

## Creating Credible Demand: The role of Joint Statements of Demand

Hayley Welsh

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# Introduction to EcoQUIP Plus

EcoQUIP Plus is a collaborative innovation procurement project supported under the COSME Programme

EcoQUIP Plus works with healthcare providers to demonstrate how pro-innovation procurement methods can *improve the efficiency, quality and sustainability of healthcare* and build awareness of, and know-how in, innovation procurement.

<https://www.ecoquip.eu>



**EcoQUIP<sup>+</sup>**

Delivering Efficiency, Quality and Sustainability in Healthcare



This project has received funding from the European Union COSME Programme under grant agreement no 857790

# Introduction to EcoQUIP Plus

EcoQUIP Plus builds on its successful predecessor, EcoQUIP

## The Pilot Projects

The necessity driving the need for innovation in these five pilots fell into one of two categories:

1. Existing service contracts coming to an end and the need for step-change improvements and service transformation

### **The Rotherham NHS Foundation Trust, Rotherham, UK**

People Centred Low Carbon Catering Services for Hospitals

### **The University Hospital of Bologna (AOSP), Emilia – Romagna Region, Italy**

Integrated people-centered and environmentally sustainable facilities services

2. Problems that needed an innovative solution

### **Erasmus MC, Rotterdam, The Netherlands**

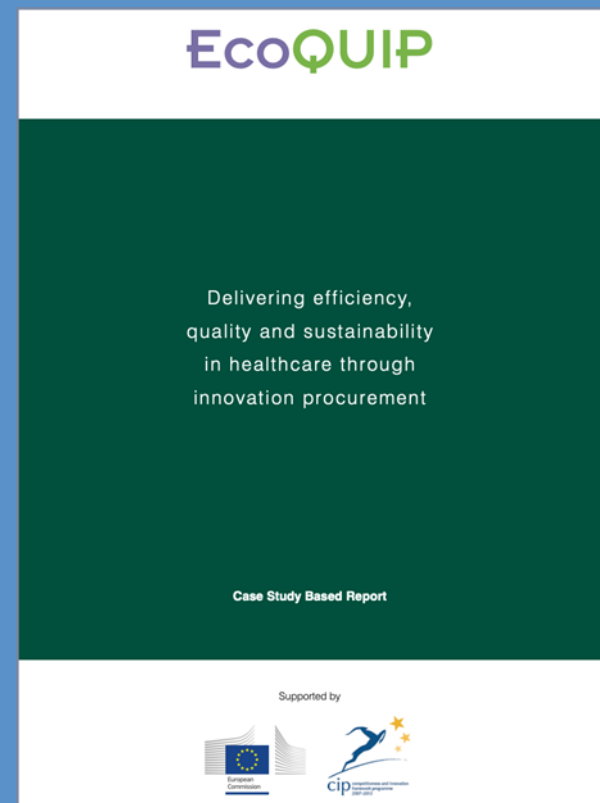
Advanced robotic bed-washing created through an innovation procurement

### **Nottingham University Hospitals NHS Trust, Nottingham UK**

Ultra-Low Emission Energy Solution

### **Sucha Beskidzka Hospital, Sucha Beskidzka, Poland**

Photovoltaic Awnings System – providing thermal comfort, making a hospital greener.



# Partners and Objectives



## OUR OBJECTIVES

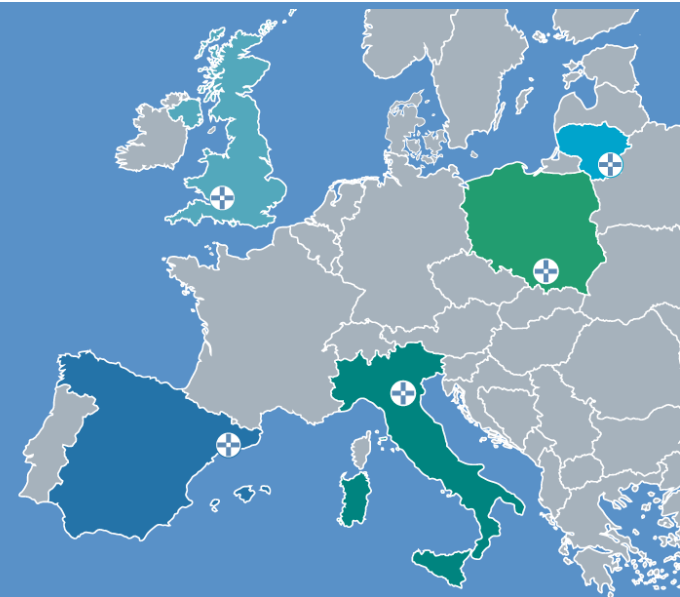
- Implement five leader-led innovation procurement (PPI) projects within the healthcare sector in important challenge areas that have good potential for aggregation of demand and wider replication.
- Implement market engagement actions to catalyse interest from potential solution providers including innovative SMEs and EU-funded project beneficiaries.
- Develop and test mechanisms for collaborative and joint procurement actions within the consortium and with 3rd party buyers throughout the innovation procurement life cycle.
- Build and enable buyer groups that extend beyond the country, or region, of the lead hospital for each of the leader-led projects

# Five PPI Projects Implemented



## Five different challenge areas

- Personalised surgical processes for joint replacement
- Transformation of the patient journey
- Smart emergency call and response system
- Innovative ward renovation
- Towards Zero Waste Hospitals



## Creating wider market demand

- Enroll healthcare providers that share the same or similar need
- Present a **credible and coordinated demand** to the market



## Explore options and opportunities for joint and collaborative procurement

- Connect via LinkedIn – Collaborative Buyers Forum

# The Supplier Perspective



Developing new products:

- incurs technical risk
- requires investments of time and money
- carries an opportunity cost



Rational suppliers innovate and develop new products only if they must.  
For example, to:

- protect margins
- win new business
- retain business



Technical and resource risks are under the control of the supplier and can be managed

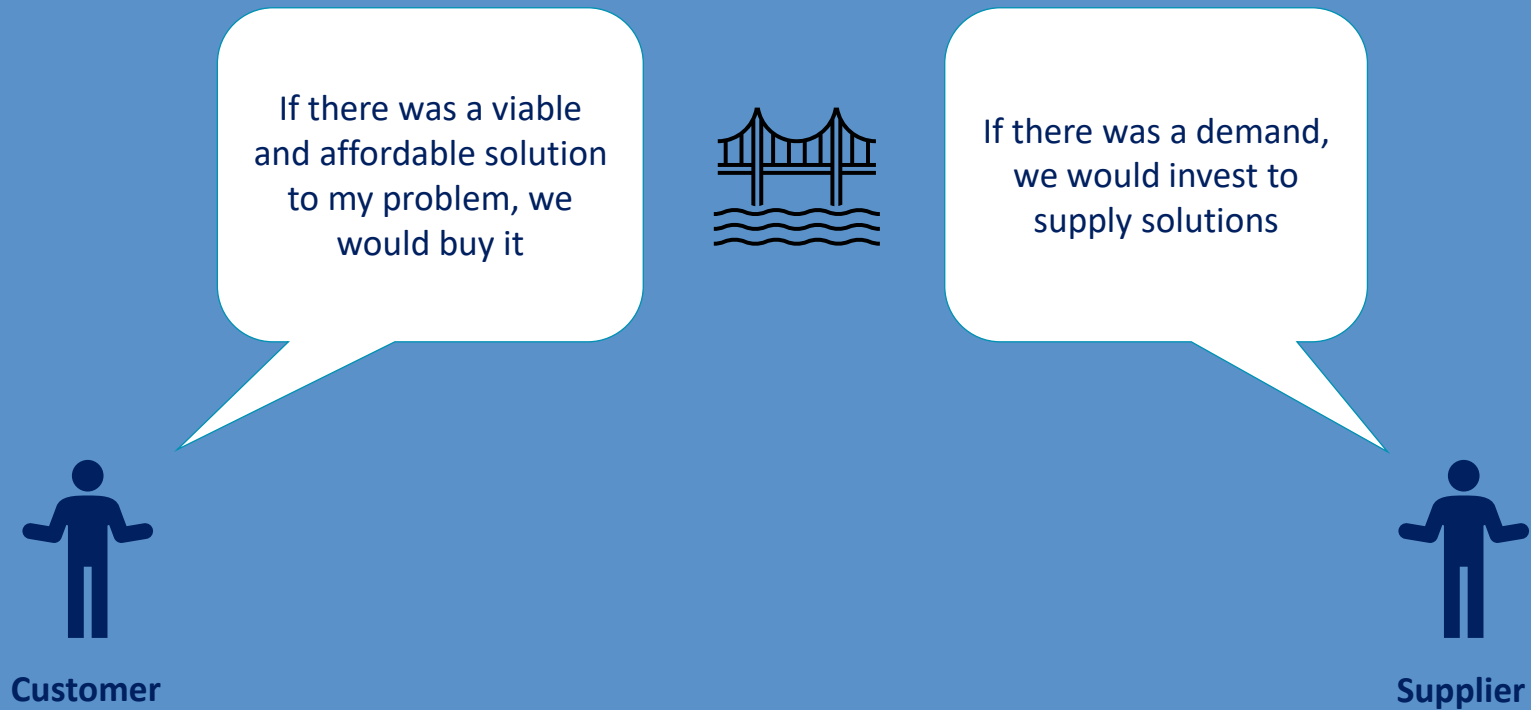


The risk that the supplier cannot control is:

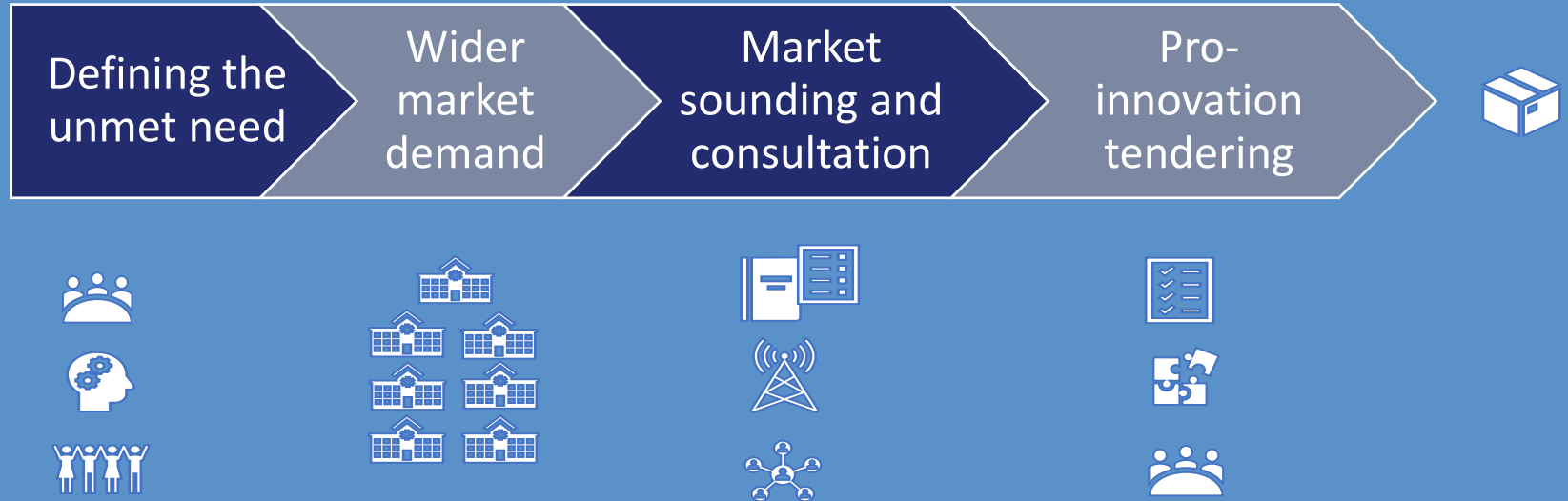
- Having developed the product will someone buy it?
- Is there a genuine and credible demand?

How can customers encourage and enable suppliers to innovate?

# The Buyer–Supplier Dilemma



# Stages of PPI in EcoQUIP Plus



“Why wider market demand?”



# Wider Market Demand

- Ultimately, it demonstrates a viable market for the new solution beyond one single procurement
  - Positive influence on the investment decision by the supplier
- Finding other potential buyers who share the same need and enrolling them to support the initiative increases the credibility of the buyer
- Supports the market engagement stage if other potential buyers are present to take part in discussions
- Builds confidence in the team that they are 'not alone'
- How?
  - Endorsement from 'influencers'
  - Using personal peer networks
  - Interest groups
  - Identify 'innovative' organisations
  - Social media and groups

# Joint Statements of Demand as a Tool

EcoQUIP Plus uses an approach to procurement that is based on specifying desirable outcomes and engaging with the market to present a credible demand for new solutions

The Joint Statements of Demand are documents that are:

- a tool to attract wider market demand for potential new solutions
- the culmination of an iterative process of challenge identification, research and stakeholder consultation



They allow healthcare organisations to:

- collaborate in an organised way
- express collective demand to potential solution providers
- collectively create a lead market for future new solutions

# EcoQUIP+ Joint Statements of Demand

EcoQUIP+ **Parc Tauli**  
Hospital Universitari



**Personalised surgical process  
for joint replacements**

A joint statement of demand for innovation in the joint replacement core pathway to improve patient outcomes

EcoQUIP+ **Vilnius University Hospital  
SANTAROS KLINIKOS**



**Smart emergency call and response  
solution for hospitals**

A joint statement of demand for innovation in emergency call and response systems

EcoQUIP+ **202**  
Suchoa Białkowska  
Jednostka Leczenia



**Innovative renovation of the  
hospital ward**

A joint statement of demand

EcoQUIP+ **POLICLINICO DI SANTORSOLA**



**Transformation of the  
out-patient journey**

Joint statement of demand for innovation to optimise and personalise hospital out-patient pathways

EcoQUIP+ **NHS**  
University Hospitals  
Bristol and Weston  
M&F Foundation Trust



**Environmentally sustainable waste  
reduction and management service  
for hospitals**

A joint statement of demand for innovation in healthcare waste management

**Towards zero-waste  
operating theatres**

A joint statement of demand for solutions to support a transition to zero-waste operating theatres

**EcoQUIP+**



# Joint Statements of Demand

- The Joint Statement of Demand describes:
  - the current situation and its limitations,
  - why innovation is needed
  - the outcomes required of the new solution
- It clearly names the organisations and stakeholders that share the unmet need, support the initiative and are interested in the outcomes of the procurement
- Details of 'what to do next' is provided, with information about the buyer, who to contact and a link to a survey for interested parties



# The Unmet Need

## Case Example: Parc Tauli University Hospital, Barcelona

Working towards the personalisation of joint replacement, shifting from a 'best fit' scenario to tailor-made joints for each patient

Personalised medicine is becoming more common in clinical practice and has been proven to provide both patients and physicians with considerable benefits. This includes increased satisfaction, as well as the possibility of enhancing the efficiency of the health system, reducing costs and avoiding post-operative complications.

In 2019, 595 joint replacements were performed in Parc Tauli University Hospital, with 120,000 in Spain and more than 3 million across Europe. Moreover, as the general population ages, the number of joint replacements is expected to increase every year.

We are, therefore, seeking to find an innovative solution to the personalisation of joint replacement, shifting from a 'best fit' scenario to tailor-made joints for each patient.

We find that in some cases the positioning and fit of new joints are less than ideal, which may cause post-operative and functional complications, resulting in periodic revisions and in some cases revision surgeries. With a tailor-made solution, this issue would be eliminated and now technology can make this possible.

**Ferran Fillat, PhD Orthopedic Surgeon and 3D Surgical Planner Specialist, Hospital Universitari Parc Tauli Sabadell**

# The Unmet Need

## THE REQUIREMENT

Parc Tauli University Hospital has a requirement, therefore, for personalised surgical process for joint replacements that incorporate:

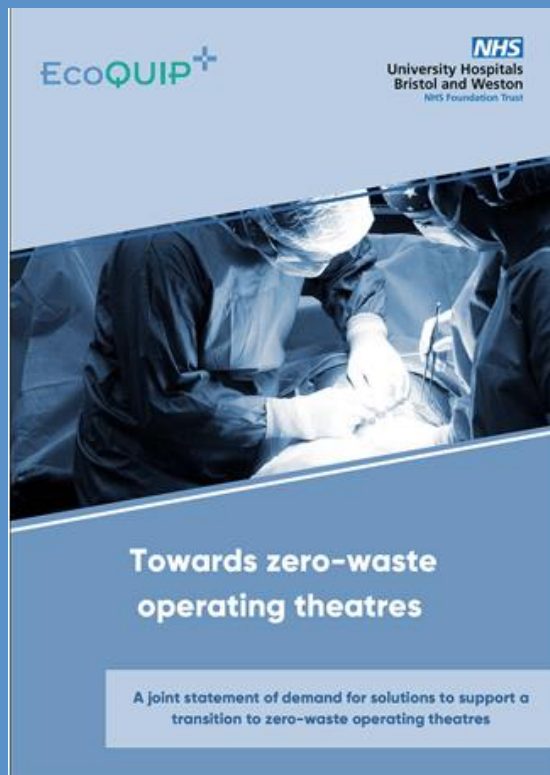
- The design and on-demand manufacture of tailor-made joint replacements and patient specific instrumentation
- Pre-operative precision measurement incorporating whole body assessment to optimise the personalised biomechanical performance
- The monitoring and full traceability of both the manufacturing and surgical process

The solution should:

- Deliver demonstrable clinical, cost and resource benefits
- Have the potential to be applied to other areas of elective surgery
- Meet all necessary standards in relation to quality, approvals, ethics and data protection, inter-operability etc.

# Wider Market Demand

## Case Example: University Hospitals Bristol and Western NHS Foundation Trust



### Organisations that support this initiative and share this unmet need

- ✓ Buckinghamshire Healthcare NHS Trust
- ✓ County Durham and Darlington NHS Foundation Trust
- ✓ East Lancashire Hospitals NHS Trust
- ✓ Great Ormond Street Hospital for Children NHS Foundation Trust
- ✓ Guy's and St Thomas' NHS Foundation Trust
- ✓ Evelina Children's Hospital
- ✓ Manchester University NHS Foundation Trust
- ✓ Newcastle upon Tyne Hospitals NHS Foundation Trust
- ✓ North Bristol NHS Trust
- ✓ Royal Cornwall Hospitals NHS Trust
- ✓ St George's University Hospitals NHS Foundation Trust
- ✓ University Hospitals Sussex NHS Foundation Trust
- ✓ Gloucestershire Hospitals NHS Foundation Trust
- ✓ Norfolk and Norwich University Hospitals NHS Foundation Trust

### Organisations that have confirmed they support and endorse this initiative

- ✓ The Royal College of Anaesthetists
- ✓ Centre for Sustainable Healthcare
- ✓ GASP – Greener Anaesthesia and Sustainability Project
- ✓ Green Endoscopy
- ✓ SEASN – Severn Environmental Anaesthesia and Sustainability Network
- ✓ WEAN – Welsh Environmental Anaesthesia Network

# Market Engagement

## Case Example: Vilnius University Hospital Santaros Klinikos



### What can you do next?

Thank you for taking the time to read this Joint Statement of Demand. VUHSK is keen to identify and engage with other practitioners and healthcare providers that have the same or similar needs or may be aware of solutions before we start communicating with potential suppliers. At this stage, we have the flexibility to adapt the Statement of Demand to include particular needs that would increase the relevance for other interested healthcare customers.

Demonstrating that there is a wider potential market will better encourage potential suppliers to invest in developing innovative solutions that meet the unmet needs identified.

Your voice is vital to encourage suppliers to innovate to provide solutions. If you also believe that this is an unresolved issue or unmet need or would like to provide feedback, then please follow the link below. This will take you to a short survey which will help us to gather views and gauge interest.



# Engagement and Outreach

Outreach to potential buyers via:

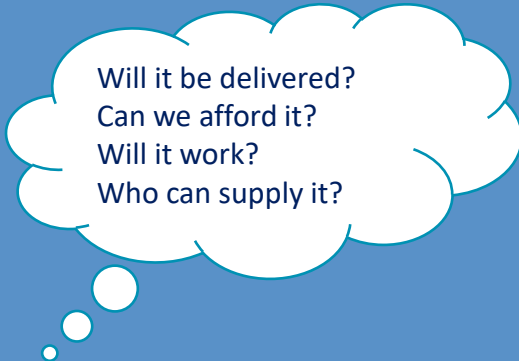
- Peer networks
- AI search for innovative hospitals in Europe
- Webinars to raise awareness
- Connecting with other EU projects



Artificial Intelligence search for innovative SMEs across Europe



# Market Engagement



## For customers

It is all about confidence that a solution will be provided, work and be affordable



## For suppliers

It is all about the credibility of the customer



Delivering Efficiency, Quality and Sustainability in Healthcare

# Thank you!



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



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