



European eHealth business support



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e-Health Hub Europe



ESCP Pharmaceutical
marketing

European Observatory of Artificial Intelligence in healthcare



The pharma leader Pierre Fabre is partnering with eHealth Hub, its Solution Match service and major players in the market to set up a European Observatory of AI in healthcare to:

- Accelerate the market and promote the use of AI solutions in healthcare
- Identify and qualify SME solutions using AI as an underlying technology
- Produce a barometer that will measure the impact of AI on the management of care and medical practice
- Investigate the dynamics of AI
- Identify where AI is the most relevant



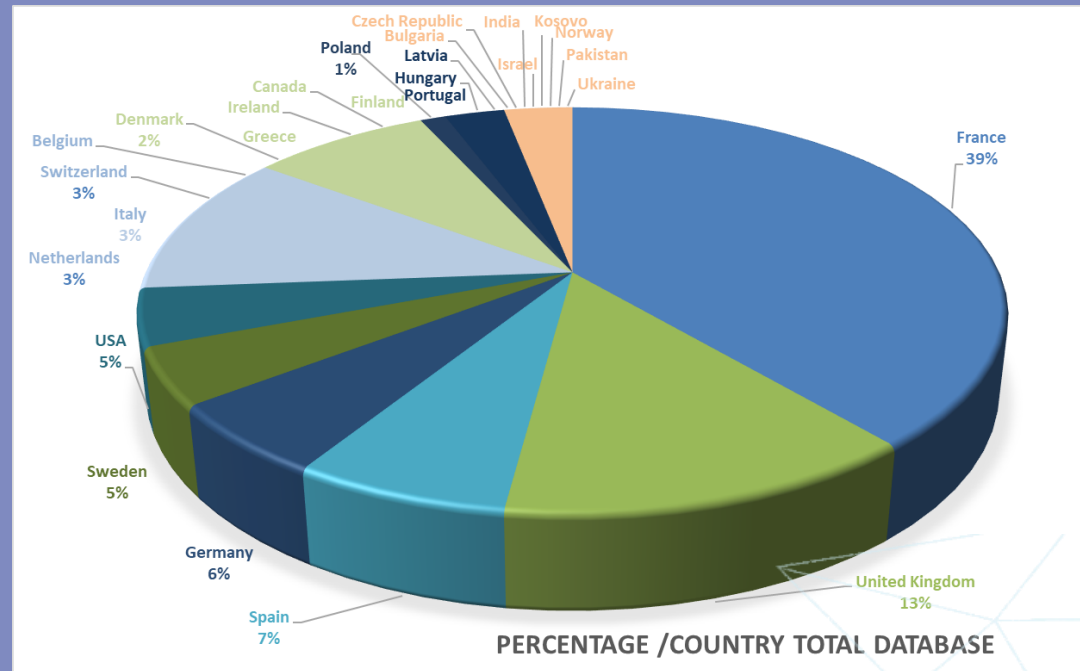
OUTCOMES



>300 Start-ups identified

>150 Start-ups qualified

Extensive contacts with start-ups

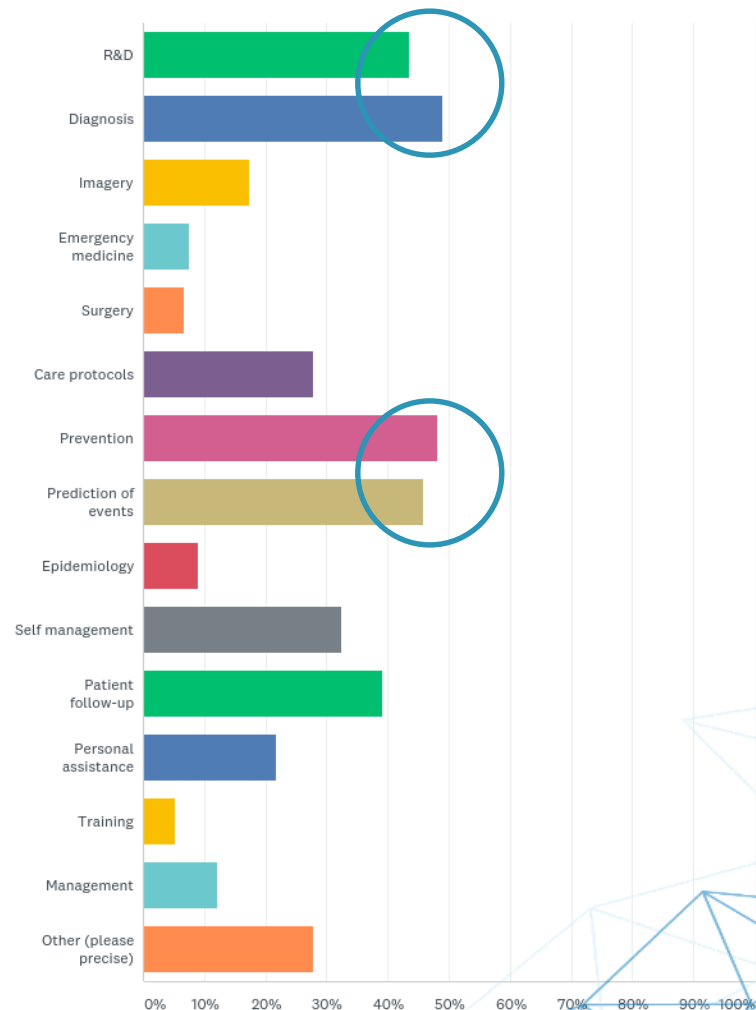


Scope of application



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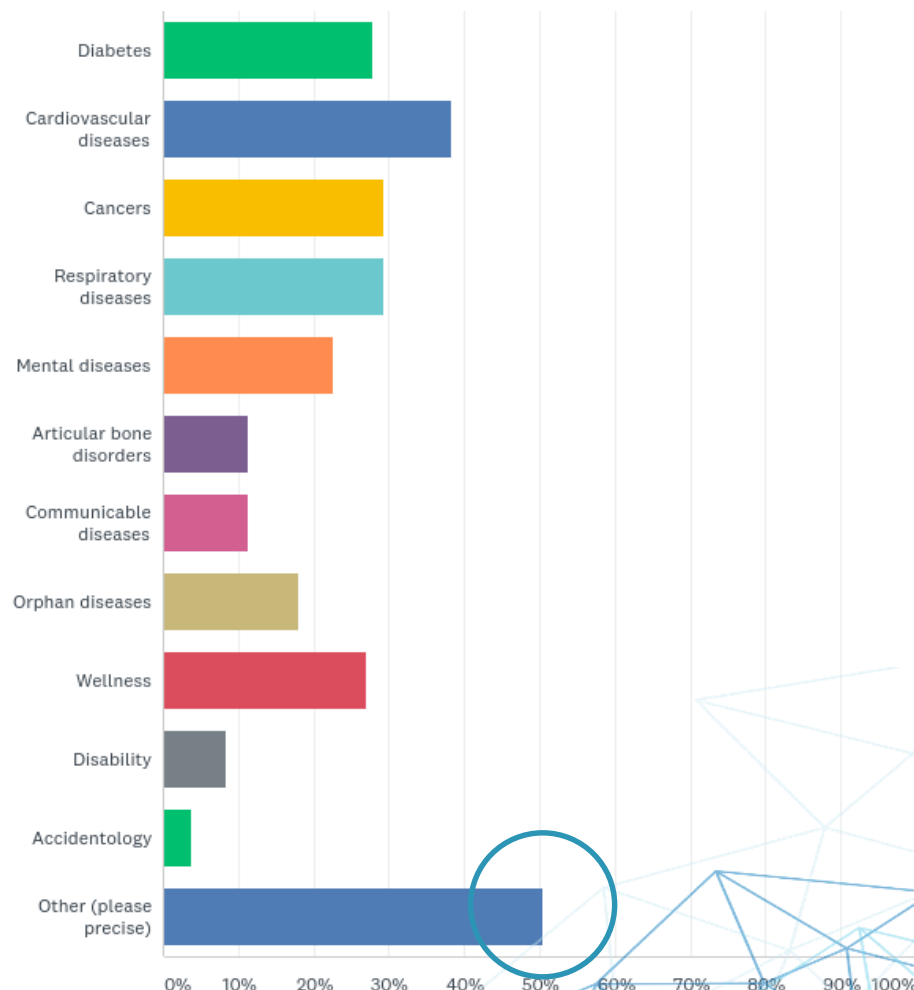
There are initiatives across the full scope with 4 dominating areas of development.



Main area(s)

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Chronic diseases but also wellness are concerned first. Among the category 'Other': Dermatology, women health, social care, sleep... stand out.

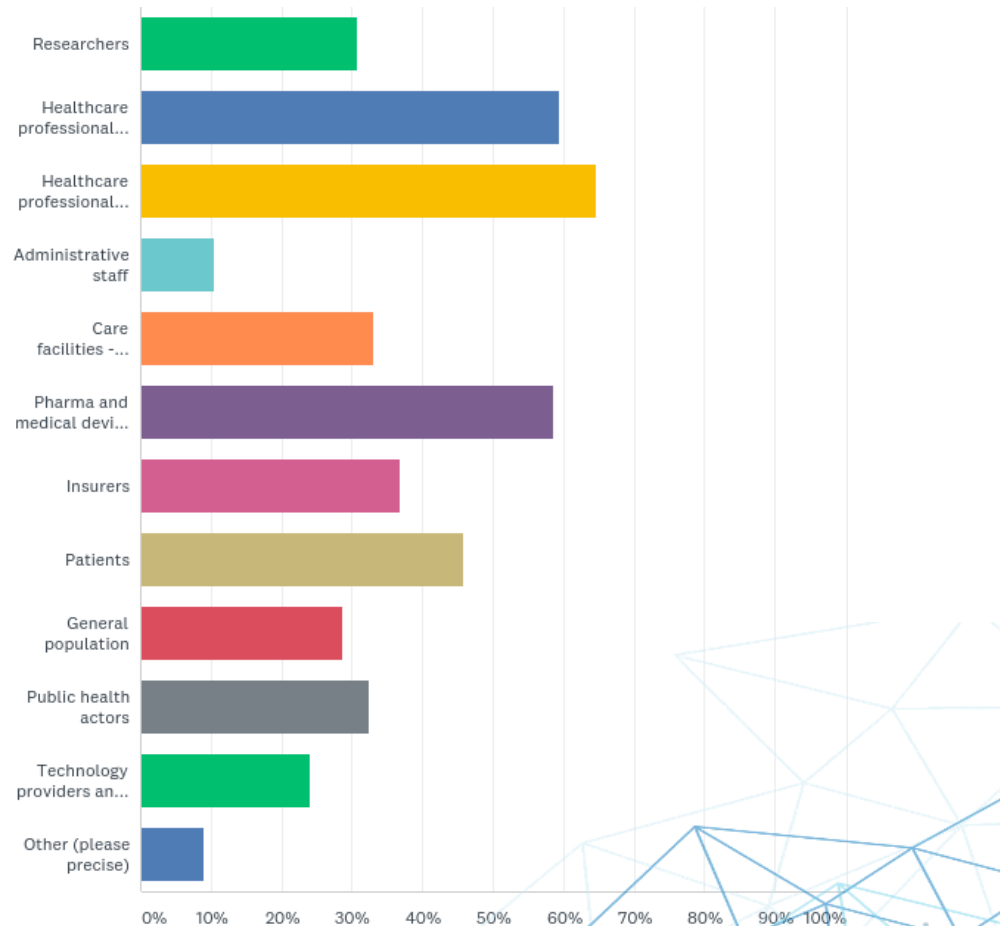


Customer targets



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Big majority of solutions target Healthcare professionals in private practice or hospital exercise and pharma & medical devices companies. The business model is more difficult to establish for patients but... A lot remains to be done with payers.

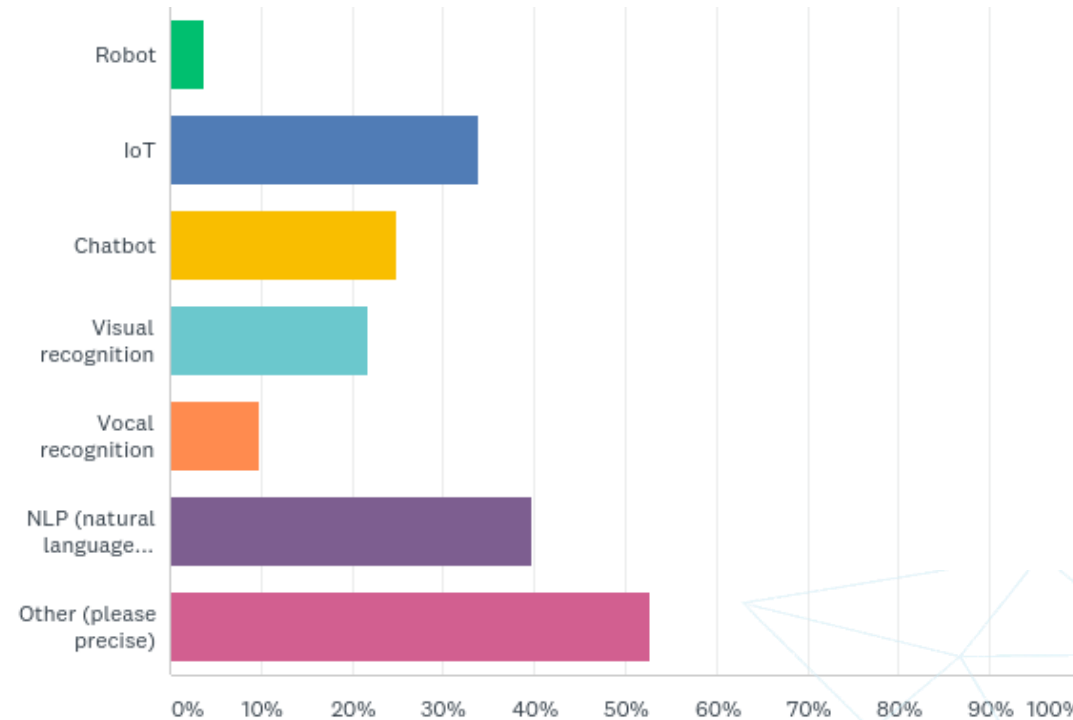


Technologies associated



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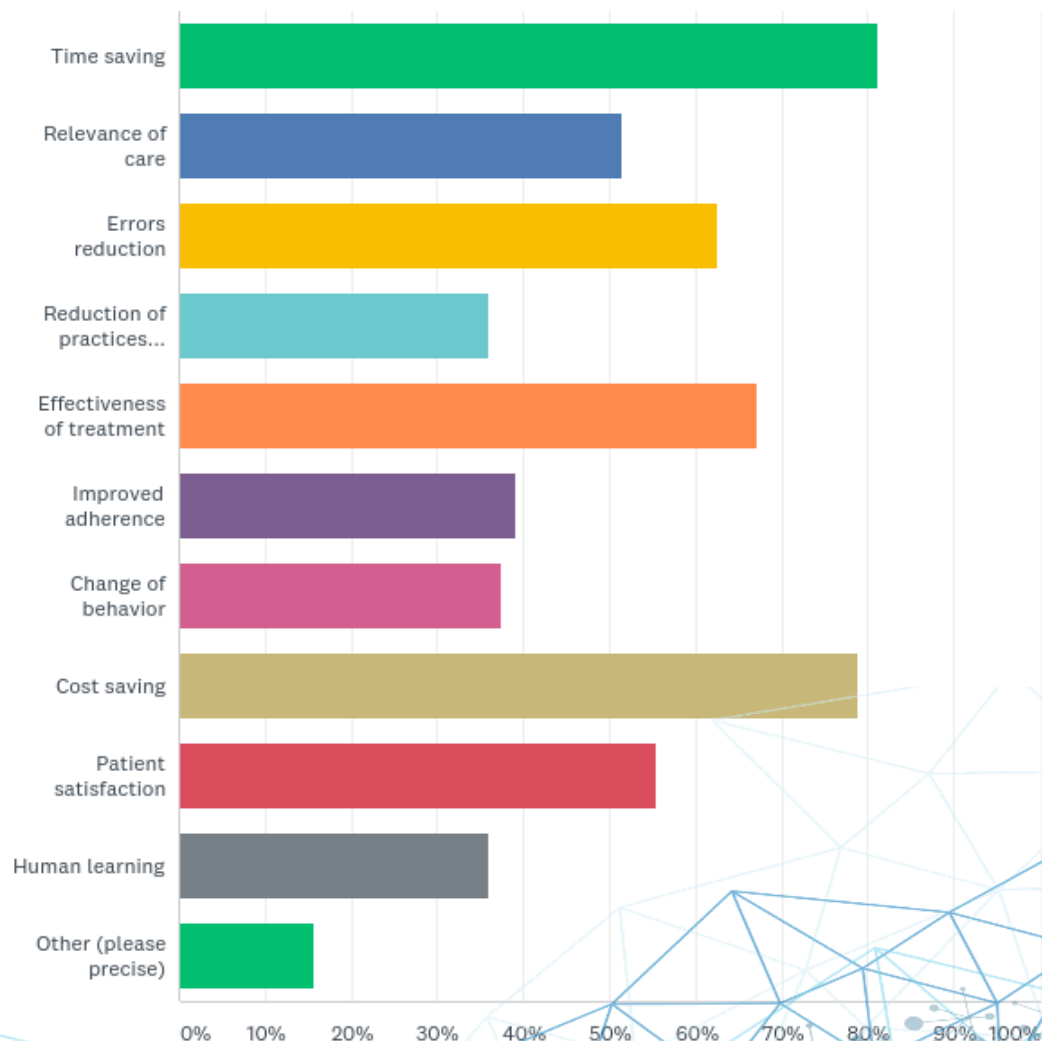
NLP, chatbots, IoT are most often associated to the solutions analysed. Less than 10% of the solutions uses vocal recognition. Decision graphs and decision analysis software (analytics, modelling) are mainly mentioned in the 'Other' section.



Impact

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The impact of AI in healthcare is huge in terms of time saving, cost saving (80%), reduction of medical errors and treatments effectiveness (55-65%). AI potential to change behaviour is often associated with potential ethical issues and should be managed carefully.

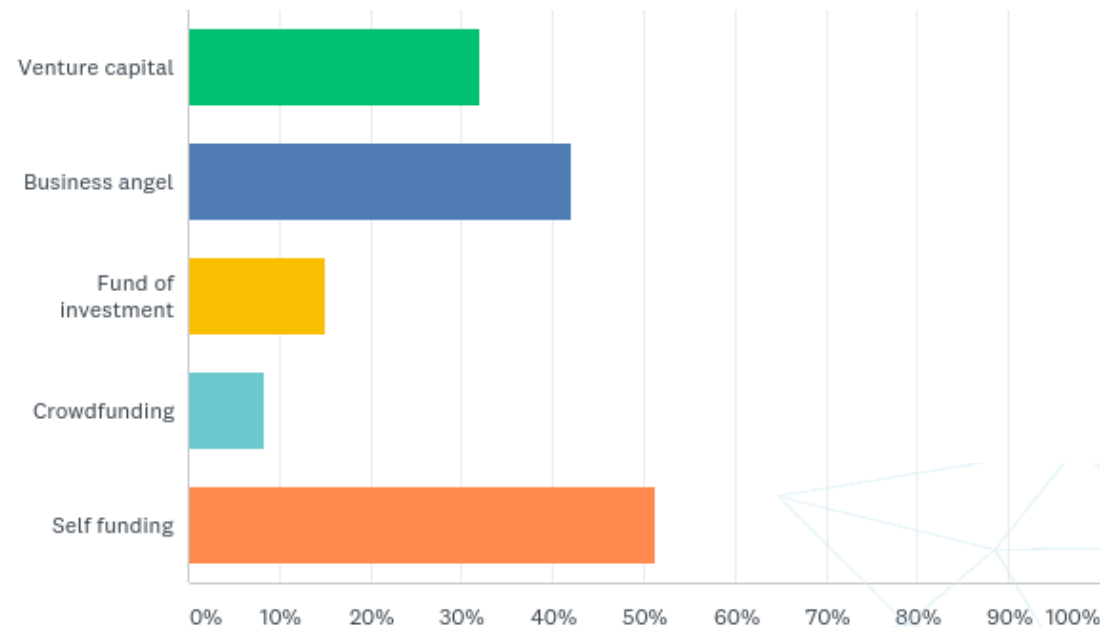


Type of investors



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50% of the start-ups who answered the questionnaire are self-funded. The role of business angels and venture capital is essential to boost the development of AI in healthcare and ensure start-ups sustainability.

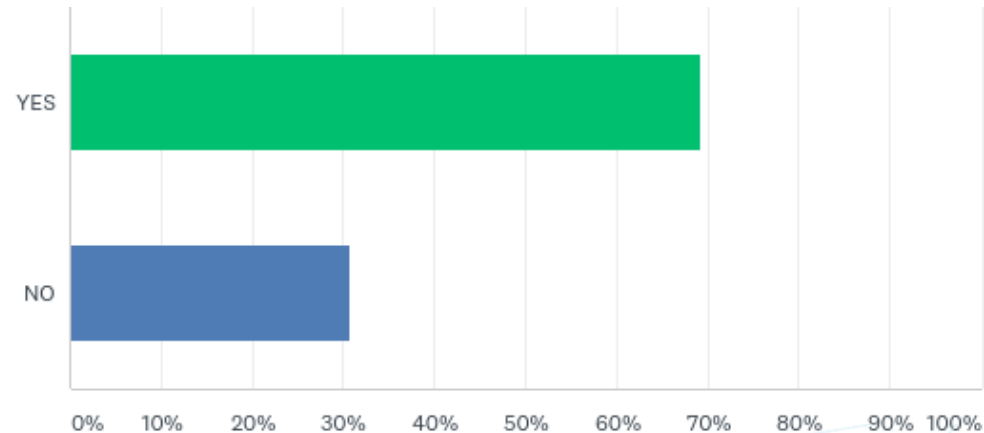


Solutions already awarded



● Answered: 127 Skipped: 26

Among the start-ups who answered the questionnaire, 70% of them already received an award. Labelling, accreditation could play a key role in the future ensuring high quality level of AI solutions proposed on the market.



SOLUTION MATCH



A report from this call will be published through eHealth Hub project and widely disseminated to the market

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WHY TO REGISTER?



Pierre Fabre

<https://www.ehealth-hub.eu/solution-match-pierre-fabre/>

- Give your solution/company **extended visibility** through the Observatory's platform
- Keep the market updated about your solution
- Get access to what will become a vibrant **AI marketplace in healthcare**.