

Sprint #1: Shaking up the eHealth Industry in the New Digital Era

WORKSHOP

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iSprint: The start of the journey in the eHealth universe and the challenges ahead

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Profile

We are an eHealth startup with focus on cloud technologies and big data analytics, offering innovative solutions and services to companies and organizations that seek evolution through digital transformation



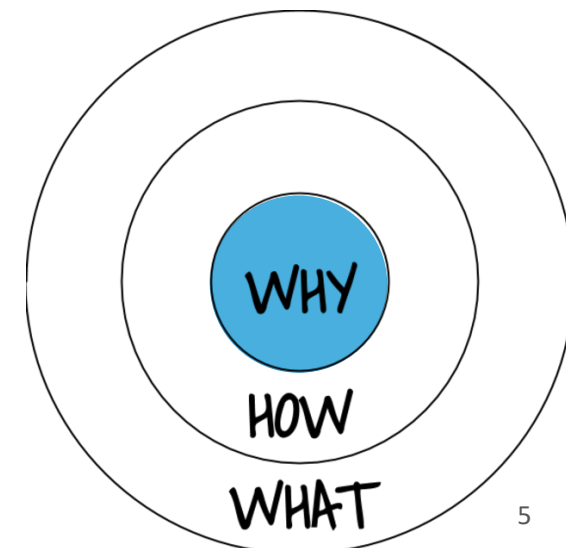
The eHealth universe

- eHealth universe consists of **known stars** and **undiscovered planets**.
- **Known stars** are technologies and practices that are applied to existing medical needs.
- **Undiscovered planets** are technologies and business models that either are not yet deployed, or they have not been optimized for the sector.
- Healthcare sector represents a good portion of the GDP of any Government and attracts billion dollar investments every year.
- However barriers to entry are huge and therefore integrated eHealth solutions fail to reach high levels of penetration.
- **Digital transformation** is a clear need for any stakeholder in this universe.

WHY - Need for Digital Transformation

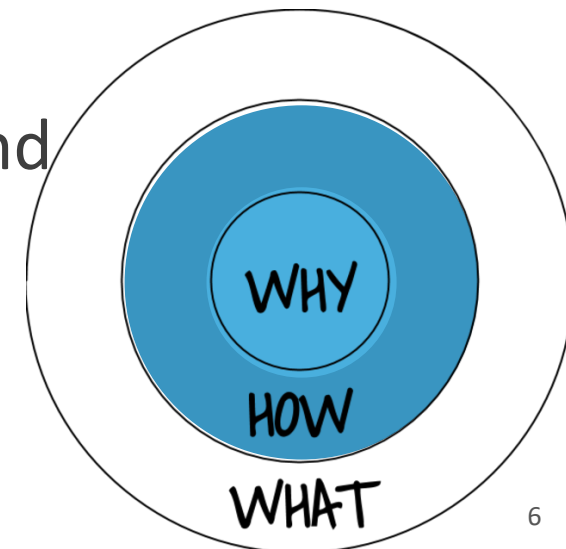
Embrace the **Digital disruption** happening in healthcare

Implement the **Vision** to become a Data-driven company, offering better healthcare Services, enhanced therapies through innovative technologies and transforming digital disruption to opportunities and increased revenues



HOW – Technologies and Process

- Cloud technologies and Io(M)T
- Coaching through advanced reasoning and AI
- Engaging UI and UX
- Blockchain technologies for EHR and patients' data
- Health Big Data analytics
- Business Model Innovation for new revenue streams and data monetization



WHAT – Strategy and Products

Methodology



Strategic Design

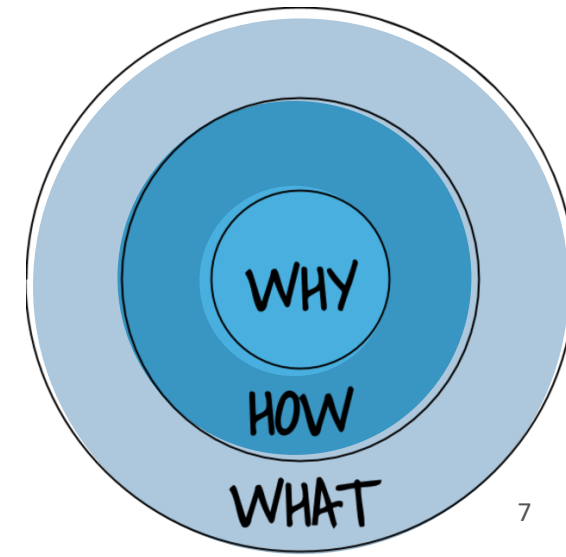


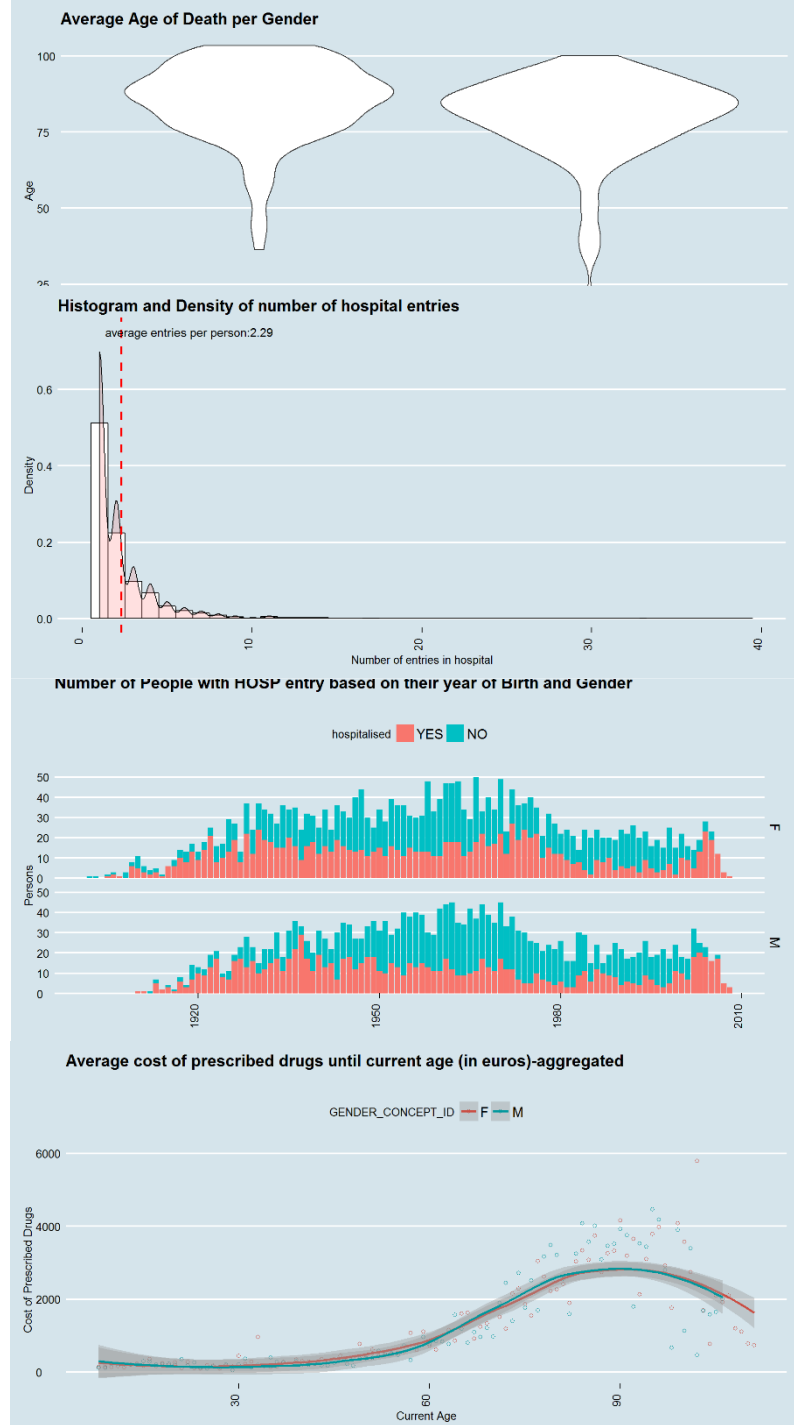
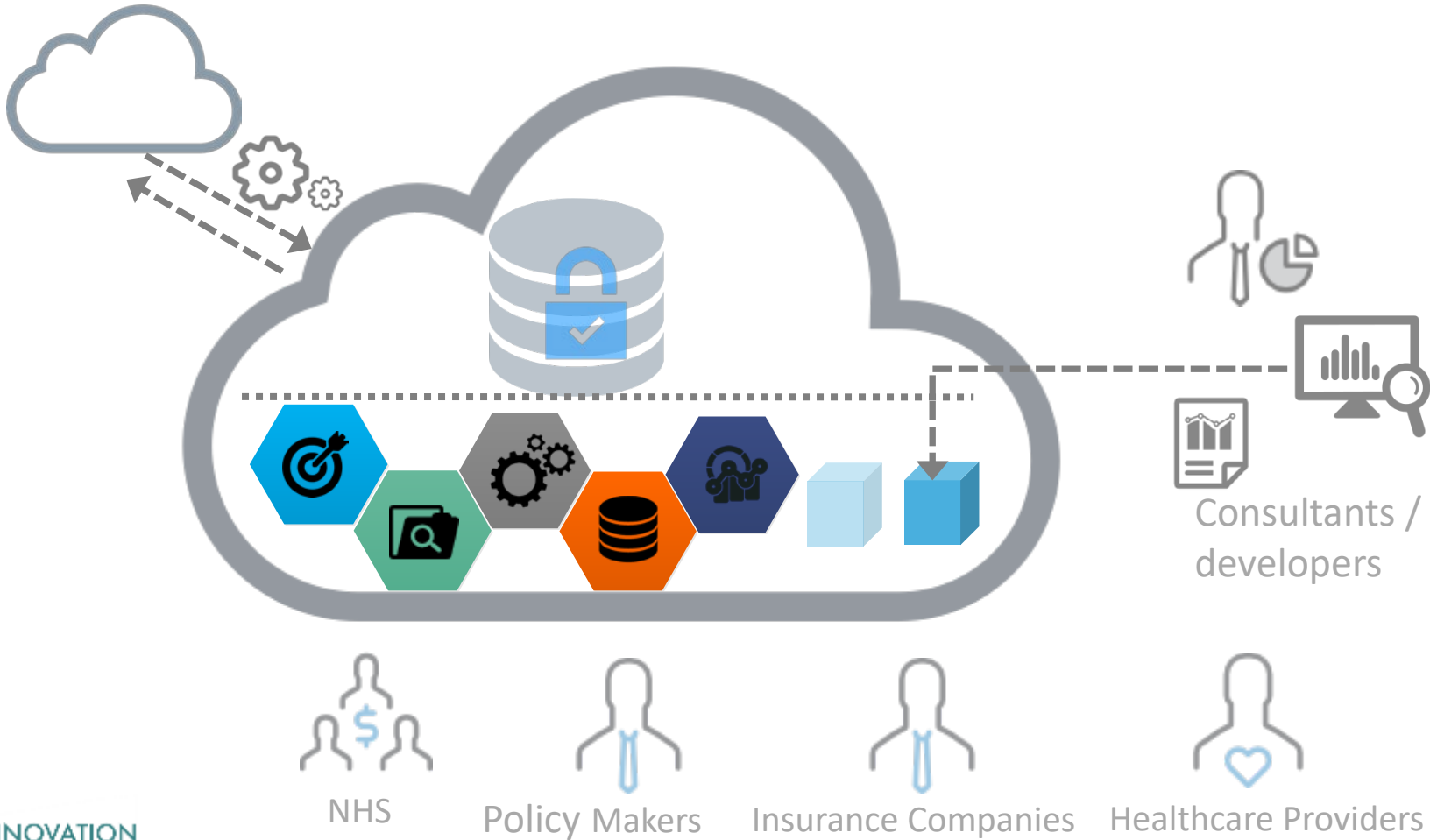
Implementation



Continuous Growth

Products







cloudcare2u
for Active Healthy Ageing

Assisted Living at Home

Personalized Health
Platform of
Tomorrow



CloudCare2U is a cloud based platform delivering **Personalized Health Care Services** through an interactive screen for patients with chronic diseases and frailty conditions.

CloudCare2U is a commercial product that evolved from a successful European project (eWALL), aiming to be a game changer in cloud eHealth solutions.

CloudCare2U solutions



SaaS

iOS and Android apps

Supporting tablets and smartphones

Smart TV versions

Access to numerous services

Freemium model

Targeted to patients and family members and caregivers



PaaS

Customization for branded solutions

Integration with 3rd party systems

Clinical Research Organizations

Smart Home Service providers

Hospitals & Pharma industry



CC2U-in-a-box

Pre-configured, ready-to-use version

Medical devices

Ship and market

Domotic sensors

Easy-to-install

Challenges ahead

- Provide technology for healthcare services to several user groups through business model innovation process
- Facilitate the data monetization for large organizations based on meritocracy
- Contribute to the digital transformation

Thank you

