

Call for Applicants

As part of the [Digital Health: NOW!](#) conference on 23 November 2021, European start-ups from the digital health sector are invited to present themselves in the competition "Digital Transformation for a Strong Health Industry in Europe".

The patron of the "Digital Health Award" is Prof. Dr. Andreas Pinkwart, Minister for Economic Affairs, Innovation, Digitalisation and Energy of the State of North Rhine-Westphalia (MWIDE NRW). The competition is endowed with prize money totalling €10,000 - distributed among three prize winners and a special NRW prize. The prize money is also provided by the North Rhine-Westphalian Ministry of Economics.

[Digital Health: NOW!](#) is organised by the German Society for Telemedicine e. V. (DGTelemed), the Innovation Centre Digital Medicine of the University Hospital RWTH Aachen (IZDM) and the ZTG Zentrum für Telematik und Telemedizin GmbH. EIT Health Germany GmbH supports the implementation of the application process. An interdisciplinary jury will decide on the award winners. The names of the jury members will be announced shortly on the event website.

The competition for the Digital Health Award will take place in three stages:



Stage 1: Application

The application documents to be submitted can be found on the [EIT Health Optimy platform](#). The core of the application is a max. 1-minute video in English. Please note that exceeding the maximum duration will result in point deductions. Applications longer than 1:30 minutes will lead to exclusion from the further evaluation process.

Stage 2: Initial evaluation by the jury

The initial evaluation of the submitted entries will be carried out by an interdisciplinary jury. The contributions that have received the most points will be invited to present themselves at the specialist congress on 23.11.2021 - either on site or virtually.

Stage 3: Evaluation by the audience

The application videos of the applicants selected by the jury will be made known to a wide audience on the event website. In addition, they will be shown as part of the congress programme. The applicants will have the opportunity to talk about their project/solution in a short dialogue with the moderation team. During the programme, the audience will have the opportunity to vote on the applicants. The final winner will be announced during the congress.

SAVE THE DATE! Applicants are requested to keep 23 November 2021 free as a precautionary measure. From 11 November onwards, those who are allowed to present themselves live at the event will be addressed. Depending on the development of the situation around COVID-19, personal attendance can of course be withdrawn by either side at any time.

Formal selection criteria:

- The application must be made in English, including the submission of a video with a maximum of one voice. There are no limits to the content and format.
- Applicants must be registered. The Digital Transformation for a Health Economy in Europe competition is suitable for micro and small enterprises (according to the EU SME definition), spin-offs and start-ups that have a well-developed prototype and are ready to launch or have already launched a product. Ideally, applicants have an estimated company valuation of less than one million euros.
- Applicants must own or have rights to the intellectual property that forms the basis of the project or product (if applicable).

Substantive selection criteria

Applications submitted will be evaluated on the basis of the following criteria

- Innovation potential: How innovative is the solution?
- Maturity: How mature is the solution in terms of practical application and/or market entry?
- User orientation: How much is the solution oriented towards the needs and requirements of the user group (e.g. doctors, patients)?
- Interoperability: How well can the solution communicate with other systems and solutions (e.g. smooth data flow)? Keyword: open interfaces.
- Data protection: Is the solution compliant with the General Data Protection Regulation (DSGVO)?

Application period: 11 October - 31 October 2021 via the [EIT Health Optimy platform](#).