



Форсайт Здоровья  
Health Foresight

Международный проект поддержки  
инновационной фармации и биотехнологии

# **Health Foresight international project**

**An annual project to  
support innovations  
in pharmacology and  
biotechnology**

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# About the Health Foresight project

## Health Foresight

- - a unique project promoting the development of innovative technologies and developments in the field of pharmacology and biotechnology.

The project has been established by the Business Russia organisation, with the support of the State Duma and Ministry of Industry and Trade of the Russian Federation.

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# About the Health Foresight project

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- ❑ The Health Foresight project identifies companies, structures and figures in the pharmaceutical market that are involved in the creation, promotion and development of innovative areas, medicines and technologies in the field of pharmacology and biotechnology.
- ❑ At the annual ceremony of the Health Foresight project, medicines, scientific developments and people that have made a significant contribution to the development of innovative technologies in pharmacology and biotechnology will be awarded.



# Mission

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- ❑ To support the development of innovative technologies and developments in the field of pharmacology and biotechnology.
- ❑ To improve the quality of live and life expectancy of people in Russia and worldwide.



# Objectives

- ❑ To help attract investment in innovative and venture capital projects in the pharmaceutical market.
- ❑ To encourage manufacturers to create innovative technologies to improve product effectiveness and safety.
- ❑ To form in the general public, professional community, and government and executive authorities an understanding of supporting innovative projects.
- ❑ To integrate Russian pharmacology and biotechnology innovations into the global market.

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# Tasks

- ❑ To identify and publicly designate the most promising innovative developments.
- ❑ To draw the attention of state legislative and executive authorities to issues of innovation in pharmacology and biotechnology.
- ❑ To create a public database of innovative developments and technologies.
- ❑ To inform industry players, investors, government and public figures, media representatives and other interested parties about innovative technologies.

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# Target audience

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- Participants in the medical equipment, medicines and medical products market
- Government and executive authorities, and state medical and educational institutions
- Professional medical associations
- Media
- General public



# Media campaign

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- ❑ Media support for the project will be secured at the international level, with the involvement of leading media outlets.





# Methodology

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- ❑ Applications to participate in the project shall be accepted in accordance with the conditions of the Health Foresight international project, and reviewed by an Expert Council.
- ❑ The Expert Council shall provide a professional expert assessment through a detailed consideration of the application, as well as study the views of different target audiences, using approved standards for surveys and interviews.
- ❑ There shall be four nominees in each subcategory.
- ❑ The participant with the highest number of expert mentions shall be the winner in its subcategory.



# Media campaign

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Executive management of the Health Foresight project  
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**THANK YOU!**

