



**Personal Decision Support System
For Heart Failure Management**

The commercial perspective

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...By the book...

- Analysis
- Business Plan
- Prototype
- Pilots
- Feedback, Changes
- First clients
- Feedback, Changes
- Return



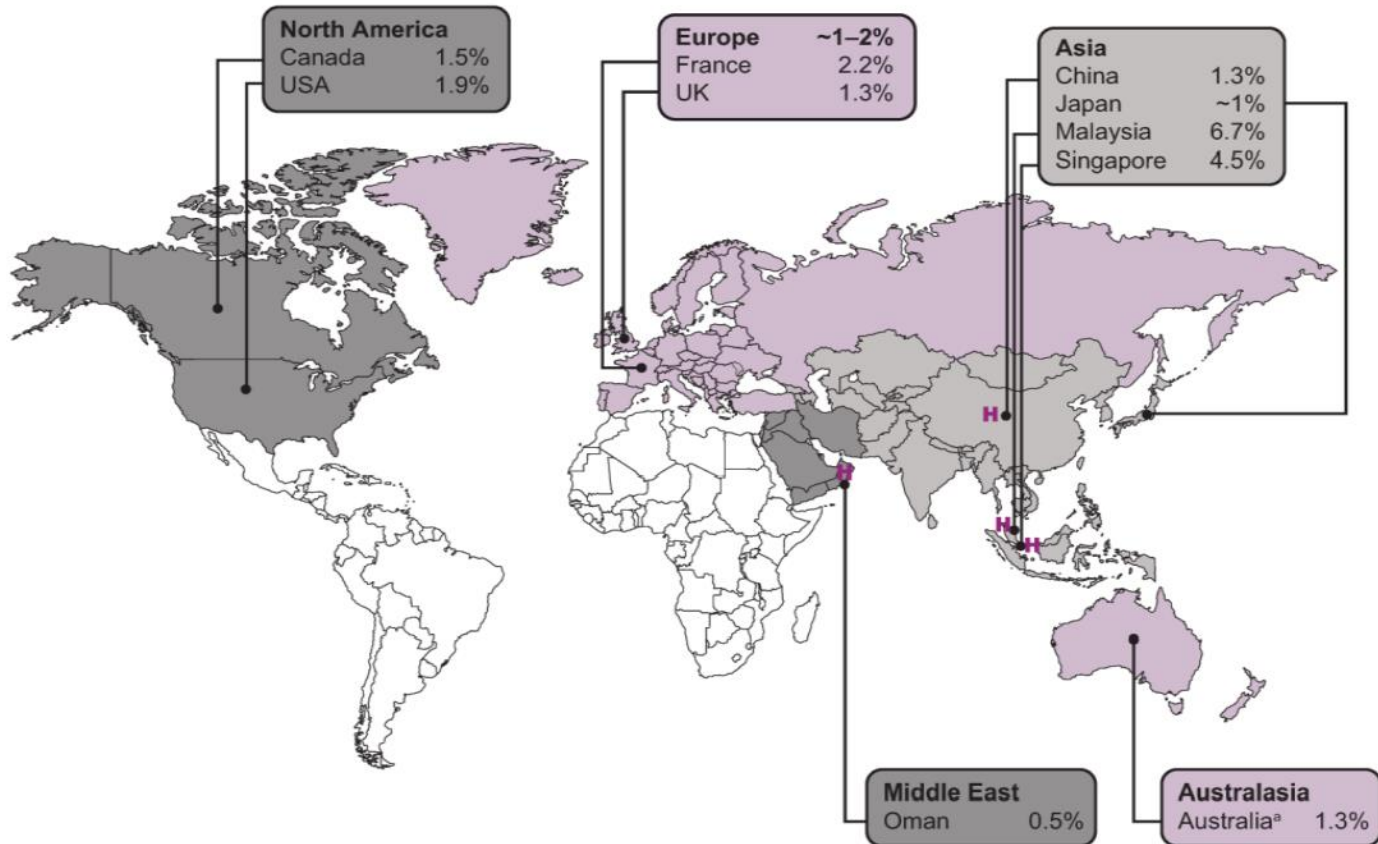
Analysis

- Market, Trends
- Potential customers
- Competitors, Competitors groups, Competitors' solutions
- HeartMan vs. Competitors
- Regulatory

Analysis

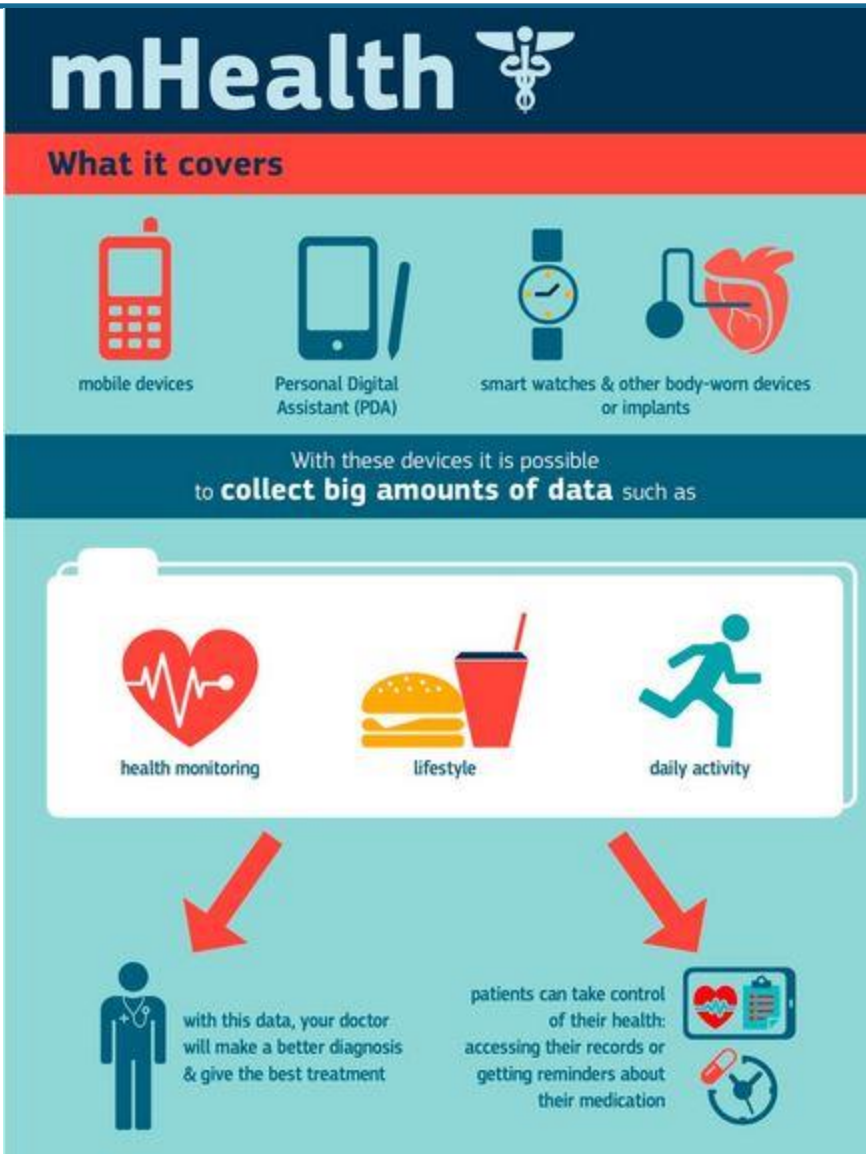
- Primary economic characteristics of the industry?
- How strong are the competitive forces?
- What trends or changes can be expected?
- What response will competitors make?
- What are the factors that will determine our ability to succeed?
- What are the industry prospects for profitability and potential for growth?

Analysis - Prevalence of HF, 1-2% in dev. World



Lessons learned

- A **huge market**
- With **players** entering now
- With different **regulations** per country
- A **lack of** special telehealth and QoL management solutions for patients at home
- **Mostly all of potential competitor groups could / might be our partners**



Business plan

Three BMC for three potential Business Models

<p>Key Partners</p> <ul style="list-style-type: none"> -Consortium partners -Service providers -Manufacturers 	<p>Key Activities</p> <ul style="list-style-type: none"> -Personalised predictive models and DMS -Software development (mobile app, middleware, portal...) -User support -Infrastructure operation, maintenance, management, update -Security mechanisms -Pilot preparation -Market analyses -Decision: Product or Service? -Final product definition, development, and test -Standardization and certification -Integration (OpenEHR, HL7...) -Who and how will pay? 	<p>Value Proposition</p> <ul style="list-style-type: none"> -Patients with CHF: <ul style="list-style-type: none"> -Health improvement -Manage CHF at home -Improved quality of life Informal Caregivers: <ul style="list-style-type: none"> -Peace in mind – be informed and reassured -Improved quality of life Professional Caregivers: <ul style="list-style-type: none"> -Less work - Daily updated and reliable information -Act before is urgent -Lower re-hospitalization rate Health institutions: <ul style="list-style-type: none"> -Cost savings -Better service Insurance companies: <ul style="list-style-type: none"> -Lower cost Researchers: <ul style="list-style-type: none"> - Access to depersonalised data All: <ul style="list-style-type: none"> -Seamless application based on DSS integrated with psychological support, able to improve adherence and compliance to physical exercises, nutrition and drugs prescript by doctors 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -A solution with: <ul style="list-style-type: none"> -Personalised recommendations -Motivation and engagement -Assistance -Call service -Additional services -Get: Advertisement, Tradeshows & seminars/webinars -Keep: Updates of software, hardware and feedback -Grow: Customer interest, knowledge, adherence to therapy -Online support -Discussions, Forum 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Patients & informal caregivers (families) -Public healthcare systems -Hospitals -Insurance companies -Telecom operators
<p>Cost Structure</p> <p>High cost:</p> <ul style="list-style-type: none"> -Fixed: HW, SW -Variable: customer acquisition, installation, support, communications costs <p>Cost structure:</p> <ul style="list-style-type: none"> -Infrastructure, equipment, devices -Marketing and sales, -Personnel -Education, training, and support 		<p>Revenue Streams</p> <p>To:</p> <ul style="list-style-type: none"> -Individuals: Patients, informal care givers (family) -Institutions -Solution providers / third parties: <ul style="list-style-type: none"> -Exploit parts -Exploit the eco-system <p>With:</p> <ul style="list-style-type: none"> -Out-of-the-box product or subscription service -Consulting -Additional products 		

Business plan

Out of the box solution

- **start in one country**
- revenue streams: subscriptions, seminars
- subscription time: 3 years, ISV / 1st level support in-country
- initial HW cost: - est. 350€, upfront fee: 100€
- monthly subscription: 50€
- churn rate: 20%

Business plan

Exploiting the ecosystem / developers

- **multi-countries**
- revenue streams: subscriptions
- monthly subscription: 200€
- churn rate: 5%

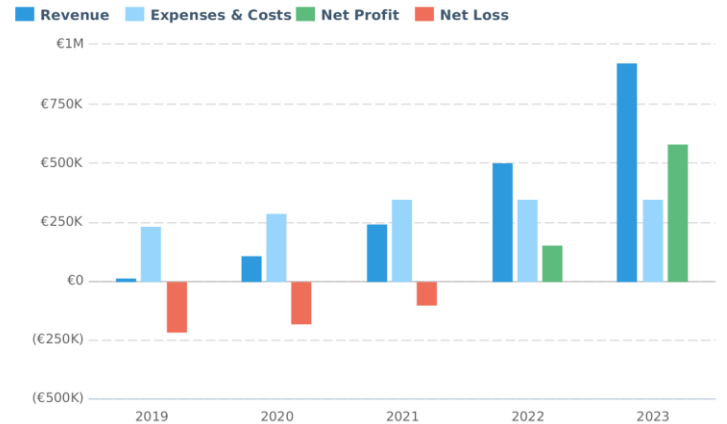
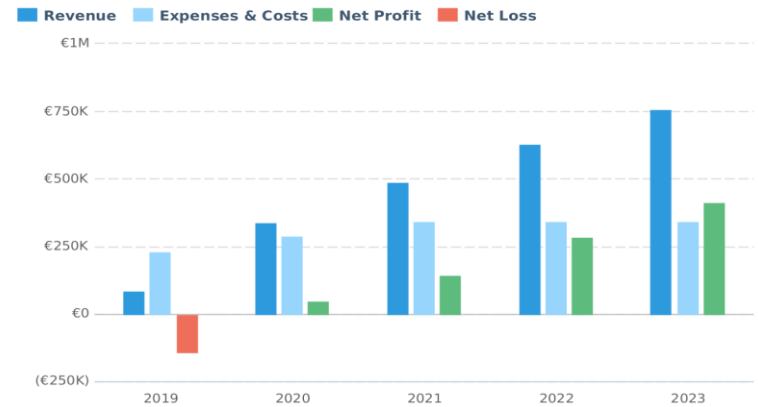
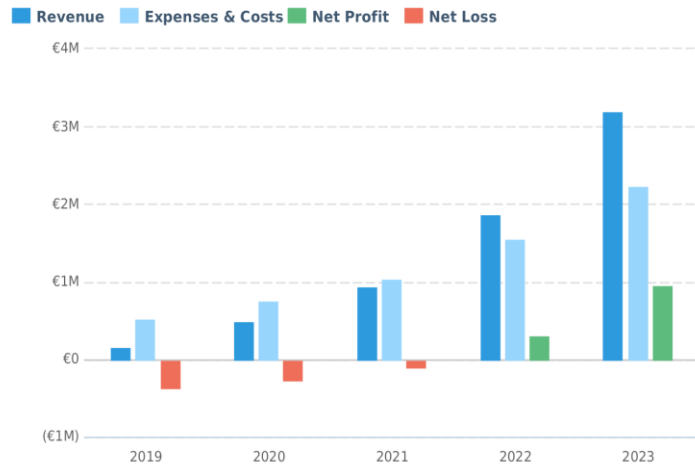
Market analysis

Combined system, per end user license

- In countries with direct access / similar organization: mostly out-of-the-box / end user
- Other countries: mostly exploiting the eco system

Business plan

BM: Exploiting the ecosys. / e.u.license; Compare



Versions, Partners

One version, three modes

- Lite (wellness)
- Patient
- Caregiver

Key partners

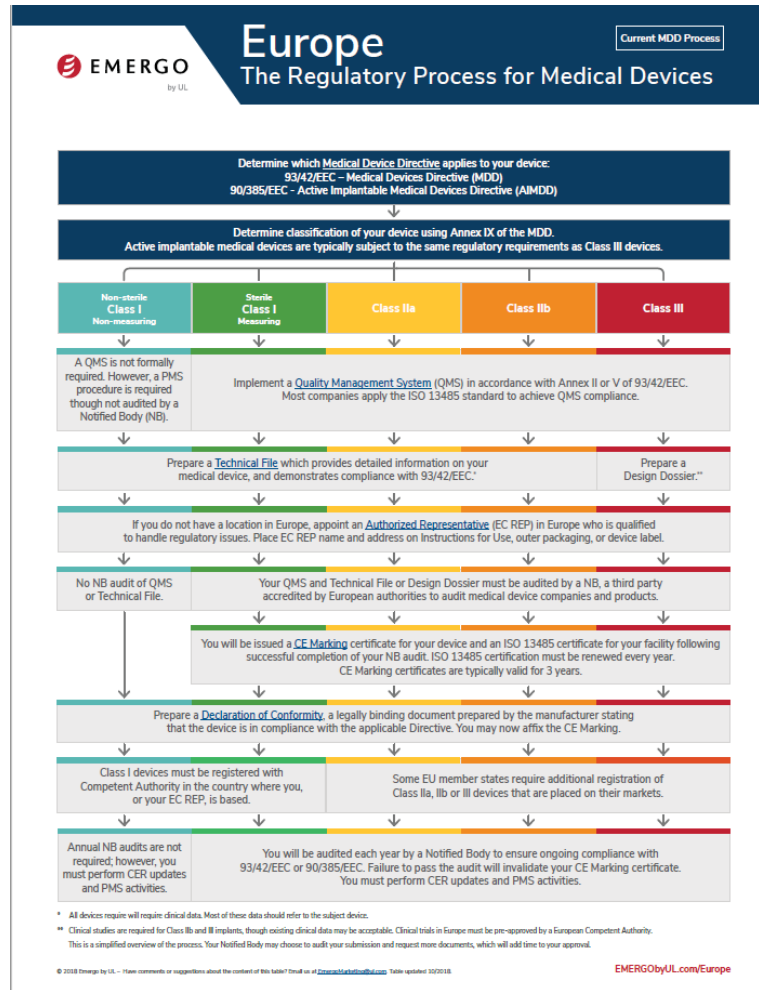
- Consortium partners
- Pilot partners
- Service providers
- Manufacturers

Market analysis, Business plan and regulatory issues

Exploitation - channels

- Patients with CHR (patient related organizations)
- Informal caregivers (Google Play)
- Professional caregivers (Hospitals, Pilot partners)
- Health institutions (Hospitals, Pilot partners)
- Insurance companies (NTD)
- Researchers (consortium research partners)
- All (service providers)
- New EU funded projects (for extended (large scale) pilots, certifications)

Regulatory process



Thank you!



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