

# REHEAL Open Market Consultation (OMC) Information Webinar

**11 February 2026**

**Online**



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# Housekeeping Rules

How to make the most of the session:

- **Stay muted** – please keep your mic switched off unless you are invited to speak
- **Use the Q&A** – Questions? Thoughts? Drop them in the Q&A function anytime!
- **This session is recorded** – so that we can share with others later
- **Cameras optional** – feel free to use your camera if you'd like

Topic
Welcome and session objectives
REHEAL Mission and Vision
Pre-commercial Procurement (PCP) in REHEAL
The OMC in REHEAL: Purpose and methodology
REHEAL OMC Roadmap
Close

**Q&A: Questions will be handled via the webinar Q&A function**

# Welcome and session objectives



# Why are we here today?

- This webinar formally launches the REHEAL OMC, following publication of the Prior Information Notice (PIN) on TED.
- Today is not about detailed discussion re. the REHEAL Challenge
- Opportunities for deeper engagement will be through subsequent OMC events which will run through February / early March 2026

# REHEAL Mission and Vision





# Introduction to REHEAL

**Project Duration:** 1 September 2025 – 31 August 2029 (4-year project)

**Budget:** €7,358,767.50

**Project Co-ordinator:** University of Edinburgh, UK

## **Buyers Group partners:**

- NHS National Services Scotland (NSS), UK (**Lead Procurer for Buyers Group**)
- Region Hovedstaden (REGIONH), Denmark
- Mitera Idiotki Geniki, Maieytiki, Gynaikologiki Kai Paidiatriki Kliniki Anonymi Etaireia (MITERA), Greece
- Fundacja Klaster Lifescience Krakow (KLSK), Poland
- Axencia Galega para a Xestion do Conhecimento en Saude (ACIS) and Serviyio Galego de Saude (SERGAS), Spain

**Communication, Dissemination and Exploitation partner:** 28DIGITAL, Belgium

For more information about the project: <https://www.rehealhorizon.eu/>

## Mission

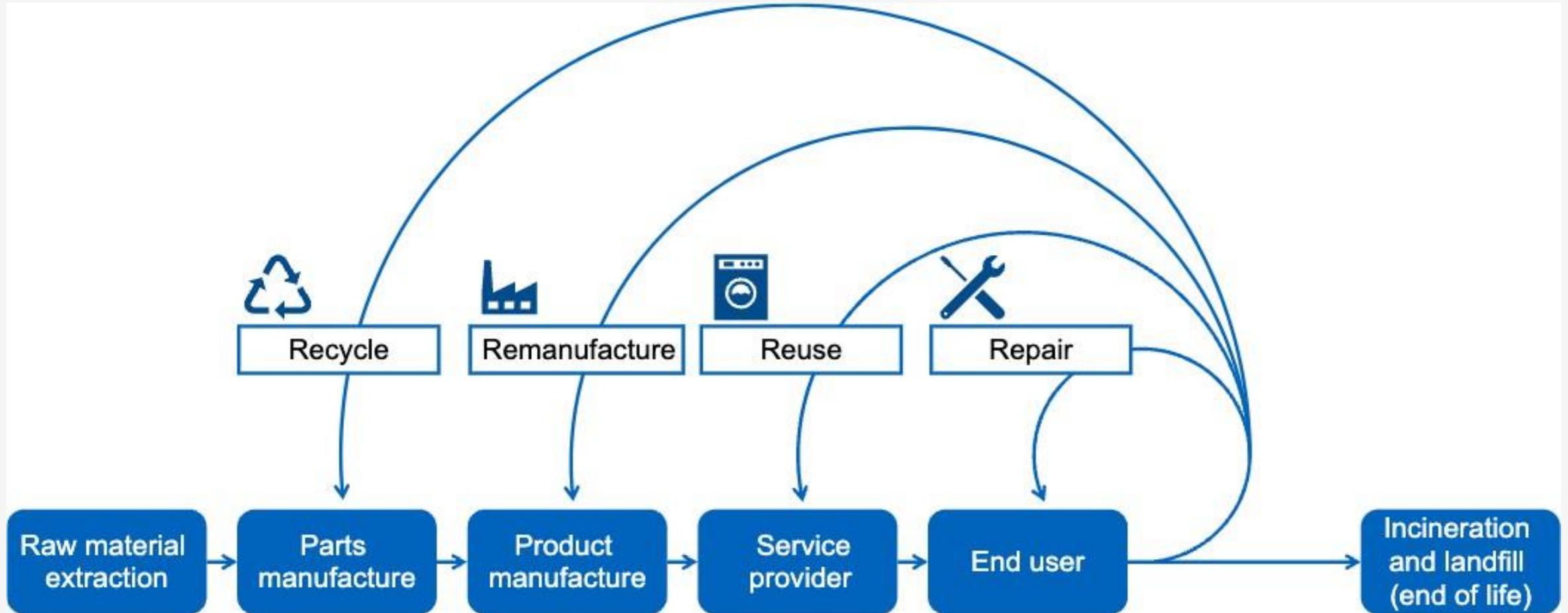
REHEAL aims to support European healthcare systems in moving away from predominantly linear, single-use medical supply chains towards more circular, resilient and sustainable approaches, while maintaining patient safety, regulatory compliance and operational viability.

## Vision

REHEAL seeks to enable healthcare buyers and suppliers to make better-informed, evidence-based decisions about the adoption, management, reuse and recovery of medical products by improving system-level understanding across complex, multi-actor healthcare supply chains.

## Why Buyers are acting together

The challenges associated with circular healthcare supply chains are shared across healthcare systems, cannot be addressed by individual organisations acting alone, and require new approaches informed by early market engagement.



Illustrative view of the complex, interconnected system within which healthcare supply chain decisions are made

## Buyers' Group Shared Context

Healthcare supply chains across Europe are largely *linear*, single-use models, resulting in:

- **High volumes of waste** and associated environmental impact
- **Rising costs** across procurement, operations and waste management
- **Fragility of supply** (e.g. PPE shortages during COVID-19)

Healthcare buyers operate in **complex, highly regulated environments** with limited visibility across product lifecycles and constrained ability to assess alternatives to existing practices.

While local contexts differ, REHEAL Buyers **face common constraints and information gaps** that limit their ability to evaluate and adopt more circular approaches.

The REHEAL Challenge reflects **a shared problem space**, rather than the needs or priorities of any single organisation or healthcare system.

**Current approaches are not sufficient to support circular healthcare supply chains at scale.**

Key constraints faced by healthcare buyers and suppliers include:

- **Fragmented data** across product lifecycles and organisations
- **Limited interoperability** between regulatory, operational and procurement information
- **High uncertainty** around feasibility, compliance, cost and operational impact
- **Lack of shared evidence** to inform investment and procurement decisions

**The aim of REHEAL is to** address these limitations by creating a structured, buyer-led environment in which unmet needs can be explored and validated with the market before procurement



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# PCP in REHEAL



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# Purpose of a PCP

- PCP enables procurement of research and development (R&D) services where solutions are not yet available on the market
- It supports innovation to meet unmet Buyers needs
- Risk and benefits are shared between buyers and suppliers
- A competitive, phased approach is used

The **REHEAL PCP** process is based on these elements:

- A **buyer-led PCP**, targeting research and development services where suitable market solutions do not yet exist.
- **Early and open market engagement** through this OMC, enabling suppliers to provide feedback on feasibility, risks and capabilities.
- Insights gathered through the OMC will be **used to inform the preparation of the Call for Tenders**, including refinement of the REHEAL Challenge and procurement specifications.
- **Co-design and testing activities** with healthcare providers, policy-makers and suppliers to refine user needs and requirements.
- **Phased competition**, in line with Horizon Europe PCP rules, to progressively assess and compare solution approaches.



# REHEAL What PCP means for suppliers at this stage

At this stage, the REHEAL Pre-Commercial Procurement (PCP) is in its **preparatory phase**, focused on consultation and information-gathering. For suppliers, this means:

- **No proposals or solutions are requested** at this stage
- Participation in the OMC is **voluntary and non-binding**
- Participation **does not confer any advantage** in the future Call for Tenders
- Feedback is used to **test feasibility, scope and assumptions**, not to select suppliers
- All inputs will be **aggregated and anonymised** before being used to inform procurement documents

Opportunities to submit proposals will arise **only through the formal Call for Tenders**, expected later in 2026



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# The OMC in REHEAL: Purpose and Methodology



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# REHEAL Purpose of the OMC

The Open Market Consultation (OMC) is a **formal preparatory step** in the REHEAL Pre-Commercial Procurement (PCP).

## Purpose of the OMC:

- To **inform the market** about the upcoming REHEAL PCP
- To **consult suppliers and innovators** on feasibility, risks, and capabilities
- To **test and refine assumptions** underpinning the REHEAL Challenge
- To support preparation of **clear, proportionate and innovation-friendly procurement documents**

## How the OMC is conducted

- Through a programme of **open and transparent engagement activities**
- Open to all interested organisations across Europe and beyond
- Conducted in line with **Horizon Europe PCP rules** and equal-treatment principles
- All feedback is **aggregated and anonymised** before being used to inform next steps

The OMC **does not involve solution selection** and **does not replace** the formal procurement process



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# OMC Roadmap & Engagement Opportunities



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## THE REHEAL OMC is now open

- Suppliers may submit questions via the REHEAL Helpdesk (on the REHEAL website) until **27 February 2026**
- All questions and feedback will be synthesised and anonymised
- Responses will be published on the REHEAL website on **6 March 2026**

## OMC timeline (February – March 2026)

February–March 2026 - OMC activities (events, surveys, helpdesk)

31 March 2026 - Final EU-level OMC webinar (presentation of aggregated learning)

30 April 2026 - OMC Evaluation Report published on REHEAL website

**Participation in the OMC is voluntary and non-binding and does not confer any advantage in the Call for Tenders**

Feb 11	Information session (online)
Feb 16	Scotland (hybrid)
Feb 18	Spain (hybrid)
Feb 19	Poland (hybrid)
Feb 24	Denmark (hybrid)
Feb 25	Greece (hybrid)
March 2	EU-level (Brussels, Belgium) (in-person only)
March 31	Final webinar; OMC learnings

**Innovators, suppliers, and other relevant stakeholders** are invited to take part and contribute to shaping the next phases of the project.

**By participating**, you can:

- Learn more about the REHEAL challenge
- Share insights on market gaps, needs, and opportunities
- Contribute to the definition of PCP requirements together with European healthcare systems

- THE REHEAL OMC is now open!
- Today was an orientation, not a consultation – sign up for one of our OMC events to contribute your views on the REHEAL Challenge
- Your feedback during the OMC will shape the PCP design
- Engagement continues throughout February and March 2026

# Questions?

# Thank you for your participation!

REHEAL website OMC page



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