



M E D I C N E S T

**Deliverable 1.3.1: Short report on the outcomes of the reshaping of the digital transformation training including responses from participants**

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## **ABSTRACT**

A 3-day training event was run in FORTH, Crete for cluster managers on how to assist SME uptake of digitalization, including new available tools and sharing of good practices across different EU innovation ecosystems. Cluster managers discussed how digital transformation strategies can be set, both for clusters and SEMs and were updated on the latest EU initiatives available, and how SMEs can have direct access to services through the established European Digital Hubs. Good practices were shared not only by the clusters present, but also by CataloniaBioHT, who shared their digital transformation experience so far. In addition, clusters present were trained on a Cluster Business Canvas in order to assess their strategy, in particular for sustainability, as well as how to design new services for their members and the wider ecosystem. Finally, clusters participated in a workshop focusing on the new MEDIC NEST metacluster proposed, designing a clear roadmap of action.

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## **STATEMENT OF ORIGINALITY**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## Short Report Summary

Driven by market demand and fueled by rapidly evolving technology, digital transformation means creating digital-first business partner, employee and end-user experiences. Successful SMEs need to be able to adopt new technologies, in order to reinvent business models, optimize processes, as well as design and deliver stellar products and services. This is extremely important in the precision medicine context, where new scientific data shift the paradigm constantly and we need SMEs to be agile and be able to respond quickly and effectively.

The COVID-19 pandemic permanently changed global health care, from accelerating the adoption of new technology and care delivery models to increasing the focus on sustainability and resiliency. Health professionals had to adapt to remote working, virtual doctor visits and shortages of medical supplies, personnel, and services. The health sector had a chance to reinvent itself and capitalize on trends that were emerging even before the pandemic (i.e. shifting consumer preferences, changes in patient behaviors, rapidly evolving technology).

Now VCs, private equity firms and health care organizations are investing in technology startup platforms. Globally, health-tech investments in 2021 topped \$44 billion, double the previous year. Large tech-enabled platforms now work with hospitals and health systems, in order to improve efficiencies and scale quickly by modernizing existing systems and delivery models, while emerging technologies such as AI, telehealth, blockchain, and monitoring devices (i.e. sensors, wearables) are providing real-time and continuous data. This technological innovation is redefining the future of health and we now can provide more accurate diagnoses, deliver personalized treatments and predict risk or deterioration so we can intervene early.

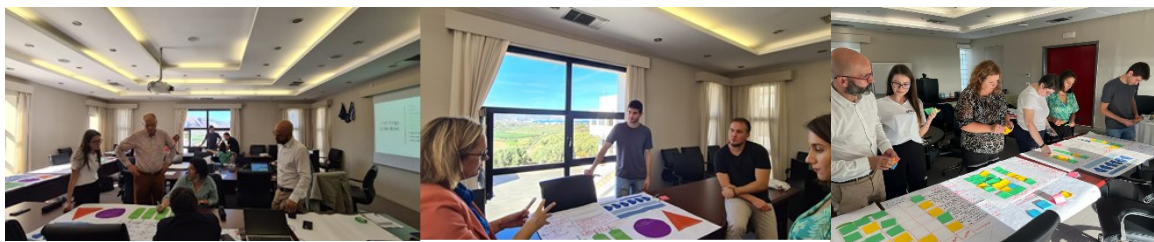
Hence, cluster managers need to have the ability to assist and guide SMEs into the incorporation and management of new processes, skills, structures and technologies. Digital transformation is happening currently all throughout the sector and SMEs need to be able to keep up and transform with minimal business disruption.

### **Training Workshop: How can clusters grow and become sustainable utilising digital transformation? FORTH, Heraklion Crete, Greece, November 2023**

The 3-day training (agenda attached) was organised and hosted by HBio, in Crete (14-16 November 2023). Eleven (11) participants in total attended the training (one from IMAGO-MOL Cluster; two from LEON R/SIVI; two from MEDVIA; two from HDHC; one from ROHealth; one from BIOCAT, one from the Digital Innovation Zone North-East region of Romania; and one from HBio). This training workshop included both core members of the Medic Nest project, as well as clusters and innovation agencies who would like to join the Medic Nest metacluster.

Day 1 offered the opportunity for all cluster management teams to understand the MEDIC Nest project in detail, present the established Medic Nest Grid, which is publicly available for stakeholders across EU to access and present the vision and mission of the Medic Nest metacluster. The proposed partner agreement was presented and discussed. This was followed by an interactive workshop by Veerle De Colvenaer, Innovation Manager, MEDVIA who guided all participants into thinking, discussing and designing concrete activities which will complete the mission and vision of the metacluster, while at the same time create added value for clusters members.

### D1.3.1 –Digital transformation reshaping training



As HBio and MEDVIA also participate in a EU4Health project (NoBoCap) aiming to streamline the IVDR/ MDR processes across EU in order to help innovators develop and bring to market new products, a webinar was included at the end of Day 1, where the NoBoCap project and the newly established Community Hub were presented and discussed not only with the clusters physically present in Crete, but with 70 innovation stakeholders across Europe. Hence, this training event pooled resources and connected large networks of clusters, European Digital Innovation Hubs, innovators, regulators and innovation agencies.

Day 2 was totally dedicated to digital transformation and ways to assist SMEs through it. Maria Makridaki, Innovation Manager, ICS-FORTH presented the FORTH European Digital Innovation Hubs and the services offered through the smartHEALTH project to SEMs in order to develop Precision Medicine and Innovative E-health Services; Dimitrios Katehakis, Head, Centre for eHealth Applications and Services, ICS-FORTH described the successful Technology Transfer Model of the Centre and how Digital Innovation can create sustainability; and Eleni Kanellou, Research Collaborator, ICS-FORTH presented how High Performance Computing

(HPC) can be adapted to SMEs in order to create impact in drug discovery, personalized medicine and healthcare.



Finally, via Zoom, Genis Victoria, Digital Committee Coordinator from CataloniaBioHT shared their experience and good practices on how CataloniaBio & HealthTech assisted their members through their digital transformation. The day ended with the clusters meeting some of the digital health stakeholders in Crete and a roundtable discussion, which resulted in further connections created amongst the innovation ecosystems present.

During Day 3, Alberto Baldi ClusterPRO, Italy delivered an interactive workshop on how clusters can grow beyond the Triple Helix. Alberto is a Cluster Super-Expert and a Lead Assessor/ Cluster Benchmarking Expert with ESCA. Participants had the opportunity to apply the Business Model Canvas (used in the Training on how to facilitate the reshaping of existing industrial value chains in order to create new value chains in Thessaloniki in January 2023) on the cluster Value Triangle and understand concepts such as Cluster Business Model Map, Cluster BM Evolution Map, Cluster Funding Building Blocks and Value Proposition Canvas. The Cluster Business Model Canvas can now



be used by the cluster management teams as a tool for the creation of new services for cluster sustainability and growth.

### **Training Evaluation**

A discussion took place at the end of the 3-days sessions in order to assess the value of the training and how applicable the newly gained knowledge is to clusters and their members. All cluster teams agreed that the concepts and notions discussed are well understood, as well as how these can be applied and deployed in order to fit cluster strategies and create new added value for them and their members.

### **ANNEXES: AGENDA**