

SOCIAL IMPACT INITIATIVE OF THE YEAR

# NEINVER – VILADECANS THE STYLE OUTLETS



LOCATION:

Catalonia (Spain)

DATE:

2022-2023

HIGHLIGHTED FEATURES:

Boosting Health Innovation Research; Funding increase; Resources unlocked to implement the health solutions.



In 2023, Viladecans The Style Outlets launched the second edition of the VTSO Healthcare Innovation Award, sponsored by The Style Outlets and XarSMART – IDIBELL. This initiative aims to a) support advances in medical science to find innovative solutions to problems with a substantial impact on health and the community; and b) expedite the transfer of breakthrough projects into medical products, digital health-care and advanced therapeutic medicine.

An original idea by Viladecans The Style Outlets, part of NEINVER, owner and operator of the The Style Outlet centres, was first developed in 2022, gaining a new dimension in its second edition (2023), including additional sponsors comprising two of the most highly renowned so-

cial-health institutions in Catalonia: the Bellvitge Biomedical Research Institute (IDIBELL) and the XarSMART network (a programme of valorisation and transfer of research results to the market), and procuring fresh funding of €15,000.

Moreover, close to thirty projects were presented by teams from some of the most renowned medical institutions and innovation centres in the province of Barcelona, plus members of the XarSMART network in other Catalan provinces. The awards have quickly become a highlight event for medical research teams throughout the region.

The second edition's winner was "Project ODISEA", a software solution to improve delivery of the complex care required by patients with acute myocardial infarction, where the primary outcomes are a reduction in treatment time of 15 minutes and improved diagnostic performance, resulting in fewer false positives.

Thanks to the funding awarded, plus the scientific mentorship and advice offered to the winners by IDIBELL-XarSMART, the initiative has helped unlock the financial and knowledge resources that Project Odisea needs, so it can fulfill its potential and reach the greatest number of patients. It is estimated that around 688,500 people stand to benefit from this work. The software application is already in use in the Girona region, having been adopted by the leading Josep Trueta University Hospital, other accident and emergency departments in regional hospitals and the Emergency Medical Service (SEM).