin, Medizintechnik, Pharma und Biotechnologie – wachsen einerseits und sind andererseits regional stark reglementiert. Um zukunftsfähig zu bleiben, gilt es demnach, neue Märkte zu erobern.

Im Grunde ist es einfach: Die Exportquote der heimischen Life-Science-Industrie beträgt bereits rund 70 Prozent, der österreichische Markt an sich wäre für alle innovativen Forschungseinrichtungen, Industrieunternehmen und KMUs von vornherein zu klein. Dazu kommt, dass jedes Land der Welt sehr starke regionale Traditionen im Gesundheitswesen hat, von spezifischen Zulassungs-Erfordernissen bis hin zu völlig unterschiedlichen Abrechnungs-Modalitäten, was einheitliche Businessmodelle und Skalierung erschwert. Worin wiederum die große Chance flexibler, wendiger Unternehmen und Organisationen liegt, die, ausgehend von sinnvoll-innovativen Produkten, an die regionalen Bedürfnisse von Menschen, Organisationen und Strukturen angepasste Lösungen entwickeln können. Ein wesentlicher Treiber für neue Angebote und Lösungen auch im Gesundheitsbereich ist die Digitalisierung.

Auch digitale Märkte sind regionale Märkte

„Es ist auf allen Märkten schwierig, mit neuen Produkten und Dienstleistungen Fuß zu fassen, denn das Erbe an Regulierungen ist sehr vielfältig und in allen Auslandsmärkten über Jahrzehnte gewachsen", berichtet Lejla Pock, Geschäftsführerin des Humantechnologie-Clusters. Deshalb suchen sich Branchenunternehmen üblicherweise volumenbezogen größere Märkte und/oder gering regulierte.

Einer von vielen spannenden Märkten ist die MENA-Region (MENA steht für „Middle-East and Northern Africa"). In früheren Zeiten war es so, dass vielen Menschen aus dieser Region, vor allem aus dem GCC-Raum – das „Golf Cooperation Council" umfasst Saudi Arabien, Kuwait, Oman, Katar, Bahrain und die Vereinigten Arabischen Emirate (VAE) – zu komplexeren Behandlungen nach Europa gekommen sind und dort behandelt wurden. Später hat man begonnen, in der MENA-Region mit „Expats" zu arbeiten, also mit ausländischen Fachkräften, die als gutbezahlte „Gastarbeiter" fungierten. Mit Ausbruch der Corona-Pandemie wurde klar, wie vulnerabel diese Gesundheitsmärkte sind. „Spätestens seit der COVID-Krise wird vor allem in den GCC-Staaten sehr viel in den Aufbau eigener Strukturen investiert", erzählt Lejla Pock (siehe auch Bericht ab Seite 14).

Innovationstreiber in der MENA-Region und dort vor allem in den wohlhabenderen GCC-Staaten sind die großen Gesundheitsanbieter und Unternehmensgruppen, die Kliniken, Gesundheitsdienstleistungen und Innovation-Hubs unter einem Dach vereinen. Die Health-Authorities der einzelnen Länder erkennen dabei die Zulassungen der FDA und EMA an und sind grundsätzlich kooperativ. Aktuell wird auch über eine einheitliche Zulassung für den gesamten GCC-Raum diskutiert. „Die GCC-Staaten wollen in den nächsten Jahren ein gutes, umfassendes und unabhängiges heimisches Healthcare-System aufbauen. Ent-

sprechend große Investitionen werden hier getätigt", berichtet Lejla Pock von der „Arab Health" und der „Med Lab Middle East" in Dubai.

Wo neue Strukturen entstehen, gibt es naturgemäß ein viel kleineres Erbe an traditionsreichen Gesundheitssystemen und bestehenden Infrastrukturen. Was zum Beispiel die Implementierung von Lösungen auf dem neuesten Stand der Technik wie etwa telemedizinischer Anwendungen wesentlich erleichtert. Und von der „Drehscheibe Dubai" aus ist man schnell in Asien, in Afrika und in Europa. Besonders interessant für heimische Firmen sind auch die Erfahrungen und Kontakte der Golfstaaten in den afrikanischen Raum und zum Rest der MENA-Region.

Internationale Perspektive

„Die Märkte in der D/A/CH-Region und in Europa sind sehr komplex und man hat viel mehr lokale Konkurrenz, deshalb sind neue Märkte gerade für die Life-Science-Branchen von enormer Bedeutung", betont Clusterchefin Lejla Pock. Man dürfe sich aber keine Illusionen darüber machen, dass die Konkurrenz schläft. „Die Konkurrenz ist natürlich schon da, aber man ist in den neuen Märkten wie den GCC-Staaten ausländischen Unternehmen und Organisationen gegenüber viel aufgeschlossener." Eine Weltregion mit ebenfalls geringem regulatorischem Erbe, das sind die Märkte Südamerikas. Aber das ist schon wieder eine andere Geschichte.

„Wo neue Strukturen entstehen, gibt es größere Chancen für innovative Lösungen und zur Implementierung neuer Technologien."

Navigating Growth:
The Expansive Potential of the Alps-Adriatic Health Sector

Austrian companies stand at the threshold of vast opportunities in the Alps-Adriatic health market, notably within MedTech, biotechnology, pharmaceuticals, and life sciences. These sectors, known for their rapid innovation, have the power to revolutionize healthcare, offering new ways to improve patient care and wellness experiences. The diverse and scenic Alps-Adriatic region, with its combination of high-quality healthcare infrastructure and thriving wellness and healthcare tourism, provides a perfect backdrop for the deployment and integration of groundbreaking health technologies.

The potential for Austrian companies extends across various facets of healthcare. In MedTech, there's a growing demand for wearable health devices, advanced diagnostics, and telehealth solutions that Austrian companies can meet. These innovations not only enhance patient monitoring and treatment but also integrate seamlessly into wellness programs, promoting a holistic approach to health.

Biotechnology and life sciences offer another realm of opportunity, focusing on the development of new treatments and health products that cater to the specific needs of individuals. Austrian companies, already excelling in R&D, have the potential to pioneer advancements in regenerative and personalized medicine, devising treatments and supplements customized to the unique health profiles of individuals, thereby enhancing patient outcomes.

The pharmaceutical sector also presents a significant opportunity, especially in developing drugs and natural health products that align with the global shift towards preventive healthcare and wellness. Austrian companies can capitalize on this trend by creating high-quality, effective pharmaceuticals that support both medical treatments and wellness lifestyles.

A strategic approach to these opportunities involves collaboration with regional and international partners, leveraging the

Christina Rupp, ICS

Alps-Adriatic region's unique resources including highly skilled researchers from renowned universities and cross-border connections. By fostering partnerships with healthcare providers, research institutions, and wellness centres.

Offering a fertile ground for Austrian companies to innovate and grow the Alps-Adriatic health market is more than worth to be investigated. By focusing on collaboration, sustainability, and digital transformation, these companies can lead the transformation of healthcare and wellness in the region, meeting the needs of a diverse population seeking quality, innovation, and holistic health solutions.

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"As the 10th largest importer and 14th largest exporter, Italy is one of the major players in the global medical technology market. The Italian medical technology sector has a market value of 18.3 billion euros, including exports (5.9 billion euros), imports (9.3 billion euros) and production (6.9 billion euros), and comprises 4,641 companies employing 117,607 people."

Lara Cossettini, Key Account Manager at Advantage Austria Italy

"Croatia is becoming a notable destination for health tourism, with a significant rise in tourist arrivals, especially in Istria. The 'silver generation' is increasingly targeted as a key demographic for extending the tourism season beyond summer."

Gerhard Schlattl, Trade Commissioner at Advantage Austria Croatia

"Switzerland, known for its economic stability and political continuity, has become a crucial hub for MedTech companies. Its openness to new technologies and strong innovation spirit positions it as an industry leader. Comparably high investment rates, particularly in production efficiency and R&D, underline that Swiss companies do have both the desire and the financial resources for implementing new ideas."

Leonie Pfister, Project Manger at Advantage Austria Switzerland

"The Slovenian healthcare sector, led by a rapidly expanding life sciences industry, is marked by innovation and diversity. It has seen significant growth, particularly in pharmaceuticals—where turnover has tripled in the last 15 years—and medical device manufacturing, with Slovenia being a pioneer in laser technology applications. These achievements underscore the market's potential for collaborative ventures in biopharmaceuticals, digital lab processes, cell therapy development, and medical devices."

Wilhelm Nest, Trade Commissioner at Advantage Austria Slovenia

Statements

In der Cluster Community finden sich zahlreiche Unternehmen, die schon ganz unterschiedliche Auslands-Erfahrungen gemacht haben. Hier lassen wir einige davon zu Wort kommen.

Innophore

„Innophore ist ein TechBio Unternehmen, das im Bereich der in-silico Enzymsuche, Drug Repurposing und Nebenwirkungsvorhersage tätig ist. Wir verfügen über ein stetig wachsendes Kundennetzwerk in Europa und betreut verstärkt Kunden aus der DACH-Region sowie Frankreich, Finnland und Schottland. Darüber hinaus unterstützen wir mehrere Unternehmen in den USA und Kanada sowie Kunden aus Asien, insbesondere aus Japan und Südkorea. Unsere Herausforderungen ergeben sich vor allem aus der Diversität der Kundenprojekte; der Standort spielt für uns eine untergeordnete Rolle. Jedes Projekt und jeder Kunde ist einzigartig und wird von uns entsprechend behandelt. In der Bioinformatik ergeben sich naturgemäß sehr spezifische Fragestellungen, die wir durch den Einsatz von Computer- und KI-Technologien sowie durch das Fachwissen unserer erfahrenen Mitarbeiter meistern."

Dr. Bettina Nestl / COO

CNSystems

„CNSystems ist seit über 25 Jahren weltweit in über 40 Märkten tätig und hat somit bereits mit vielen Kulturen die unterschiedlichsten Erfahrungen gemacht.

So muss man sich beispielsweise in China auf sehr langwierige Verhandlungen einstellen, die finalen Entscheidungen werden dann aber meistens erst bei persönlichen Treffen getroffen. Im Mittleren Osten, wie etwa in Saudi-Arabien oder Katar, muss man seine Preisstrategie vorab anpassen, da das in der Kultur verankerte Ver-Handeln und „Preisdrücken" ein fixer Bestandteil eines jeden Geschäftes ist – denn nur ein verhandeltes Geschäft ist auch ein „gutes" Geschäft. Besonderen Wert legt man in dieser Region auf die persönliche Wertschätzung des Handelspartners, wobei Handschlagqualität noch sehr viel zählt. Gemeinsam haben alle internationalen Beziehungen, dass - auch in Zeiten von Online Meetings - der persönliche Kontakt enorm wichtig ist und gepflegt werden sollte. Persönliche Treffen sind die Basis einer jeden guten Geschäftsbeziehung."

Mag. Sabine Illmaier | Chief Commercial Officer

eee Austria international projects GmbH

„Die Grazer Firma eee Austria international projects GmbH sowie ihre Schwesterunternehmen bit media education solutions und M.I.T e-Solutions realisieren Projekte in Südosteuropa, Asien und Afrika. In Südosteuropa stellen politische Instabilität und Wechsel bei Entscheidungsträgern große Herausforderungen dar, während das Engagement der Endnutzer motivierend wirkt. In Asien sind Projekte oft in lokale Pläne integriert, aber bürokratische Hürden erschweren die Umsetzung in Indonesien. In Tadschikistan behindert die russische Vergangenheit und Militärpräsenz die Kommunikation, während in Sansibar ein hohes technisches Verständnis beim Kunden auffällt. Trotz regionaler Unterschiede ist die Bereitschaft zur Zusammenarbeit und die Freundlichkeit der Beteiligten überall hoch."

Wolfgang Schaffer
Geschäftsführer M.I.T e-Solutions und HTC Partner

GL Pharma

„GL Pharma ist ein führendes österreichisches Pharmaunternehmen, das sich auf die Entwicklung, Herstellung und Vermarktung von hochwertigen Arzneimitteln spezialisiert hat. Neben einem globalen Netzwerk von Partnern ist das Unternehmen in verschiedenen europäischen Ländern mit eigenen Strukturen aktiv. Zu den Ländern, in denen GL Pharma tätig ist, gehören unter anderem Österreich, Polen, Deutschland, UK, Italien, sowie weitere EU-Märkte. Durch die Präsenz in diesen Schlüsselmärkten konnte GL Pharma stets organisch und nachhaltig wachsen und Menschen in ganz Europa Zugang zu hochqualitativen Arzneimitteln ermöglichen. Die Vielfalt der Märkte ermöglicht es dem Unternehmen, sich an unterschiedliche regulatorische Anforderungen anzupassen und ein innovatives Produktportfolio anbieten zu können."

Michael Bartenstein

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HMG
- driver of innovation within the GCC region's Healthcare sector

During our visit to Arab Health in January this year, we had the privilege of exploring the vibrant landscape of healthcare innovation, where Dr. Sulaiman al-Habib Medical Group (HMG) stood out prominently. Engaging with representatives at their stand, we gained valuable insights into HMG's pivotal role in driving innovation within the healthcare sector.

Amidst the bustling atmosphere of Arab Health, we seized the opportunity to delve deeper into HMG's innovative endeavors. Upon returning to Graz and reflecting on our discussions, we reached out to the leadership and found an interview partner in Board Member Hesham Al Habib to share the insights with our community and readership, shedding light on the group's mission, achievements, and aspirations:

HMG has established itself as a prominent healthcare provider in the Middle East. Can you elaborate on the group's journey and its impact on the healthcare landscape of the region?

Almost 30 years ago Dr Sulaiman Al Habib (a pediatric in the early days) had a vision to improve the Quality of Care in the Kingdom.

You could say Innovation Journey started when our first private Medical Complex was built in 1995. Demand for Private Healthcare grew, the Quality of Care elevated with competition and almost 30 years later Dr. Sulaiman Al Habib Medical Group (HMG) is the biggest private Healthcare group in the Kingdom with dreams to support the Healthcare objectives of Saudi Vision 2030.

HMG operates its own innovation hub where groundbreaking ideas are nurtured and implemented across the group. How does the innovation center contribute to HMG's overall strategy, and can you share examples of successful innovations that have emerged from this initiative?

"The HMG Innovation Growth Hub (HIGH) is a new initiative but Innovation at HMG is not." Hesham Al Habib, Group Chief Business Development & Strategy Officer.

HMG developed the 1st Private Healthcare Group in the Kingdom, was the 1st to have it's own Mobile Health App & 1st HIS system used not only in HMG Hospitals but also in over 50 Ministry of Health Hospitals. All developed in-house, imagined and built by our people. HMG Innovation Growth Hub (HIGH) is here to take Innovation to 'Next Level'.

Why the Innovation Centre? Success depends on people – allowing people to design, build and scale ideas then getting out of their way is one of our keys to success.

We believe we have lot of talent in HMG and globally and our main role is to make the process of designing, building and scaling ideas with our people and globally simpler.

> "The HMG Innovation Growth Hub (HIGH) is a new initiative but Innovation at HMG is not."
>
> **Hesham Al Habib**

Hesham Al Habib

Probando

„In den Life Sciences eröffnen sich laufend neue Märkte, und wir als Digital Service Provider für klinische Studien haben die Möglichkeit, durch unsere internationalen Einsätze in bereits 21 Ländern den Wandel ständig im Blick zu behalten. Ein entscheidendes Learning, das wir dabei gewonnen haben, ist die individuelle Betrachtung jeder Studie. Die zunehmende Komplexität der Studien erfordert eine stärkere Teilnehmerorientierung und ein digitales Recruitment, das auf ihre Bedürfnisse zugeschnitten ist. Unsere Erfahrung in über 300 betreuten Studien hat gezeigt, dass eine klare Kommunikation sowie die Fokussierung auf die Bedürfnisse der Teilnehmenden Vorteile für alle Beteiligten bringt.

Im globalen Kontext stehen wir vor vielfältigen kulturellen Unterschieden und sich ändernden Anforderungen, alleine in Europa. Eine differenzierte Herangehensweise beim digitalen Recruitment ist dahingehend essentiell, um den länderspezifischen Bedingungen und Erwartungen gerecht zu werden."

**Manuel Leal Garcia | CEO &
Matthias Ruhri | Digital Health Entrepreneur**

GNN-Group

„Die GNN-Group, ein führender Experte im Bereich der Logistik für klinische Studien und Life-Science-Projekte, markiert ihre Präsenz in Deutschland, der Schweiz und Spanien aktiv durch Teilnahmen an Biotech-Messen und Events. Diese Strategie zielt darauf ab, unser Netzwerk auszubauen und neue Kunden für unsere spezialisierten Services zu gewinnen. In unseren Bemühungen, auf internationaler Ebene zu expandieren und unseren Kundenstamm zu vergrößern, haben wir außerordentliche Unterstützung von Human.technology Styria erfahren. Die Partnerschaft mit ihnen hat uns nicht nur Zugang zu wertvollem Fachwissen und Ressourcen verschafft, sondern auch unsere Position im Markt gestärkt. Die wichtigsten Learnings aus dieser Zusammenarbeit umfassen die Notwendigkeit einer detaillierten Marktanalyse, die Bedeutung von adaptiven Strategien in unterschiedlichen Regionen und die Kraft von Netzwerken in der Biotech-Industrie. Unsere Erfahrungen haben gezeigt, dass die enge Kooperation mit Branchenexperten wie Human.technology Styria einen unschätzbaren Vorteil darstellt, indem sie uns ermöglicht, stets am Puls der Zeit zu bleiben und unsere Services kontinuierlich zu optimieren."

Sam Yazdani | COO

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HMG recently issued a call for innovative ideas and products for the healthcare sector. Could you provide insights into the objectives and expected outcomes of this initiative?

The main benefit to introducing new services or ways to enhance our services will be for our patients. Everything we do always has the patient at the heart. Making the process for companies sharing ideas easier is one of the key Innovation Centre objectives. We know there are many great solutions either in development or already available globally and international companies find it a challenge to know where to share these. We have created a space and are in process of building the 'Digital Bridge for MENA' to introduce these solutions to the Kingdom

How does HMG integrate technological advancements into its healthcare services, and what impact does this approach have on patient care outcomes?

HMG is different to most Healthcare providers in the region and global. We have built HMG Solutions to deliver elevate quality of service for our patients and the Kingdom e.g. IT Infrastructure (Cloud

Solutions), MedTech (Flow Medical), Taswyat (Billing Engine) etc. to provide services for our Hospitals and clinics as well as other Healthcare providers in the region and globally. Our EMR system for example VIDA has won awards and is implemented in over 50 Ministry of Health Hospitals in Saudi Arabia.

Playing the role of customer and having your own delivery mechanism means solutions are more precise to our patient needs.

In your view, which aspects of healthcare delivery hold the most promise for technological transformation, and what specific priorities does HMG have for harnessing technology to drive positive impact and outcomes?

All Healthcare providers are talking about Value Driven Healthcare Services, what the future of care is & how it will be delivered in a new digital playground with AI, Robotics, Machine Learning and automation. Technology is a key enabler but ensuring people are comfortable with new ways of working is the key to success. Introducing technology that can help our day-to day be more efficient and create value for our patients will be the first priority.

Dr. Sulaiman AL Habib Medical Group (HMG)

The Habib Medical Group stands as the premier healthcare provider in the Middle East, #1 Private Healthcare provider with a 30 year history, 60+ sub-specialities, 1,900 Beds+. Operating 1370 clinics across Saudi Arabia, the United Arab Emirates, and Bahrain and now Jeddah. The extensive HMG network comprises hospitals, clinics, medical centers, specialty hubs, and pharmacies. Furthermore, ongoing investments are being made to expand the clinic network. With its dedicated Innovation Hub (HIGH), pioneering ideas are rigorously tested, developed, and seamlessly integrated throughout the group's operations.

hmg.com

د.سليمان الحبيب
DR SULAIMAN AL HABIB
المجموعة الطبية medical group

Looking ahead, what are the primary areas of focus for HMG, particularly in the context of addressing global healthcare challenges? How does HMG plan to contribute to surmounting these challenges and propelling healthcare forward on a global scale?

Saudi Arabia is going through a Transformation, delivering Saudi Vision 2030 and Healthcare is one of the key pillars of focus areas for the Kingdom. The focus of the transformation program is on providing comprehensive and integrated services at a sustainable cost, improving Quality of Care in line (& beyond) with international standards.

The country navigated through COVID-19 with the use of mobile applications, streamlined vaccine protocols, and increased access to medical services. Proudly highlighting the Kingdom as a global model of excellence in successfully mitigating the spread of the virus. HMG strategic objectives are closely linked with delivering Saudi Vision 2030 objectives:

» Installing & upgrading EMR system (we are in next Phase currently of improving data collection and access for medical providers)

» Providing Full Care Continuum: We have highlighted opportunities to expand HMG services by introducing e-health services e.g. Livecare (access to Doctor via mobile App); Tele-ICU etc.

» Quality of Care: We have launched the HMG Innovation Growth Hub (HIGH) to develop an easier process for international companies in sharing innovative solutions to enhance and introduce services for the Kingdom & MENA.

Our Vision is to bring high quality solutions we have either developed or scaled globally. HMG solutions is one channel and Innovation Centre is another. The 'Digital Bridge' we are building in'shallah (God-willing) will be a process that will be implemented world-wide for easier access of sharing new developments and solutions that will transform patient experience.

The HMG Call

The HMG Call, facilitated by HTS, saw the participation of numerous cluster members and aimed to foster innovations within the healthcare sector. From telemedicine and digital health solutions to personalized medicine, preventive care, healthy living, aging, and robotics, all ideas addressing current global challenges and trends were warmly welcomed.
We take great pride in announcing that many Styrian companies and projects have advanced to the next round. They include:
» arterioscope
» Lanbiotic – topical probiotics
» ilvi – Point of Care Data Acquisition
» TLL - SpermidineLife
» MIC - Augmented Hearing Device
» RobotDreams - AI-powered Blood Diagnostics
» Decide - GlucoTab
» Elyte – KaliumForMe
» Predicting Health – AI-based risk stratification
» Quickticket - The Smart Queue
» SteadySense – Early infection detection

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Fascinating possibilities, exciting opportunities, huge potential

A personal review of Arab Health and Med Lab Middle East
By Lejla Pock

Looking back on my visits to Arab Health and Med Lab Middle East in Dubai, I am still in awe of the scale of possibilities and opportunities for innovation that exist in the Middle Eastern markets, particularly in the GCC healthcare technology and life sciences market. These two annual events have become significant cornerstones of the global healthcare industry, showcasing cutting-edge technologies, fostering collaboration and driving medical advances.

The sheer scale of Arab Health and Med Lab Middle East is overwhelming. Spread across huge exhibition halls, they bring together countless exhibitors - from multinational companies to innovative start-ups - with healthcare professionals, authorities and experts from around the world.

The energy flowing through the bustling aisles is always palpable, as attendees engage in lively discussions, attend informative panel sessions and explore the latest products and solutions shaping the future of healthcare. Particularly exciting are the numerous side events organised as part of the main events, which offer in-depth exploration of specific topics and excellent networking opportunities.

My experience with the market for healthcare technology and life sciences in the GCC shows a terrain with huge potential:

» Longevity, Prevention, Chronic Diseases, Health Care vs Sick Care, Telemedicine, Digital Transformation and Integration, Personalised Medicine, Genome Databases, Medical Tourism, Sustainability - these were the trending topics that took centre stage during the two events. They are rooted in the need to curb the spread of chronic diseases (lifestyle diseases) in the region and bring about a turnaround.

» The commitment to technological advancement is evident in this region. The focus is on digital health solutions, telemedicine and artificial intelligence, which are revolutionising the delivery of healthcare services here too. In addition to these advances, there is a clear trend towards promoting longevity and improving the quality of life among the population. With increasing life expectancy and a growing ageing population in the Middle East, there is a greater focus on preventative healthcare, wellness initiatives and age-related disease management. From the use of innovative wearable devices that monitor vital signs and capture real-time health metrics, to personalised nutrition plans and anti-ageing treatments, the emerging longevity market is facing the challenge of improving the quality of life.

» The benefits and use of telemedicine and associated technological innovation are emphasised in many ways: from the broad availability of healthcare to the early detection and early treatment of diseases, to relieving the burden on the outpatient sector and promoting sustainability. In the context of sustainability, the use of telemedicine also means a reduction in the hours spent travelling to and from medical facilities, which in turn reduces the carbon footprint through less travel. This more efficient use of resources contributes to environmental protection and thus supports sustainability goals in the healthcare sector.

» Increasing independence in the production of medicines and the provision of healthcare services is seen as an important goal. The vulnerability to disruptions in global supply chains revealed during the pandemic emphasises the need for countries to strengthen their domestic production capacities and ensure a reliable supply of essential medicines and medical supplies. Similarly, the strain on healthcare systems during the pandemic highlighted the need to build robust healthcare infrastructures that are able to respond effectively to pu-

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"The sheer scale of Arab Health and Med Lab Middle East is overwhelming."

Lejla Pock

blic health emergencies and ensure quality care for all.

» Healthcare providers were a real discovery in their role as drivers of innovation: These companies play an important role in driving innovation, improving access to healthcare services and improving the quality of care for patients. By investing in state-of-the-art facilities, establishing centres of excellence and testing, integrating, using and developing cutting-edge technologies, these companies are at the forefront of transforming healthcare in the region. (See interview with HMG, page 11)

Overall, new markets such as the Middle East offer exciting opportunities for healthcare technology and life sciences companies to innovate, collaborate and succeed. With a growing focus on technological advancement, longevity and quality of life, as well as a supportive regulatory environment and a growing consumer base, the Middle East is poised to establish itself as a major player in the global healthcare industry.

My experiences at Arab Health and Med Lab Middle East lead to some key learnings: The importance of collaboration and partnership to foster innovation cannot be overemphasised. These events provide a fruitful platform for building strong relationships with industry leaders, fostering international collaboration and exploring new business opportunities. They also sharpen the focus on patient-centred care and the need for solutions tailored to the unique cultural and demographic characteristics of the Middle East.

To summarise, my trip was an enriching experience that deepened my understanding of the dynamics and potential of the Middle East market for healthcare technology and life sciences. With optimism and enthusiasm, I look forward to observing the further growth and development of this region and building more valuable partnerships.

botenstoff

SPECIAL

Health Care Data

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An interview with Petri Lehto

Health data and digitalization: "The opportunity for a revolution"

On June 4th, Graz will emerge as the focal point for Austrian health data enthusiasts. The "Austrian Life Science Day" is entirely focused on this groundbreaking topic. Prior to the event, we had the privilege of securing an interview with the keynote speaker, a prominent Finnish healthcare data specialist.

How would you assess the significance of health care data in driving advancements within the life sciences field globally, and specifically in Europe?

Life science is among the fastest growing fields globally due to the potential that health data and digitalization can bring to health care. There is a huge global demand for new solutions in health care since we know now well that health data together with digitalization provides us with an opportunity to bring a revolutionion there. EU markets are still very fragmented but with the new European Health Data Space regulation we will get a much more unified environment for using health data which can be a huge advantage to Europe even when compared to the USA.

What role do you envision health care data playing in shaping the future of research, drug development, and healthcare delivery?

The great thing about health data is that it can generate benefits in so many areas of health care, from research all the way to clinics. There is really no area where it is not applicable. But what we need to do is to make sure our environment allows and enables the use of it. For instance, legislations around research and care must be adjusted to it. Also, we need to make sure to generate and store data so that it can be then applied to different uses. Quality needs also to be guaranteed. This all requires lots of work but the rewards are so huge that there is no alternative to it.

Can you elaborate on Finland's unique approach to integrating health care data across various sectors and stakeholders, and how this has contributed to the country's leadership in health care data utilization?

We started to pay close attention to health data some 10 years ago. It was partly based on the understanding that we have built and collected vast amounts of data in different registries and health records. This coincided with the first Life Science Strategy compiled in Finland. It enabled us to raise health data as a focus area of the strategy and set a high ambition to it. Stakeholders started to understand the value in it. We know that the infrastructure - legislation especially - needs still to be improved, we know it, but we have already tools to work with.

"The great thing about health data is that it can generate benefits in so many areas of health care, from research all the way to clinics. There is really no area where it is not applicable."

Petri Lehto

What are some of the major challenges that Finland has faced in harnessing health care data effectively, and how has the country addressed or overcome these challenges?

Legislation has been the biggest hurdle since we had no models from other countries for constructing it. Then came also GDPR which still complicated things. But we did succeed. We are now paying attention to making the data truly flow inside the health care system since we have noticed that there are obstacles in it and those refrain us from getting all the benefits out of it.

What are some emerging trends or future directions in health care data management and utilization that you see shaping the landscape, both in Finland and globally?

Finland has just gone through the biggest ever healthcare reform of the country. It has revealed many challenges we need to overcome in the coming years, like improving patient access, guaranteeing supply of professionals and meeting the budget pressure. We have started to pilot the use of artificial intelligence as a means to meet these challenges. AI is built on health data so we have a good starting point for all this. Again, the rewards are potentially massive but there is a lot of work ahead!

**Petri Lehto
(PhD, Senior Lead at Sitra, the Finnish Innovation Fund)**

Dr Lehto is a healthcare and innovation policy expert. He has worked as a Director of innovation policies at the Finnish Ministry of Economic Affairs and as Director in a global pharmaceutical company leading the company's policy and communications work in Finland. Currently, he focuses on increasing the use of health data in Finland and in the EU. He holds as Ph.D. in economics.

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Telbiomed Medizintechnik und IT Service GmbH & AIT Austrian Institute of Technology GmbH

Telehealth services and the health data space

In a society with a growing proportion of chronically ill people, integrated care is becoming increasingly important. Telehealth services can facilitate this form of care, as they can be used to offer customised telehealth solutions that regularly transmit health related data from patients to health professionals to treat chronic diseases, regardless of time and location.

For example, HerzMobil is a multidisciplinary disease Telehealth platform (developed by AIT for the care of patients with heart failure and is already being used in Tyrol, Styria and Carinthia.

The European Health Data Space (EHDS) is an initiative aimed at improving healthcare outcomes and fostering innovation within the European Union (EU) by facilitating the sharing and exchange of health data across borders. It aims to create a secure and interoperable infrastructure for accessing and analysing health data from various sources, including electronic health records, medical registries and research databases.

AIT focuses on infrastructure based topics to facilitate reproducible and high qualitative secondary use of health data towards EHDS. Secondary data use in healthcare is crucial for various reasons, primarily because it allows for the analysis of existing information collected under real world healthcare conditions. This data can be utilized for epidemiological studies, outcome assessments, health policy evaluations, and more, leading to insights that might not be achievable through primary data collection alone.
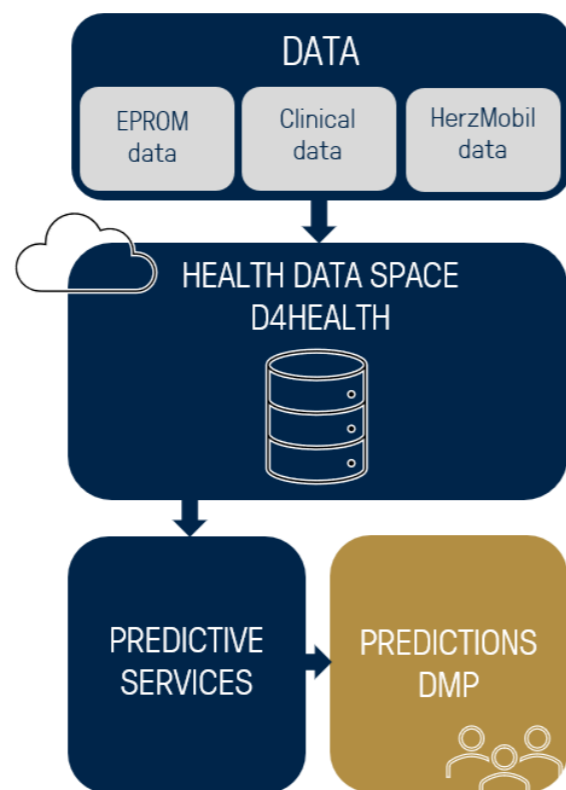
More and more people are using smartphone apps, wearables and monitoring devices and are part of telehealth services. The use of such devices and telehealth services generates data that creates the basis for a health data space.

Other data sources from HIS systems, registries or Patient Reported Outcome Measures (EPROM) can be merged and incorporated into this health data space In summary, several data nodes form a comprehensive and quality assured database the d4Health Registry (Smart Registry), which is developed by AIT.

Integrating telehealth services with additional source systems such as Hospital Information Systems (HIS), Smart Registries, alongside the d4Health infrastructure developed by AIT, exemplified by initiatives like the d4Health Heart Failure Registry in Tyrol and Styria, highlights the significance of secondary data utilization in advancing healthcare innovation and improving patient outcomes. Such a registry offers many advantages. For example, direct access to the primary system is not necessary, which leads to better performance, Higher security levels and

pseudonymisation of the data. The data is transformed into a standardised data format (OMOP), which is well suited for evaluations and enables the automatic filling of the registry with data from standard care.

Furthermore Record linkage would not only be an advantage for the secondary use of data in the field of research, but also directly for the care of patients, by processing the data for quality assurance measures and reporting. Future plans are to link the registries attached to HerzMobil Tyrol and HerzMobil Styria into a joint d4Health registry, to support predictive analytics based on large sets of pseudonymised data, i.e., Big Data.

DATA

- EPROM data
- Clinical data
- HerzMobil data

↓

HEALTH DATA SPACE D4HEALTH

↓

- PREDICTIVE SERVICES → PREDICTIONS DMP

TEL· BIO MED·

AIT AUSTRIAN INSTITUTE OF TECHNOLOGY
TOMORROW TODAY

CANCOM & KAGes

Digital Revolution in Nursing

The digital turbo for patient care - KAGes and implementation partner CANCOM Austria AG are realizing a digital project for nurses and patients.

Styria takes a leading position in hospital digitalisation. KAGes (Steiermärkische Krankenanstaltengesellschaft m.b.H.) and its implementation partner CANCOM Austria AG have impressively demonstrated how these mobile helpers can revolutionise patient care. There are groundbreaking advantages for both medical/nursing staff and patients.
Smart Computer on wheels save valuable time for humanity

The era of illegible handwriting and lost notes at the bedside is coming to an end. In Styrian hospitals, digitalisation heralds a new era with the innovative visitation carts (AMiS) from Alphatron Medical. These mobile helpers revolutionise the daily work of doctors and nurses and bring several benefits.

With AMiS, doctors and nurses capture all relevant information directly at the patient's bedside using the integrated computer. The entered data is automatically transmitted to the electronic patient record in real-time. Time-consuming transcriptions and duplicate data entry are finally eliminated.

This gained time directly benefits the patients. Doctors and nurses can now devote themselves even more intensively to human care, providing informative discussions, individual care, and emp-

athetic support. But AMiS are not only time-saving machines but also true communication centers. Doctors, nurses, therapists - all involved in the treatment process - have mobile and real-time access to the current patient data. Misunderstandings and delays in information transmission are a thing of the past. This smooth communication and collaboration of all parties involved are essential for optimal patient care.

KAGes, Alphatron Medical, and CANCOM Austria AG - a strong partnership

The success of the project is due in no small part to the close and successful collaboration between KAGes, Alphatron Medical, and CANCOM Austria AG.

Alphatron Medical contributes expertise and experience in the development and production of innovative visitation carts.

CANCOM Austria AG is responsible as an implementation partner for implementing the solution in the IT infrastructure as well as at the individual locations of KAGes. CANCOM Austria AG would like to express its sincere appreciation and thanks to the entire team at KAGes. „At CANCOM Austria AG, we value the collaboration with the KAGes team greatly and look forward to continuing our successful partnership in future projects," says Christoph Schreiner, BSc, MA, Sales Expert Digital Health, CANCOM AG Austria.

© Portrait: CANCOM | Alphatron Medical Innovations

RobotDreams

The future of diagnostics from the heart of Styria:
how RobotDreams® GmbH is revolutionizing the diagnosis of acute coronary syndromes with its AI

In medicine, there is hardly anything more valuable than the ability to recognize diseases at an early stage and treat them appropriately. However, the diagnosis of acute coronary syndrome, commonly known as a heart attack, often results in late or even incorrect diagnoses due to lengthy and inaccurate troponin tests. This is not only expensive for the clinics that subject patients to unnecessary treatment but can be acutely life-threatening in the case of an unrecognized heart attack. However, this gap in diagnosis could soon be a thing of the past thanks to an AI platform developed by RobotDreams® from Graz.

The main problem in diagnosing such syndromes is that current troponin tests often require several test iterations. Also, heart attacks in women are often not recognized because the symptoms such as chest pain, dizziness, and nausea are not as specific as in men. In addition, in many cases, the troponin level in the blood does not rise as significantly in wo-

men as it does in men. This means that a troponin test cannot clearly diagnose a heart attack.

This is where the innovative AI platform from RobotDreams® comes in. The AI is based on data that was previously unused. It uses blood samples that are examined using hematology analyzers. In contrast to what the doctor recognizes with their own eyes, the AI can work with a wealth of data and recognize complex correlations between different values. Thanks to the planned direct connection to the analyzers via a cloud solution, AI can be used very quickly and extremely efficiently in the future. It also has a much higher specificity than the troponin tests used and can therefore make precise and reliable diagnoses.

RobotDreams® is currently conducting a large study in collaboration with the Medical University of Graz to verify the effectiveness and benefits of this innovative solution. RobotDreams' AI promises

Autor: Philipp Robin, Intern

not only a revolution in the diagnosis of acute coronary syndromes and other diseases in the future but also a significant step towards gender-equitable medicine. Thanks to this technology, people around the world could be diagnosed faster and more accurately and therefore treated more effectively, which will ultimately save lives.

© RobotDreams

© AIgnostikum

RAIDAS — an AI system for breast cancer detection using MRI images

Breast cancer ranks as one of the most common cancers among women, making early detection through routine screening critical for improving survival rates. While mammography has long been the standard method for breast cancer screening, it has limitations, especially in women with dense breast tissue where its effectiveness is reduced. Magnetic Resonance Imaging (MRI) has emerged as a superior alternative, offering enhanced sensitivity without the need for ionizing radiation, making it a particularly valuable tool in the fight against breast cancer.

In this evolving landscape, AIgnostikum has introduced RAIDAS (Radiology AI Diagnostic Assistant System), an advanced artificial intelligence system engineered to detect malignant breast lesions in MRI images with remarkable precision. RAIDAS integrates seamlessly with Picture Archiving and Communication Systems (PACS), automatically accessing MRI images and analysing them without altering the radiologist's workflow.

The integration of RAIDAS into clinical practice is designed to complement, not replace, the radiologist's expertise. Initially, radiologists examine the MRI series using conventional methods, categorizing images based on the Breast Imaging Reporting and Data System (BI-RADS), thus formulating a diagnosis without AI interference. The RAIDAS system then presents its findings, allowing radiolo-

gists to compare their initial assessments with the AI's analysis. This process not only validates the radiologist's diagnostic decisions but also provides additional insights by highlighting the specific areas within the MRI data that influenced the AI's conclusions.

This dual-review strategy not only reinforces the accuracy of breast cancer detection but also provides a safety net by identifying potentially overlooked lesions.

RAIDAS represents a significant step forward in the fight against breast cancer. By providing radiologists with an advanced tool for analysing MRI images, the system offers the potential to improve diagnostic accuracy, reduce the risk of missed lesions, and ultimately enhance patient outcomes. As AI technology continues to evolve, systems like RAIDAS will become increasingly integral to the early detection and treatment of breast cancer, promising a future where technology and human expertise work hand in hand to save lives.

About the author:
Dr. Manfred Prantl is heading AIgnostikum GmbH as CEO now for 4 years. He holds a doctoral degree in Computer Vision and Image Processing from the Technical University of Graz.
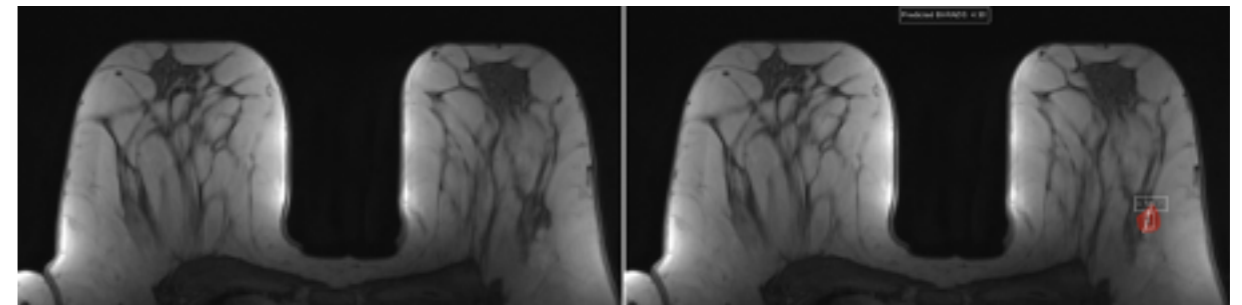

Figure 1: Breast MRI image (left: original T1 image; right: lesion identified by RAIDAS); the BI-RADS score given by the radiologist was 4 - the BI-RADS score predicted by RAIDAS was 4.3

ilvi GmbH

From handwriting to efficient healthcare: ilvi's data management solutions

Access to healthcare data has a significant impact on the quality and efficiency of care, and ilvi GmbH is playing a crucial role. Its software solutions facilitate the collection, management, and secure exchange of healthcare data and thus contribute to more efficient healthcare provision.

Large amounts of data are generated daily in the healthcare sector, often still based on handwritten records. This is where ilvi relies on digitalisation to optimise the process. With its "ilviC-LINIC" solution, all information is recorded directly at the point of care - at the patient's bedside, whether through manual input or the integration of medical devices, from patient data and vital parameters to meal plans and wound images.

ilvi's solutions are designed with simplicity in mind. With a user-friendly interface, the collected information can be securely transferred to the relevant target systems with just one click. Whether it's the care documentation system or hospital information system, ilvi ensures a smooth and secure data transfer, relieving healthcare staff of manual data entry processes.

ilvi's strength lies not just in its solutions but also in its collaborative approach. By partnering with companies like SteadySense, ilvi continuously enhances the functionality of its solutions, contributing to the overall optimisation of healthcare. ilvi's open platform enables partners to seamlessly send their collected health data to the desired target system, fostering a culture of collaboration in the healthcare industry.

In addition to mobile applications, ilvi also offers desktop and connectivity solutions that facilitate the exchange of data between various healthcare applications or medical devices and the target system.

Overall, the work of ilvi GmbH contributes significantly to improving healthcare efficiency, accuracy and safety. Their innovative solutions ensure that healthcare data is efficiently captured, managed and securely exchanged, ultimately leading to better patient care.

Wireless data transfer from medical devices
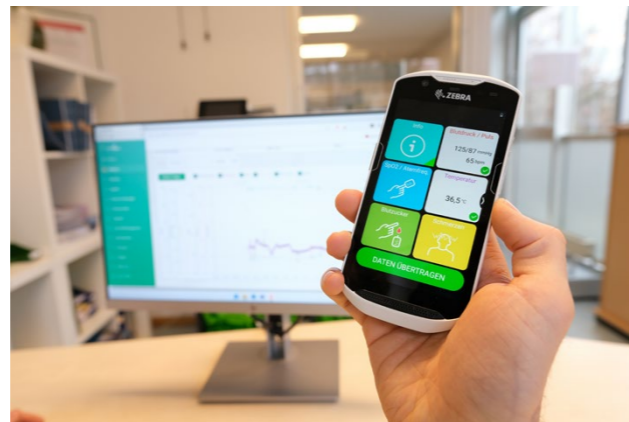
ilviCLINIC with its backend solution for interdisciplinary data exchange

Institute DIGITAL of JOANNEUM RESEARCH

Early detection of dementia risk from digital biomarkers with eye tracking and serious games

Dementia is a major public health problem with enormous social and economic costs on healthcare systems as well as substantial burden for the individual, caregiver and families. It is estimated that more than 7 million people are living in the European Union with dementia. This number is projected to double, reaching 14 million in 2050. There is currently no cure for dementia's most prominent disease, i.e., Alzheimer's disease (AD). Although the search for potential treatments is showing promise, it is anticipated that these interventions, such as, multi-domain non-pharmacological intervention, will be most effective in early stages of the disease.

The Institute DIGITAL of JOANNEUM RESEARCH has rich experience in developing and applying digital technologies for the assessment of dementia risk. Client engagement for the utilisation of assessment technologies is significantly increased using playful interaction, such as, in serious games (Paletta et al., 2018). Gamified exercises can perform in analogy with psychological tests and provide not only screening information, by estimating MoCA (Montreal Cognitive Assessment) or MMSE (Mini-Mental State Exam) scores, but also measure capacities of cognitive domains, such as, short term memory and attention.

The cognitive assessment even increases in accuracy with the analysis of sensorimotor behaviour. The serious game MIRA (Mobile Instrumental Recovery of Attention; Paletta et al., 2020) provides an eye tracking-based interface on a consumer-grade tablet or PC that can be applied easily at home. The user can activate good or bad avatars with its eye gaze; at the same time an anti-saccadic measurement schema is implicitly evaluated that has been approved in the lab environment to discriminate healthy persons from persons with AD. With intelligent analytics on eye tracking and interaction data a risk stratification was enabled to categorise into healthy behaviour, persons with risk for mild cognitive impairment, and persons with risk of mild dementia.

DIGITAL is currently project partner of PREDICTOM, a European Innovative Health Initiative with an €21 million investment to pioneer early Alzheimer's detection. The goal of PREDICTOM is to develop a screening platform capable of identifying people at risk of dementia, before the first symptoms appear. DIGITAL's contribution to the project is in progressing digital biomarker discovery using eye tracking data as well as in applying its knowledge about digital platforms.
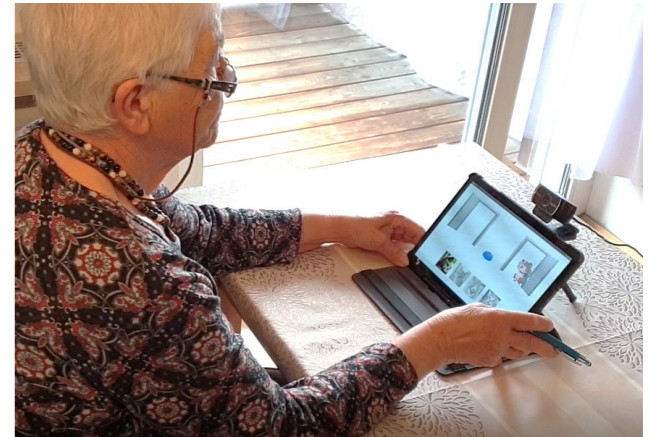
Lucas Paletta

Co-funded by the European Union

Know Center

Shaping the Future:
Trusted AI and Data Science with the Know Center

Today, the sustainable utilization of new technologies is more crucial than ever for businesses and organizations. Given the rapid advancements in areas such as artificial intelligence (AI), navigating through these new circumstances correctly is essential to remaining competitive. As a leading European innovation and research center, the Know Center plays a central role in assisting businesses and organizations in mastering the opportunities and challenges of digital transformation.

The research center has particularly specialized in the fields of trusted AI and data science, which play a key role in the rapidly evolving landscape of digital transformation. This expertise enables companies and organizations to overcome complex obstacles such as intricate machine learning models (MLMs) and biases in training data, while simultaneously opening up new opportunities for implementing AI solutions that fully leverage their potential.

An outstanding example of the Know Center's work is the FFG project SimplifAI. Here, the center is working on transforming complex medical reports using Natural Language Processing (NLP) to make them more understandable for patients. This initiative is crucial for healthcare, as easily understandable reports enhance patient education and facilitate communication between doctors and patients, ultimately leading to better health outcomes.

Collaborating with the Know Center not only provides companies and organizations with access to leading expertise and services in the field of AI and data science but also offers a partnership based on trust and transparency. By adopting and implementing trusted AI and data practices, they can successfully operate in a rapidly changing environment. This can not only strengthen their own competitiveness but also actively contribute to shaping an innovative and sustainable

future for the economy and society. Learn more about the work of the Know Center and its projects at www.know-center.at.

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KNOW Center

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JOANNEUM RESEARCH HEALTH Geriatric Care

Leveraging Real-World Data for Enhanced Geriatric Care

As demographics shift towards aging populations, the demand for effective healthcare solutions intensifies. Geriatric patients, aged 65 and above, often face acute events threatening their independence and autonomy, characterized by multimorbidity and high vulnerability.

JOANNEUM RESEARCH together with Austrian geriatricians has pioneered an online system for benchmarking and reporting "BARS" since 2008, enabling the collection of structured real world data form geriatric wards, aiming at improving geriatric care in Austria. Participating facilities voluntarily contribute data, enabling identification of best practices and areas for improvement. Despite the absence of financial incentives, about 40% of Austrian acute geriatric facilities actively engage in this vital endeavor.

Geriatric care entails considering individual health conditions and multimorbidity. Geriatric assessments play a crucial role in identifying risk factors, enhancing treatment outcomes, and reducing healthcare costs. However, these assessments require specialized geriatric knowledge which is lacking in many hospitals.

Franz Feichtner

To overcome this, JOANNEUM RESEARCH in collaboration with Predicting Health, is developing a digital method using AI to predict geriatric patient risk potential, based on BARS database. This project, co-financed by FFG, aims to create a resource-efficient, semi-automated approach for identifying and predicting risk factors using digital biomarkers.

By harnessing AI, this method seeks to identify risks such as frailty, delirium, dysphagia, and susceptibility to falls early, enabling proactive interventions and tailored patient care also in non-geriatric settings. Ultimately, this digital solution holds promise for enhancing care quality while optimizing resource utilization across healthcare settings.

In conclusion, the utilization of real-world data combined with AI offers unprecedented opportunities to revolutionize geriatric care. JOANNEUM RESEARCH's commitment to advancing digital healthcare solutions underscores its dedication to improving patient outcomes and driving innovation in healthcare data analytics.

With ongoing advancements in technology and collaboration between research institutions and healthcare providers, the future of geriatric care looks promising. Efforts to leverage real-world data and AI will continue to play a pivotal role in enhancing the quality of care for elderly populations, ensuring they receive the personalized and comprehensive support they deserve in their later years.

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Smart FOX

Data donation as a key to enhancing clinical research in Austria

AIT-led "Smart FOX" project promises to democratize health data

The "Smart FOX" project, led by the AIT Austrian Institute of Technology, marks a revolutionary step in clinical research in Austria. By encouraging citizens to donate their health data for research purposes, the project paves the way for more efficient clinical research, improved healthcare, and optimized system control in healthcare.

The project involves 19 partners from healthcare, research, and industry, reflecting a multidisciplinary effort. With a budget of 3.4 million Euros, partly funded by the Austrian Research Promotion Agency (FFG), the two-year project aims to overcome data fragmentation in healthcare—a significant hurdle for data-driven clinical research in Austria.

„Smart FOX seeks to bridge the gap between the availability and utilization of health data, marking a turning point not only for research but also for patient care," explains Dr. Klaus Donsa, Project Leader and Senior Scientist at AIT's Center for Health and Bioresources. The pandemic highlighted the critical need for efficient data networking to manage health challenges. Integrating these data through a system-wide approach allows for the development of new therapies and optimization of patient care, enhancing Austria's competitiveness in the health sector and the attractiveness of its research environment. „By using standardized data from the national health record system ELGA and involving all relevant stakeholders, our vision with Smart FOX is to significantly boost research efficiency," emphasizes Donsa. The collaboration between citizens, scientists, industry, and healthcare is key to the project's success.

Looking ahead, Smart FOX represents a new era in Austrian health research. „With active citizen participation, we can not only improve medical care with innovative solutions but also hope to relieve the healthcare system sustainably," concludes Donsa. The project is poised to pioneer the networking of health data in Austria, a crucial issue that is gaining importance at the European level with activities around the European Health Data Space.

For more information on the project, visit www.smart-fox.at.

About AIT:
The AIT Austrian Institute of Technology is Austria's largest non-university research institution, leading in developing innovative solutions for modern societal challenges.

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Smart FOX Flagship Project Kick-off Meeting in Vienna 22/23 Jan. 2024

© Smart FOX consortium: Fabian Purtscher | Portrait (Donsa): AIT Austrian Institute of Technology

Kurt Majcen, Eva Garcia Alvarez, Petr Holub

Cross-border Use of Health Data in the EU – The EHDS2Pilot Project

The European Health Data Space (EHDS) regulation proposal covers two areas EHDS-1 (MyHealth@EU) and EHDS-2 (HealthData@EU). Their major aim is providing a European Union wide framework for cross-border use of personal health data for healthcare provision (MyHealth@EU) and the secondary use of health data which will serve research, innovation, policy making and regulatory purposes (HealthData@EU).

The HealthData@EU Pilot project has been launched in 2022 with two objectives: (a) to pilot EHDS-2 concepts according to the regulation proposed by the European Commission on 5 specific scientific use cases covering domains from public health to cancer research; (b) to support this cross-border infrastructure with development and guidance on standards on data interoperability, quality, security and transfers. The project is implemented by a consortium of 17 organisations, including health data access bodies (HDAB), life science research infrastructures and European agencies, in close cooperation with the central services teams of the European Commission. Priority services of the pilot include a metadata discovery service and a common health data access request. The piloting will be done within 5 use cases that deal with: (1) antimicrobial resistance surveillance; (2) identifying the risks of coagulation disorders in patients with Covid-19; (3) testing use, hospitalizations and vaccination adherence in vulnerable sub-populations; (4) anticipating care pathways in cardio-metabolic diseases using AI; and (5) identifying genomic signatures characteristic of different types of colorectal cancers.

prepared by HealthData@EU Pilot project
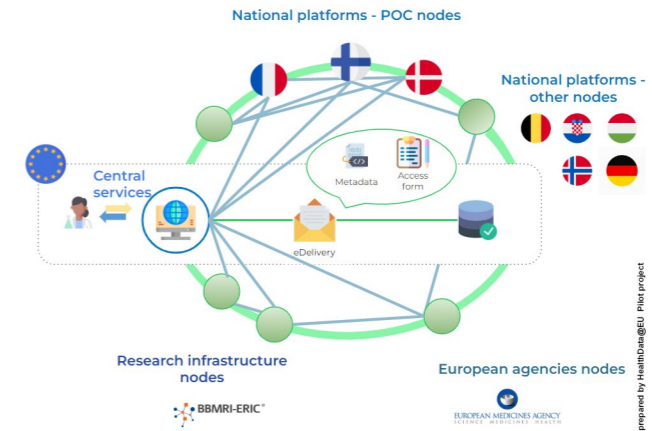
BBMRI-ERIC takes on two roles in the project: as an R&D partner and as a potential HDAB for the future. BBMRI-ERIC is one of the leading research infrastructures in the life sciences area with a fully operational IT-infrastructure for discovery and access facilitation on bio samples, attached data and corresponding services but also a very lively network of more than 400 organisations mainly within the EU. BBMRI-ERIC with its network partners provides knowledge and recommendations on technical and ethical/legal aspects (e.g. interoperability, quality and security of data based on real use cases; regarding data access and piloting of the data access portal) to the project. In addition, BBMRI-ERIC is feeding IT components into the pilot infrastructure, such as the BBMRI-ERIC Negotiator for negotiation on data access requests and parts of its Federated Platform for resource discovery and subsequent data requests.

News

Das war der HTH24

Erfolgreicher Health Tech Hub Styria 2024

Am 15. und 16. April 2024 ging vor rund 250 internationalen Teilnehmenden die 6. Ausgabe des „Health Tech Hub Styria" über die Bühne der Med Uni Aula. Das Event stand unter dem Motto „Future in Diagnostics and Therapy" und rückte einen der Schlüsselfaktoren für Innovationen in den Fokus: die Kooperation.

Rund 60 Speaker aus den Bereichen Forschung, Industrie, Gesundheitseinrichtungen und zahlreiche Start-Ups beleuchteten, wie kooperative Projekte entstehen, wo die Herausforderungen liegen und wie groß die Chancen gerade im Gesundheitsbereich sind. Key Notes, Inputs, Diskussionsrunden und nicht zuletzt rund 230 B2B-Meetings, organisiert vom Enterprise Europe Network, sorgten für einen lebendigen Austausch innerhalb der Health Tech Szene.
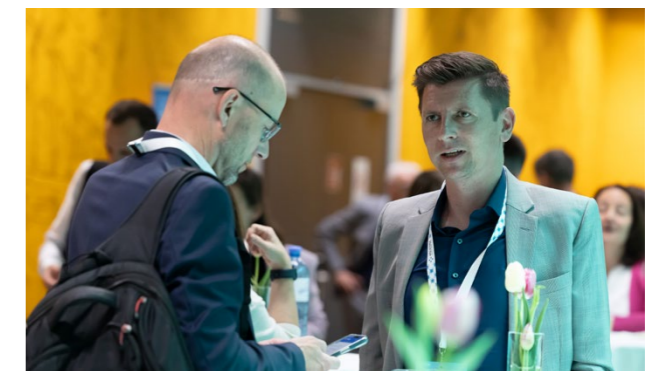
Andreas Bacher Product Owner & Lead Software Engineer, Veronika Rajkovic Marketing Specialist, Bridgette Webb Product Manager & Nicolas Daurel CCO

CEO Horst Ruether

Bastian Ruether Co-owner und Nicolas Daurel


Helmut Wurm COO, Horst Ruether CEO & Nicolas Daurel CCO

MEON
Solite international vorgestellt

Das von MEON Medical Solutions entwickelte Analysegerät Solite wurde erfolgreich auf der MEDICA Düsseldorf im November 2023 und auf der Medlab Dubai im Februar 2024 vorgestellt.

Solite ist für mittelgroße Labore konzipiert und vereinfacht die Arbeitsabläufe im Labor mit einem vollständig integrierten 3-in-1-System. Es bietet eine kompakte und effiziente Lösung für die Durchführung von Routineuntersuchungen in den Bereichen Klinische Chemie, Elektrolyte und Immunoassays aus einer einzigen Probe. Solite minimiert die manuellen Schritte der Probenhandhabung und optimiert die Anwendung modernster Reagenzien, Kalibratoren und Kontrollen in einem einzigen System.

Nicolas Daurel, Chief Commercial Officer, sagte: „Wir freuen uns, unser neues Analysegerät Solite vorstellen zu können. Dieses neue Konzept stellt eine echte Lösung für mittelgroße Labors dar und bietet ein voll integriertes 3-in-1-System mit hoher Qualität made in Austria auf einer Fläche von 1,1 m2. Labors in diesem Segment haben auf eine Lösung gewartet, die an ihre täglichen Aktivitäten angepasst ist, und da MEON sich voll und ganz auf dieses Marktsegment konzentriert, wurden der solite und die Reagenzienverpackung speziell für sie entwickelt.

Wir werden das solite über lokale Distributoren auf den Markt bringen und suchen weltweit nach Partnern."
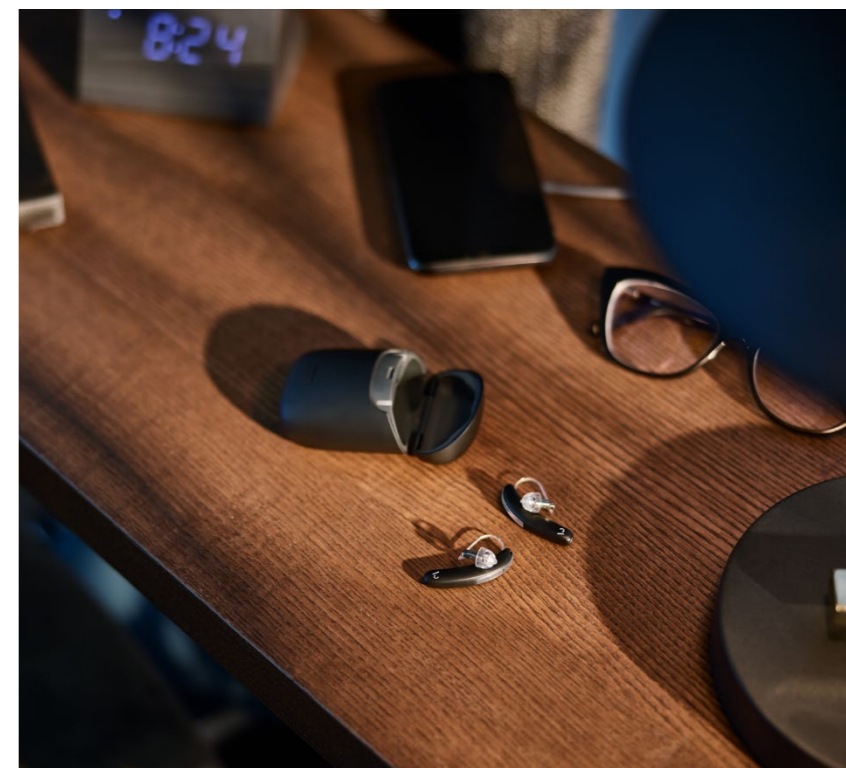
Neuroth-Gruppe
Viennatone als erste Exklusivmarke

Die Neuroth-Gruppe baut ihr Kundenangebot an Hörlösungen weiter aus: Viennatone ist die erste Exklusivmarke, die das europaweit erfolgreiche Hörakustikunternehmen auf den Markt bringt. Unter dem Motto „Mein Upgrade fürs Hören" setzt Neuroth mit Viennatone neue Maßstäbe

Österreich/Graz. Das europaweit erfolgreiche Hörakustikunternehmen Neuroth hat mit Viennatone seine erste exklusive Eigenmarke gelauncht. „Mit Viennatone möchten wir mehr als eine reine Hörlösung bieten, nämlich vielmehr ein smartes Upgrade fürs Hören", sagt Lukas Schinko, CEO der Neuroth-Gruppe. Mit einem jungen modernen Markenauftritt und der Möglichkeit, seine Hörlösung je nach Anforderung upzugraden, hat Neuroth ein komplett neues Angebot geschaffen, das den Schritt vom klassischen Hörgerät zum smarten Lifestyle-Objekt macht. Viennatone ist ab sofort exklusiv in jedem Neuroth-Store im DACH-Raum erhältlich.

Das neue Viennatone-Angebot umfasst eine bluetooth-fähige Akku-Hörlösung – wahlweise als RIC- oder Slim-RIC-Geräte in verschiedenen Farben –, das Neuroth-Service und drei mögliche Upgrade-Stufen („Premium", „Pro" oder „Max"). „Mit dem innovativen UpgradeKonzept kann man seine Hörlösung jederzeit individuell weiterentwickeln. Viennatone steht somit für höchste Flexibilität", erklärt Schinko. Kund*innen haben die Möglichkeit, sich nach Bedarf zusätzliche Features ihrer Hörlösungen schnell und unkompliziert freischalten zu lassen – ganz nach den persönlichen Wünschen und individuell an den eigenen Lifestyle angepasst. „Mit Viennatone sprechen wir eine digitalere Zielgruppe an. Unser Ziel ist es, junge und junggebliebene Menschen zu empowern, ihre Hörlösung nicht als Makel, sondern als Bereicherung und Lifestyle-Accessoire zu erleben. Daher setzen wir auch auf Design, AkkuTechnologie und Connectivity", betont Schinko.

Wir verleihen den CLAUS für die beste Cluster-Kooperation des Jahres!

Kooperation und kooperative Projekte sind für uns ein Indikator für Innovationsfähigkeit, Teamgeist und nicht zuletzt für einen funktionierendes Netzwerk. Daher möchten wir das beste kooperative Projekt mit dem CLAUS auszeichnen. CLAUS steht für "Cluster Award for Unique Synergy".

Gesucht werden Kooperations-Projekte und -Initiativen, an denen mindestens 2 Cluster-Partner beteiligt sind.

Nach einer Vorauswahl stellen sich drei Finalisten bei den "Cluster Connections Spezial: 20 Jahre HTS" am 27.6.2024 dem Live-Online-Voting durch die Cluster Community.

Den Siegern winken attraktive Preise, darunter die Titelstory im botenstoff!

Ab sofort können Projekte auf unserer Website eingereicht werden! Die Online-Einreichung ist einfach und schnell gemacht, benötigt werden neben den Kontaktdaten nur eine Kurzbeschreibung des Projekt, des adressierten Problems und der Zielsetzung.

Anmeldung:
www.humantechnology.at/
kooperation-des-jahres

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PAYER Group: Fostering Medical Innovations

In the field of medical advancements, PAYER stands as best practice of collaboration and innovation, driving the future of healthcare forward. As a global manufacturing partner, with a strategic focus on the medical business, PAYER is committed to fostering groundbreaking medical innovations. At the heart of our mission lies a dedication to supporting selected startups throughout every stage of their journey, from conception to serial production.

PAYER's partnership approach begins with a careful selection process. A deep understanding of the unique challenges and opportunities faced by startups in the medical industry is essential. We recognize that transforming revolutionary ideas into tangible products requires more than just financial support—it demands expertise, guidance, and unwavering commitment. That is why we offer comprehensive support tailored to the specific needs of each selected company we collaborate with.

From the initial brainstorming sessions to all stages of product development, PAYER provides invaluable resources and industry insights to fuel the innovation process. Our team of dedicated experts works closely with our partners to refine their con-

cepts, optimize designs, and navigate regulatory requirements, ensuring smooth progression from ideation to realization.

But our support doesn't stop there. PAYER understands the critical importance of scalability and sustainability in the medical industry. That's why we go the extra mile to facilitate seamless transitions from prototyping to full-scale production, leveraging our state-of-the-art manufacturing facilities and global supply chain network to streamline the process.

Moreover, PAYER's strategic focus on the European market underscores our commitment to fostering a thriving ecosystem of medical innovation on the continent. By partnering with medical and life science companies across Europe, we aim to cultivate a dynamic network of forward-thinking entrepreneurs, researchers, and industry leaders, united in their pursuit of groundbreaking medical solutions.

Join us on our journey to unlock the next generation of medical innovations and transform the landscape of healthcare in Europe and beyond. PAYER - Trusted source for leading brands.
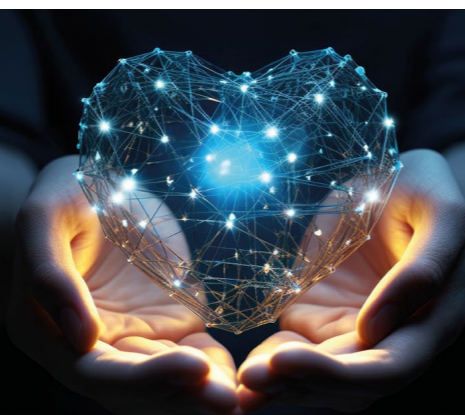

Stephan Stoiser
Business Development Manager Medical

Austrian Life Science Day 2024
Health Care Data
June 4 , 2024 in Graz

2. Austrian Life Science Day
HEALTH CARE DATA

Dienstag, 4. Juni 2024, 09.30 bis ca. 17.00 Uhr
Aula der Medizinischen Universität Graz

Der 2. Austrian Life Science Day, organisiert von Human.technology Styria, bietet Einblicke in eines der zukunftsweisendsten Themen des Gesundheitsbereichs. "Health Care Data" steht im Zentrum von Präsentationen, Panels, Short Talks und B2B-Sessions. Vorgestellt werden führende österreichische Projekte und internationale Vorzeigemodelle. Freuen Sie sich auf den Austausch mit Stakeholdern aus Medizin, Forschung und Wirtschaft und nutzen Sie das Partnering mit Gleichgesinnten.

Die Veranstaltung wird aus Mitteln des aws Programms LISA – Internationales Standortmarketing unterstützt. Darüber hinaus sind LISAVienna, MTC Medizintechnik Cluster und der Cluster Life Sciences Tirol als Partner beteiligt.

Highlights der Agenda:

"Nutzung von Gesundheitsdaten zur Verbesserung des Gesundheitswesens und des Wachstums im Life-Science-Sektor - die finnische Erfahrung"
Petri Lehto, SINTRA
Petri Lehto wird die finnische Vision, Gesundheitsdaten als entscheidenden Bereich innerhalb der finnischen Life-Science-Strategie zu betrachten, näher erörtern. Er wird auf die gezielten Bemühungen eingehen, ein Umfeld zu schaffen, das die Nutzung von Gesundheitsdaten fördert, was Finnland an die Spitze dieses Sektors innerhalb der Europäischen Union gebracht hat.

"EHDS2Pilot - Erste Erfahrungen aus der Pilotierung von Konzepten und Technologien für Europäische Gesundheitsdatenräume"
Petr Holub, Chief IT Officer BBMRI-ERIC
Die Präsentation wird die innovative Rolle von EHDS2 bei der Erleichterung des Datenaustauschs für sekundäre Zwecke wie Forschung und politische Entscheidungsfindung beleuchten. Im Fokus stehen die Breite der Datenabdeckung und die erwarteten technologischen Umsetzungen, einschließlich des DCAT

AP für eine robuste Daten-Dokumentation und fortschrittliche Zugangsverwaltungssysteme.

"EHDS und Forschungsdaten an Medizinischen Universitäten - Strategien, Konzepte und Herausforderungen"
Georg Göbel, National Node Director Austrian Biobank Network BBMRI Austria
Die österreichischen Medizinischen Universitäten Wien (MUW), Graz (MUG) und Innsbruck (MUI) arbeiten derzeit gemeinsam an Gesundheitsdaten-Hubs für eine verbesserte sekundäre Nutzung von Gesundheitsdaten, die mit europäischen und österreichischen Vorschriften übereinstimmen. In dieser Präsentation werden die Hauptthemen und Ansätze einschließlich der zu lösenden Herausforderungen und Fragen vorgestellt.

"Das Smart FOX-Flagship-Project - Datenbereitstellung als Schlüssel zur Verbesserung der klinischen Forschung in Österreich"
Klaus Donsa, Senior Scientist am AIT Austrian Institute of Technology
Im Rahmen von Smart FOX werden Konzepte, Methoden und Tools entwickelt, um Bürgerinnen/Patientinnen Möglichkeiten zur Spende ihrer Gesundheitsdaten für die klinische Forschung bereitzustellen.

Wie österreichische öffentliche Agenturen Innovation, Forschung und Unternehmertum im Gesundheitssektor unterstützen können
Vertreter der Österreichischen Forschungsförderungsgesellschaft (FFG) und der aws werden die verschiedenen Finanzierungsmöglichkeiten für Unternehmen in der Life-Science-Branche sowohl durch Präsentationen als auch durch persönliche Gespräche erläutern.

Weitere Infos und Anmeldung:
https://austrian-life-science-day-2024.b2match.io

ZUKUNFTSREISE DIGITAL HEALTH SWEDEN

Stockholm & Göteborg
Sonntag, 22.9. - Mittwoch, 25.9.2024

Die skandinavischen Länder sind bekannt für ihre Innovationskraft. Eine ausgeprägte Kollaborationskultur, eine innovationsfreundliche Politik, der Fokus auf nachhaltige Entwicklung, soziale Stabilität und eine grundsätzliche Offenheit gegenüber neuen Technologien mögen einige Gründe dafür sein. Auch und gerade der Life Science Bereich wartet mit zukunftsweisenden Innovationen auf.

Südschweden ist daher das Ziel einer thematisch breit angelegten Delegationsreise, die alle Life-Science-Enthusiasten ansprechen wird.

Geplant sind Besuche u.a. bei
» Testa Center in Uppsala: Test Facility zur Zusammenarbeit zwischen jungen und etablierten Unternehmen der Life Science Branche
» Elekta, Stockholm: Innovatoren von Präzisionsstrahlentherapielösungen
» KRY, Europas führender digitaler Gesundheitsdienstleiste
» GoCo Health Innovation City, Mölndal: 200.000 Quadratmeter für Forschende, Unternehmen und Talente aus der ganzen Welt.
» Astra Zeneca Bioventure Hub, Göteborg: Innovationszentrum, das akademischen Gruppen KMUs Zugang zu AstraZenecas wissenschaftlichem Fachwissen und Einrichtungen bietet.
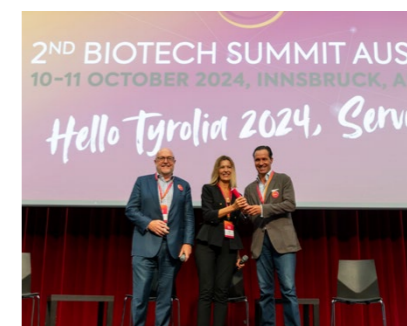
Biotech Summit Austria 2024

10. Oktober - 11. Oktober
Innsbruck

Nach der geglückten Premiere für den Biotech Summit Austria im vergangenen Herbst in Graz geht es nun in die zweite Runde: Am 10. und 11. Oktober 2024 wird erstmals Innsbruck zum Hotspot der österreichischen und internationalen Biotech-Branche.

Gemeinsam mit Biotech Austria und der Standortagentur Tirol bringen wir wieder die Keyplayer der österreichischen und internationalen Biotech-Branche zusammen und beleuchten die Spitzentechnologie aus unterschiedlichen Perspektiven.

Es geht um:
» Trends und Entwicklungen in der Biotechnologie
» Die Biotech-Vision von BigPharma
» Förderungen & Finanzierung für StartUps und etablierte Unternehmen
» Regulatorische Rahmenbedingungen und bewährte Verfahren für klinische Versuche
» Das Programm umfasst Key Notes, Panels und Workshops sowie Karrieresitzungen, Start-up-Pitches und natürlich beste Networking-Möglichkeiten.

Die Registrierung auf b2match ist geöffnet, erste Sponsoren-Pakete wurden bereits verkauft:

https://biotech-summit-austria.com

20 Jahre HTS
CLUSTER CONNECTIONS SPEZIAL

Donnerstag, 27. Juni 2024
17:00 - 23:00 Uhr
Aiola im Schloss
Andritzer Reichsstraße 144
8046 Graz

Einmal pro Jahr lassen wir es uns natürlich nicht nehmen, die steirische Life Science Community zum großen, festlichen und vergnüglichen Jahrestreffen zusammen zu trommeln, insbesondere heuer – da feiern wir 20 Jahre HTS!

Exklusiv für Cluster Mitglieder!
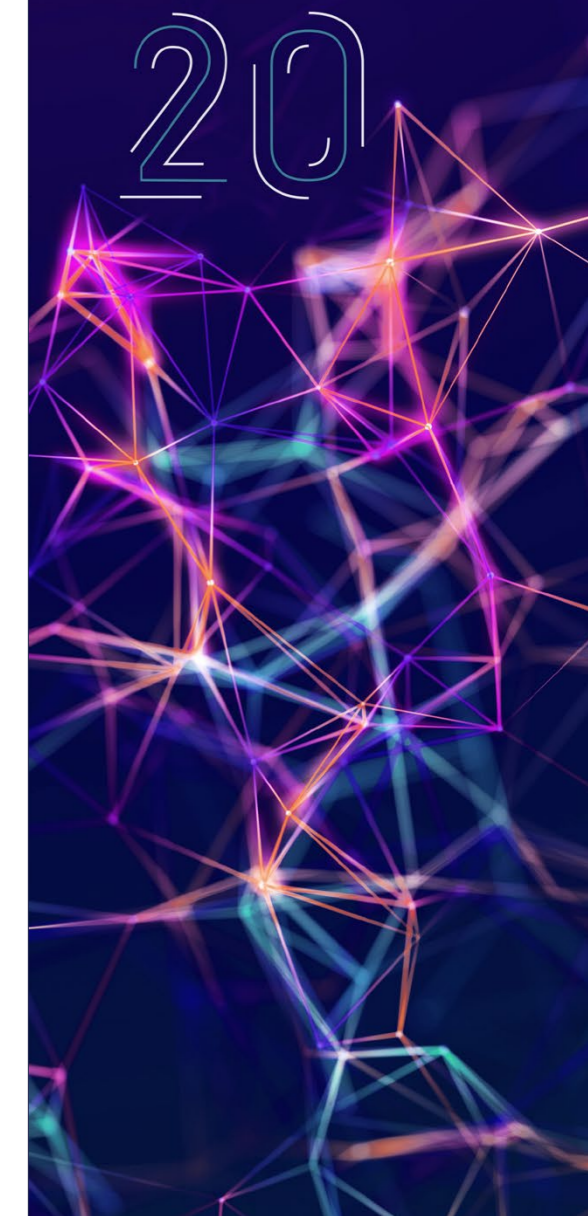
Upcoming events

Mai

7. - 8. Mai 2024

dHealth 24
Schloss Schönbrunn/Apothekertrakt
Wien

15. Mai 2024

HR Circle Expertise, Best Practises & Austausch
Onboarding
Botanischer Garten Graz

16. Mai 2024

Exklusive Betriebsführung bei Hanfama
Judendorf-Straßengel

22. - 24. Mai 2024

Internationales MedTech Forum
Wien

28. Mai 2024

Technologien zur Gesundheits-förderung und Osteoporose-Prävention
Haus Esther, Graz

Juni

4. Juni 2024

Austrian Life Science Day: Health Care Data Graz
Aula der Med Uni, Graz

5. Juni 2024

Zweites Steirisches Demenzforum
Minoritenzentrum Graz

14. Juni 2024

Telemedizinkongress
Graz & online

26. Juni 2024

HR CIRCLE - Expertise, Best Practises & Austausch
Organisationales Lernen / Personalentwicklung II
Museum Liaunig, Neuhaus

27. Juni 2024

20 JAHRE

Cluster Connections Spezial: 20 Jahre HTS
Aiola im Schloss, Graz

Anmeldung
Sofern nicht anders angegeben, finden Sie die Anmelde-Möglichkeit zu den Veranstaltungen auf der HTS-Website
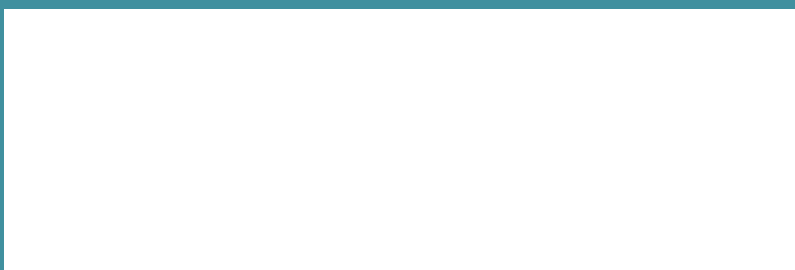www.humantechnology.at

humantechnology.at

humantechnologystyria

European Innovation Partnership on Active and Healthy Ageing

SFG
NEUES DENKEN. NEUES FÖRDERN.