



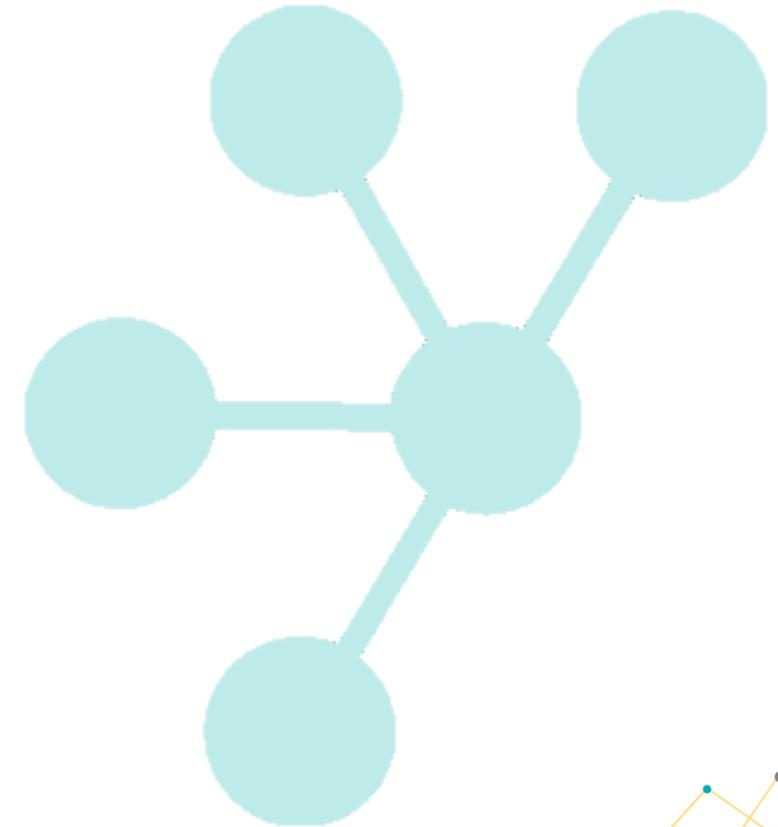
# ANDHealth+ 2018 Program

Instructions 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 program to advance the commercialisation of clinically validated 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 & implementation 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.



# ANDHealth+ Program Overview

## 5 Projects Each Round

- Eligible: Mid-stage evidence based digital health technologies which have achieved proof-of-principle
- ANDHealth supports a 3-6 month project to progress the technology towards investment

## ANDHealth+ Provides

- Experienced Advisory & Support team
- \$60k of funding for project expenses, plus over \$150k in-kind support including intellectual property and legal support, media & communications, risk & insurance, human resources, membership to Ausbiotech and more.

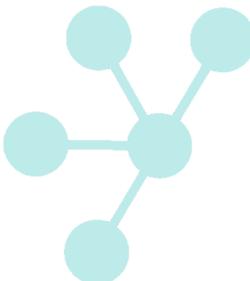
## ANDHealth+ Advantage

- NO equity allocation required.
- NO ownership rights to project IP
- Access to advice from people with proven track record in digital health commercialisation
- NO catch!

# Benefits: What's in it for you?

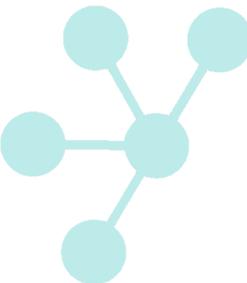
Support from proven experts to undertake a significant piece of work focused on securing the clinical and/or commercial evidence to support the raising of growth capital and progress your market entry strategy.

- ✓ **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.
- ✓ Up to **\$150,000** of in kind support from ANDHealth members, as agreed in the project plan. In-kind support includes legal and IP support, Media strategy & PR training, AWS support, and insurance and risk review.
- ✓ **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.



# Application Process

- Applications open 16<sup>th</sup> April 2018 and remain open until 31<sup>st</sup> of May. 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 11<sup>th</sup> and 12<sup>th</sup> of July in Melbourne.
- Successful applicants will 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.



# 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,

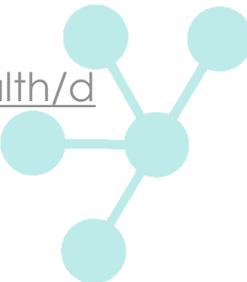
- Make medicine more personalized for patients.

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 should focus on the development of clinical and/or commercial evidence 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 in 'Program Application Timeline' and project timelines should be between 3-6 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.
- The applicant must:
  - have at least one full time executive (preference will be given to applicants with a full time core team in place);
  - have the ability to resource the applicants contributions to the project plan (operational runway, time, resources, headcount);
  - a working prototype or ideally a product

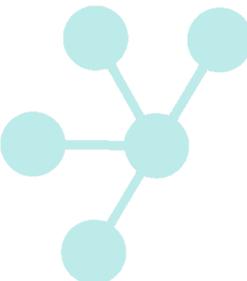
which is well progressed; and

- be a registered company and must be able to demonstrate that they are authorised to use any IP required to perform the project

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## Ineligible activities:

ANDHealth does **not** provide financial support for non-project related expenses, for example, staff or contractor costs, software or hardware development, marketing, fees for a customer to use/purchase your product or service, 'business as usual' or the time commitment of applicant's staff to the project.



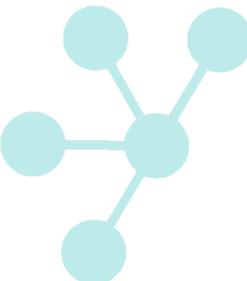
# Types of Projects

Types of projects might include:

- Product Verification and Validation
- Clinical Evidence and Outcomes
  - Efficacy in a clinical or industry setting and voice of customer
- 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

Examples of previously funded projects:

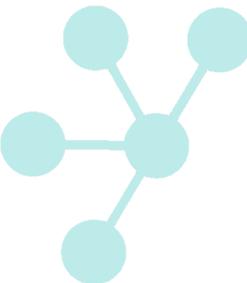
- Strategy work for an international market
- Health economics report
- Reimbursement strategy
- Regulatory advice
- Direct costs of a pivotal pilot study
- Third party expert validation of product



# Selection Criteria

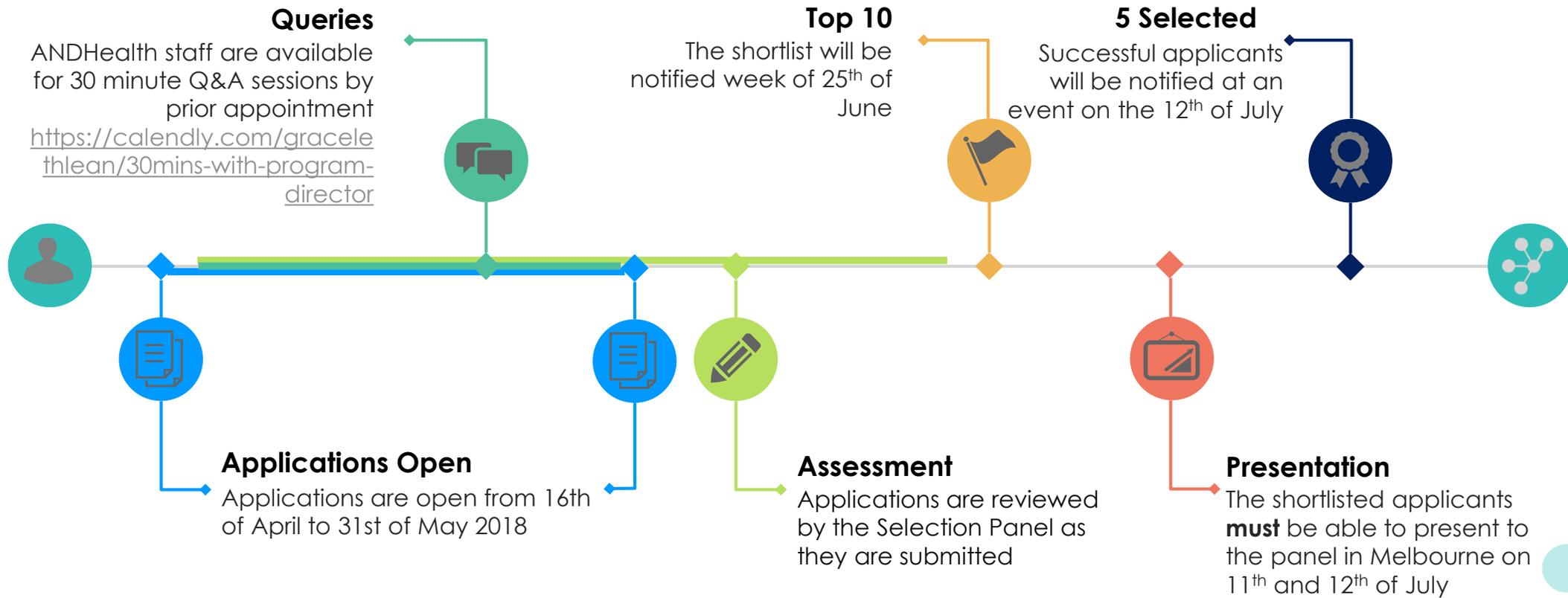
The following topics will be considered by the Selection Panel during the assessment and shortlisting process:

- 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



*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 ANDHealth's key partners and corporate members which includes representatives from the following companies: Novartis, Planet Innovation, RMIT, Curve Tomorrow, Allens, Murdoch Children's Research Institute.

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

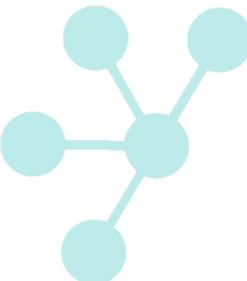
See Section "[Program Application Timeline](#)"

## ○ Do you fund clinical trials?

Where a trial is clearly focused on securing the clinical and/or commercial evidence to support the raising of growth capital and progress the market entry strategy it would be considered however early stage clinical work would not be considered. You must have sufficient data to support the claims of your working prototype.

## ○ What happens to the information I submit?

All information submitted will be treated as commercial in confidence and will be circulated to the ANDHealth Selection panel and ANDHealth team only.



**Thank you**