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Combination of CP & CSA



DECIPHER PCP

Feedback From Market Consultation



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I. Feedback from Market Consultation

1.1 Scope

The market consultation activity is critical for the success of the project since it is not only a way to attract bidders to the PCP programme but it is basically a tool to validate:

- The **technological gap**: the market has not available yet any off-the-shelf solution to satisfy the procuring authorities needs,
- The **market interest** and the **PCP programme attractiveness**: key matters (as budget distribution, phases' duration, number of awarded proposals, and the risk and benefit sharing model) are reviewed with the technology providers and the feedback received is taken into account when designing the process.

1.2 Methodology

DECIPHER consortium went through different Market Consultation activities to ensure the most diverse EU companies were informed about the PCP opportunity and had the chance to influence the PCP definition.

The list of the Market Consultation activity is as follow:

- Market Consultation Day in Barcelona (as satellite event of MIHealth 2013) on 28th of June 2013
During the event the project partners and procuring authorities explained to the audience what DECIPHER project was about, the scope of DECIPHER procurement and what a PCP is. After this first part, one hour and half was left to the audience to make questions to the procuring authorities. All the sessions (including the Questions and Answers one) got recorded and published on the web page (<http://www.decipherpcp.eu/sites/default/files/documents/video/qa/story.html>). From this experience a first version of the document Frequent Asked Questions was created and made available at the project web page (<http://www.decipherpcp.eu/project-overview/frequently-asked-questions-and-question-process>).
- Market Consultation Day in Birmingham (at EHI 2013) on 5th-6th of November 2013
In this case DECIPHER consortium rent a booth and booked a number of meeting with technology providers that could be interested into DECIPHER call. Prior to the meeting a minute's template was set up. During the event nine meeting minutes got filled in according to the template (please refer to the *Appendix 3: Meeting Minutes template used during Birmingham Market Consultation Day*).
- Market Consultation Day in Florence on 14th of November 2013
As in Barcelona, during the event the project partners and procuring authorities explained to the audience what DECIPHER project was about, the scope of DECIPHER procurement and what a PCP is. After this first part, one hour and half was left to the audience to make questions to the procuring authorities. The questions received from the audience were very similar to the ones received in Barcelona and Birmingham.
In the case of Florence event all the attendees were requested to fill in a questionnaire (please refer to *Appendix 4: Florence Market Consultation Day Questionnaire*) on the quality of the event using as rating system Excellent – Good – Average –Fair – Poor. Few attendees added valuable remarks on the PCP scope in the 'Any comment' section.
- Market consultation through Questionnaire
A full log of interested parties was created comprising all the registrants to all the different DECIPHER events (Barcelona, Birmingham and Florence) and to project newsletter, all contacts made by DECIPHER partners attending ICT 2013 event, all contacts contacting directly the coordinating entity regarding DECIPHER. This list comprises approximately 360 contacts details. Out of the 360, 200 are the technological providers and potential DECIPHER bidders. The remaining 160 are either partners contact details, other procuring authorities or observer entities or different personnel of the same industry

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player that was registering to DECIPHER events or industry association (as GSMA, Continua Health Alliance, European Connected Health Alliance).

On November 27th the questionnaire has been sent out to the full log of interested parties and in parallel has been advertised at the project web page, and at the Procurement Innovation Forum web page. By December 9th (one day after the deadline) 15 questionnaires were sent back.

1.3 Results

The results should be analyzed according to the typology of the activity whether it was an event (Barcelona and Florence) or a questionnaire either filled in during a one-to one meeting (Birmingham) or directly by the interested party.

1.3.1 Barcelona and Florence Market Consultation Day

All together 111 attendees joined Barcelona and Florence events. In the audience there were:

- Major industry players (Accenture, ALTRAN, Atos, Cap Gemini, Cerner, Everis, IECISA, INDRA, InterSystems, Philips, Telecom Italia, Engineering, NoemaLife, VAR Group, Dedalus, TBS Group, and others),
- SMEs and start-ups (Confluencia, Connectis ICT Services, DH Tech SL, Linkcare, Medixine Ltd., Prometeo S.r.l, Extra S.r.l, Ergon S.r.l, Ehealth-Tech S.r.l., and others),
- A couple of universities or technology centres (I2cat, Tecnocampus Mataró-Maresme, Politecnico di Torino)
- And few procuring authorities (Catalonia Region representatives, Hospital Sant Joan de Déu and Hospital Clínic).

1.3.2 Birmingham and Questionnaire Market Consultations

Meeting minutes were filled in during a face-to-face meeting with CMFT at EHI and all questionnaires were filled in after having even joined one market consultation event or had access to key project material (as Barcelona session videos or the Overview of DECIPHER procurement scope and DECIPHER Scenario <http://www.decipherpcp.eu/news-and-events/market-consultation-questionnaire>).

In total the number of questionnaires analyzed is 24 but the number of respondents is 22 since 2 organizations that were interviewed in Birmingham replied to the questionnaire as well.

After having analysed the 24 meeting minutes and questionnaires of the 22 respondents, the conclusions are as follow:

- **Diversity per Country:**
 - From ES: 7 organizations (4 SMEs and 3 Large Enterprises)
 - From UK: 6 organizations (1 SME, 1 Healthcare organizations and 4 did not specify)
 - From IT: 4 organizations (3 SMEs and 1 Large Enterprise)
 - From FR: 1 organization (1 Large Enterprise)
 - From HU: 1 organization (1 Large Enterprise)
 - From LT: 1 organization (1 SME)
 - From GR: 1 organization (1 SME)

- 1 did not specify
- **Diversity per size:**
 - In total 10 SMEs, 6 Large organizations, 1 Healthcare organizations and 5 did not specify

1.4 Key Findings

All the market consultation activity carried out during Phase 0 targeted the correct suppliers market and is guaranteeing a competing participation mix comprehensive of overall European countries entities, SMEs and large enterprises, individual bidders and consortia.

1.4.1 Supplier's view on DECIPHER's PCP programme

- All the engaged market suppliers have demonstrated interest into DECIPHER PCP programme contributing with valuable feedback to the definition of DECIPHER PCP documentation, the evaluation criteria across the different phases and the IPR management
- Given the complexity of the expected outcome, some suppliers are considering the possibility of creating a consortium for the bid.
- Some suppliers expressed concerns on the co-inversion funds, considering it to be low for the total of R&D services involved.

1.4.2 Available application functionality

- Based on the information provided by suppliers, many suppliers have the capacities to deliver a part of the specified functionality as they pertain to the domain DECIPHER is addressing.
- Some suppliers are able to deliver all functionalities themselves or in close cooperation with a consortium of specialised partners
- All specified functions can be provided by suppliers, though cooperation would be useful for a holistic solution