

MAP

Consulting services



See details and experts on [Global Connector platform](#)

Facing the demand of number of its members and partners (companies, governments & public organisations, academics, insurers, patients association...), the ECHAlliance has designed a specific set of services with the aim to provide multi-skills experts teams, tailored for each project.

This is MAP

How does it work? MAP services are open to all (ECHAlliance members and non-members). We aim to accelerate the deployment of innovative projects. For this purpose, we analyse with the promoter of the project the requested services and we build a tailored team of experts within our large international community. The services are quoted and after acceptance by the customer, the project is launched. As a non-profit organisation, the ECHAlliance re-invest all surplus benefits to strengthen its community and develop the International Network of Ecosystems.

Here below a description of the main services (non-exhaustive list)

Market Access programme

- Strategic analysis of the targeted markets across Europe, USA, Canada and China
 - Political and regulatory context
 - Customers base, potential market / *based on database, targeted surveys*
 - Competitors and partners / *opportunities of partnership, acquisition with other companies/start-ups, academics, healthcare providers, insurers...*
 - Value-chain positioning & market access strategy
- Detection of tangible business opportunities (*tenders, informal opportunities*) & introductions to potential customers (*individual or focus groups*) / *through our community (500+ organisations, 15000+ individuals) and our ecosystems (30 locations)*
- Analysis of existing funding models and streams and customised business model design
- Legal support on complex contracts establishment

Support for innovation

- Identification of experts
 - Medical teams (KOL)
 - Academics (technologies, behaviour science, economics...)
 - Companies, start-ups
- Organisation of ideation sessions and Focus groups on specific targets (customers/end-users) / *physical meetings (workshop, meeting, dinner) or online (webinar, online survey)*
- Benchmark of existing solutions, available technologies
- Funding for innovation (*call of projects*) and support to project management (*consortium, proposal, etc.*)

Proof of concept

- Support to pilot/trial methodology
- Management of the pilot/trial (*project management, communication with partners and experts, training of investigators, eCRF...*)
- Identification of users cohorts and recruitment centres (*hospitals, nursing homes, cities, citizens associations...*)
- Recruitment of experts for multi-dimensional evaluation (*health economics/ROI, medical impact, quality of life, system integration readiness level...*)

Communication, marketing

- Raise international profile
 - International events
 - Publications dissemination / *through our Connector platform, social networks and targeted emailings*
 - Ecosystems meetings / *30 locations*
- Support on the definition of marketing messages and communication channels

Public policies & strategies

- Support to build Digital health strategies
- Support to design and set-up a multi-stakeholders Ecosystem
- Raising the country/region profile at the international level (*events, publications*)
- Attract external investments within the country/region



We would be pleased to have a discussion with you to understand your project and propose to you tailored services. Contact: Julien Venne, julien@echalliance.com, +34 625 233 416