

# ECHAlliance Group Belgian Presidency Connector

Showcasing our Belgian ECHAlliance community





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# INTRODUCTION



by ECHAlliance Chair  
Brian O' Connor

The start of 2024 also brought us the start of the Belgian Presidency of the Council of the European Union and now, as it draws to a close, we can already speak of its goals achieved.

Belgium's EU Presidency has had six main axes of work: defending rule of law, democracy, and unity, strengthening Europe's competitiveness, pursuing a green and just transition, reinforcing the social and health agenda, protecting people and borders and promoting a global Europe.

The presidency worked to strengthen social dialogue at all levels, promote fair labour mobility, mental health at work as well as access to sustainable social protection. It aimed to strengthen the social dimension of the European semester - with particular attention to the first implementation of the Social Convergence Framework.

We at ECHAlliance have used these six months to work even more closely with all our members in Belgium: the non-profit organisations, the companies and the Ecosystems that are part of our network in Belgium have been closely involved with our team to create the document we now present. It has been a challenging process in which we wanted to highlight the uniqueness of each member of our network, the importance of their work and their connections, but also all the human value behind it.

As we have been doing in all Presidency Connectors, we also highlight the work of the international companies that are part of ECHAlliance and work in Belgium. In this document you can find out more about the work of one of our Foundation Partners, McKinsey, in Belgium.

We are very excited to present this paper at HLTH Europe, the US event that lands in Europe for the first time and which we are delighted to be part of.

Now, let's get to work on the next part of 2024 and the Hungarian presidency!

# PRIORITIES OF THE BELGIAN EU PRESIDENCY

The Belgian Presidency of the Council of the European Union has placed a significant emphasis on health policies and initiatives, aiming to foster cooperation and to address key challenges in public health across the EU. In this document, we wanted to outline the primary priorities of the Belgian EU Presidency regarding the field of health.



## Strengthening Healthcare Systems

- Enhancing the resilience and preparedness of healthcare systems to effectively respond to health crises such as pandemics.
- Promoting innovation in healthcare delivery, including digital health solutions and telemedicine, to improve access and quality of care.
- Supporting efforts to address healthcare workforce shortages and skills gaps through education and training initiatives.



## **Tackling Health Inequalities:**

- Addressing social determinants of health to reduce disparities in health outcomes among different population groups.
- Promoting strategies to improve access to healthcare services for vulnerable and marginalised communities, including migrants and refugees.
- Implementing policies to address the impact of environmental factors on health, such as air pollution and climate change.



## **Promoting Mental Health and Well-being:**

- Prioritising mental health as a key component of overall health and well-being.
- Supporting initiatives to reduce stigma surrounding mental health issues and promote awareness and early intervention.
- Enhancing access to mental health services and integrating mental health support into primary care settings.



## **Addressing Non-Communicable Diseases (NCDs):**

- Implementing measures to prevent and control major NCDs such as cardiovascular diseases, cancer, diabetes, and respiratory conditions.
- Promoting healthy lifestyles and preventive healthcare interventions to reduce the burden of NCDs.
- Strengthening cross-sectoral collaboration to address risk factors for NCDs, including tobacco use, unhealthy diets, and physical inactivity.



## Advancing Health Data and Research:

- Facilitating the exchange of health data and best practices among EU Member States to support evidence-based policymaking.
- Promoting research and innovation in areas such as precision medicine, health technology assessment and health systems research.
- Ensuring the ethical and secure use of health data while upholding individual privacy rights and data protection regulations.

The Belgian Presidency of the Council of the European Union has been committed to advancing public health goals and fostering collaboration among EU Member States to address current and emerging health challenges. By prioritising areas such as strengthening healthcare systems, tackling health inequalities, promoting mental health and well-being, addressing NCDs, and advancing health data and research, the Presidency has sought to contribute to the health and well-being of all European citizens.

# DISCOVER ECHALLIANCE

## ECHAlliance Group - The Global Connector for Digital Health

ECHAlliance is a not-for-profit organisation operating as both a Community Interest Company (CIC) registered in the UK (Belfast, Ireland) and a Company Limited by Guarantee in Dublin, Ireland.

Our global network of digital health alliances connects 78 countries and 8 billion people from Europe, the US, Canada, China, India, Africa, Asia, the Caribbean, Latin America and the Pacific.



### CONNECT

Use the power of our global network to make the connections you need.



### CONVENE

Use our ability as a honest broker to assemble meet and discuss Key subjects and activities.



### AMPLIFY

Harness the capacity of our global network to amplify your message.



### ACCELERATE

Engage across our network to speed up adoption and awareness.



## How does ECHAlliance work?



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### CONNECT

We will use our network of over 1,100 members, 80 ecosystems and global partners to directly connect your organisation to potential customers, providers, collaborators, policy makers, patient organisations and research organisations. You can utilise our networks as an intelligence and implementation infrastructure for your organisation. In particular our international ecosystems are amazing landing zones for your organisation to make direct connections in new countries and regions.



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### CONVENE

As an honest broker we have the ability to work across different silos and harness expertise, opinion and need from across our network. We can help you engage multi stakeholder involvement in large impactful settings with a truly global audience. With either multi stakeholder conference activities or with invitation only Round Table gatherings. We can offer you in person experiences or online gatherings.





## AMPLIFY

We have the ability to amplify your innovation, need or solution with collaboration opportunities using a variety of channels. Our member to member newsletters reaches over 1,100 organisations globally, our monthly newsletter lands with 22,000+ experts, the ECHAlliance Social Media channels with audiences of 50,000 and the social media channels of key influencers within our group are all trusted neutral platforms which generate engagement and activity across a global network. These communication services have the ability to scale your activities.



## ACCELERATE

We can use our community to accelerate health innovation from region to region and continent to continent. Utilising the connections within our ecosystems network, our members and global partners to help scale up your solutions.



# OUR ECOSYSTEMS IN BELGIUM

For many years our ecosystem network in Belgium has had a strong presence within Brussels and the Flanders region. This has enabled us to have strong links within the capital, but also out within the thriving and well connected region of Flanders which has been a thriving ecosystem once led within the Flemish regional government and now firmly rooted within the exciting cluster led by MEDVIA.

Our goal over the next months is to capitalise on the connections with these great regions and look to reach into the Wallonia Region to create a lasting legacy for the Belgian EU Presidency.

# Lifetech Brussels Ecosystem

[Visit website](#)

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## Belgium – Health & Biotech Valley



In the context of the EU Presidency, Belgium wanted to give visibility to its strong and rich medical innovation ecosystem through a specific website centralizing information about our unique position at the heart of Europe, underlining a state-of-the-art ecosystem, world-class talents, and proactive government support. This website gives a good exploration of our unique culture of innovation, collaboration, and scientific excellence. Check it out [here](#).

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## Brussels - Shifting Economy



The Shifting Economy is the Regional Strategy for Economic Transition implemented by the Brussels Capital Region since 2022 in order to translate the UN Sustainable Development Goals to the regional level. As facilitator and ecosystem animator, lifetech.brussels coordinates the “Health” chapter, one of the 6 priority sectors of this regional strategy. Among the identified strategic axes, we work especially on the linking of the regional health ecosystem, the promotion of health innovation, the support for entrepreneurs, the promotion of “made in Brussels” innovations, and healthcare prevention. More information regarding the regional strategy and the health measures can be found [here](#).

## A cluster for innovative healthtech companies in Brussels



hub.brussels aims to be the facilitator that enables Brussels to rank among the most dynamic European cities in terms of the transition economy. Our public organisation incubates the 6 regional clusters, among them lifetech.brussels, the Brussels public HealthTech cluster.

It aims to facilitate and stimulate the attractiveness and success of high-potential HealthTech solutions, with a focus on social and environmental impact. Our objective is to accelerate the provision of innovative health solutions serving the well-being of patients and the needs of professionals. We encourage collaborations and synergies between entrepreneurs, researchers, manufacturers, practitioners and industries.

The missions of lifetech.brussels are:

### **Connect**

Create a dynamic between all the actors of the ecosystem in order to promote synergies and initiate new public or private opportunities.

### **Highlight**

Highlight its members and contribute to their visibility within the Brussels-Capital Region, in Belgium and internationally.

### **Inspire**

Communicate on innovative practices, facilitate their sharing with stakeholders to help them develop their entrepreneurial project and adapt their business model.

### **Support**

Support the economic development of Brussels businesses.

### **Internationalize**

Support the development of members internationally through participation in shows, fairs, conferences, B2B, etc. and access to networks (Network of Economic and Commercial Advisers, Network of National Contact Points, Enterprise Europe Network).

Find out more about the cluster [here](#).

## A specific Acceleration Program



Since 2016, the MedTech® Accelerator has been supporting start-up entrepreneurs in the field of healthcare innovation serving patients and professionals.

The program brings together recognized experts and key players in the ecosystem. Our team of coaches and experts help the entrepreneurs to de-risk the initial and fundamental steps in developing a business plan.

The program covers many topics to help the innovators to make valuable progress: Value proposition for your customers; Market and competition analysis; Sales and commercial viability; Business planning and fund-raising; CE marking, prototyping and intellectual property; Regional and European aid; Corporate governance; among others.

Find out more about the Accelerator [here](#).

### Our trackrecord since 2016

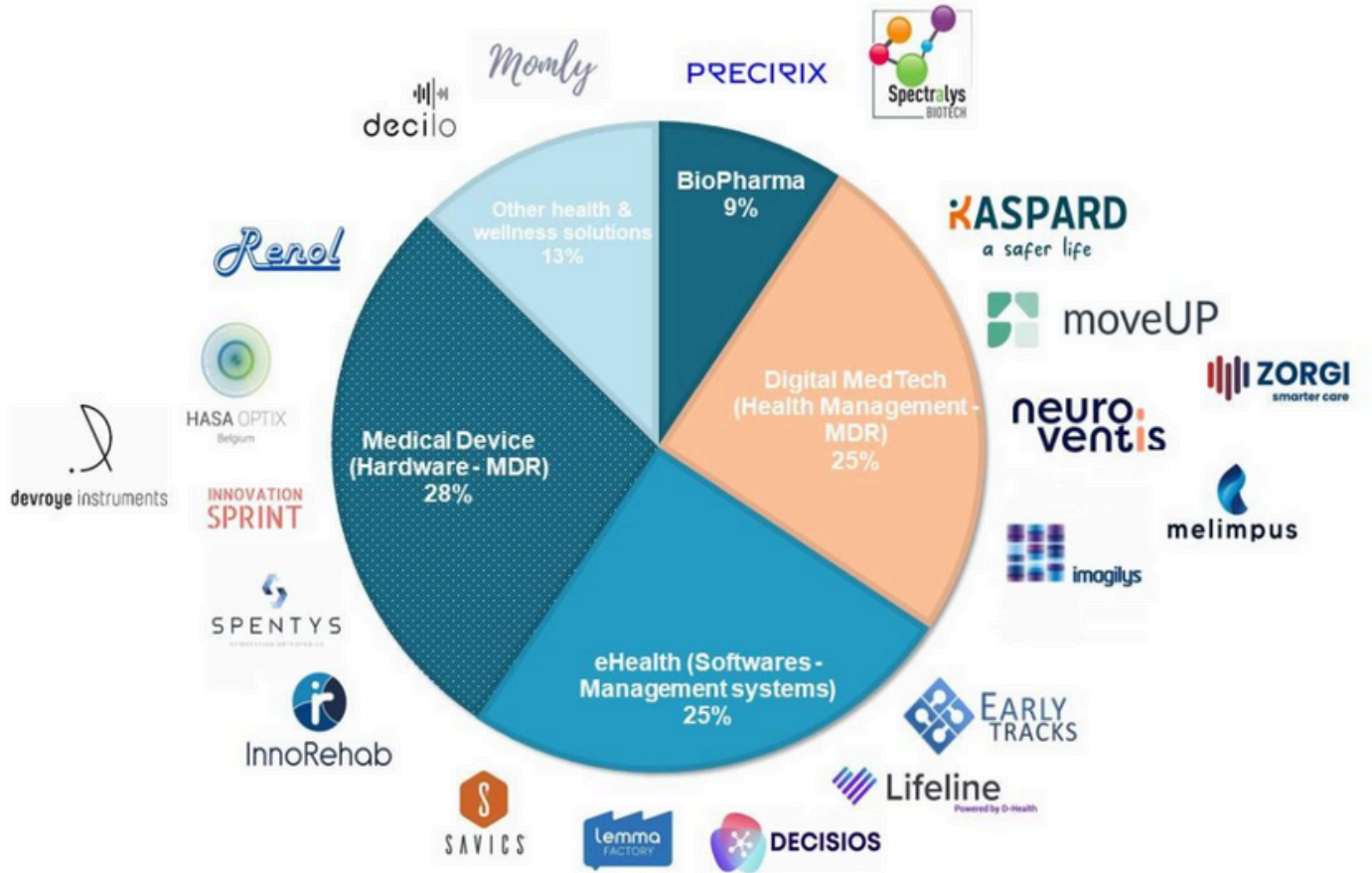


## The Board

The Board represents the cluster and its members' interests. It is responsible to guide the development strategy of the cluster. It also approves applications from new members. The Board members are Ambassadors of the cluster as well as they Support and facilitate the cluster's activities.



These are the members of the Lifetech Brussels Ecosystem:



# Flanders Ecosystem

## MEDVIA

The innovation cluster for better health

[Visit website](#)

The ECHalliance Ecosystem based in Flanders is led by MEDVIA, an industry-driven network that fosters innovations in healthcare which counts on more than 150 members and partners from the Flemish healthcare ecosystem.

Set up as a public-private partnership with the Flemish government, MEDVIA facilitates and supports collaborations among healthtech companies, research institutions, universities, hospitals and patient advocacy groups. All our members are committed to jointly supporting innovation for better health at the crossroads of medical technology, biotechnology and digital technology.

As one of the seven spearhead clusters in Flanders supported by VLAIO, we also provide earmarked, non-dilutive funding for innovations in medical technology, biotechnology and digital health. This allows us to build unique consortia to create solutions for unmet medical needs and create new connections and partnerships with a broad range of stakeholders, including patient organisations and caretakers. Our name reflects our guiding principle that, together with our members and partners, we are on an exciting journey towards better healthcare.

## Our methods

To enable swift market entry for health innovations and enduring value for both innovators and patients, we provide our members with:

- Project funding (VLAIO) and access to international funding opportunities.
- Collective problem-solving for the challenges faced by health innovation pioneers, such as reimbursement and market access.
- Training & education in our MEDVIA Academy on topics such as internationalisation, funding and pitching.
- Visibility & networking via events and MEDVIA communication channels.
- Partnering & matchmaking, both local and international, through personalised connections and project consort






## What sets us apart?

MEDVIA is a unifying force for all stakeholders, uniquely able to bring about complex collaborations between diverse partners and tackle difficult challenges to bring about benefits for everyone in the healthcare ecosystem.

- MEDVIA's **unifying role** is fundamental to our organisation and firmly entrenched in our governance structure based on trust and mutual respect. Our membership encompasses a wide spectrum of stakeholders, including biopharma, biotech, medical devices, digital health, healthtech, hospitals, research institutes, Venture Capitalists, service providers and patient organisations.
- We **support R&D consortia** applying for funding, where regional VLAIO grants serve as vital stepping stones, enabling higher-risk and longer-term projects, to develop health innovations beyond the level achievable by individual organisations. These MEDVIA projects pave the way to further funding, including federal, EU, and international grants.
- We actively identify and enact **solutions to complex challenges** encountered by health innovators. We host discussions where our members highlight the intricacies and hurdles of the current entrepreneurial landscape. These insights enable us to engage constructively with governmental bodies and other stakeholders for actionable progress.
- The **MEDVIA Academy** empowers our members with essential skills needed to thrive in the dynamic health-innovation landscape. Through a diverse array of workshops, courses, and partnerships with leading experts and organisations, we deliver top notch training opportunities tailored to meet the evolving demands of the industry.
- The **MEDVIA-team** is solution-oriented, consistently seeking practical answers to complex challenges. This combination of strategic thinking, pragmatism, knowledge and an unwavering focus on impact sets our team apart and empowers them to excel in the ever-evolving landscape of the health industry.
- Our collaborative endeavours are embodied in our **current strategic initiatives: digital health and ATMP**. These arose from member-driven dialogues and are based on members' needs and strengths. Together we prioritised topics that hold significance on a global scale, reflecting the inherently international landscape that health innovators must navigate.

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- We enthusiastically collaborate with **regional, federal and international organisations** that share our aspirations and objectives, maintaining a broad perspective and fostering a collective drive towards advancing health innovation.
  - We aim to **create enduring value for health pioneers** by accelerating the global adoption of health innovations with sustainable business models. While our mission does not include the immediate implementation of these technological innovations in global healthcare systems or institutions, we maintain that such integration should naturally evolve as a consequence of our efforts.
  - We actively **involve end users** in the conception and design phases of health innovations to ensure that these solutions address immediate, real-world needs. This approach allows our members to gain access to invaluable insights within these specialised markets early on, ensuring that subsequent products are readily embraced by healthcare providers and patients.

To find out more, you can download the 2024 MEDVIA Strategic Position Paper [here](#).



# OUR MEMBERS IN BELGIUM

Our ECHAlliance community in Belgium is very much linked to the presence within Brussels of so many networks and associations linked to the Brussels European District with many choosing to locate their European offices within Brussels.

Here is a flavour of some of them ranging from being linked to patient groups with specific conditions or to networks representing large groups of professionals and organisations charged with policy development.

## European Association of Hospital Pharmacists (EAHP)

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[www.eahp.eu](http://www.eahp.eu)

The European Association of Hospital Pharmacists (EAHP) represents more than 27.000 hospital pharmacists in 36 European countries and is the only association of national organisations representing hospital pharmacists at European and international levels. EAHP represents and develops the hospital pharmacy profession within Europe in order to ensure the continuous improvement of care and outcomes for patients in the hospital setting. This is achieved through science, research, education, practice, as well as sharing best-practice and responsibility with other healthcare professionals.

### **What are the goals of the EAHP?**

In the interest of patients and public health, to promote and further develop hospital pharmacy and to obtain and maintain general joint pharmaceutical principles and a joint pharmaceutical policy; to foster research and education activities on behalf of hospital pharmacy, in order to allow hospital pharmacists in all countries which are members of the Council of Europe from time to time (hereinafter "Countries in the European Region"); to contribute optimally to public health and furthermore anything directly or indirectly related or beneficial thereto, all in the broadest sense of the word; to promote cooperation with other organisations in the domain of public health; to promote the position and function of hospital pharmacists; to support and uphold the interests of hospital pharmacists at the European Union authorities; to support and uphold the interests of hospital pharmacists at the Council of Europe authorities; to support and undergo everything related to the above that may be conducive to carrying out the association's purpose.



[www.ihe-europe.net](http://www.ihe-europe.net)

IHE-Europe plays a crucial role within the non-profit IHE initiative, serving as a regional member of IHE International, fostering collaboration among national deployment committees, user organisations, and vendor members across Europe. This collective effort, combining healthcare professionals and industry, aims to improve the way computer systems in healthcare share information, promoting the coordinated use of established standards to address specific clinical needs in support of optimal patient care, with a shared vision of seamless, secure, and accessible health information. Systems developed in accordance with IHE communicate with one another better, are easier to implement, and enable care providers to use information more effectively.

Employing an open process, IHE develops integration profiles and conducts rigorous testing to confirm systems' conformance and compatibility to standards and guidelines. The annual IHE-Europe Connectathon stands out as a structured environment for vendors to assess the interoperability of their products with those of peer vendors. Covering various domains and real-world clinical scenarios, this testing event provides companies of all sizes with a unique opportunity to validate their implementations, contributing to the enhancement of interoperability and ensuring the effective communication of IT systems.

IHE-Europe actively engages with the European Commission's healthcare initiatives through the European Affairs Committee. This collaboration involves contributing expertise on interoperability and testing strategies, aligning with the Commission's objectives of enhancing citizens' health, improving healthcare quality, and developing user-friendly healthcare solutions. Our commitment extends to supporting emerging ventures within the digital health space, eagerly inviting and welcoming opportunities for partnership and mutual growth within the evolving digital healthcare industry.

## Allied for Startups

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<https://alliedforstartups.org/>

Allied for Startups is a worldwide network for advocacy organisations, focused on improving the policy environment for startups across the globe. Their mission is to bring the voice of startups to policy and government. AFS firmly believes in the crucial role that entrepreneurship and innovation play in transforming our future. Hence, their ambition is to build regulatory environments around the world that will allow startups to thrive and will promote an entrepreneurial culture.

The digital health vertical at AFS focuses on the needs and opportunities of health tech startup members and ensures a bridge between policymakers and startups. AFS advocates for policies that support digital health innovators and empower patients, committed to collaborating on issues that streamline regulatory pathways for startups, enhance patient data privacy and security, and support the scalability of digital health innovations.

In light of the 2024 EU Elections, AFS's Digital Health Manifesto was introduced, a call to action for policymakers, healthcare providers and the Health Tech community to embrace a comprehensive strategy for the digitalisation of healthcare. The manifesto emphasises the role startups play in transforming digital health solutions and empowering patients. With this manifesto we have advocated for 5 critical policies for the future of healthcare. They are: 1) Fostering digital health system development, 2) Promoting health data harmonisation and interoperability, 3) Advocating for regulatory agility and sandboxes for innovation, 4) Addressing reimbursement policies for digital health solutions, and 5) Spearheading the integration of artificial intelligence in healthcare. The Manifesto's signatories represent diverse healthcare representatives such as e-pharmacies, startups, patient safety organisations, health

## Europe Region World Physiotherapy

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[www.erwcpt.eu](http://www.erwcpt.eu)

The Europe Region of World Physiotherapy is a non-profit, non-governmental organisation that represents the physiotherapy profession at European Level. The organisation has a membership of 38 Physiotherapy Associations, one from each of the European countries representing approximately 200,000 physiotherapists in Europe.

The organisation is interested in collaboration within the area of health, especially with regards to:

- Prevention and treatment of Non Communicable Diseases (especially Cancer, Mental Health and MSDs); and
- the challenges that the health community is currently facing: shortage of healthcare workers, HTA, European Health Data Space etc.

## MercurHosp

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[www.mercurhosp.be](http://www.mercurhosp.be)

MercurHosp was set up at the end of 2013 in the legal form of an ASBL. This Public Procurement Centre has become a Purchasing Centre, which is responsible for carrying out public procurement procedures on behalf of its members institutions from the Healthcare sector in French speaking Belgium.

MercurHosp procedures for services and products, not for constructions, in all purchasing categories (equipment and products of all types, medical devices, medicines, financial services, other services, etc.).

MercurHosp participates in many networks, such as the Value-Based Procurement Community of Practice, the Joint Cross Border Community on EHPPA (European Healthcare Public Procurement Alliance level. With a great number of Wallonian and Brussels hospitals, nursing homes, other healthcare institutions, children and handicapped organisations as members and cooperation partners in Flandres, MercurHosp will be able to disseminate the results to an important number of healthcare organisations in Belgium.

MercurHosp Academy: Since 2019, MercurHosp proposes a range of training on public procurement, legal aspects and innovation tools round procurement. (ex. Value based healthcare). MercurHosp law-consultancy department: In addition, MercurHosp has a consulting department on the lawyer level.



## European Pain Federation - Societal Impact of Pain (SIP)

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[www.europeanpainfederation.eu/sip](http://www.europeanpainfederation.eu/sip)

The ‘Societal Impact of Pain’ (SIP) platform is a multi-stakeholder partnership led by the European Pain Federation EFIC and Pain Alliance Europe (PAE), which aims to raise awareness of pain and change pain policies.

The platform provides opportunities for discussion for health care professionals, pain advocacy groups, politicians, healthcare insurance providers, representatives of health authorities, regulators, as well as budget holders.

The ‘Societal Impact of Pain’ (SIP) Platform, would be delighted to collaborate in the fields of pain and pain management and treatment, cancer, employment, digital health, International Classification of Diseases – 11th Revision, mental health, and research.

## HEALES (Healthy Life Extension Society)

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[www.heales.org](http://www.heales.org)

HEALES (Healthy Life Extension Society), an NGO dedicated to longevity research and health data sharing, has been actively engaged in a wide range of activities aimed at advancing our understanding of longevity and promoting initiatives to enhance healthy lifespan. Through our monthly newsletter publications available in 5 languages, we provide updates on the latest advancements in the field of longevity research.

Our NGO also organizes conferences and exchanges to facilitate discussions on important topics such as AI, longevity, and open research. Additionally, HEALES actively supports scientific research and development initiatives in the longevity field, providing financial support for projects such as Longaevus and LongevityGpt.

We are eager to collaborate on topics related to sharing health data, open data, artificial intelligence (AI), and longevity. Specifically, we aim to explore approaches to data sharing that can accelerate research and development in the field of longevity, for example the European Health Data Space (EHDS) initiative. Furthermore, we recognize the significant impact of environmental factors on longevity, such as air pollution. Studying and addressing these environmental impacts is important to improving overall health outcomes and extending healthy lifespan. By fostering collaboration, we can collectively work towards advancing health research and improving longevity for individuals in Europe and around the world.

## The European Observatory on Health Systems and Policies

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[healthobservatory.eu](http://healthobservatory.eu)

The European Observatory on Health Systems and Policies is a partnership hosted by the WHO Regional Office for Europe. Over the past 25 years, it has demonstrated the difference that can be brought about by evidence rooted in the highest quality academic analysis. When communicated appropriately, this evidence allows policy-makers to make better informed decisions. That is why the Observatory's activities revolve around evidence generation and knowledge brokering.

In brief:

- the Observatory responds to the issues that matter to policy-makers
- its evidence is rigorous, non-normative and objective
- it learns from its policy dialogues with decision-makers and adapts as policy needs evolve
- it concentrates on making the right evidence available to the right people, at the right time.

The Observatory brings together international organizations, national and regional governments, other health systems actors and academia to mobilize evidence for better health systems. Partners make the Observatory a bridge between evidence and policy, a place where stakeholders from across Europe can find the evidence they need to tackle health policy challenges, and a dynamic balancing act that delivers analysis that is both rigorous and easy to use.

The functions of the Observatory are country monitoring, analysis, health system performance assessment, and knowledge brokering. The Presidencies of the Council of the European Union present an opportunity to engage with policy-makers, supporting their decision-making with tailored evidence. To mark the 2024 Belgian Presidency of the Council of the European Union, the Belgian health presidency team and the European Observatory on Health Systems and Policies worked together to reflect on a selection key priorities for the next Commission's agenda with regard to the European Health Union. These priorities can be grouped in three thematic clusters: a Europe that cares, prepares, and protects.

The Belgian Minister Vandembroucke, EU Health Ministers, and expert authors provided perspectives which should encourage debate on the potential ways forward. Download the special issue of our Eurohealth journal: "Europe that cares, prepares, protects: Strengthening the EU Health Union"

[https://eurohealthobservatory.who.int/publications/i/a-europe-that-cares-prepares-protects-strengthening-the-eu-health-union-\(eurohealth\)](https://eurohealthobservatory.who.int/publications/i/a-europe-that-cares-prepares-protects-strengthening-the-eu-health-union-(eurohealth)).

Learn more about the observatory at [healthobservatory.eu](http://healthobservatory.eu).



Our teamwork is being focused mainly in three thematic levels, which were and still are the main targets for the last 25 years:

## **A) In science and research affairs**

We work for the benefit of the people and states of the EU.

One of the main targets and working areas is to develop relations for the good of our clients.

For fulfilling this mission we participate in a lot of summits and studies are conducted on requested sectors and topics.

During these events, we represent the interests of various organisations (public sector bodies, universities, institutes, NGOs, laboratories, research centres, SMEs, clusters, industrial sector etc) by reporting to them or being contracted as consultants, when a long term cooperation is needed

Our experience and knowledge allows us to organise programs of FP7/HORIZON 2020, HORIZON CIP, in the fields of SSH, ICT, R&D, health, aeronautics etc.

Acting on behalf of the coordinates of partners at a managerial consultancy level.

## **B) Geopolitical and entrepreneurship perspective**

We are mainly interfering in the states of southeastern Europe and the Mediterranean zone by operating as promoters and managers for transnational cooperation programs of the European Union.

Also, involvement in the private sector is a must, since we believe that it is the motor for moving on through a modern but at the same time ancient way of approach , this one of Demiurgoi.

## **C) Citizens issues and concerns**

We also work with non for profit organisations and we must mention our sensitivity on social platforms, citizen affairs and direct democracy through regional policies strategies.



# WHAT OUR FOUNDATION PARTNERS ARE DOING IN BELGIUM

The value of our networks shown by these connector documents is amplified when we also showcase where our members based outside of Belgium but with a strong Belgian presence also connect dots within our network.

Typically this is the case with our Foundation Partners and here you can see from our member McKinsey a clear focus around the field of Digital Health and some of their priorities.

# McKinsey & Company

[www.mckinsey.com](http://www.mckinsey.com)

## Digital Health & Health Tech

### Introduction

McKinsey helps health tech businesses across the entire value chain, from start-ups in the initial stages of fundraising to established companies expanding into global markets. We also drive transformations by bringing together the capabilities needed to help organisations grow and thrive in the digital age. In addition, we help private and public healthcare leaders make healthcare better, more affordable, and more accessible for millions of people around the world.

### What we do

- **Investing our people to build the next generation of healthcare innovators:** We align with clients to ensure there are shared objectives and KPIs. We invest our human capital—our capabilities, databases, people, and tools—to help health tech companies scale and achieve high ambitions.
- **Developing corporate strategy & equity stories and helping prepare financing rounds and IPOs:** We help health tech companies develop their corporate strategy and craft compelling equity stories to prepare for financing rounds and IPO.



- **Business-building and scaling support:** Our proven Leap by McKinsey methodology and global digital health hub help health tech companies rapidly and successfully build and scale business. The hub includes 15 digital assets, a team of 20 digital health specialists, and ten external partners and vendors who have been involved in building digital health businesses around the world.
- **Portfolio strategy and asset optimization:** We optimize R&D platforms and portfolio value with unrivaled expertise in portfolio strategy, clinical development strategy, study design optimization, and clinical operations acceleration.
- **Launch and go-to-market:** We assess launch readiness and design differentiated go-to-market models, such as access, commercial, and medical, while we develop commercial organisations and build roadmaps with clear value propositions in market and competition.
- **Operations:** We help to build the manufacturing plants of the future and integrate digital and analytics to achieve world-class productivity and quality.
- **Strategic partnerships:** We support strategic partnerships by evaluating portfolio, value chain strength, geographic trends, and strategic fit to inform partnering options and craft value proposition stories.
- **Future-proof organisation:** We help develop the organisation of the future by considering rapidly evolving and growing organisational changes in external competition and commercial environments.

## What makes us unique

- > 30** ready-to-deploy proprietary assets and tools, including claims-based analytics tools to assess value opportunities, proprietary consumer and provider surveys, vendor library and competitive assessments, market maps and reference solution architectures.
- > 2000** partners within our Health ecosystem consisting of investors, providers, payors & PharmaCo's/ MedTechs, to identify trends, opportunities and requirements to build digital businesses in healthcare.
- > 30** global and regional events organised yearly, including the annual Digital Health World Congress (2024 edition in London, May 23-24).
- > 400** knowledge nuggets and off-the-shelf resources, including company profiles, deep-dives and case studies.
- > 100** colleagues globally with deep expertise across digital health topics, products, and solutions (of which ~10 health tech focused colleagues are in the BeNeLux, including a broader local expert group).

## Examples of our work

Globally, we have supported over 400 HealthTech-related engagements with investors, incumbents and innovators, including 180 engagements in the past year. Some examples of our work include:

- **Development of a clinical feedback tool to provide routine feedback on patient care decisions:** Paramedics and frontline ambulance staff are the only clinicians in many European countries who receive no routine feedback on the decisions they take for their patients. We developed a tool which brings together, for the first time, hospital outcome data with ambulance patient records. It transforms the way staff improve their decision making, leading to safer, more efficient care, with better outcomes for their patients. Clinicians can review the patients they have attended, understand the repeat callers and recontacts, and reflect on their patients' diagnoses and treatments in hospital. This enables ambulance clinicians to learn with case-based discussion, morbidity and mortality reviews, and effective clinical audit. The tool has been hugely successful, with 90% of users recommending it, and paramedics reporting they've been "waiting for something like this for 10 years."
- **Development of a Healthcare Capacity Management tool:** Healthcare systems face challenges related to short and long-term capacity management, which can impact the availability of beds, doctors, nurses, and other resources necessary for providing adequate care. Short-term challenges include limited bed capacity, insufficient staffing, inadequate resources, and lack of coordination. Long-term challenges include higher prevalence of chronic conditions, healthcare workforce shortage, infrastructure limitations, and financial constraints. HealthCap (Health System Capacity Planner) is an asset designed to enable short-term and long-term capacity planning of a healthcare system, and how this affects capability and financial needs. The asset allows for strategic scenario analysis of how various decisions (e.g., centralization of complex care) would affect needs, and of how productivity improvements will impact capacity. Results are displayed in an interactive dashboard, allowing users to assess impact levers, tailor scenarios, and drill-down in specific parts of the healthcare system.

- **Development of an application that allows non-technical users to query massive databases (e.g., claims data) using natural language:** Although healthcare businesses have used AI technology for years (e.g., adverse-event prediction, operating-room scheduling optimization), GenAI represents a meaningful new tool that can help unlock part of the unrealized \$1 trillion of improvement potential in the healthcare industry. Although most existing GenAI use cases focus on unstructured data, at McKinsey, we are exploring how these capabilities translate to structured data. Our application uses a GenAI engine to clarify intent and return results. The main challenge we've overcome is identification of the relevant datasets & fields without what is called "system hallucination": we have been able to achieve response accuracy of ~90% through keeping a "human in the loop" to identify ambiguous terms. As these early results are replicated across datasets, we expect to see efficiency gains and foresee exciting future applications.



# OUR PROJECT PARTNERS

ECHAlliance has been involved in many projects funded by the European Commission over the last 11 years. Our community includes not just our members and our Ecosystems, but also our partners with whom we work with in our Innovation Projects.

Many of them are our members or ecosystems of course, but here are a few who we also partner with on specific projects funded by the European Commission. Again it helps us, as the Global Health Connector, to further connect dots within our network as many of these are members or linked to our ecosystems.

Here are the projects we are involved with and those that contain partners from Belgium. What is very clear is that many of them - including many of our members - are in many (and in sometimes multiple) projects where we are partners, which helps showcase our trusted role as a project partner with some who we have partnered with over many years.

## ECHAlliance Projects



ValueCare  
[projectvaluecare.eu](http://projectvaluecare.eu)



GravitateHealth  
[gravitatehealth.eu](http://gravitatehealth.eu)



Brainteaser  
[brainteaser.health](http://brainteaser.health)



Beamer  
[beamerproject.eu](http://beamerproject.eu)



EUVECA  
[euveca.eu](http://euveca.eu)



BeWell  
[bewell-project.eu](http://bewell-project.eu)



AMR-EDU  
[amreducare.eu/](http://amreducare.eu/)



XpanDH  
[xpandh-project.iscte-iul.pt](http://xpandh-project.iscte-iul.pt)



xShare  
[xshare-project.eu](http://xshare-project.eu)



Digital Health Europe  
[digitalhealtheurope.eu](http://digitalhealtheurope.eu)



4P-CAN  
[4p-can.eu](http://4p-can.eu)



AGE Platform Europe is a European network of 110 organisations of and for people aged 50+ representing over 40 million older people in Europe. The purpose of AGE work is to voice and promote the interests of the 190 million inhabitants aged 50+ in the European Union and to raise awareness of the issues that concern them most.



HL7  
<https://www.hl7.eu/>

The HL7 is a non-profit organisation supporting the creation of health information technology standards that are widely and easily used enabling interoperability in healthcare and addressing the needs of the enlarged Europe. HL7 is a standards developing organization (SDO).



THE EUROPEAN PATIENTS' FORUM  
<https://www.eu-patient.eu/>

The European Patients' Forum is the leading voice of patient organisations in Europe. EPF leads patient advocacy in Europe, providing a cross-disease perspective from a wide patient community to the policy-making process on issues that have a direct impact on patients' lives.



THE EUROPEAN INSTITUTE FOR  
INNOVATION THROUGH HEALTH DATA  
(I-HD)  
<https://www.i-hd.eu/>

The European Institute for Innovation through Health Data (i~HD) is a European, not-for-profit organisation facilitating the optimal uses of health data through a series of complementary activities. The mission of i~HD is to promote, develop and share good practices, tools and quality assessments to maximise community value from health data for innovations in health, care and research.



UCB BIOPHARMA  
<https://www.eu-patient.eu/>

UCB is a multinational biopharmaceutical company headquartered in Brussels, Belgium. It focuses primarily on research and development, specifically involving medications centered on epilepsy, Parkinson's disease, and Crohn's disease.





**Brainteaser**

**Brainteaser**

<https://brainteaser.health>

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**EUROPEAN BRAIN COUNCIL**

<https://www.braincouncil.eu/>

Established in 2002, the European Brain Council (EBC) is a nonprofit organisation dedicated to advancing brain research in Europe and enhancing the treatment, care, and quality of life for individuals affected by brain disorders.



**Beamer**  
<https://beamerproject.eu>

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## **INNOVATION SPRINT**

**INNOVATION SPRINT (ISPRINT)**

<https://www.lst.tfo.upm.es/>

Innovation Sprint is providing solutions to the eHealth and Life Sciences sectors, focusing on Big Data analytics & Artificial Intelligence on Real World Data.



**JANSSEN PHARMACEUTICA NV  
(JANSSEN)**

<https://www.predictby.com/>

J&J is a pharmaceutical company headquartered in Beerse, Belgium. Based in over 150 countries, J&J brings cutting-edge technology to help treat, cure, stop, and prevent some of the most complex diseases of our time.



**EUVECA**  
<https://euveca.eu>

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**EUROPEAN HEALTH MANAGEMENT  
ASSOCIATION (EHMA)**  
<https://www.upv.es/>

The European Health Management Association focuses on enhancing the capacity and capability of health management to deliver high-quality healthcare. EHMA's vision is to support the spread of knowledge on excellence in health management at all levels: systemic, organisational and individual.



BeWell  
<https://bewell-project.eu>

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EUROHEALTHNET

<https://www.upv.es/>

EuroHealthNet is a non-profit partnership of organisations, agencies and statutory bodies working to contribute to a healthier Europe by promoting health and health equity between and within European countries.



COCIR

<https://www.upv.es/>

COCIR is the European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries.



**EHTEL**  
<https://ehtel.eu>

EHTEL is a multi-stakeholder organisation within Europe that brings together organisations and individuals engaged in all aspects of eHealth.



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**EUREGHA**  
<https://www.euregha.net/>

EUREGHA's mission is to bring regional and local health authorities together, as a means to improve health policy in Europe. By doing so, EUREGHA also establishes and promotes collaboration between its members, the institutions of the European Union and with pan European health networks and organisations working with public health and health care.



**CESI INTERNATIONAL**  
<https://www.cesi.org/>

Founded in 1990, CESI advocates for improved employment conditions for workers in Europe and a strong social dimension in the EU. CESI and its members are involved in advocacy work as an interest group and in social dialogue as a recognised European social partner.



PHARMACEUTICAL GROUP OF THE EU  
(PGEU)

<https://kveloce.com/>

The Pharmaceutical Group of the European Union (PGEU) is the association representing community pharmacists in 32 European countries.



BioMed Alliance

BIOMED ALLIANCE

<https://www.biomedeuropa.org/>

The Biomedical Alliance in Europe (BioMed Alliance) is the result of a unique initiative of leading European medical societies that together include more than 400,000 researchers and health professionals.



AMR EDUCare

AMR-EDU

<https://www.amreducare.eu/>

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HEALTHCARE WITHOUT HARM (HCWH)

<https://noharm-europe.org>

Health Care Without Harm (HCWH) is an international NGO that works to transform health care worldwide so that it reduces its environmental footprint, becomes a community anchor for sustainability, and a leader in the global movement for environmental health and justice.



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**FEDERATION EUROPEENNE DES  
HOPITAUX ET DES SOINS DE SANTE  
(HOPE)**<https://hope.be/>

HOPE, the European Hospital and Healthcare Federation, is a European non-profit organisation, created in 1966 representing national public and private hospital and healthcare associations and hospital, health and social care services owners.

**HL7**<https://www.hl7.eu/>

The HL7 is a non-profit organisation supporting the creation of health information technology standards that are widely and easily used enabling interoperability in healthcare and addressing the needs of the enlarged Europe. HL7 is a standards developing organization (SDO).

**DIGITAL EUROPE**<https://www.digitaleurope.org/>

DIGITALEUROPE is a European trade association that represents the digital technology industry. It is led by the Director General. The members include 105 major technology companies and 41 national trade associations.

**THE EUROPEAN INSTITUTE FOR  
INNOVATION THROUGH HEALTH DATA  
(I~HD)**<https://www.i-hd.eu/>

The European Institute for Innovation through Health Data (i~HD) is a European, not-for-profit organisation facilitating the optimal uses of health data through a series of complementary activities. The mission of i~HD is to promote, develop and share good practices, tools and quality assessments to maximise community value from health data.





XShare  
<https://xshare-project.eu>

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## CDISC EUROPE

<https://www.cdisc.org/>

CDISC convenes a global community of research experts representing a range of experiences and backgrounds. CDISC develops and advances data standards of the highest quality to transform incompatible formats, inconsistent methodologies, and diverse perspectives into a powerful framework for generating clinical research data that is as accessible as it is illuminating.



## Digital Health Europe

<https://digitalhealtheurope.eu>

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## EIP ON AHA REFERENCE SITES COLLABORATIVE NETWORK (RSCN)

<https://www.rscn.eu/>

The RSCN is a Network for all Active and Healthy Ageing Reference Site regions pursuing a life-course approach to active and healthy ageing. It promotes and facilitates the implementation and Scaling-Up of Innovation and Digital Solutions to address the life-course approach to active and healthy ageing



4P-CAN  
<https://4p-can.eu>

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EUROPEAN NETWORK FOR SMOKING  
PREVENTION (ENSP)

MISSING

The European Network for Smoking and Tobacco Prevention is an international non-profit organization established in 1997. ENSP's mission involves developing a strategy for coordinated action among organizations active in tobacco control in Europe.



ALL CAN INTERNATIONAL (ALL.CAN)

MISSING

All.Can International is a global multi-stakeholder network focused on cancer care efficiency, with the goal of improving health outcomes for cancer patients worldwide – encompassing everything from prevention to post-treatment quality of life.



# CONCLUSIONS

Our community within Belgium is unlike any other country that will host the Presidency of the Council of the European Union as with the location of Brussels for some many of our networks and associations within such a small radius, there is an overwhelming presence of our network based within Belgium with many that also have European connections across our network.

To have a strong and vibrant network of members that continues to grow only then deepens our connections within the field of health across many countries within and outside of Europe, as many non-European focused and worldwide organisations also have a home within Brussels too.

Add in the mix two very different ecosystems that are themselves well connected across our network with trade missions and exchanges, Belgium has a unique offer for our wider community as a portal to a wider network of ECHAlliance members and Ecosystems.

This leaves us with a call to action. As a connector and a Global Health Connector at that - it might be time for you to think of adding to that network - join us and become a member of ECHAlliance.





# Join Us in Transforming Digital Health!



We are a not-for-profit organisation, operating as a Community interest company (CIC) registered in the UK in Belfast; and a company Limited by Guarantee in Dublin, Ireland.

