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*hc*

# Digital Health & Health tech have arrived.

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## Ping An Good Doctor Has Become the First Online Healthcare Platform with More Than 300 Million Registered Users

23 september 2019 08:21 CEST

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Saar  
aan huis

reducept

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# **EUROPEAN TRENDS**

“Digital, data  
driven society”

# “Power to the health consumer”

European trends



# “Consumerisation of healthcare”



A photograph showing four healthcare workers in blue scrubs walking through a hospital hallway. A man in the foreground on the left is smiling and looking towards the camera. Behind him, a woman is looking down at something in her hands. To her right, a man is looking forward, and further back, another woman is also looking forward. They are all wearing stethoscopes around their necks and name tags. The hallway has large windows and doors on either side.

# “Productivity in healthcare”

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European trends

# “Personalized medicine”

9

# “Ageing of the EU population”

A photograph of five senior citizens of different ethnicities and backgrounds, all smiling and laughing together in an outdoor setting with trees and a building in the background. They are dressed casually, with one man wearing a cap and sunglasses, another in a checkered shirt, and others in various shirts and blouses.



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**EUROPEAN MARKET**

# About Europe's market

Percentage of healthcare professionals who currently use any **digital health technology or mobile health apps**

15-country average

78%



8,4%

France

79%



11,1%

UK

72%



9,9%

Netherlands

86%



10,7%

Germany

64%



11,2%

Poland

77%



6,3%

Italy

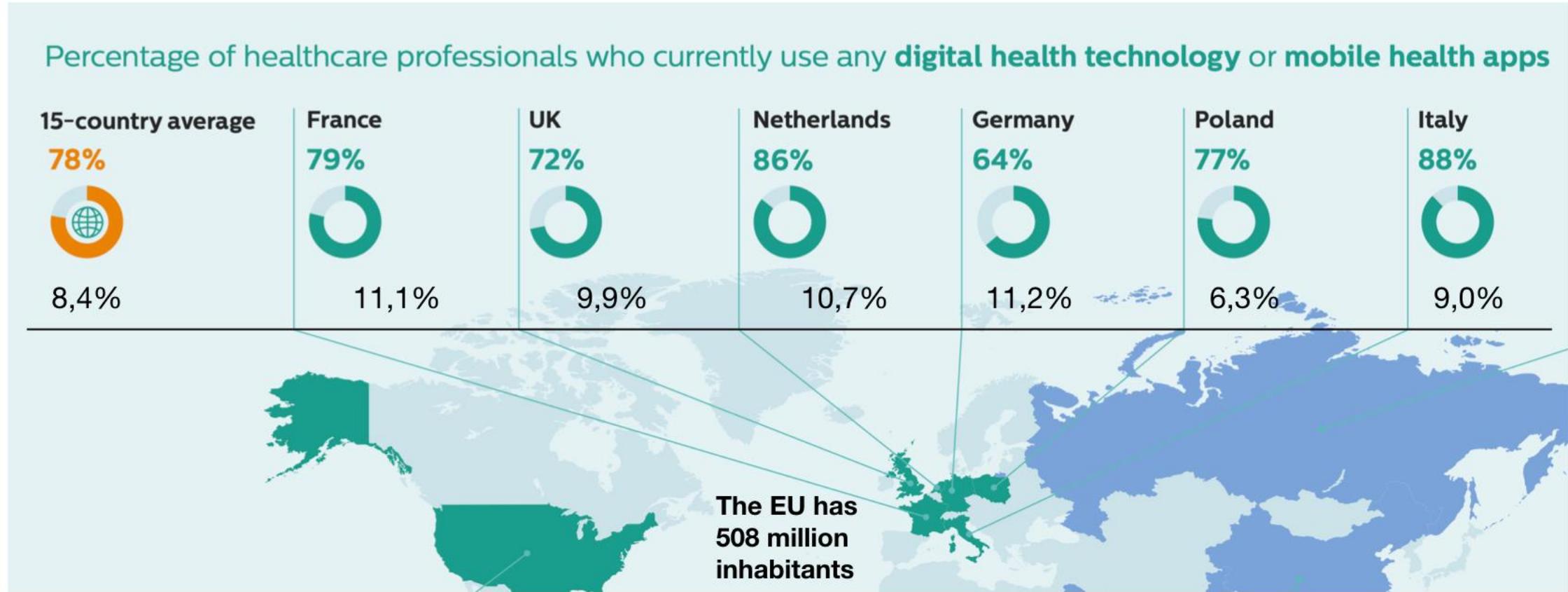
88%



9,0%

Healthcare expenditure as a percentage of GDP (2015)

The EU has 508 million inhabitants

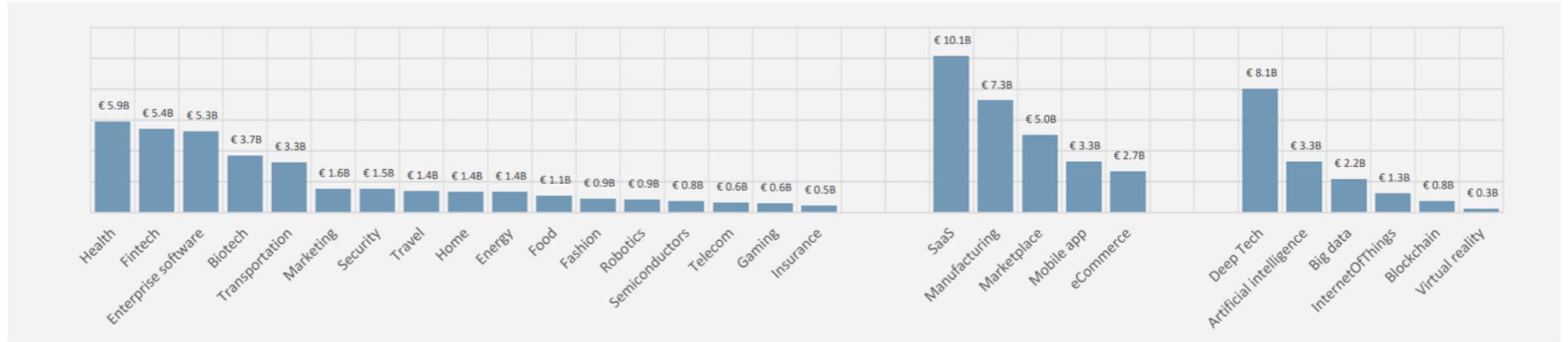


Source: [Philips Future Health in 2019](#)

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# About Europe's VC funding

Amount (€B)  
invested 2018



Health continues to be most invested industry with 5.9B in 2018

Source: [Dealroom's 2018 year review](#)

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# Health tech innovation quadrant 2019

14



Data cumulative through March 2019

Source: [Venture Scanner](#)

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# Digital Health ecosystem is growing

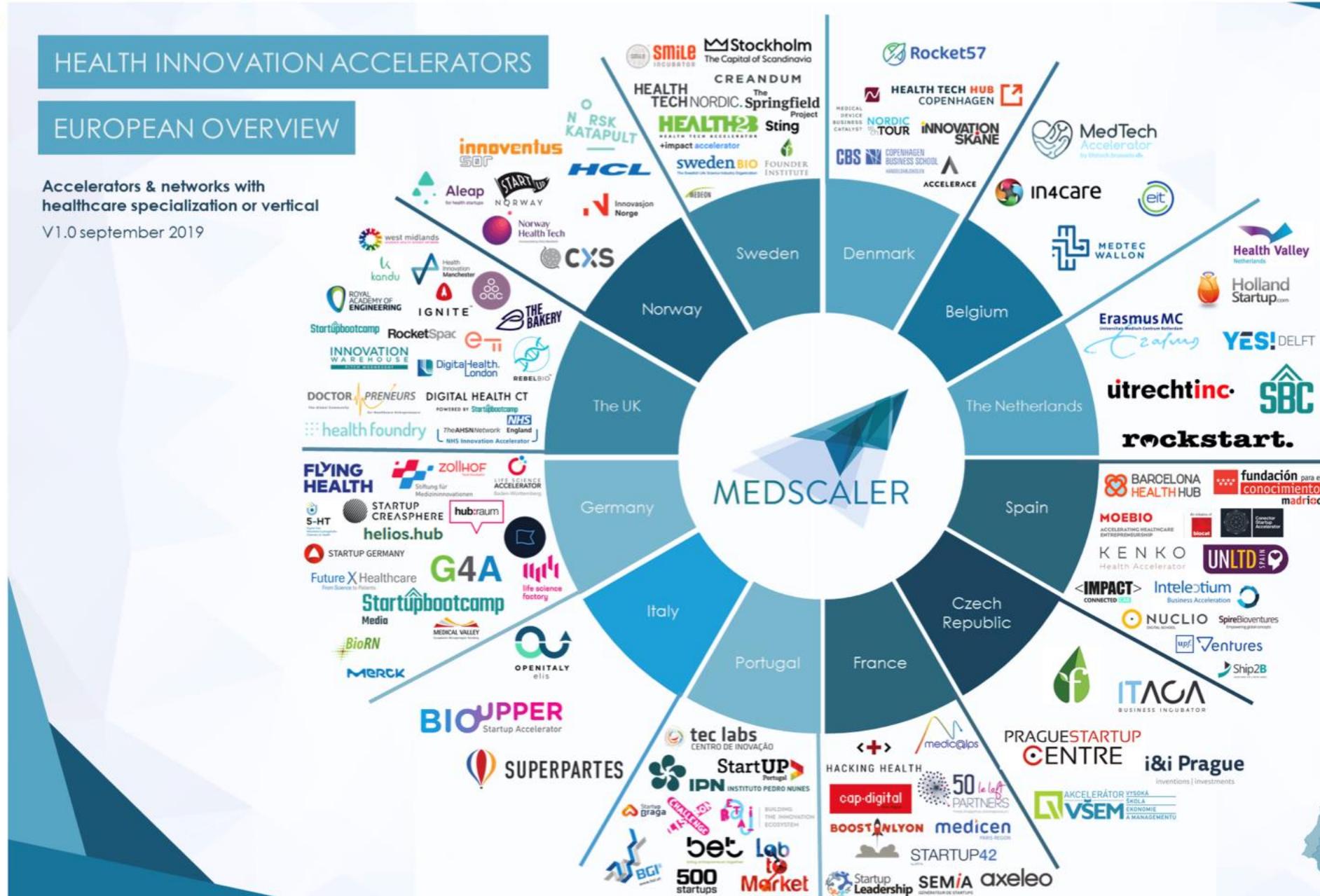


# EU Ecosystem? Scale with complexity in mind

The collage consists of several key components:

- Top Left:** A circular diagram showing a central human figure connected to various icons representing digital communication (Email, Facebook, Twitter, etc.) and other stakeholders.
- Top Center:** A flowchart showing the interaction between a "PATIENT" and "ZORGVERLEENER" (Healthcare Provider) through "PATIENTENWETENSCHAP" (Patient Science) and "ZORGKETEN" (Care Chain).
- Top Right:** A circular diagram titled "Vitaliteit, gezondheid en participatie van inwoners" (Health, well-being, and participation of citizens) and "Zorgveilig, puur en excellente zorg" (Safe, pure, and excellent care). It also mentions "Samenwerken in regionale zorgnetwerken" (Collaboration in regional care networks) and "E-Health oplossingen voor patiënten en zorgnetwerken" (E-Health solutions for patients and care networks).
- Middle Left:** A diagram of a "Zorgplatform" (Care platform) represented as a cloud with various interconnected icons.
- Middle Center:** A network diagram showing "Leden" (Members), "1e lijn" (Primary care), "2e lijn" (Secondary care), "Huisarts" (General Practitioner), "Mantel zorg" (Home care), "Patient", and "ZBC" (Zorgverlener Centrale Balie) all interconnected.
- Middle Right:** A complex network diagram centered around "Centrale voorzieningen" (Central facilities) and "Standaarden" (Standards), with various healthcare professionals (Nurse, Doctor, Psychologist, etc.) and "GGZ" (Psychiatry) integrated.
- Bottom Center:** A circular diagram showing a person at the center connected to various healthcare services like "Gespecialiseerde zorg", "Fysiotherapie", "Psychologie", "GGZ", "Nursing", "Assistentie", "Apotheek", "Wijzelpoging", and "Zorgverlener".
- Bottom Right:** A map of the Netherlands titled "Verdeling netwerken palliatieve zorg Nederland" (Distribution of palliative care networks in the Netherlands) showing the distribution of networks across the country.
- Far Right:** A cartoon illustration of a group of people running along a path labeled "JEUGDHULP" (Youth Help) with various Dutch regions like "GRONINGEN", "OOST-GRONINGEN", "WEST-GRONINGEN", "EIGENHAAKSCHAP", "PERSPECTIEF", and "Kwaliteit" (Quality) visible.
- Bottom Left:** A small graphic with the text "Juiste zorg, juiste informatie, juiste plek" (Right care, right information, right place) and a circular diagram with icons related to healthcare.
- Bottom Right:** A graphic featuring various healthcare icons (stethoscope, wheelchair, gear, etc.) arranged in a circle.

# European health innovation accelerators



# Entering EU Market

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## **Stakeholders**

Every European country different players

## **Reimbursement**

Learn about business models

## **Regulations**

MDR replaces MDD in 2020

## **Standardization of IT**

HL7 v3 or HL7 vFHIR

## **Local heroes**

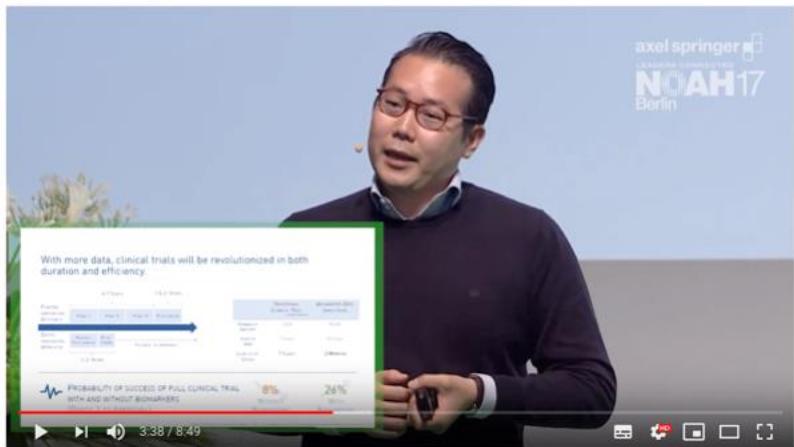
Local oriented doctors

## **Medical Protocols**

Learn how market your product

Healthy.Capital tips

# European experts to listen, watch and learn from

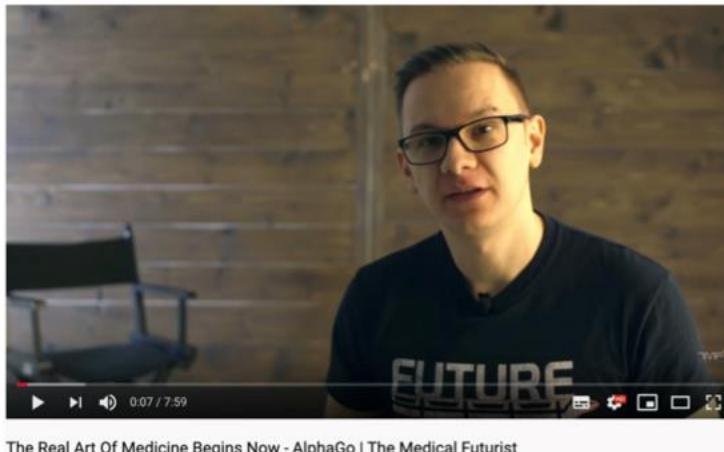


Ming Sung Kim - Digital Health VC



Eugene - Bayer

Maneesh Jujenja



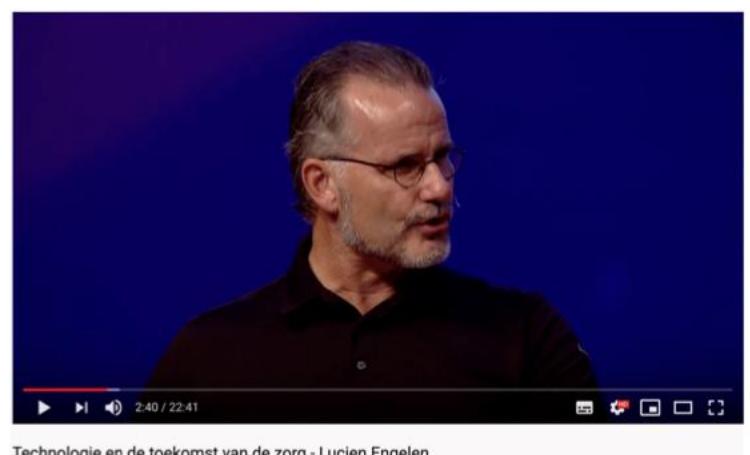
Berci Meskolan - Medical Futurist



Denise Silber - Doctor 20



Marc Sluijs - Digital Health Network



Lucien Engelen - Deloitte



**Thank you. [www.healthy.capital](http://www.healthy.capital)**

# Investment Criteria

Excellent team and founders

Product/market fit & Go-to-market

Consumer / Patient solution B2(B2)C

Growth with scalability and profitability

Data driven



Health & Wellness



Care



Cure

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