



Request for Expressions of Interest: The EU mHealth Hub

A project within the framework of the WHO-ITU joint initiative

Be He@lthy, Be Mobile

The project is supported by the European Commission Horizon2020 Work Programme 2016-2017, under the action:

“Establishing an EU mHealth hub, including evidence for the integration of mHealth in the healthcare systems”

17 August 2017

Hani Eskandar, ITU
Sameer Pujari, WHO
Per Hasvold, WHO

<https://www.ungm.org/Public/Notice/60397>, published 7 August 2017

Before we start

Some logistics information:

- The webinar and FAQ will be recorded and posted on the project webpages available at:

<http://www.who.int/ncds/prevention/be-healthy-be-mobile/EU-mHealth-Hub-Project/en/> and

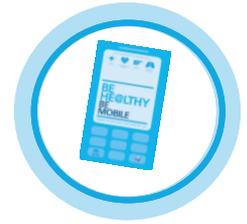
http://www.itu.int/en/ITU-D/ICT-Applications/eHEALTH/Be_healthy/Pages/The-EU-mHealth-Hub-Project.aspx

- If you have a question, please post it on the chat. We will answer the questions (depending on time availability) after the presentation

What is the REOI?

- This Request for Expression of Interest (reference no. REOI-2017-004) is for the **Appointment of a Host for the “EU mHealth Hub”**.
- It is set within the framework of the *Be He@lthy, Be Mobile* Initiative on mHealth for Non-Communicable Diseases, run by the International Telecommunication Union (ITU) and the World Health Organization (WHO)
- The project is supported by the European Commission Horizon2020 Work Programme 2016-2017, under the action:
“Establishing an EU mHealth hub, including evidence for the integration of mHealth in the healthcare systems”

Why an EU mHealth hub?



- i. To meet global demand for guidance on how to work with mHealth in national health systems
- ii. To collect and build on some of the lessons learnt by the WHO-ITU mHealth initiative *Be He@lthy, Be Mobile* about working with digital health
- iii. To understand key drivers and challenges for the adoption of mHealth products and services in the European region
- iv. To collect, distil and disseminate best practices around working with mHealth and share these with countries around the world

Expected outcomes of the hub

- Becoming the focal point, a first go-to place, for expertise on mHealth in the EU and identifying and highlighting trends and gaps in policies, standards, regulations, etc. and best practices and barriers to the creation of consistent mHealth infrastructure and strategy.
- Enabling mHealth to be deployed in national and regional level health services and to deliver large-scale benefits, first of the selected entities, and later in the rest of Europe.
- Creating evidence on health outcomes, quality of life and care efficiency gains in the Non-Communicable Disease (NCD) prevention and management by using mHealth solutions.

Expected outcomes of the hub

- Unique platform to support innovation in and up-scaling of mHealth by convening cross sector stakeholders (young entrepreneurs, start-ups, governments, technical officers etc.).
- Creating synergies with the existing EU platforms of stakeholders such as eHealth network of Member States and also the European Innovation Partnership on Active and Healthy Ageing (requirement, scope, impact).

Time-line of Project

- First phase (First year):
 - Invite organizations to submit Expressions of Interest to become the Host for the Hub
 - Request For Proposals from the selected candidates
 - Selection of Host institution for the Hub
 - Establish Hub
- Second phase (Year 2-4):
 - Establishing national mHealth programs in a limited number of countries; collaboration between the Hub, WHO, ITU, and the countries and key stakeholders in the countries
 - Develop Knowledge and Policy Tools, such as program templates and checklists for countries that want to implement mHealth services
 - Engaging with the innovation ecosystems for knowledge sharing
- Sustainable operations (post project phase)

Eligibility: Who can be a Hub?

- A Hub can be either a physical centre or organized as a virtual centre with a physical Host leading the centre.
- Institutions are allowed to prepare and submit a Response either as a single institution or by means of a Consortium.
- A Consortium shall be led by one Institution that shall comply with all the requirements stipulated in the REOI.
- It must be based within a country in the WHO European region, in a country that is Horizon 2020 eligible.

Description of duties

- The Host will be responsible for:
 - a) Establishing the Hub;
 - b) Managing the Hub;
 - c) Coordinating and implementing activities undertaken by the Hub for the duration of the project period.

They should also aim to strengthen relationships with other bodies and institutions working in this space, depending on the focus areas of each work stream.

PRE-QUALIFICATION CRITERIA

I. Location

- The Institution shall be based in the WHO European Region, in a country that is Horizon 2020 eligible.
- The Institution shall have support and commitment of any national government in the European Region or the national government of the country where the institution is established.

II. Experience

- The Institution shall have extensive experience with eHealth, mHealth, and/or digital health, as well as knowledge and activities in related fields, which shall be demonstrated by the following:
 - The Institution's staff actively publishing in relevant peer reviewed journals, and have been for the last three years; OR
 - The Institution has products or services for mHealth/eHealth as a core business; OR
 - The Institution can demonstrate that more than 50% of the project portfolio over the last three years is related to mHealth/eHealth.

II. (cont.)

- The Institution shall have experience (at least three years) and a **proven track record** in developing capacity for policy change and/or effective implementation and monitoring of mHealth/eHealth/digital health programs in the health sector in Europe.

III. Dissemination

- The Institution shall have capacity to generate written material, provide technical support and training (orally or in written format) in English, either directly or through partners and trusted sub-contractors.
- Capacity to work with and/or translate materials to other official EU languages would be an asset.

IV. Capacity

- The Institution shall demonstrate willingness and capacity to implement and expand the Hub over the next three (3) years and beyond.
- This must include the ability to:
 - attract additional funding,
 - access additional technical resources, and
 - create services that can be a source of revenue for sustaining the Hub.

V. Work environment

- The Institution shall be able to demonstrate capacity for and have organizational culture conducive to intercountry work and recruitment of personnel with relevant skills from any part of Europe.
- The Institution shall offer a conducive work environment that will attract highly qualified staff from all parts of Europe.

VI. Business Environment

- The Institution shall have access to good infrastructure (telecommunications, transport, and other) to conduct cross-country work, both virtually and in person.
- The Institution shall demonstrate sound financial standing (net positive worth) and management, including accounting practices.
- The Institution shall demonstrate good business practices open to review by an external management consulting firm selected by WHO or ITU.

VII. Industry association

- The Institution shall not have **any affiliation, funding ties, or other relationships** with the tobacco industry or the arms industry.



What are the expected outcomes?

- At the end of the Project (February 28 2021) the Hub is expected to become **a leading centre in mHealth**, and **an international model** for hubs in other regions.
- The European Union has set out a number of expected impacts of the Hub (included in the REOI). These include:
 - expanding the evidence base for mHealth;
 - improving its deployment ; and
 - creating networks of European countries and stakeholders.

Financial support



- Some seed funding will be made available to the Host for the purpose of financing the activities of the Hub.
- However, the Host must be able to provide own funding in the Project period (1st March 2018, through 28th February 2021).
- Beyond the Project period the Hub is expected to be self-sustainable.
- A Hub should ***not*** serve a commercial interest, but may operate on a revenue generation basis for cost recovery.

How To Apply

Full details are at: <https://www.ungm.org/Public/Notice/60397>

Applications must:

- Be drawn up in *English or French*;
- Commit to support the project for the full three-year duration;
- Include a number of key documents, including:
 - A certificate of incorporation (**Annex 1**) confirming the institution or consortium's legitimacy
 - A presentation of the Institution (**Annex 2**);
 - An Information Form (**Annex 3**)
 - A Statement of Compliance with ITU's Pre-Qualification Criteria (**Annex 4**)
- Be submitted in **one single PDF** file to the following address:

E-Mail: aida.martinandres@itu.int

CC: Proc@itu.int

Subject: Request for Expression of Interest Ref. No. REOI-2017-004

Key dates

CLOSING DATE FOR REOI SUBMISSIONS:

Friday, 29 September 2017 at 15:00 hours (Geneva time)

SHORT-LISTED CANDIDATES INVITED TO SUBMIT FULL PROPOSAL:

October 2017

NOTIFICATION OF FINAL SELECTION:

February 2018

Key links

Country eligibility:

For a list of WHO European countries: <http://www.euro.who.int/en/countries>.

For Horizon 2020 eligibility:

https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2016-2017/annexes/h2020-wp1617-annex-a-countries-rules_en.pdf

Expressions Of Interest:

Full REOI and supporting document requirements:

<https://www.ungm.org/Public/Notice/60397>

For **Annexes 1-4**, please use template for each Annex found in the Word document downloadable from the above URL.

Thank you

**Request for Expressions of Interest:
The EU mHealth Hub**

Questions & Answers

<https://www.ungm.org/Public/Notice/60397>