PRESS RELEASE

LILLE, FRANCE | DIGITAL HEALTH INNOVATION

IN CITU: bringing digital health innovation into real-world care

Lille University Hospital's digital health living lab supports innovators from real-world experimentation to evidence for market access.

IN CITU brings together patients, caregivers, healthcare professionals and innovators to help digital health solutions meet the realities of care. Based at Lille University Hospital and rooted in the Hauts-de-France region, it supports innovation by connecting unmet needs, everyday uses and the evidence required for informed decisions.

From unmet needs to market access

Promising technologies need to address a clear need, fit into everyday practice and demonstrate their contribution compared with existing alternatives. IN CITU helps project teams explore these questions through needs assessment, co-development, user testing and real-world evaluation.

Its support is tailored to each project's maturity, helping entrepreneurs, public healthcare organisations and private companies generate clinical, organisational and economic evidence. These findings inform adoption, purchasing and funding decisions, supporting market access and preparation for wider deployment. Funding, regulatory and quality support can also be mobilised according to project needs.

Connecting innovation with value-based healthcare

This approach aligns with the principles of value-based healthcare: understanding the outcomes that matter to patients in relation to the resources required to achieve them. By examining patient needs alongside clinical, organisational and economic impacts, IN CITU helps assess the value an innovation may bring to care.

Real-world experimentation explores how a solution fits into patients' lives, how it changes professional practice and what evidence decision-makers need. The aim is to reduce uncertainty and guide adoption, establishing benefits through evaluation.

Supported by France 2030

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MEDIA & GENERAL ENQUIRIES

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