



Exploitation and economic evaluation

EHTEL Symposium – 29/11/2023

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How can one determine a value for health?

THE STUDY



SEURO

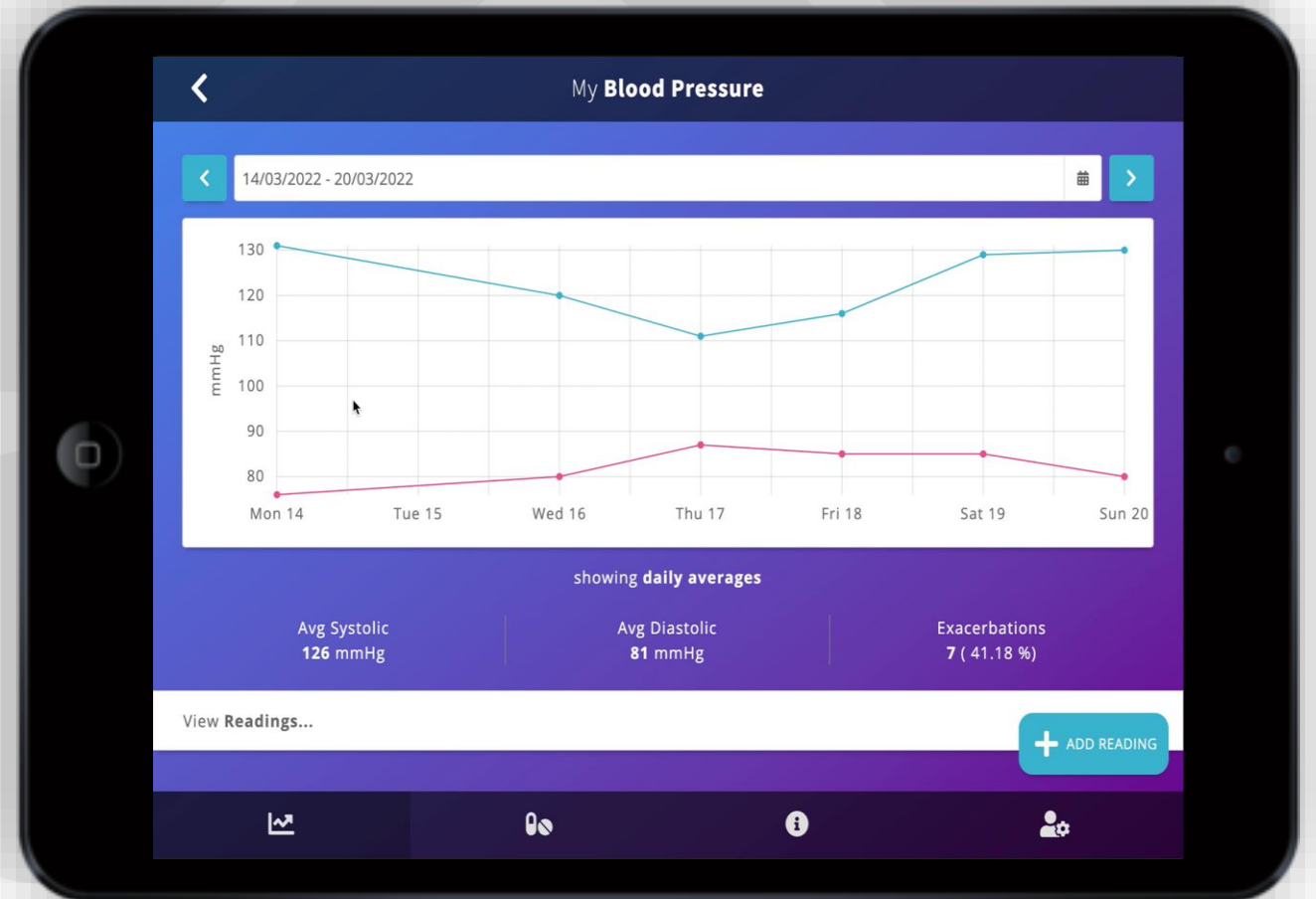
Objective: Evaluate **key factors** to prepare any EU region to **successfully implement and scale** innovative, people-centric digital integrated health and social care solutions for multiple disease management.

Implementation support tools:

- ProTransfer
- ProBCF-C
- ProInsight
- **ProACT**



ProACT System



OBJECTIVE



Iterate, refine and localize the **business models** developed for the **commercialization and roll-out of the SEURO Tools** in EU markets to unlock their latent value.



HOW

Perform a **competitive market analysis** of relevant segments in the target markets.

Perform **value network analysis** for the **localization of business models** and initial commercial roll-out of the solution.

Identify regional and local **regulatory constraints** and risks for the implementation of SEURO Tools to support commercial exploitation.

Procure **evidence of ProACT's cost-effectiveness** required for local reimbursement by third-party payers.

COST-UTILITY ANALYSIS

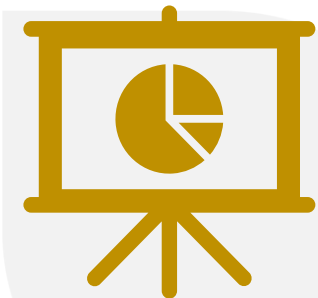
→ Project main outcomes:

1. Quality-of-life (QoL)
2. Healthcare utilisation (HCU)

How to guarantee the right data is collected and that the analysis will effectively show the expected outcomes?

Cost-utility analysis

- Analysis of the work done in the ProACT pilot study
- Extensive desk research using the MEDLINE database (PubMed)
- Internal meetings to discuss best practices in data collection
- Consults with statistician
- The main outcomes will be determined



Cost-utility analysis



→ Project main outcomes:

1. **Quality-of-life (QoL)** and health-related quality of life (HRQoL)
2. **Healthcare utilisation (HCU)** and care-related savings
3. Social impact indicators

Instruments for data collection:

1. CASP-19 and EQ-5D-5L
2. Customised questionnaire
3. Zarit Burden Interview



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