

Policy recommendations and common unmet needs from Procure4Health.

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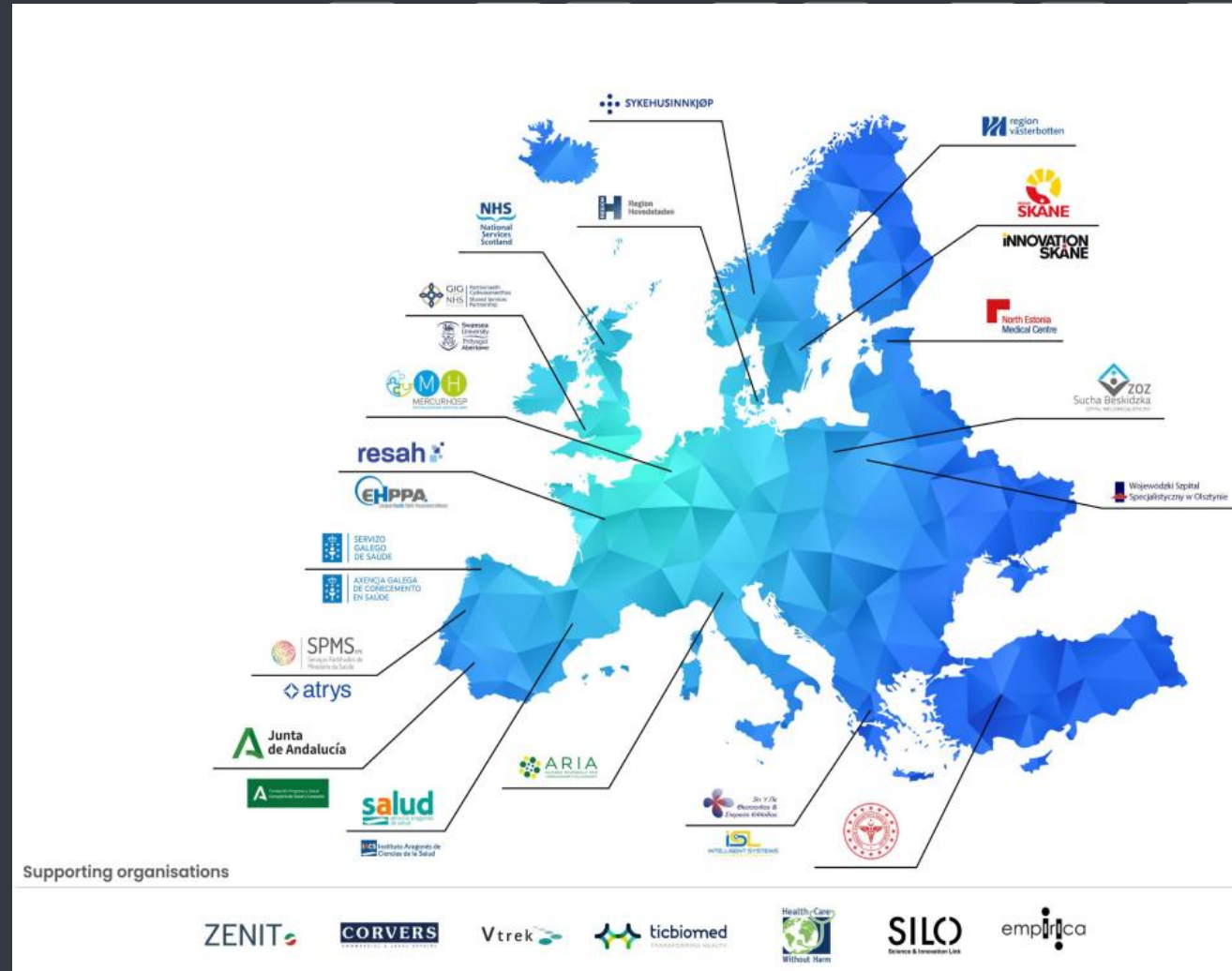
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Procure4Health Project

33 founding partners promote:

- ✓ knowledge sharing
- ✓ capacity building
- ✓ networking and matchmaking
- ✓ identification of common needs
- ✓ launch of joint actions to address them
- ✓ **Influence policy**



Objectives

1. Share with policymakers the realities of the players in the field
2. Advocate for improvements to overcome barriers and boost impact and sustainability.



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Common proposals

9 recommendations with concrete measures.

12 common unmet needs in four key areas.



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Recommendations



1. **MANAGEMENT:** Empower healthcare managers and opinion leaders to make innovation procurement a strategic priority.
2. **STANDARDS:** Support the creation of standards and guidelines to ease practical deployment.
3. **TRAINING:** Foster the learning-by-doing of stakeholders and the delivery of targeted support.
4. **COLLABORATION:** Strengthen EU-wide collaboration and know-how exchange.
5. **FUNDING:** Increase predictable, broad-scope funding for innovation procurement projects.
6. **VALUE:** Consolidate value-based procurement as a guiding principle in healthcare transformation.
7. **IMPACT:** Enforce measures to systematically increase the adoption of successful results.
8. **GUIDANCE:** Reduce regulatory uncertainty to accelerate innovation-procurement uptake // Provide guidance on the procedures that could accelerate innovation procurement uptake
9. **FOCUS:** Align procurement with health system priorities: Green, Digital, Integrated and Personalised.



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1-Empower healthcare managers and opinion leaders to make innovation procurement a strategic priority.

Investing in innovation procurement requires leadership commitment. When top and middle management support it, public organisations are better positioned to identify unmet needs, plan strategically, and allocate resources that lead to meaningful innovation. Yet innovation procurement remains a side topic in many cases, limited by risk-averse decision-making, short-term planning, or rigid budget structures. Encouraging leadership to take a more active role—through strategic alignment, dedicated funding, and capacity-building—can shift the organisational culture toward innovation. This is essential to move from isolated efforts to sustained, system-wide adoption of demand-driven solutions.

Proposed measures:

1. Engage with the EC, national, and regional public administrations to increase the percentage of funding allocated to acquire innovation, either by using innovation procurement instruments directly or by reducing the weight of price in their tenders.
2. Launch capacity-building initiatives targeting top and middle management to motivate the investment, reduce risk perception, and incorporate it into their strategic planning.
3. Advocate for allocating budgetary and personnel resources for the systemic identification of needs and their governance until solution deployment, effectively changing the organisational mindset to favour innovation.



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**Feedback
please**



Unmet needs



Unmet Needs Areas

- **Green procurement:** Environmentally sustainable and socially responsible purchasing
- **Digital health:** Adoption of digital solutions to advance care quality and interoperability
- **Integrated care:** Coordinated services across sectors
- **Personalised medicine:** Predictive and precision care tailored to each patient



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Green Procurement

1. **Develop and promote the use of sustainable healthcare products**, such as biodegradable and compostable medical supplies, eco-friendly packaging materials, and reusable medical devices, to reduce waste and pollution.
2. **Reduction of high consumption of water** in healthcare and non-care processes in hospitals.
3. **Identification, control, and surveillance of vectors**



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Digital Health

1. **Comprehensive patient surgical circuit management system.**
2. **Cybersecurity for citizens** secure access to their health data, including across borders, empowering patients in the precision medicine era.
3. **Real-time information integration** in invasive procedures.



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Integrated Care

1. **Home-based care and remote monitoring.** To effectively implement personalized integrated shared care plans for patients living with multiple chronic conditions.
2. **Improved monitoring and optimisation of resources** for personalised lung cancer care.



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Personalised Medicine

1. **Genomic neonatal screening.**
2. **Development, Implementation, and Integration of Clinical, Pathological, Omic, and Imaging Biomarkers** using Artificial Intelligence Algorithms in Genitourinary Tumours with High Incidence, Prevalence, and Mortality.
3. **Selective therapies at the cellular level and precise diagnoses** with radiopharmaceuticals for poor prognosis cancers.



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Q&A



THANK YOU!

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