

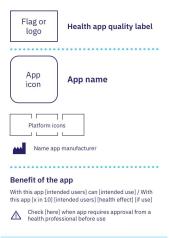
Adopting CEN-ISO/TS 82304-2 and a trusted EU mHealth label for a single market that enables patients, citizens, health professionals, systems and authorities to benefit from a healthy supply of useful apps.

# Explore 82304-2 with insurers / HTA bodies – reimbursement of health apps

Tatjana Prenđa Trupec M.C.S., MBA, OptimIT, Croatia 3rd Multi-stakeholder workshop November 3, 2023



#### importance of the reimbursement

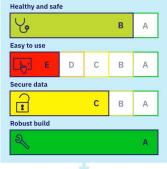


If it is not paid (or enforced), it is not widely used

If it is not proven to be beneficial and safe, it will not be paid

It can not be proven without assessment

It can not be assessed without standard label







#### task 7.2 Explore 82304-2 with insurers / HTA bodies

#### **Destination**

An innovative, sustainable, and globally competitive health industry.

WP7

The objective of WP7 is to **enable health care systems and authorities** to integrate mHealth solutions more rapidly thanks to a European 'mHealth label'.

task 7.2

Co-create with HTA bodies and insurers using structured dialogue a call to action (direction or proposal how to **use the technical specification in decision-making on reimbursement of apps**), taking into account the bigger picture i.e., societal impact.





### task 7.2 Explore 82304-2 with insurers / HTA bodies

#### Roundtable 1

Sept 26th 2023

- Presenting the project goals, activities and achieved milestones, reimbursement of health apps
- Presenting the countries/regions examples on reimbursement of health apps (Germany, France, Belgium, Netherlands, Finland, Catalonia)
- Exploring and discussing challenges in reimbursement of health apps

74 participants / 19 countries;

https://label2enable.eu/news/1st-roundtable-reimbursement-of-health-apps

#### Roundtable 2

Nov 28th 2023

- Presenting health apps assessing process (on-site Zagreb)
- Exploring the importance of the reimbursement of health apps
- Presenting multistakeholders perspecitive
- Exploring and discussing solutions to identified challenges

# Roundtable 3 Jan/Feb 2024

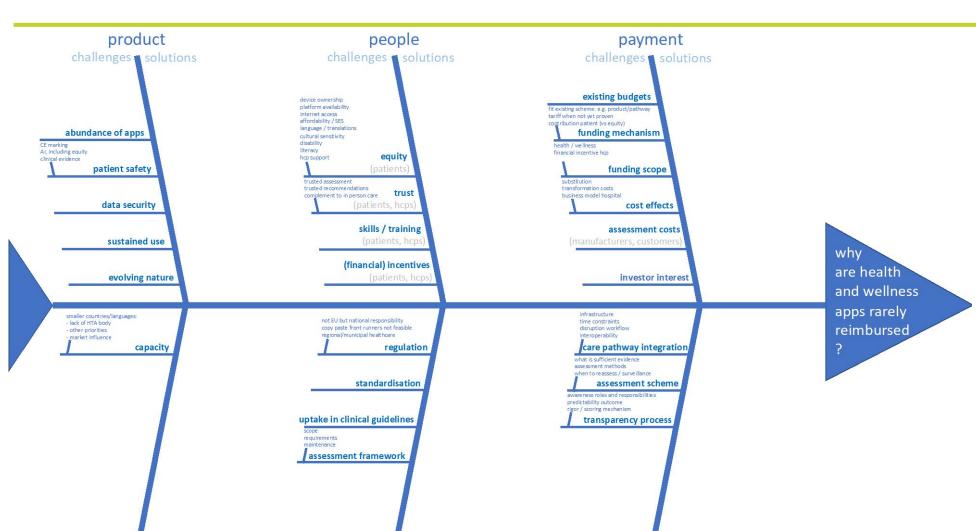
- Presenting project's results with possible implications on reimbursement decision-making
- Development of joined recommendations





# challenges – initial analysis (fishbone diagram)

# zoom in for details





challenges solutions place

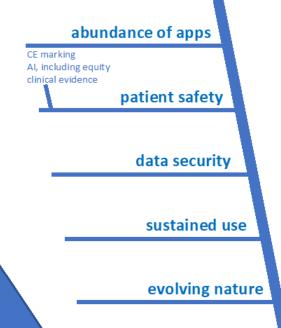
challenges solutions policy

challenges solutions procedure / process



#### product

challenges solutions



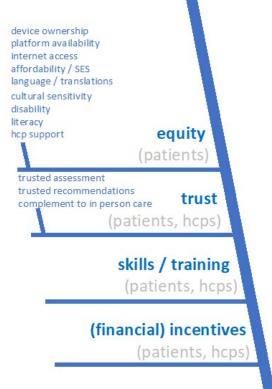




# **People**

# people challenges a solutions

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# **Payment**

#### payment

challenges solutions

#### existing budgets

fit existing scheme: e.g. product/pathway tariff when not yet proven contribution patient (vs equity)

#### funding mechanism

health / wellness financial incentive hcp

#### funding scope

substitution transformation costs business model hospital

cost effects

assessment costs

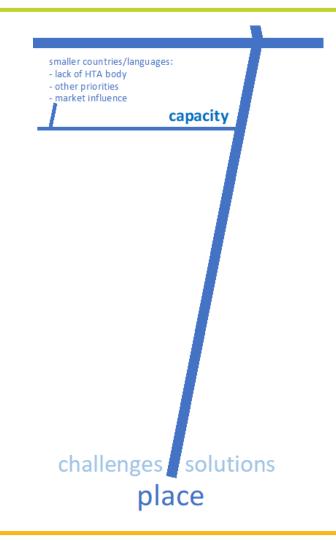
(manufacturers, customers)

investor interest





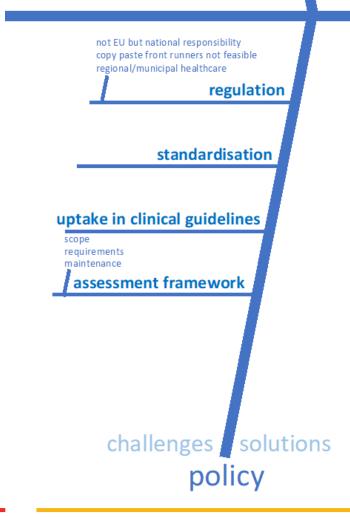
#### **Place**







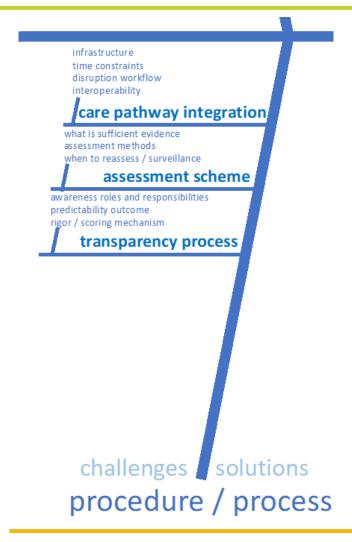
# **Policy**







#### **Procedure/Process**







# Thank you!

