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# MEDEA ACADEMY

in collaboration with



EU partnering event for  
Sustainable Innovation in  
healthcare

ULSTER  
UNIVERSITY,  
BELFAST (UK)  
NOVEMBER 28th

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# WHAT IS THE MEDEA ACADEMY



The MEDEA Academy is an annual international event promoting education and knowledge exchange in health and social innovation, organized in collaboration with global partners. Each year focuses on a specific topic addressing technologies, policies, and sustainability, bridging local and international perspectives through events like Summer Schools and partnerships in global initiatives.

A multidisciplinary team of experts shares their experience in co-designing and evaluating tech-based healthcare solutions. The Academy highlights case studies and best practices across Europe, fostering dialogue on innovation and lessons learned.

With its international focus and specialized format, the Academy enhances collaboration between research and service communities, driving strategies to maximize the impact of innovation for sustainable healthcare services and effective research outcomes

## **OBJECTIVE OF THE ACADEMY 2024**

The objective of the event is to share strategies, methods and best practices for sustainable innovation in healthcare sector. Throughout the event this perspective will be addressed, with specific declinations, in relation to all the innovation phases, in order to adequately support future research projects. Good practices and challenges will be also discussed about the deployment of sustainable innovation in daily practice and political strategies.



# Agenda

The event consists of two main workshops and an intermediate call for ideas session for future R&D projects.

8.30 AM – 9.00 AM	Open event registration
9.00 AM – 11.00 AM	Good practices of Sustainable innovation in Healthcare
11.00 AM – 11.15 AM	Coffee break
11.15 AM – 1.00 PM	Call for ideas session towards new EU R&D proposals
1.00 PM – 2.30 PM	Lunch
2.30 PM – 4.30 PM	Round Table on Impact Assessment for services Sustainability



*Please note that the times listed are in GMT (Greenwich Mean Time)*



ETHEREAL



Funded by  
the European Union

# GOOD PRACTICES OF SUSTAINABLE INNOVATION IN HEALTHCARE

**MEDEA Academy Workshop - 9.00-11.00 PM UK time**

*"The world is not on track to achieve Sustainable Development Goal 3 (Good Health and Well-being). Changing course requires prioritizing the achievement of universal health coverage, strengthening health systems, investing in disease prevention and treatment, and addressing disparities in access to care and services, especially for vulnerable populations" [SDG progress, UN report 2024].*

During the Workshop, the Sustainable Innovation perspective will be addressed, with specific declinations, in relation to all the innovation phases, in order to adequately support future research projects.

## CASE STUDIES

### **ETHEREAL**

Horizon Europe program - Koushik Maharatna and Arnab Jana

### **AGAPE & UN BASTONE PER LA VECCHIAIA**

AAL program - Pietro Dionisio and Marco Brintazzoli

### **ROOMATE**

THCS program - M. Luigia Del Vicario

### **RETORAYA, BORDERLAB & FORMACION**

### **PROXIMIDAD**

POCTEP Interreg program - Maria Carracedo Bustamante and Daria Smolyanska

### **THROMBUS**

Horizon Europe program - Stylianos Didaskalou

### **PVSTATEM**

Horizon Europe program - Jenny Groarke



# ROUND TABLE ON IMPACT ASSESSMENT FOR SERVICES SUSTAINABILITY

**MEDEA Academy Round Table- 2.30-4.30 PM UK time**

This round table gets the goal of sharing the value and status of implementation of an impact assessment approach in the daily practice as a key to promote the services' sustainability and scalability from a project to a market and real service oriented dimension, by highlighting barriers and facilitating factors from Healthcare Policy makers and local stakeholders from different EU regions standpoints.

Key factors to take into consideration for making an innovative service sustainable according to different stakeholders' perspectives: *How to make the best from the stakeholders' involvement? Which is the value's evidence according to involved stakeholders and their related needs/expectations?*

Different type of stakeholders will share their experience with concrete case studies on the relevance and experience of applying value's evidence approaches to innovation design – deployment in a real environment – innovations' related policy making strategies and – community perspective and needs from innovation deployment.

**Key note: HealthyW8 HE: impact assessment as a way for supporting the change in the daily practice**

## SPEAKERS

### **Health care providers perspective:**

- Mrs. Lara Toccafondi (Pane e Rose Coop.)
- Prof. David Craig (Southern Health and Social Care Trust)

### **Policy maker perspective:**

- Mr. Marco Brintazzoli (Società della Salute Mugello)
- Dr. Sean O'Connor (Health Innovation Research Alliance Northern Ireland)

### **Community perspective:**

- Mrs. Elisabete Pitarma (Caritas Diocesana de Coimbra)

### **Firms and market perspective:**

- Mr. Jure Lampe (SenLab)
- Mr. Jonathan Campbell (British Telecom)
- Mr. Miguel Angel Beteta (CETEM)
- Mr. Sergio Edoardo Abbenante (CETEM)

# PANELIST

Medea s.r.l.

## Elena Tamburini

PhD in Biomedical Engineering, she has high qualified experience in design and evaluation of innovation service models and technology impact assessment. Since 2000 she has been involved in several R&D projects related to the ICT supported services in social and healthcare domain, where she usually plays the role of Project Manager and Innovation Impact Assessment Manager.



## Pietro Dionisio

Medea s.r.l.



Master's degree in political science from the University of Florence. He has experience in impact analysis and services' sustainability strategies of innovative solution on the social-healthcare domain. Author of several articles in the fields of health, social and health economic policies for numerous Journals, Pietro is delegated chair of the WG Health within the Alliance for Internet of Things Association (AIOTI).

Medea s.r.l.

## Francesco Agnoloni

Master's degree in Data Science at University of Florence. With a solid international experience, he has a wealth of background in the field of ICT-based solutions, specifically in the socio-assistance sphere. He has a proven track record of success in utilizing data-driven approaches to identify and solve complex problems, and is well-versed in a variety of programming languages and data analysis tools.



## **Koushik Maharatna**

School of Electronics and  
Computer Science  
University of Southampton



Internationally leading expert in the multidisciplinary field of Biomedical signal processing systems development with 15+ years of experience in the research area of next-generation remote healthcare systems development. His particular focus is on application of Artificial Intelligence in the area of prediction and diagnosis of Cardiovascular diseases and Neurodevelopmental disorders.

Director of Società  
della Salute Mugello

## **Marco Brintazzoli**

Marco was appointed Director of the Mugello Health Society in 2021. He was Advisor to the Tuscany Region – Regional Council Department for Health Welfare integration, social -health care and sport for activities relating to the European affairs and international department for health, social - health and social sectors (2019-2020).



## **Julie Robillard**

Associate Professor, Faculty of  
Medicine, University of British  
Columbia



Dr. Julie Robillard is an Associate Professor of Neurology at the University of British Columbia and Scientist in Patient Experience at BC Children's & Women's Hospitals. She leads the Neuroscience, Engagement and Smart Tech (NEST) lab within Neuroethics Canada, where her research program evaluates the benefits and harms of current and emerging technologies that support brain health across the lifespan, and develops novel, emotionally-aligned tools to assist people with brain health conditions in living their best life.



## María Carracedo

Project Manager,  
INTRAS foundation



María Carracedo is a European Projects Coordinator with extensive experience in managing initiatives across a range of EU programs (Erasmus+, Horizon Europe, and EuropeAid). With a background as a professor and researcher and on international cooperation projects with a focus on global citizenship. Her work spans project coordination, dissemination, and evaluation, enriched by hands-on experience with NGOs in Latin America advancing gender equality and human rights. Currently, María serves as an Expert Evaluator for Horizon Europe's Marie Skłodowska-Curie Program.

Project Manager, INTRAS  
foundation

## Daria Smolyanska

Daria has managed projects within the Open Innovation Projects Department at INTRAS Foundation since 2015. She holds a degree in Management and Public Administration. She coordinated over 25 transnational projects with a focus on improving opportunities for people with disabilities covering various areas including, innovative therapies human rights, and employment, education. She has worked with several European Programs, including Life Long Learning, Erasmus +, Strategic partnerships for VET, Adult Education and Youth, Capacity Building.



## Jenny Groarke

Psychologist,  
University of Galway



Specialising in health psychology, Jenny's work focuses on developing and implementing innovative digital health interventions. Her research harnesses the principles of behavioural science and evidence-based frameworks to design and deliver sustainable interventions that can be scaled to reach broader populations. Jenny has collaborated on high-impact, multidisciplinary European projects that integrate cutting-edge digital technology with psychological strategies to enhance user engagement and advance public health outcomes. Complements her project management know-how in the social sector.

## Patrick Cullen

NCP for Digital  
Health & Technology



Patrick is the Horizon Europe Northern Ireland Contact Point for Cluster 1 – Health. He has a responsibility to engage with EU digital healthcare related research and development programmes in order to maximise Northern Ireland's opportunities for EU funding under Horizon Europe.

Patrick has 25 years' experience in the global scientific research market with nearly 20 years spent in the private sector across a range of technologies including scientific imaging, wireless technologies and software licensing. Latterly, Patrick was Business Integration Manager with the Eastern Corridor Medical Engineering Centre (ECME), an EU INTERREG funded research centre based at Ulster University and covering cardiac healthcare technologies.

Pane e Rose Coop

## Lara Toccafondi

Experienced professional in social cooperative management, with a strong focus on healthcare and social services for older adults. Specialized in digital innovation, particularly in implementing assistive technologies, with expertise in EU-funded projects. Currently, she leads the sociosanitary sector at Pane e Rose Cooperative and that she served as various executive roles, developing leadership and strategic planning skills. Her background in communication and digital information complements her project management know-how in the social sector.



## Sean O'Connor

Cluster Innovation  
Lead, Ulster University



Sean has a background in Life and Health Sciences. He has worked extensively in clinical and non-clinical roles within various organisations. He has previously worked in quality assurance for a large healthcare provider, where his roles included developing evidence-based treatment pathways and digital resources to support occupational health systems for commercial organisations. His research background includes extensive work in digital health, including assessment of the acceptability of mobile health interventions, as well as the dissemination and implementation of such programmes in health systems. He also has expertise in research ethics and regulations.

## **Eleni Kaldoudi**

Medical Physics and Medical Informatics, School of Medicine, Democritus University of Thrace, Greece



Eleni is currently the President of European Alliance for Medical and Biological Engineering and Science (EAMBES, 2023-2025). Eleni has acted as a member of the Greek National Representative team for the EU FP7 Programme Capacities during 2006-2010 and has acted as co-chair of the Committee for Women in Biomedical Engineering, International Federation for Medical and Biological Engineering (IFMBE) for the period 2015-2018. Her research interests are within health informatics, with emphasis on technologies supporting patient and expert empowerment and decision making.

Cáritas Diocesana  
Coimbra

## **Elisabete Pitarma**

Elisabete Pitarma has been an international project manager in the Innovation Department at Cáritas Coimbra since 2021, with experience in programmes such as Horizon 2020, AAL, PT2020, and Erasmus+. She graduated in Social Studies (Socio-Cultural Developer) and is currently completing a Master's in Social Intervention, Innovation, and Entrepreneurship at the University of Coimbra, Portugal. Her interests include impact assessment and social entrepreneurship, focusing on organisational sustainability. Elisabete is dedicated to promoting innovative solutions that address community needs.



## **Maria Luigia del Vicario**

Fondazione don  
Carlo Gnocchi



Graduated in Physical Therapy on November 2022. She is an Orthopaedic Manipulative Physical Therapist and is working as a researcher in Florence, at Fondazione Don Carlo Gnocchi, along with the Promise@Lab. The principal duties here are to treat and evaluate patients involved in RCTs and I'm involved in contamination and dissemination tasks

## Joshua Hyde

Centre for Innovation in Mental Health (CIMH) – University of Southampton



Joshua is a PhD candidate and senior research assistant at the University of Southampton. Joshua's main research interest is cognitive and affective neuroscience, with a focus on anxiety and related disorders. In his PhD research, he uses a multimodal approach to explore the cognitive and neurophysiological features of anxiety in experimental medicine models involving healthy humans to inform the development of new treatment strategies. Joshua is a senior research assistant on some reference European projects (ETHEREAL, ATTENS). Joshua's recent works, published in high-impact journals, include investigations of novel, non-medical treatments for psychiatric disorders using advanced evidence synthesis methods.

Technological Center for Furniture and Wood of the Region of Murcia (CETEM)

## Sergio Eduardo Abbenante

Sergio is an Information Systems Engineer. Since 2022, he has been a member of the Electronics and Home Automation department at CETEM, where he applies his expertise in software analysis, design, and programming, alongside extensive experience in database creation and management and large-scale data processing. He has participated in numerous national and international R&D&I projects, resulting in four publications and presentations at over 15 scientific conferences across South America, Europe, and Asia.



## Miguel Ángel Beteta Medina

Technological Center for Furniture and Wood of the Region of Murcia (CETEM)



Miguel is a Telecommunications Engineer. He is currently pursuing a PhD in Computer Science, focusing on "Ecosystems and Interoperability in the Health Sector." He has experience in software and firmware programming, wireless communications, and the development of desktop, web, and Android applications. Additionally, he has worked on the implementation of ML algorithms and has extensive experience with AWS cloud services and wireless communication systems. Miguel Ángel has participated in numerous national and international R&D&I projects with publications and presentations in conferences and journals.

## Paul Beaney

Centre for Digital  
Healthcare technologies,  
Ulster University



Prof. Paul Beaney serves as the Head of Projects Delivery at Ulster University's School of Computing, based at the Belfast campus. In this role, he oversees project execution within the university's computing and digital technology initiatives, aiming to support research and innovation in fields such as artificial intelligence and health informatics. His responsibilities involve managing various projects that bridge academic research with industry applications, which includes collaborating with external partners and fostering the development of technology-based solutions in line with Ulster's strategic goals. Dr. Beaney's work contributes significantly to the university's focus on applied computing and its integration within industry contexts, especially in Northern Ireland.

Director of Artificial Intelligence  
Collaboration Centre (AICC)

## David Crozier

Awarded a CBE in the 2024 New Year's Honours List for services to the economy, David was most recently the CEO of Software NI, the representative body of Northern Ireland's £1.7 billion software industry. David also spent over a decade at Queen's University Belfast's Centre for Secure Information Technologies (CSIT) as Head of Strategic Partnerships and Engagement and previously served as Deputy Director of its Academic Centre of Excellence in Cyber Security Education (ACE-CSE) programme. He was appointed to the Department for Digital, Culture, Media and Sport (DCMS) College of Experts in 2021, is a member of the Northern Ireland Cyber Security Steering Group and has been Chair of SpecialisterneNI since 2020, an organisation that supports autistic and neurodivergent individuals in their career development. David previously worked for Invest Northern Ireland and brings a wealth of experience from his time there.



## David Craig

Southern Health and  
Social Care Trust



David was educated at Queen's University, Belfast and Emmanuel College, Cambridge. He has been a Fellow of the Royal College of Physicians since 2006. He specialised in Stroke Medicine (Southern HSC Trust). His current research interests as a Visiting Professor, School of Computing, Ulster University, include the use of technology in neurological disease.

SenLab

## Jure Lampe

A highly experienced IT professional with a BSc in IT and over 35 years as a CEO and founder of various tech companies. Skilled in project leadership, communication, and creative problem-solving, with a focus on IoT, Industry 4.0, healthcare, and SmartCity solutions. Award-winning leader of projects including prototypes, mobile apps, and back-ends for both EU-funded R&D and commercial projects. Founder and CEO of SenLab and an IoT evaluator for Eurostars Eureka.



## Arnab Jana

MicrolinkPC UK



Arnab Jana is a Data Scientist and Software Developer with 13 years of IT experience, representing MicrolinkPC UK Limited. Expertise spans machine learning, natural language processing (NLP), computer vision, time series prediction, image analysis, and data visualization. With a strong track record in developing and delivering applications across web, desktop, mobile, and cloud platforms. His project portfolio includes ViSionTool and Enigma, part of the Home Mobile Technology Platform of EtherealProject.eu, where he applied skills in Android/iOS development, data analysis, modeling, causal feature selection as part of data modeling, and ECG data analysis. These efforts support the ETHEREAL project's goal of empowering autistic adolescents with personalized solutions to take preventive actions against mental health conditions through cross-platform app development and secure data storage on platforms like Azure.

# PROMOTER PROFILE AND CONTACTS



## **Medea s.r.l.**

MEDEA is a European leading company with proved expertise in strategic design and innovative services deployment in healthcare domain. It manages its leading market position thanks to innovative services and business models fostering innovation of social and healthcare services in a sustainable and profitable growth perspective. For over twenty years it has been supporting its customers with high added value services, such as Innovation Management, Strategic Planning, Impact Assessment and Replication strategies. MEDEA operates through a multidisciplinary team and a structured framework for impact evidence generation.

MEDEA supports research laboratories and international clusters for development and testing of new tools and methodologies for innovation management, analysis of policy options and market requirements; it is alongside companies and public authorities that need to create innovation making them available a wide range of highly specialized and tailor-made consultancy services for stakeholders' engagement.

### **Contact details:**

**Email:** [project@medeaproject.eu](mailto:project@medeaproject.eu)

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**Phone:** +39 055 3215299

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**Mobile:** +39 393 9019524



# SPONSORSHIP



*ETHEREAL*

## Ethereal

The ETHEREAL project focuses on improving the mental health of autistic adolescents through an innovative approach that combines advanced data analytics, AI, and system modeling. The project aims to develop a Personalized Digital Nurse (PDN) mobile application, enabling users to self-monitor and manage their mental health by addressing environmental factors that influence mental health disorders (MHD).

ETHEREAL integrates this PDN with clinical and community-based support systems using implementation science principles. The project includes a large observational study involving 400 adolescents aged 11–15 years, collecting multimodal data to model the relationships between personal environments and mental health outcomes. This initiative is supported by the European Union under the Horizon Europe program.

ETHEREAL project (G.A. N.101095568)



**Web site:**

<https://www.etherealproject.eu/>

## HealthyW8



The HealthyW8 project aims to tackle obesity through innovative, evidence-based strategies that empower individuals to adopt healthier lifestyles. The initiative leverages a digital recommendation platform to deliver personalized advice, focusing on prevention and behavioral change. By collaborating with key stakeholders such as health professionals, policymakers, and end-users, HealthyW8 ensures inclusivity and effectiveness. The project integrates diverse pilot studies across eight European countries, involving over 2,000 participants to evaluate interventions' practicality and impact.

Additionally, HealthyW8 supports long-term implementation through rigorous feedback collection and participatory design processes, emphasizing adaptability to meet diverse needs. Funded by the European Commission, this initiative seeks to make significant strides in obesity prevention through scalable and impactful solutions.

HealthyW8 – HE Project (GA N. 101080645)

**Web site:**

<https://www.healthyw8.eu/>





# ABOUT THE PLACE



## **University of Ulster – Belfast (UK)**

Ulster University Belfast is situated in the artistic and cultural centre of the city, the Cathedral Quarter.

The Belfast campus is situated in the artistic and cultural centre of the city, the Cathedral Quarter. Although traditionally associated with art, the campus spans an increasing and exciting range of subjects including computing, engineering, business, politics, policy, law, communication, sports, architecture, hospitality, event management, photography and digital animation.

### **Venue address**

York St,  
Belfast BT15 1ED,  
United Kingdom



