

enabling new business

 SWITZERLAND  
GLOBAL  
ENTERPRISE



# **DIGITAL HEALTH IN GERMANY**

## **IMPROVING HEALTH CARE THROUGH DIGITALISATION**

23 November 2024

# Code of conduct

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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



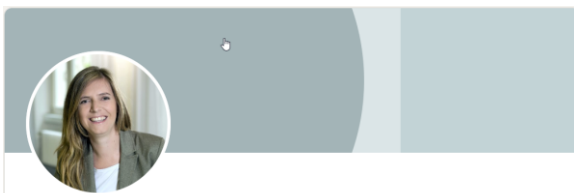
Short survey at the end

# Meet the speakers



**Matthias Schwarz** · 1st

How do startups enter the German healthcare market?



**Ines Banhardt** · 1st

Export, Internationalization, International Project & Event Management, Marketing, Networking

Swiss Business Hub  
Germany/FDFA Federal  
Department of Foreign Affairs

Northumbria University



**Diana Hardie** · 1st

CEO Swiss Healthcare Startups | entrepreneur |  
board member | MBA

TUM Technische Universität  
München



**Nadja Kolb**

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

Switzerland Global Enterprise



**Stefan Lienhard** · 1st

«I'd rather be a pirate than join the navy».

digital health center bülow



# Agenda

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



**Healthcare  
Founders**

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

# Topics:

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

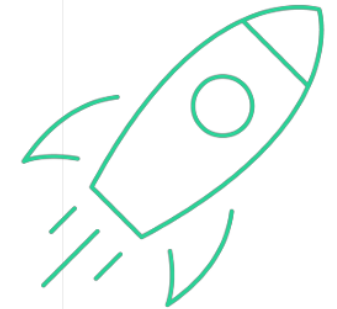
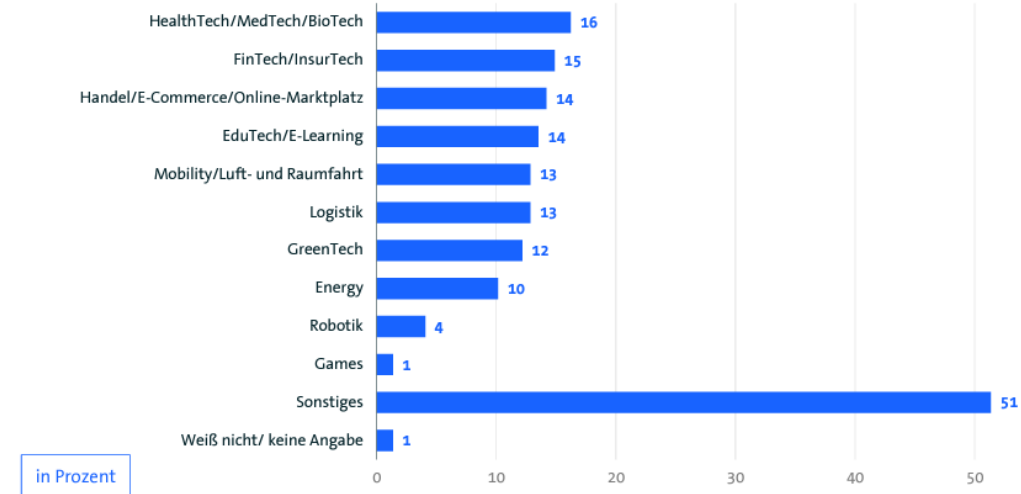
# Facts:

## New Start-ups by Industry

Quelle: <https://www.bitkom.org/Bitkom/Publikationen/Bitkom-Startup-Report-2022>













## Tätigkeitsbereich & Leistungsangebot

In welchen der folgenden Bereiche ist euer Startup tätig?





# Facts:

		Health-Startups pro 100 Tsd. Einwohner*innen <sup>1</sup>	VC-Investments (2017-2021) pro Kopf	Anteil Health an allen VC-Invest- ments (2017-2021)	Wertvollstes nicht börsen- notiertes Health-Startup
	Israel	15,6	541 \$	19 %	 <b>OrCam</b> 1 Mrd. \$
	USA	7,7	628 \$	26 %	 <b>Devoted Health</b> 12,6 Mrd. \$
	UK	5,6	235 \$	19 %	 <b>CMR Surgical</b> 3 Mrd. \$
	Frankreich	2,4	91 \$	20 %	 <b>Doctolib</b> 6,4 Mrd. \$
	Deutschland	2,2	69 \$	14 %	 <b>t-knife</b> 0,5 Mrd. \$
	Italien	1,2	9 \$	19 %	 <b>InnovHeart</b> 0,3 Mrd. \$

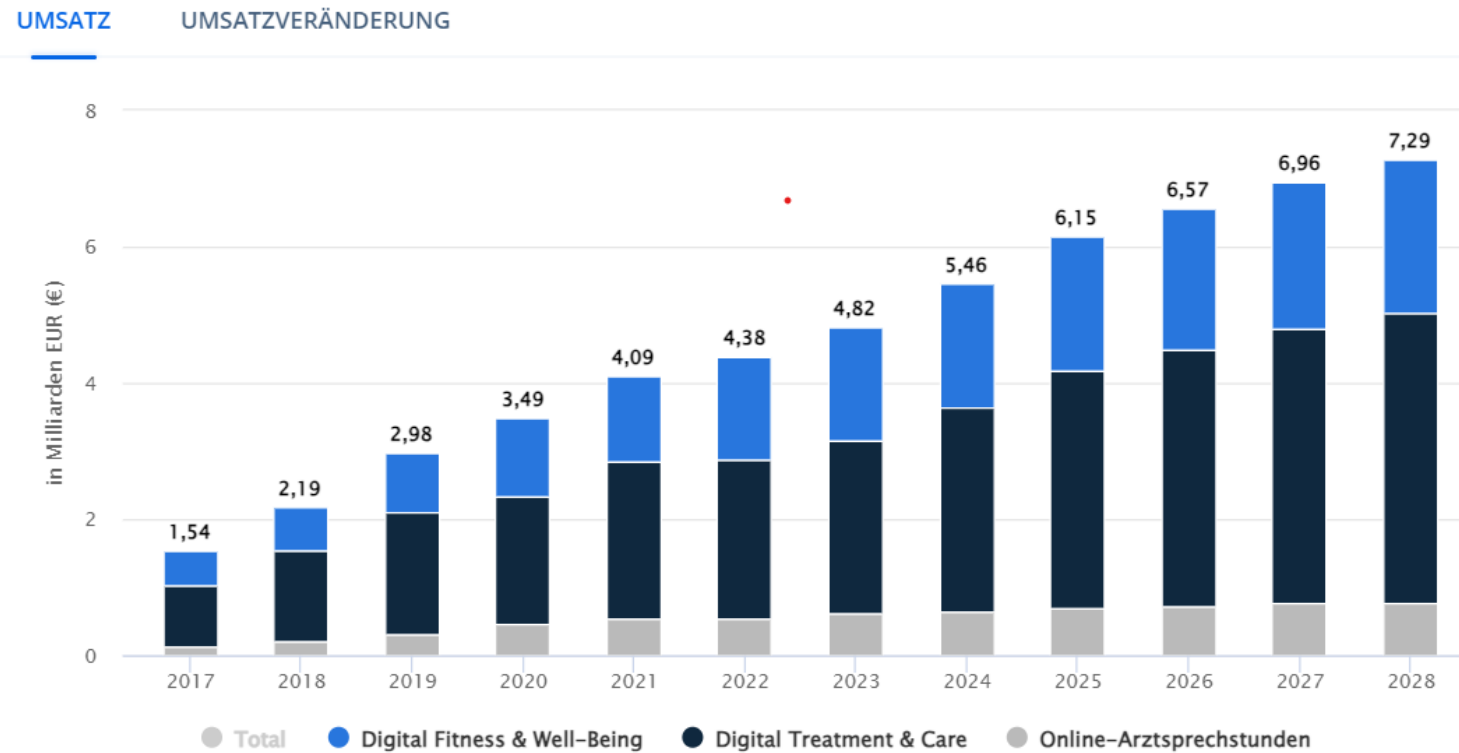
<sup>1)</sup> Als Health-Startups wurden ab 2000 gegründete, heute noch aktive und nicht börsennotierte Startups berücksichtigt.

Quelle: Dealroom 2022

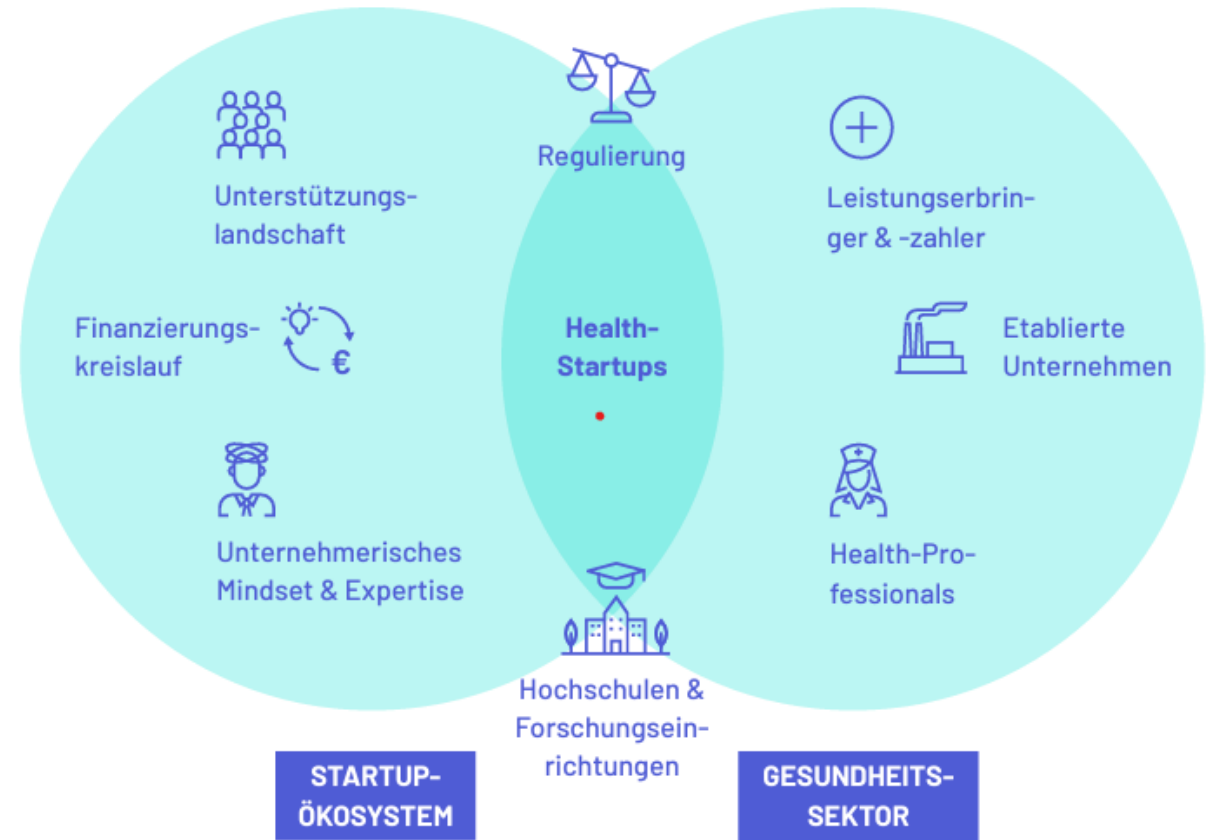
# Facts:

## Sales in the digital health sector

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

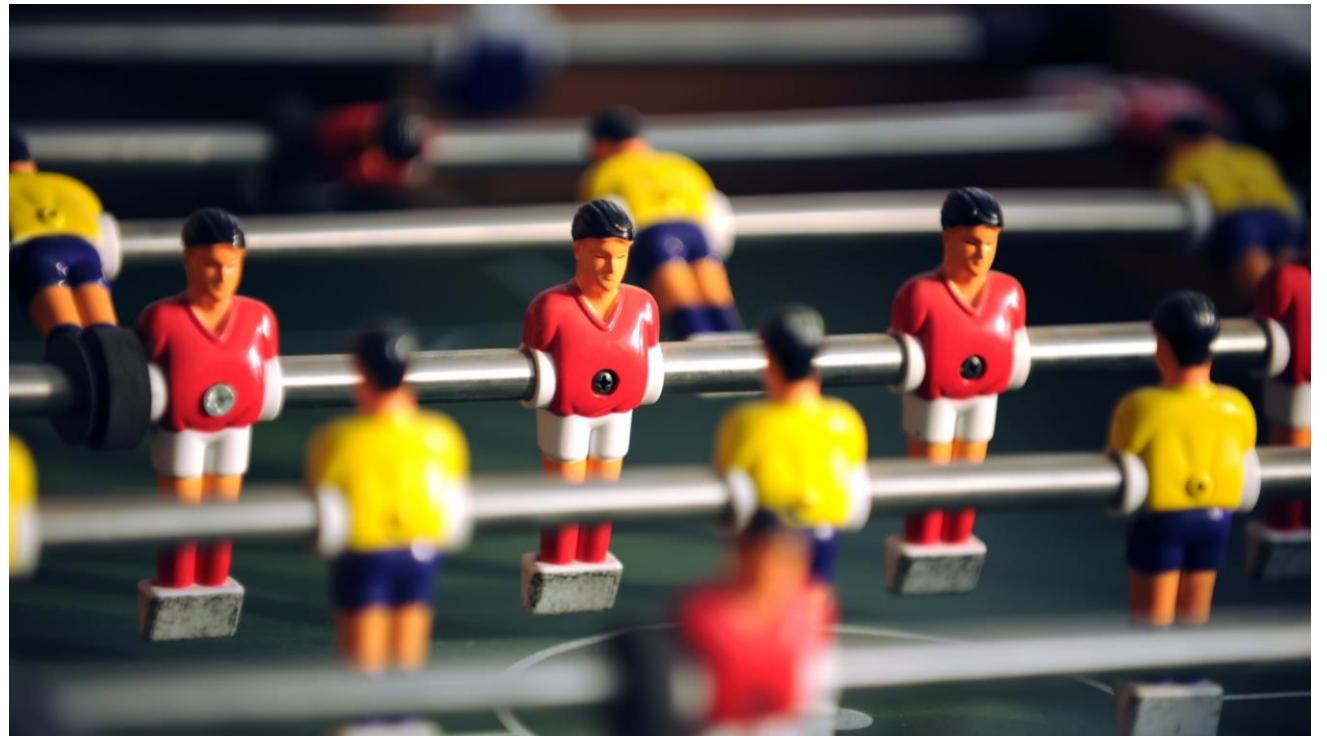


# The Ecosystem





# 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)
- Self-payers

# 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:

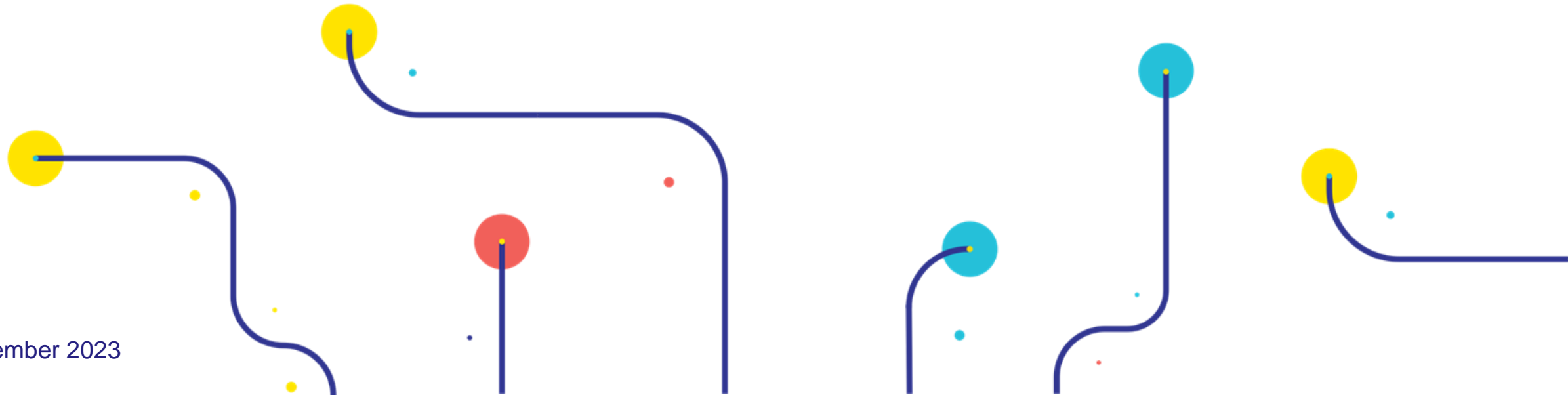
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- Which path is the right one for me?
- Where are my target customers?
- Do I have the right know-how in my team?
- What does the market look like and where is it heading?
- Do I have the right network?
- Who are my strategic partners?
- Which players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

# THE SWISS ECOSYSTEM



# Swiss Healthcare Startups

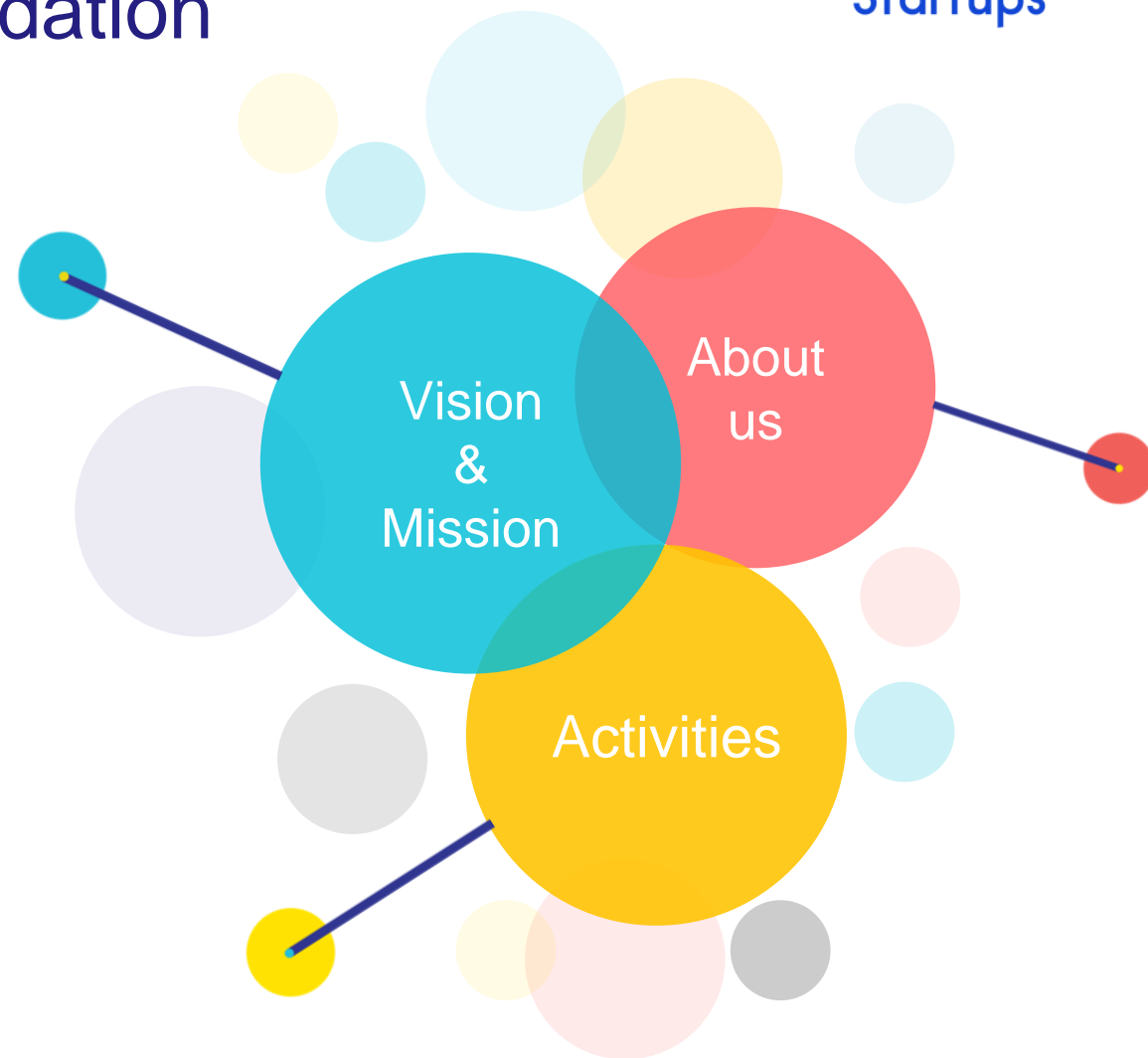


November 2023



# Swiss Healthcare Startups - Foundation

- 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



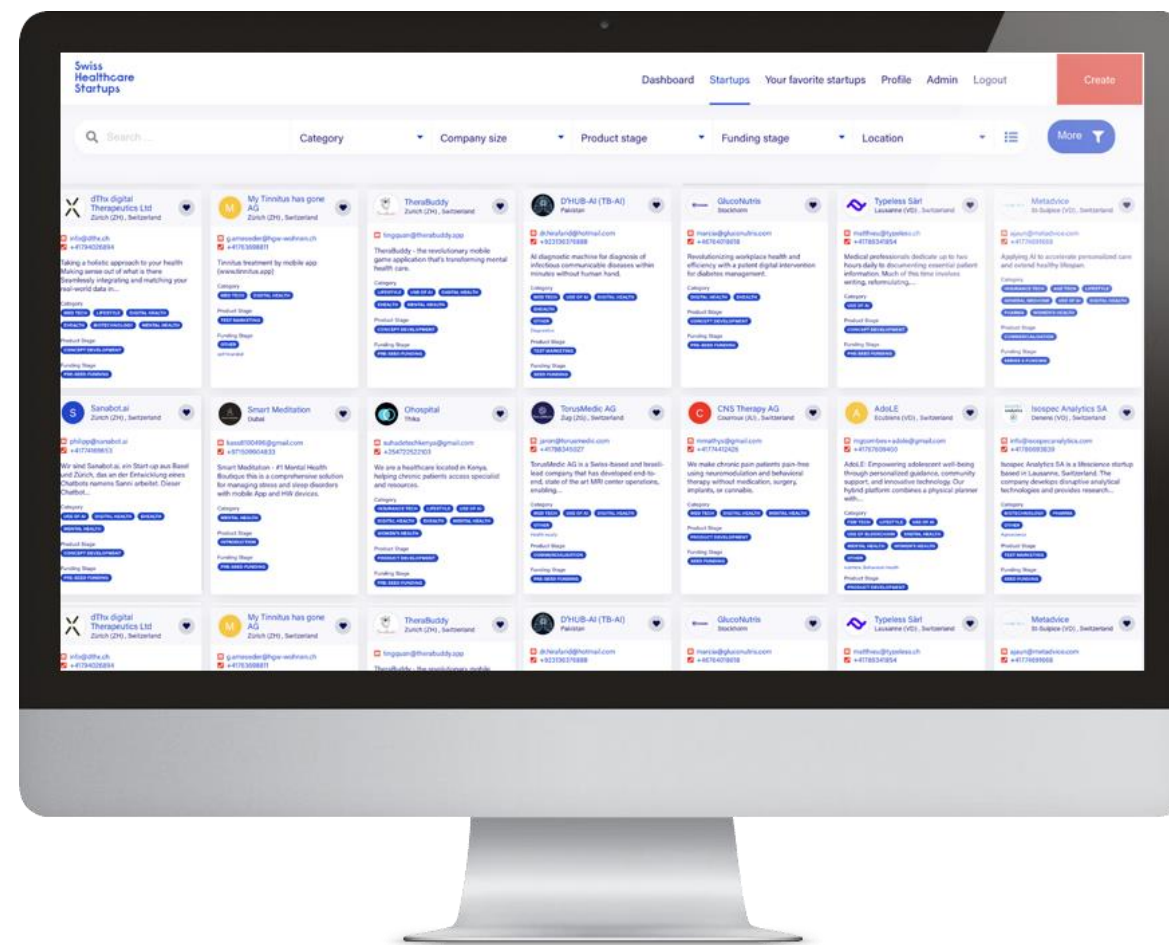
Driving open innovation



Bridging the gap

# 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, AI for Health, Use of Blockchain, BioTechnologies, Pharma, Mental Health, Insurance Tech, Women's Health...



## Contact details

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# digital health center bülach (dhc)

The center for digital innovation in healthcare

(November 2023)

# 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- & networking-events, 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.



## Companies from the healthcare industry looking for solutions

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



## Cooperation between research and practice

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



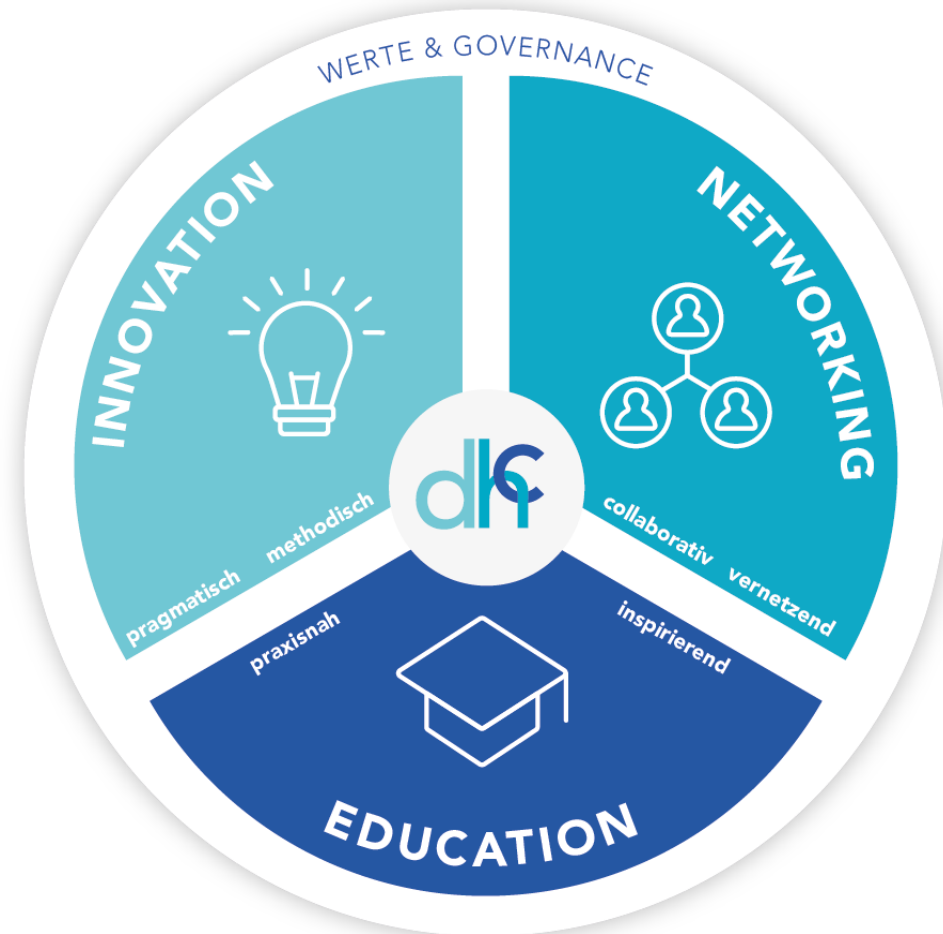
## Events and education bring together key players in one place

- ▶ transfer knowledge and set impulses for new projects.



## ICT companies focused on the healthcare and -tech sectors

- ▶ are the link between companies from the health care industry and start-ups.



# 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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CEO

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[www.digital-health-center.ch](http://www.digital-health-center.ch)



## 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



# «one stop shop»: individual services and consulting



enabling new business

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## **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



**DMEA** Connecting  
Digital Health

## Contact

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