



DIGITAL HEALTH IN GERMANY IMPROVING HEALTH CARE THROUGH DIGITALISATION

23 November 2024

Code of conduct



All participants are muted



The webinar will be recorded

The today's presentation will be made available afterwards



Please ask questions through the Q&A window



Q&A session at the end of the presentation



Short survey at the end

Meet the speakers



Startups & Healthcare sind Dein Thema? Dann vernetze Dich mit mir!

Matthias Schwarz · 1st How do startups enter the German healthcare market?





Diana Hardie · 1st CEO Swiss Healthcare Startups | entrepreneur | board member | MBA

Technische Universität München





Stefan Lienhard «I'd rather be a pirate than join the navy». digital health center bülach





Ines Banhardt · 1st Export, Internationalization, International Project & Event Management, Marketing, Networking

Swiss Business Hub а. Germany/FDFA Federal Department of Foreign Affairs -Northumbria University



Nadja Kolb Helping Swiss SME entering new markets and boost Swiss technologies abroad.



Switzerland Global Enterprise



- The German health care system
- The Swiss ecosystem
- Digital health tour to Germany, April 8-12, 2024
- Q&A



The German health care system

About me:



- Matthias Schwarz
- 30 years of professional experience in the healthcare sector
- 18 years of sales experience /key account
- Founder of Healthcare Founders

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Topics:

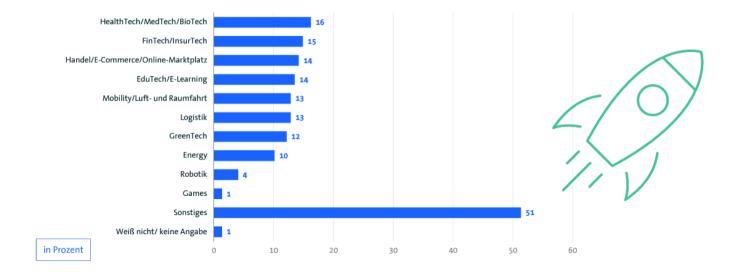
- Nationwide initiatives for digital health care
- How the market works, regulations, reimbursement
- Market access

Facts:

New Start-ups by Industry

Tätigkeitsbereich & Leistungsangebot

In welchen der folgenden Bereiche ist euer Startup tätig?



		Health-Startups pro 100 Tsd. Einwohner*innen ¹	VC-Investments (2017-2021) pro Kopf	Anteil Health an allen VC-Invest- ments (2017-2021)	Wertvollstes nicht notiertes Health-S	
*	Israel	15,6	541 \$	19 %	•	OrCam 1 Mrd. \$
	USA	7,7	628\$	26 %		Devoted Health 12,6 Mrd. \$
	UK	5,6	235\$	19 %	SURGICAL	CMR Surgical 3 Mrd. \$
	Frankreich	2,4	91 \$	20 %	Doctolik	Doctolib 6,4 Mrd. \$
	Deutschlan	d 2,2	69 \$	14 %•		t-knife 0,5 Mrd. \$
	Italien	1,2	9\$	19 %	inno heart	InnovHeart 0,3 Mrd. \$

1) Als Health-Startups wurden ab 2000 gegründete, heute noch aktive und nicht börsennotierte Startups berücksichtigt.

Facts:

Quelle: Dealroom 2022

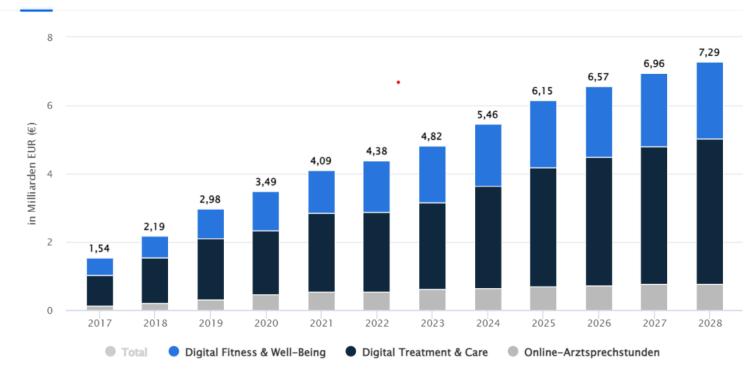
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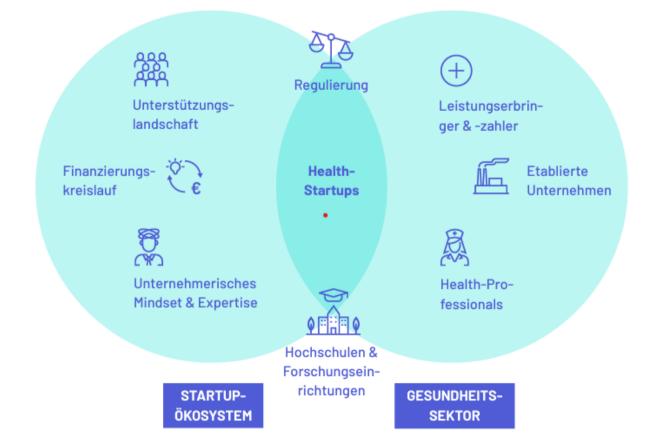
Sales in the digital health sector

https://de.statista.com/outlook/hmo/digital-health/deutschland#umsatz





The Ecosystem



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Market players



- Service providers (doctors, hospitals, etc.)
- Payers (statutory health insurance, private health insurance, accident insurance, etc.)
- G-BA (Federal Joint Committee)
- ZPP (Central Prevention Testing Center)
- BVA (Federal Insurance Office)
- Bfarm (Federal Institute for Drugs and Medical Devices)

Opportunities for market entry:

- Standard care (collective agreement) =G-BA
- Selective contract according to § 140a SGB V = GKV
- Statutory benefits (domestic KP) = GKV
- Medical device = various optionsDIGA = Bfram
- § SGB V 20 SGB V (prevention/BGM/BGF) = GKV
- § 5 SGB XI (prevention care) = GKV
- Marketing cooperations = all sectors



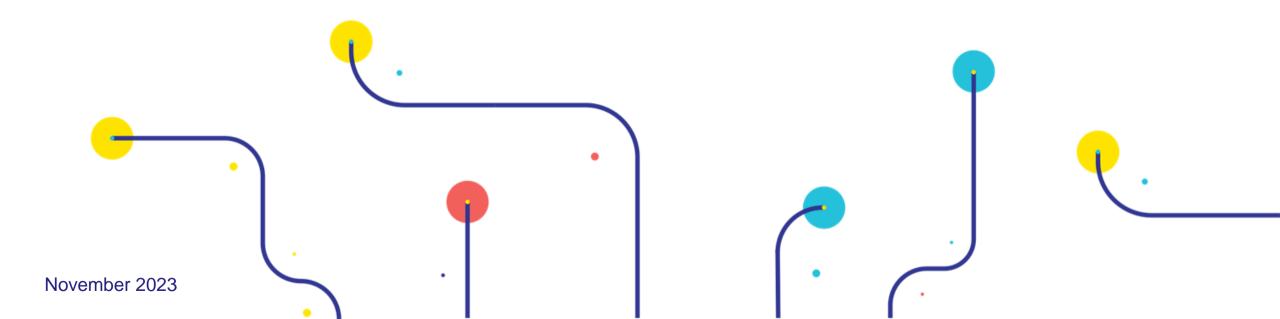


Quick-Wins:

- Which path is the right one for me?
- Where are my target customers?
- Do I have the right know-how in my team?
- What does the market look like and where is it heading?
- Do I have the right network?
- Who are my strategic partners?
- Which players do I need to access the market?

THE SWISS ECOSYSTEM

Swiss Healthcare Startups



Swiss Healthcare **Startups Swiss Healthcare Startups - Foundation** About Vision US & Mission **Activities**

- non-profit organization
- founded in 2016
- by successful entrepreneurs, managers, and influencers
- mission: supporting innovative healthcare startups that aim to add value to the Swiss healthcare ecosystem & supporting health organizations in driving open innovation



SHS, a **nonprofit** organization supporting innovative Start-ups and corporates in the Swiss healthcare ecosystem



Thought leader in Healthcare



Matchmaking / Networking



Education



Driving open innovation



Bridging the gap

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Cortex – The SHS Database

- ★ >670 Startup Members
- >100 new startup members during
 2023 (screening & onboarding process)
- ★ ~ 85% Swiss startups
- ★ 28 countries, 5 continents
- ★ **Early** startups **to mature** scale-ups
- ★ Digital Health, MedTech, Age Tech, Al for Health, Use of Blockchain, BioTechnologies, Pharma, Mental Health, Insurance Tech, Women's Health...

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Swiss Healthcare Startups

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digital health center bülach (dhc)

The center for digital innovation in healthcare

(November 2023)

digital health center bülach

The idea behind

The digital health center (dhc) in Bülach is **an innovation hub, completely focusing on the topic of #digitalhealth**. The association was founded in October 2021 by eight partners (see below) and opened its doors in May 2022. Since then, the **community grew up to 60 members and more than 30 network partners** within the healthcare industry.

In the dhc start-ups, established ICT companies and healthcare organizations exchange ideas, share their knowhow and experience and are partnering in projects to solve everyday challenges and to develop new digital health solutions.

The dhc has yet become a kind of **a "full-service agency" for healthcare startups**: it offers startups a wide range of services and thematic coaching according to their maturity level and along their individual journey into the Swiss healthcare system.

The dhc also offers its members office space, provides meeting- & workshop-rooms, it organizes community- & networkingevents, physical events (workshops, congresses etc.) and webinars.

The members of our board:





Pilars and activities of the dhc



Start-ups from the field of health and ICT

 bring new solutions to the market.

ICT companies focused on the healthcare and -tech sectors

 are the link between com panies from the health care industry and start-ups.



Companies from the healthcare industry looking for solutions

 provide access to expertise in the fields of medicine and care.

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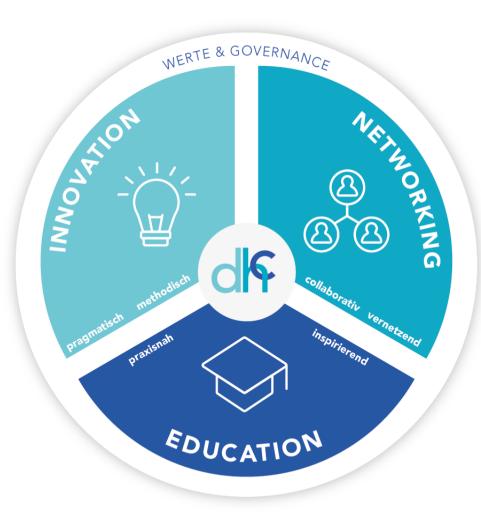
Cooperation between research and practice

 bring together start-ups and companies from the health care industry.

ξ⁸β

Events and education bring together key players in one place

 transfer knowledge and set impulses for new projects.





Why joining the digital health center?

- We help you build and develop your own personal and company network
- We partner with similar international organisations all around the globe
- We grant access to a very strong «digital health»-network within Switzerland
- We open doors into the corporate world and connect you with relevant people in healthcare
- We help you find project and/or sparring partners (for pilot / proof-of-concept)
- We offer you access to our startup coaching:
 - site search / foundation / business planning / idea validation / market access and -fit / reimbursement / regulatory / marketing / process optimization / pitch training / bookkeeping / human resources / funding / scaling / internationalisation
- We run an own Healthcare Startup-Incubator (as per June 2024!)
- We give you free access to all of our events (around 24 events per year)
- We offer you attractive marketing opportunities and platforms (website, social media, newsletter, podcasts...)

Contact



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Switzerland Global Enterprise





The official Swiss consultancy, promotion and platform organization for export and investment promotion

Together with our partners at home and abroad, we support Swiss SMEs in their international business and help innovative foreign companies with potential that are interested in settling in Switzerland. In this way, we create added value for our clients and prosperity for Switzerland.

At a glance



Non-profit organization with over 2,000 members



Export promotion: On behalf of the Confederation (SECO) since 1927



Investment promotion: On behalf of SECO and all canton since 2008



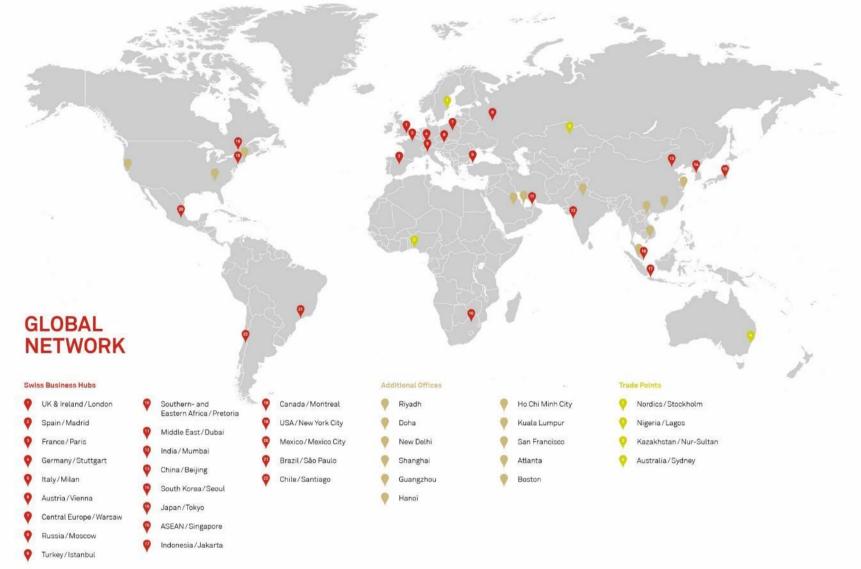
Swiss presence: Head office in Zurich, branch offices in Renens and Lugano



Global presence: 26 shared global offices with the DFA, other markets via partner networks

There for customers worldwide - our global presence

External network with the DFA with representations in 30 countries, 24 cooperation agreements with bilateral chambers of commerce and global coverage through DFA basic services.



«one stop shop»: individual services and consulting





DIGITAL HEALTH TOUR TO GERMANY 8-12 APRIL 2024



Information Tour Digital Health to Berlin & Munich

Costs: 1.800 CHF

- Hotel accommodation starting April 7
- Public transportation in Berlin & Munich
- All meals
- Entrance Ticket DMEA
- Pitch events
- Third party costs
- Networking reception at the Swiss embassy

Does not include: travel to Berlin and from Munich / long distance trains







MÜNCHEN

Contact

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