

Public-Private Partnership under Horizon Europe

The European Institute for Biomedical Imaging Research, EIBIR, considers the implementation of a Public Private Partnership between industry and academia as key to further stimulate integrated medical research and cross sector collaboration. The worldwide unique teaming up of industry associations from pharma, medical, digital and biological technologies will provide new opportunities to boost medical innovation and Europe's competitiveness for the ultimate benefit of the European patient.

Biomedical imaging plays a key role in the patient-centric approach in modern medicine by providing personalised solutions for the individual patient, as the application of imaging technologies addresses the current needs for individualised prevention, treatment, therapy response monitoring, and image-guided surgery.

A Strategic Research Agenda for Biomedical Imaging that was developed by EIBIR's eleven shareholders organisations, its Scientific Advisory Board and Industry Panel highlights current challenges and needs in healthcare and illustrates how biomedical imaging and derived data can help to address these. The challenges presented therein (e.g. personalised disease prevention by medical imaging, the use of Artificial intelligence and machine learning

in imaging for disease prediction) are perfectly in line with the areas of action outlined in the current consensus document for the Innovative Health Initiative proposal, namely to deliver innovative solutions to prevent diagnose treat and manage diseases, while preserving the sustainability of the healthcare systems and competitiveness of healthcare industry.

EIBIR welcomes the implementation of the PPP within the next European Commission's research framework programme Horizon Europe, as it will warrant the integration between industry and academia, provide funding opportunities that are necessary to address current challenges in health care research and help to maintain Europe at the forefront of medical innovation.

EIBIR is a non-profit organisation that coordinates and supports research and development in biomedical imaging as well as the dissemination of knowledge, with the ultimate goal of improving the diagnosis, treatment and prevention of disease. The institute supports research networking and plays a key role in spreading good practice, promoting common initiatives in the field of biomedical imaging research. EIBIR represents a network of more than 70 leading European research organisations from different imaging fields in more than 20 countries within Europe.