**EIT HEALTH INNOSTARS – ILEX INTERNATIONAL INNOVATION CONTEST POWERED BY BCCI**

**ONEPAGER**

**Name of the contest project:** Artificial Intelligence and E-sports for the sake of a sustainable European health industry

**Methodology:** digitization

**Competition category of innovation**: sustainability

**Project manager:** AI Generation Zrt

**Representative:** Prof Dr Miklós Imre

**Problem:** A prime example of the rapid development of technology is the mundane nature of video games. However, an additional example can be the fact that, in the beginning, leisure activities were able to grow into sports, which gave birth to professional video gaming, i.e. e-sports. Researching the young sport type and helping e-athletes is also relevant from a scientific point of view, since many e-athletes are lost in terms of what they should do in order to achieve better performance and become professionals. In this regard, we are beyond the experimental phase of the joint use of artificial intelligence and e-sports, several studies report on the real cooperation between the 2 entities. In comparison, what is the connection between e-sports and the sustainability of healthcare? Our innovation demonstrates this.

**Solution:** The recruitment of European healthcare professionals and the maintenance of their legal relationship at healthcare institutions require more and more serious efforts. Taking into account the rapid aging of the European population - which is already placing an increasingly serious burden on the EU health funds - this seems almost hopeless - a phenomenon that is increasingly endangering the maintenance of the European health industry. As a researcher on the topic, during conversations with several doctors and nurses in health care institutions, a very surprising picture emerged, while we expected that income-career problems, difficult mental and physical conditions were the cause of the decreasing commitment of the staff, in several places the reason arose that the members of the professional staff are not mentally prepared for the ever-increasing digitized tasks, more and more medical devices require the continuous maintenance of the non-medical professional staff. A large part of the medical staff is therefore incompetent in the operation of the high-tech device park that increasingly permeates the healthcare sector, and they also think that with so much income, this is not their task. However, what happens if the professional staff is selected based on the development model of e-athletes, already at a much younger age (under student status), with the help of artificial intelligence during the execution and data processing of personality tests developed in video games, and this is not only in the selection of a suitably motivated future employee in the health industry it helps, but it can also be an effective answer in terms of the availability of the digital competences of future professionals, precisely because of e-sports? Our innovation creates the digitalization background of this new methodology, based on R+D.

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Budapest, January 31, 2024.

Prof Dr Miklós Imre

Legal and Government Director