



Advancing the commercialisation of clinically validated digital health technologies

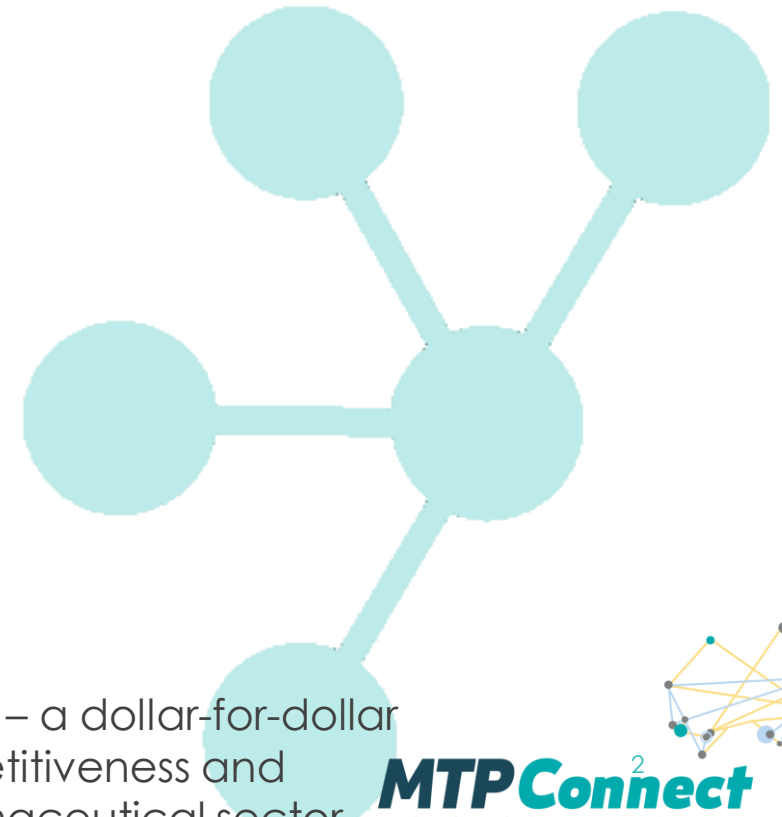
ANDHealth+ 2017 Program

Information to Applicants

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This venture has received funding through the MTPConnect Project Fund Program – a dollar-for-dollar matched program investing in big, bold ideas to improve the productivity, competitiveness and innovative capacity of Australia's medical technology, biotechnology and pharmaceutical sector.

About ANDHealth

ANDHealth is a national non-profit integrator and accelerator to support commercialisation of digital health technologies

ANDHealth is a national digital health initiative established by a consortium of commercial and government partners to facilitate and support the development & commercialisation of clinically validated digital health technologies across Australia.

We work with mid-stage digital health projects in the areas of commercial and clinical validation, investment readiness and market entry - with a specific focus on technologies which change the diagnosis, prevention, treatment and/or management of chronic and acute conditions for the benefit of the patient.

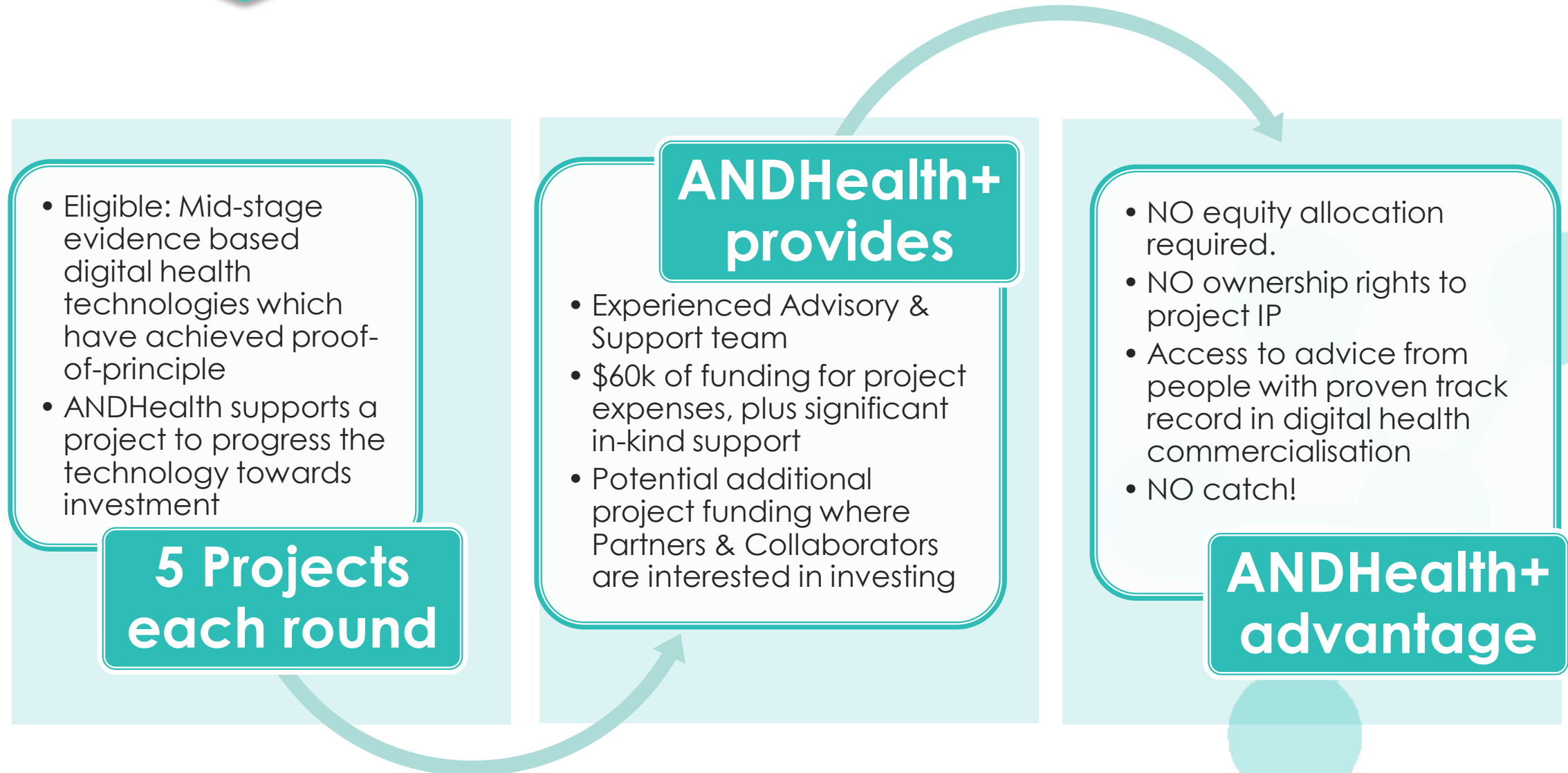
Our members are world class organisations with proven and demonstrable track records in commercialising and deploying digital health products into international markets and extensive international networks.



MTPConnect
MedTech and Pharma Growth Centre



About the ANDHealth+ Program



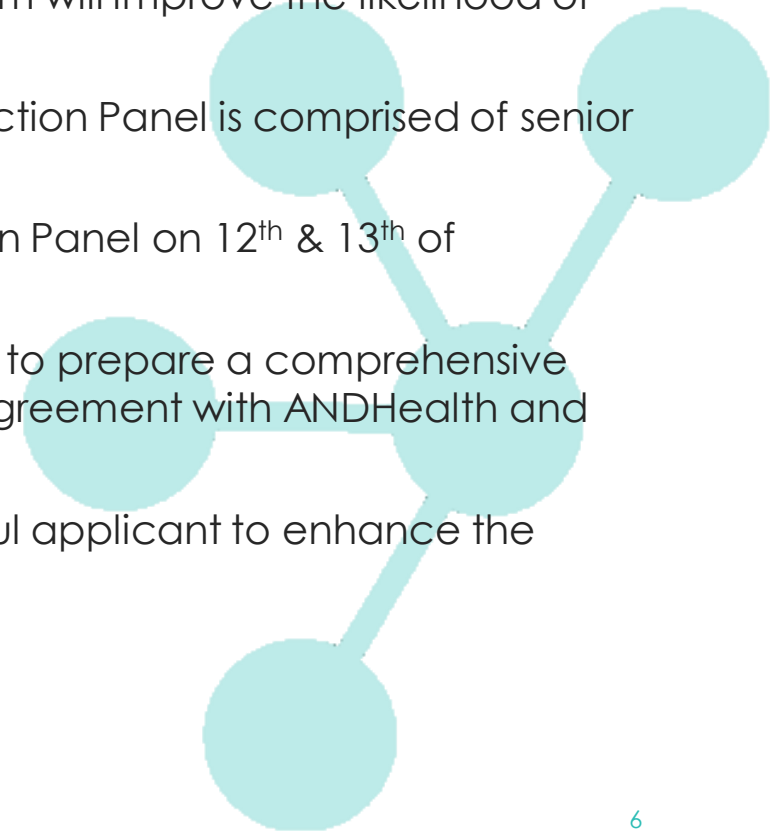
Benefits: What's in it for you?

Support from proven experts to undertake a significant piece of work focused on securing the clinical and/or commercial evidence to support the raising of growth capital and progress your market entry strategy.

- ✓ **No Equity:** As a non profit initiative supported by MTP Connect, ANDHealth does not require any transfer of equity from program participants.
- ✓ **No Intellectual Property Transfer:** ANDHealth does not assume any ownership or require any royalties from intellectual property (IP) in the project.
- ✓ Each project will be supported by up to **\$60,000** to access specialist third party services and activities, plus up to **\$100,000** of in kind support from ANDHealth members, as agreed in the project plan.
- ✓ **Hands-on Support & Advice Specific to your Project** from ANDHealth's commercial members and broader network. This gives participants access to their own advisory board comprised of professionals with a proven track record in digital health product development and commercialisation.
- ✓ Facilitated introductions to **national and international networks** of investors, global healthcare and technology companies and specialised service providers.
- ✓ Access to information on existing **grant opportunities** relevant to digital health.

Application Process

- Applications open 30 June 2017 and remain open for 6 weeks. For program timing please click [here](#)
- Applications must be lodged through the online platform accessible via the ANDHealth website <http://andhealth.com.au/program/>
- All applicants must articulate a project for which participation in the program will improve the likelihood of securing investment and/ or substantially progress market entry.
- Applications are assessed by the Selection Panel on a rolling basis. The Selection Panel is comprised of senior executives from each of the commercial members of ANDHealth.
- Shortlisted applicants will be required to present to members of the Selection Panel on 12th & 13th of September in Melbourne.
- Successful applicants will then be required to work with their advisory group to prepare a comprehensive project plan and supporting budget which will form the basis of a project agreement with ANDHealth and any third party suppliers as necessary.
- The selection panel may, at their discretion, choose to work with a successful applicant to enhance the project before commencement.



What is Digital Health– The ANDHealth view

ANDHealth defines digital health in line with the US Food & Drug Administration's definition (text in bold added):

Overview

The broad scope of digital health includes categories such as mobile health (mHealth), health information technology (IT), wearable **& connected** devices, telehealth and telemedicine, and personalized medicine.

Providers and other stakeholders are using digital health in their efforts to:

- Reduce inefficiencies,
- Improve access,
- Reduce costs,
- Increase quality; and,
- Make medicine more personalized for patients.

Patients and consumers can use digital health to better manage and track their health and wellness related activities.

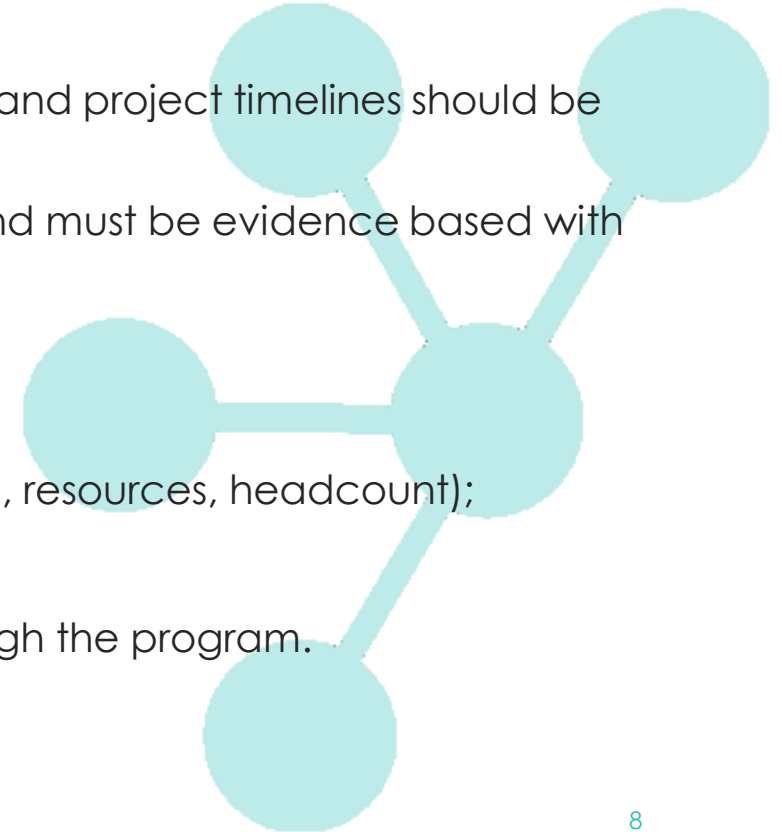
The use of technologies such as smart phones, social networks and internet applications is not only changing the way we communicate, but is also providing innovative ways for us to monitor our health and well-being and giving us greater access to information. Together these advancements are leading to a convergence of people, information, technology and connectivity to improve health care and health outcomes.

Source: <http://www.fda.gov/MedicalDevices/DigitalHealth/default.htm>



Eligibility

- Eligible projects will be focused on developing key areas of the business model.
- Specifically, projects should focus on the development of clinical or commercial evidence to support the business case in order to significantly improve the project's ability to raise growth capital and/ or execute on a market entry or growth strategy.
- Projects must fall within the definition of Digital Health as outlined on Slide 7 and project timelines should be between 3-9 months.
- Technologies should have achieved proof of concept/ proof of principle and must be evidence based with a clear focus on changing outcomes for patients.
- Preference will be given to opportunities which have:
 - at least one full time executive;
 - ability to resource the applicants contributions to the project plan (time, resources, headcount);
 - a working prototype or ideally a product which is well progressed; and
 - enough operational runway to enable the team to be supported through the program.

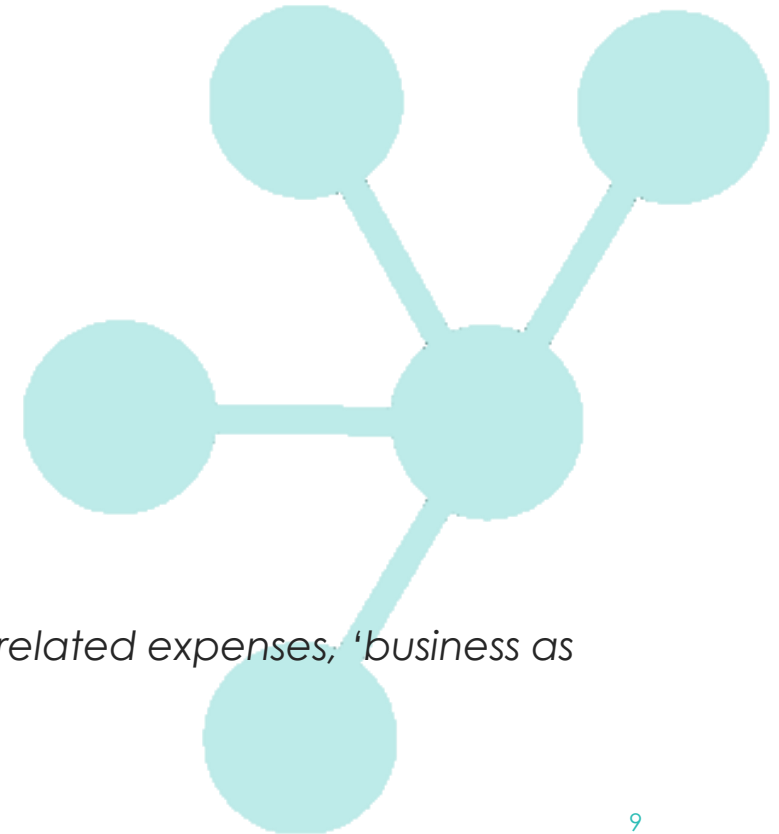


Types of Projects

Types of projects might include:

- Product Verification and Validation
- Clinical Evidence and Outcomes
 - Efficacy in a clinical setting and voice of customer
 - Clinical trials
- Commercial Strategy, Evidence and Outcomes
 - Health Economics and Business Validation in the Health Setting
 - Regulatory Certification or roadmap to certification (eg, TGA, FDA)
 - Reimbursement and Pricing Strategy
- Intellectual Property Strategy

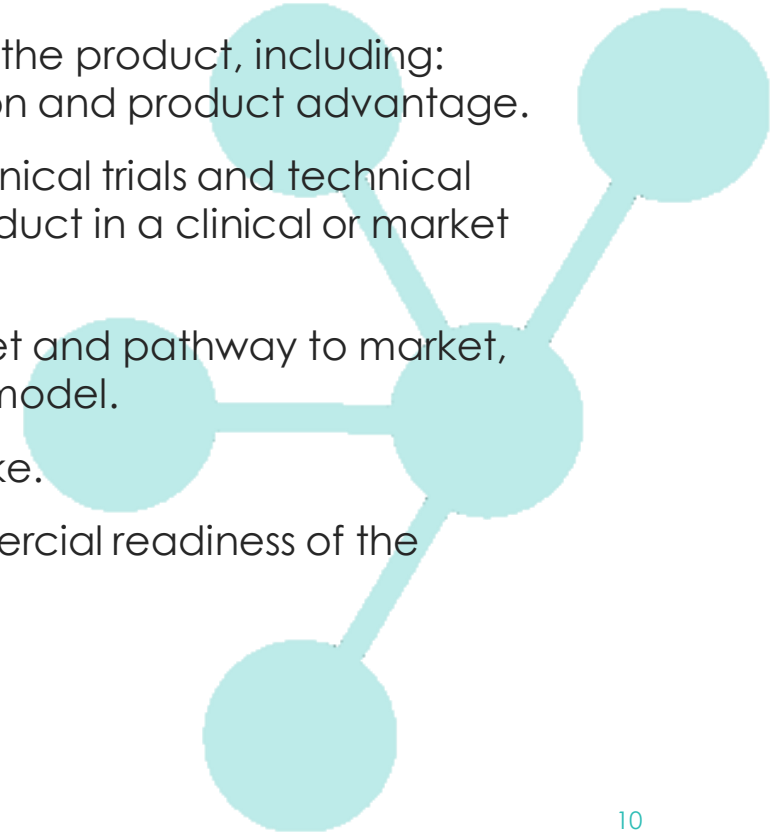
*Please note: ANDHealth does **not** provide financial support for non-project related expenses, 'business as usual' or the time commitment of applicant's staff to the project.*



Selection Criteria

The following topics will be considered by the Selection Panel during the assessment and shortlisting process:

- Extent to which the product delivers value through improved diagnosis, prevention, treatment and/or management of chronic and acute conditions for the benefit of the patient.
- Demonstrated understanding of the end user and how they will interact with the product, including: Voice of Customer; evidence of clinical market appetite; competitive position and product advantage.
- Maturity of the technology, including: level of product evidence including clinical trials and technical certification; consideration of regulatory certification strategy; use of the product in a clinical or market setting.
- Market/ investment/ business case, including: value proposition; size of market and pathway to market, intellectual property strategy and position; barriers to market entry; business model.
- Team, including: business skills, technical skills, ability to achieve market uptake.
- Extent to which the proposed project will positively affect clinical and commercial readiness of the project.



Program Application Timeline

Please apply early to ensure our Selection Panel has plenty of time to consider your application

- Applications are open from 30th June to 11th of August 2017
- ANDHealth staff will be available for 30 minute Q&A sessions by prior appointment <https://calendly.com/gracelethlean/30mins-with-program-director> Applications are reviewed by the Selection Panel as they are submitted
- The shortlist will be notified 1st of September
- The shortlisted applicants **must** be able to present to the panel in Melbourne on **September 12th & 13th**
- Successful applicants will be notified by the 15th of September

Dates are subject to change at ANDHealth's discretion. Changes will be posted on ANDHealth.com.au



○ Can I talk to someone about the program and my application

Yes. 30 minute meetings with ANDHealth Program Director Grace Lethlean can be scheduled here <https://calendly.com/gracelethlean/30mins-with-program-director> and via the ANDHealth website

○ Who is on the Selection Panel?

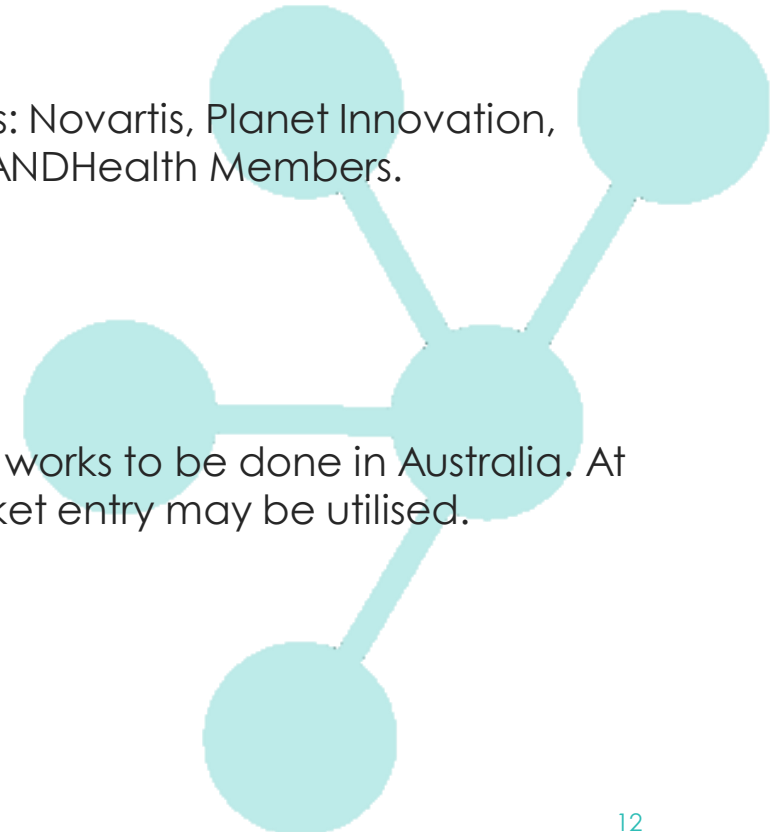
The Selection Panel is drawn from representatives from the following companies: Novartis, Planet Innovation, RMIT, Curve Tomorrow, GP2U, Murdoch Children's Research Institute, and new ANDHealth Members.

○ When do I find out if I am shortlisted or successful?

See Section "[Program Application Timeline](#)"

○ What if I want to undertake my project outside of Australia?

As a program funded by the Australian Government, we require the majority of works to be done in Australia. At the Selection panel's discretion, offshore suppliers relevant to international market entry may be utilised.



Thank you