



Guide for Applicants

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FORTH (Coordinator), CERTH, NCSR, ATHENA, UOC, TUC, UOWM, SEVPDE, UNISYSTEMS, NKUA

Table of Contents

Table of Contents.....	1
smartHEALTH overview	2
Objectives and services	2
Who can apply?	3
Eligibility criteria	4
Evaluation/selection criteria.....	5
How to apply?.....	5
Selection process	6
Support to applicants	6
Data privacy policy	7
Appendix A. smartHEALTH services pricelist.....	8



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smartHEALTH overview

The European Digital Innovation Hub for Smart Health: Precision Medicine and Innovative E-health Services (smartHEALTH) is a one-stop-shop where SMEs, startups, mid-caps, and the public sector (henceforth ‘recipients’) can get help to improve business & production processes and products & services by means of digital technology. Our hub offers highly specialized expertise in the flagship areas of precision medicine, cancer, medical image analysis, and public sector digital transformation. This expertise is established through R&D excellence at national and international level. smartHEALTH brings together all the main R&I leaders of the Greek ecosystem in the field of digital and smart health to facilitate the digital transformation of the private and public sector.

For more information on smartHEALTH, please visit <https://smarthealth-edih.eu/>.

Objectives and services

smartHEALTH focuses on enhancing competitiveness through the utilisation of state-of-the-art research, development and implementation in digital health combining the complementary expertise of the partners and their cutting-edge research activities and available infrastructure. It will utilize internationally leading expertise in the areas of Artificial Intelligence (AI), Cybersecurity and High-Performance Computing (HPC), amongst others, to facilitate the development of innovative products and services for diagnostic imaging, precision medicine and bioinformatics. smartHEALTH aims to offer added-value services to the wider healthcare ecosystem that consists of key players in the private & public sectors. Supported by the European Union and the Greek State, smartHEALTH provides its services for zero cost to the recipients¹. The services fall under the following categories:

- i) **Test before invest services** including:
 - a. Raising awareness on digital technologies and digital transformation
 - b. Digital maturity assessment through the use of specific tools developed by the Joint Research Centre of the EC.
 - c. Visioning and elaboration of specific action plan in cooperation with the recipient setting out exact set of advanced services, specific timeline, milestones, and deliverables. The action plan will serve as the reference point for the recipient’s next steps in the context of smartHEALTH and beyond.
 - d. Demonstration and proof-of-concept where recipients will have the opportunity to demonstrate in a lab the idea behind a new product, service or process. smartHEALTH experts will assess the validity and feasibility of the new concept and provide additional support, e.g. on technical specifications, needed infrastructure, implementation and regulatory environment.
 - e. Fostering integration where smartHEALTH will support recipients to integrate digital technologies and skills. Recipients will be advised on the availability and usage of necessary tools, methods and software development. An education plan for staff for the new processes/tools could be developed, while a set of opportunities for co-development will be proposed to assist future collaborations.
 - f. Testing, experimentation and prototyping where recipients, through smartHEALTH, will have access to infrastructure and specialized knowledge and expertise, to test and experiment to either acquire

¹ The services provided, although for free, are partially (50%) considered as state aid. Therefore, the corresponding amount will count against the state aid limits (De minimis) of the recipient. Excluded from this process are “Networking” services. To calculate the amount counting against state aid please refer to the price list table in Appendix A.



new knowledge or design new products, services and processes. Industry will have the opportunity to explore the end-to-end processes of accessing and using remote computing resources in HPC infrastructure of smartHEALTH on demand.

- g. Flagship services in the areas of precision medicine, cancer, medical image analysis, public sector digital transformation.

Test before invest services a, b, and c, form the initial set of services that will determine (according to co-created action plan) if the recipients should continue with the advanced services d, e, f, and g. It should be noted that if the recipient receives advanced services, they will be requested to partake in two (2) additional Digital Maturity Assessments: upon completion of advanced services, and 12 months after completion of these.

- ii) **Support to find investment services** including:
 - a. A continuous support system of mentoring and coaching for SMEs through all phases of the innovation cycle that includes regular bilateral contacts, offering more specialized and personalized support for particular issues and specific needs of SMEs. Particular emphasis will be paid to provision of information on open and prospective calls under the main National and European funding programmes.
 - b. Support in attracting public and private funding through specialized consulting about preparing an investment application or a grant proposal, guidelines on pitching and negotiations, support in participation to investor days etc.
- iii) **Networking services** including:
 - a. Assistance in the matchmaking/partnering process of innovative ideas/projects of recipients with funding opportunities and investors. The service is operated through the Enterprise Europe Network.
 - b. Ecosystem mapping and technology and talent scouting.

In addition to the aforementioned services, smartHEALTH also offers skills and training services such as seminars, trainings, and specialized courses. These services are offered to recipients in parallel to this application process. Interested parties should contact directly smartHEALTH at the following email: contact@smarthealth-edih.eu

Who can apply?

smartHEALTH mainly addresses the needs of startups, SMEs, mid-caps, and entities of the wider public sector. These include:

- Companies in the sectors of health IT, medical and biomedical informatics, bioimaging, diagnostics and drug design, pharma industry,
- Healthcare provider organizations (hospitals, medical & diagnostic centres, primary care, social and elderly care, etc.),
- Healthcare professional organizations,
- Public health authorities,
- Patient advocacy groups,
- Regulatory organisations,
- Insurance companies.



This list is by no means exhaustive, and each applicant/application will be considered on its own merits.

Eligibility criteria

I) For companies:

To be eligible for zero cost smartHEALTH services provision, an applicant company must:

- a) be established or have a local office in an EU Member State or Associated Country to Horizon Europe²
- b) be an SME or midcap under the EU definition (SME: staff headcount <250 and either Turnover<= €50M or Balance sheet total <=€43M; midcap: staff headcount<3000)
- c) be legally established for at least six months before submission of the application
- d) be active in the wider healthcare sector, including: health IT, medical and biomedical informatics, bioimaging, diagnostics and drug design, pharma industry, healthcare provider organizations (hospitals, medical & diagnostic centres, primary care, social and elderly care etc.), healthcare professional organizations, public health authorities, patient advocacy groups, regulatory organisations, insurance companies, and others.
- e) be financially viable under EC regulation 651/2014.
- f) have received state aid over the past 3 years under the 200.000 euros De minimis limit.

In support to points (e) and (f) applicants will be requested to complete a Declaration on Honour stating that:

- i. They are financially viable under EC regulation 651/2014
- ii. Their received state aid is under the limit of 200.000 euros for the last 3 years and will not be exceeded through the state aid received from smartHEALTH services.

Note: Large companies are not eligible to receive services for zero cost. However, they can apply and receive paid services according to the smartHEALTH pricelist (see Appendix A).

II) For organisations of the wider public sector:

To be eligible for zero cost smartHEALTH services, an applicant organization of the wider public sector must:

- a) be an organization of the wider healthcare sector, including: health IT, healthcare provider organizations (hospitals, medical & diagnostic centres, primary care, social and elderly care etc.), public health authorities, regulatory organisations, and others.

² For the list of Associated Countries please see: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-auratom_en.pdf



Evaluation/selection criteria

The following table lists the criteria against which applications will be evaluated and selected. Applicants are advised to structure their detailed request for services according to these criteria.

Criteria	Description	Weight
Excellence	<ul style="list-style-type: none"> - Relevance to the smartHEALTH objectives (10 points) - Well defined proposal for service provision (10 points) - Novelty/excellence of proposed process, service, idea on which smartHEALTH services will be applied (10 points) 	30 (threshold: 20 points)
Implementation	<ul style="list-style-type: none"> - Clearly described methodology (15 points) - Capacity and potential of the applicant organization (15 points) - Identified service provider(s) among smartHEALTH partners and proposed cooperation with them (5 points) 	35 (threshold: 25 points)
Impact	<ul style="list-style-type: none"> - Clearly described impact to the development and growth of the applicant organization (20 points) - Potential for further cooperation in the context of smartHEALTH and beyond (5 points) - Market impact and potential for commercialization of service provision outcomes (5 points) 	35 (threshold: 25 points)

How to apply?

Registration and submission

All applicants must, provisionally, register on the smartHEALTH CRM platform (<https://crm.smarthealth-edih.eu>) in order to submit their application. The applicant will receive a provisional user account through which they will be able to access the online application system and create a new application. The applicants can save and edit their application as many times as necessary until submission. Once submitted, the application cannot be edited.

Each applicant organization can submit only one application at any given time.



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Application template

The application is filled online through the CRM platform. It consists of three sections:

- 1) General information on the applicant
- 2) Financial information on the applicant
- 3) Technical information on requested services including a) a detailed request for services, b) the category of service(s) needed (if known), and c) the preferred service provider/partner (if known). Please note that the detailed request should clearly address the evaluation/selection criteria mentioned in the previous section. Additionally, the word limit for the detailed request is set at 500 words.

Applicants will be able to download their draft and submitted application in pdf format.

Language

Applications can be submitted in Greek or English. Applications drafted in another language will not be eligible for evaluation/selection.

Selection process

The application and selection process are open and there are no cut-off dates.

The Management Board of smartHEALTH, meets once a month to evaluate the submitted applications according to the eligibility and evaluation/selection criteria stated above. Eligible applications, with a total score of 70 points or above, and over the threshold in each of the evaluation/selection criteria, will be selected for service provision. Applications with a score below 70, or under the threshold in one or more of the evaluation/selection criteria, will not be selected.

All applicants will be notified accordingly through the smartHEALTH CRM system. The selected applicants will be sent out information on the next steps including: a) the allocation of a Key Account Manager on the side of smartHEALTH who will serve as the main contact point for all future communications with the applicant and, b) the preparation of service contract(s) to be signed between the applicant and the smartHEALTH partner(s) who will provide the selected services.

Support to applicants

Applicants may contact the smartHEALTH helpdesk should they wish to receive further information on the application and selection process.

Email: contact@smarthealth-edih.eu



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Data privacy policy

During the smartHEALTH application process the applicant organization will be requested to provide personal data (name, email address) of the **contact person** of the organization as well as the personal data of its **legal representative** (name/surname, email address, place of residence, address, ID number, VAT number, occupation).

By submitting an application, the contact person and legal representative accept the following:

smartHEALTH project is compliant with all legal procedures for the processing of personal data as defined by the **Regulation EU/2016/679 on the protection of natural persons with regard to the processing of personal data and any relevant national law.**

Processing of that data is carried out exclusively by smartHEALTH for the needs and purposes of services provided in the context of the project. Such data shall not be transmitted to or communicated to any third party unless required by law.

smartHEALTH retains the above data up to 5 years after the completion of the project, unless further process and reservation is required by law or for purposes of exercise, enforcement, prosecution of certain one's legitimate legal rights as defined in the Regulation EU/2016/679 and/or in national law.

smartHEALTH informs the applicant organisation's contact person and legal representative that under the **Regulation EU/2016/679** they have the rights to be informed about their personal data, access to, rectification and erasure, restrictions of process and objection to as provided by applicable regulation and national laws.

They have the right to withdraw their application and consent for the processing of the personal data at any time. In this case, smartHEALTH shall delete the related personal data.

smartHEALTH also acknowledges to applicant organisation's contact person and legal representative, that they have the right to file a complaint to their national Data Protection Authority.

To exercise their rights, they may send an email at: contact@smarthealth-edih.eu.



Appendix A. smartHEALTH services pricelist

Service	Estimated cost	Amount counting against De minimis (where applicable)
Raising awareness on digital technologies and digital transformation	100,00 €	50,00 €
Digital maturity assessment	2.000,00 €	1.000,00 €
Visioning and elaboration of specific action plan	2.000,00 €	1.000,00 €
Demonstration and proof-of-concept	10.000,00 €	5.000,00 €
Fostering integration	10.000,00 €	5.000,00 €
Testing, experimentation and prototyping	20.000,00 €	10.000,00 €
Flagship	50.000,00 €	25.000,00 €
Mentoring and coaching for SMEs	750,00 €	375,00 €
Support in attracting public and private funding	5.000,00 €	2.500,00 €
Matchmaking and partnering	0,00 €	0,00 €
Ecosystem mapping	0,00 €	0,00 €
Technology and talent scouting	0,00 €	0,00 €



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