

Action Plan for innovation procurement in the healthcare sector

Offers practical guidance to support innovation procurement in health and care organisations by

- ✓ Addressing common challenges
- ✓ Improving health and care services and outcomes.

For operational decision-makers in

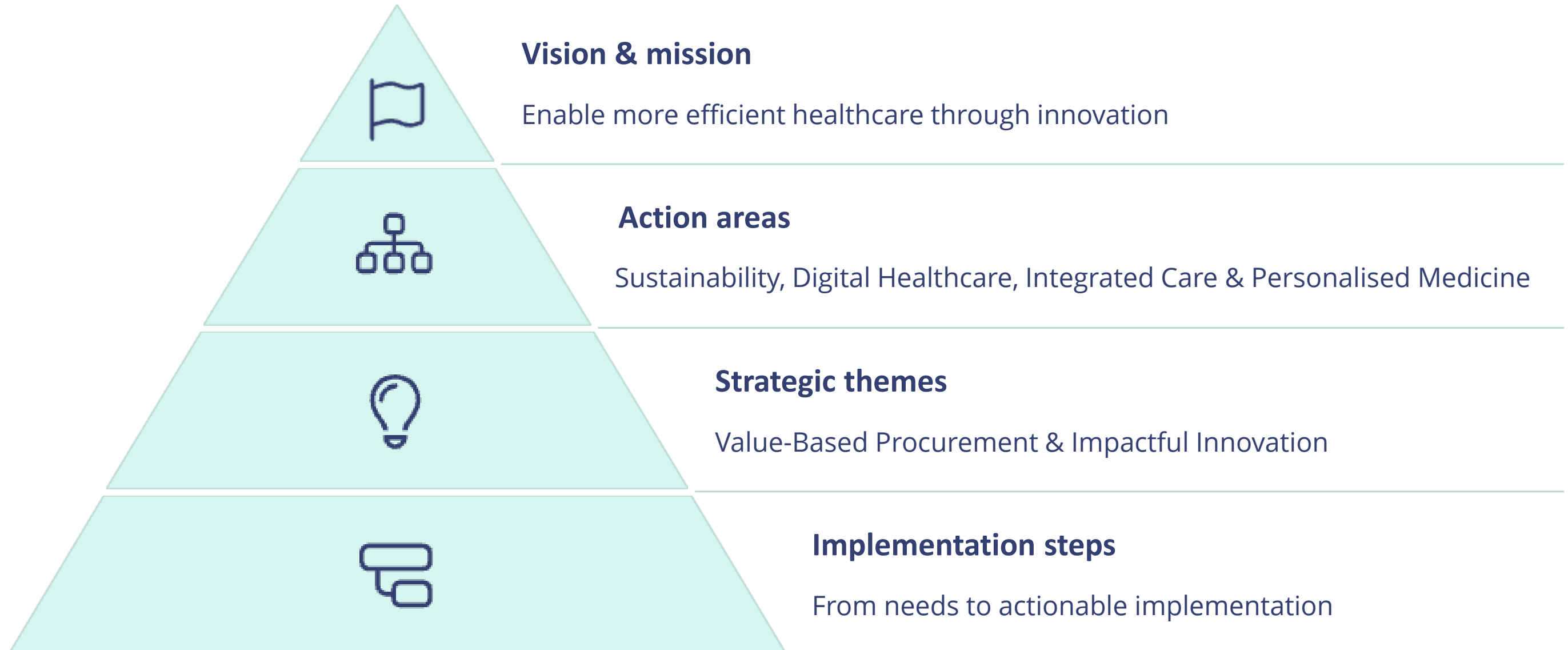
- ✓ Hospitals
- ✓ Primary care centres
- ✓ Community facilities
- ✓ Care homes
- ✓ Procurement bodies



 **Procure
4Health**

ACTIONPLAN

Action Plan Framework



Action

Value-Based Procurement (VBP)

Introduce a Value-Based approach to procurement of health technologies and innovations

Measurable outcomes

→ Focus on quantifiable results rather than just initial purchase price

Quality & cost balance

→ Improve both service quality and overall efficiency

Systemic changes

→ Requires updates to skills, infrastructure, incentives, and professional culture





Action

Impactful innovation

Incentivise the adoption of innovation and cultivate an “impact first” mindset

Plan for success from day one



Integrate adoption, governance & strategic alignment across the innovation lifecycle.

Bridge the gap from pilot to scale



Foster cross-functional collaboration, clear roles, accountability & champions.

Align for innovation adoption



Secure early budgets, adapt KPIs to reward deployment, and strengthen leadership.

Build capacity and flexibility



Upskill teams, use agile tools, and plan sustainable funding for scale.

Action 3

Sustainability

Implement a strategy and policy for sustainable procurement in health and care organisations

Mandatory sustainability criteria



Require a minimum percentage of sustainability criteria in all tenders to ensure consistent prioritisation across health and care procurement.

Holistic evaluation approach



Assess procurement decisions based on economic, social, and environmental impacts, focusing on long-term value over short-term cost savings.

Measure impact and savings



Track the outcomes of sustainable procurement using clear metrics. Support circular models and long-term supplier partnerships to embed sustainability across the supply chain.

Use sustainability labels



Promote clear sustainability labels (e.g. RFAR in France) to guide procurement teams in identifying and selecting responsible suppliers and solutions.



EcoQUIP
Delivering Efficiency, Quality and
Sustainability in Healthcare



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Action 4

Digital health and care

Establish a
mechanism to
procure innovative
digital solutions
meeting health and
care stakeholder
needs

**Digital tools change workflows: Buying digital solutions
isn't like buying beds!
It affects how people work and interact.**

Understand clinical needs

 Align tech to real needs- not vendor hype

Build a structured procurement process

 Define roles, timelines and evaluation criteria

Involve users from the start

 Design thinking, focus groups, surveys

Tackle digital- specific barriers

 Interoperability, regulatory fit

Action 5

Integrated care

Design and implement shared innovation procurement approaches for integrated care service delivery improvements

Build procurement capacity



Equip teams with skills in strategy, service design, and data analysis to manage complex integrated care procurement.

Focus on value and transparency



Use lifecycle cost analysis, transparent processes, and structured supplier evaluation to ensure sustainable, cost-effective decisions.

Enable data and system integration



Prioritise tools that support shared care pathways, interoperability, and cross-sectoral data-sharing alliances to link all levels of care.





Action 6

Predictive and Precision Medicine (PPM)

Develop and deploy strategies to promote the integration of innovative solutions in predictive and precision medicine into clinical practice

Key enablers for effective PPM procurement

Build skills and invest sustainably



Procurers need structured training and long-term investment in infrastructure, data systems, and technologies to overcome structural barriers

Collaborate and learn continuously



Use collaborative platforms—like twinnings, forums, and best practice exchanges

Enable ethical, inclusive data use



Promote secure, anonymised data access (e.g. via EHDS), inclusive datasets, and horizon scanning

**Support our work and
endorse the Action Plan!**

