2019 UK eHealth Start-Up Radar

November 2019

In a world where permanent evolution is the key to success,
Wavestone's mission is to enlighten and partner with business leaders
in their most critical decisions.

Tier 1 clients,
leaders in their industry

3,000 professionals
across 8 countries

Among the leading independent
consultancies in Europe,
n°1 in France

Paris | London | New York | Hong Kong | Singapore* | Dubai* | São Paulo*
Luxembourg | Madrid* | Milano* | Brussels | Geneva | Casablanca | Istanbul* | Edinburgh
Lyon | Marseille | Nantes

* Partners

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SHAKE UP : Wavestone's Start-up Accelerator

Conduct **market analysis** in order to create our view of the start-up ecosystem.

Develop start-ups by helping them increase their commercial growth.

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What is eHealth?

eHealth is the use of information and communication technologies (ICT) for health

World Health Organization (WHO)

4 main sub-segments

Digital Health Systems

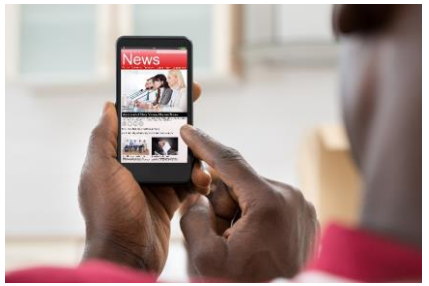
Digital storage of health information and exchange of digitised patient medical records

- Storage of health information
- Patient care pathway management
- Patient scheduling
- Platform linking patients and healthcare professionals
- Electronic prescription systems
- Data protection

Tele-healthcare

Remote exchange of clinical data between a patient and their GP. Support and assistance at a distance

- E-learning
- Teleconsultation
- Telemedicine
- Remote monitoring
- Remote support
- Remote medication management



mHealth

Medical and public health practice supported by mobile devices, patient monitoring devices, personal digital assistants and other wireless devices

- Personal health app (psychological, genetic diseases, etc.)
- Wellness mobile app (nutrition, physical activity, etc.)
- Life environment analysis
- Wearables devices

Healthcare Analytics

Software solutions and analytical capabilities needed to assimilate big data

- Storage and algorithmic processing of massive health data
- Data analytics
- Genomics
- Precision medicine
- Decision support tool

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What does the eHealth market look like?

Key figures

Global eHealth market value

$423b
2024

$123b
2017

20%
Annual growth rate

> 318,000
Number of digital health apps available

200/day being added

$14.6bn
Amount raised by health start-ups worldwide in **2018**

127,400
People working in HealthTech in the UK

in 3,860 companies

The UK is ranked

2nd

most attractive country for digital health solutions, behind the USA

£30bn
NHS funding gap forecast to reach by 2020-2021

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Main market drivers

Health sector context

Shortage of healthcare professionals

A shortage of 15 million health care workers worldwide is expected by 2030

High prevalence of chronic diseases

Remote uses (monitoring, telemedicine, etc.) could be an opportunity to face long term diseases

Increasing government initiatives supporting the use of eHealth solutions

Set up regulations that supervise and promote eHealth solutions (example: reimbursement of digital therapeutics)

Care pathway issues

Shift towards patient-centric healthcare delivery

The Health system operating model is changing

Need to curtail the escalating healthcare costs

eHealth presents new opportunities to reduce costs and increase efficiency

Technological challenges

Rising usage of big data and AI

Health AI market is estimated to increase from $630M (2014) to $6.6B (2021)

Growing need to manage regulatory compliance

New eHealth solutions bring concerns about rights to privacy, data protection and cybersecurity concerns

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What is the future for eHealth?

Trends

Shift to a patient-centric approach

- Patients are becoming more engaged in their care pathway

Changes in the health expense management system

- Outcomes-based care is moving to centre stage

Challenges

Improving the adoption of eHealth solutions at scale

- Towards healthcare organisations, clinicians and patients

Enabling access to eHealth solutions for all

- To all social demographics and people around the world

Key Points

There is fierce competition and new contenders

- Headed by big pharma & web giants companies

The market is booming; it needs control and we need to adapt as it evolves

- Set up regulations and support key players in the compliance process

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How did we build the 2019 UK eHealth Start-Up Radar?

2019 UK eHealth Start-Up Radar: **Methodology** & **Criteria**

Market watch on eHealth start-ups

Online research to gather start-up info

Email contact with start-ups to verify info

Our Criteria

Founded in the last **7 years**

Headquartered in the **UK**

Less than or equal to **35 employees**

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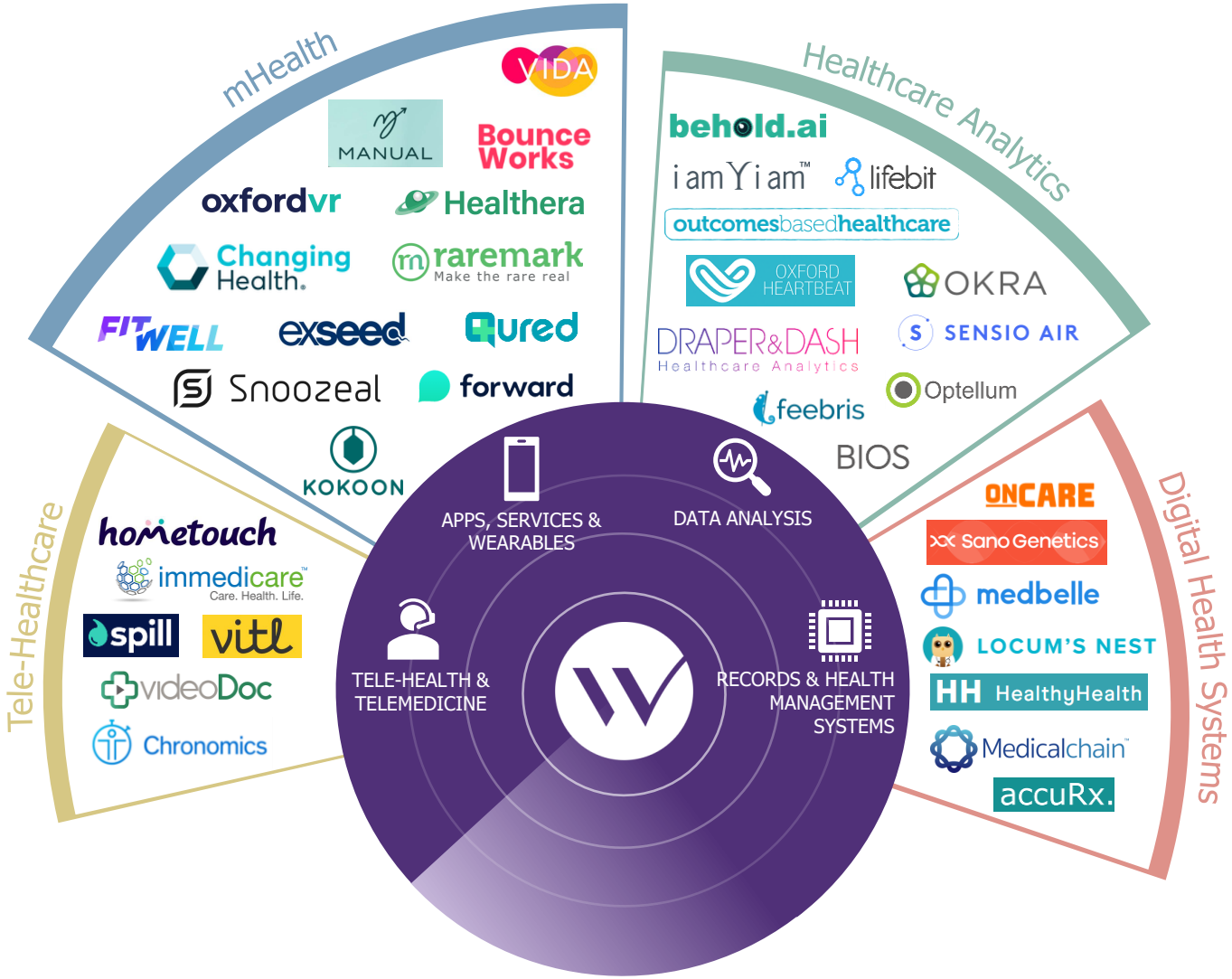
The 2019 UK Start-Up Radar



The 2019 UK eHealth START-UP radar

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"The golden triangle"

CAMBRIDGE

OXFORD

LONDON

An eHealth Hub

A dense ecosystem with ***London*** *hosting*

73% *of start-ups*

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CONTACT

Tele-Healthcare Start-Ups

Chronomics https://www.chronomics.com/

spill https://www.spill.chat/

hometouch https://myhometouch.com/

videoDoc https://videodoc.ie/

immedicare™ Care. Health. Life. https://immedicare.co.uk/

vitl https://vitl.com/

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CONTACT

mHealth Start-Ups

Bounce Works https://bounce.works/

Changing Health https://www.changinghealth.com/

exseed https://www.exseedhealth.com/

FITWELL https://www.fitwell.co/

forward https://forwardhealth.co/

Healthera https://www.healthera.co.uk/

KOKOON https://kokoon.io/

MANUAL https://www.manual.co/

oxfordvr https://ovrhealth.com/

Qured https://qured.com/

raremark Make the rare real https://raremark.com/

Snoozeal https://snoozeal.com/

VIDA https://vida.co.uk/

CONTACT

Healthcare Analytics Start-Ups

behold.ai https://behold.ai/

OKRA https://okra.ai/

BIOS https://www.bios.health/

Optellum http://www.optellum.com/

DRAPER&DASH Healthcare Analytics https://www.draperanddash.com/

outcomesbasedhealthcare https://outcomesbasedhealthcare.com/

feebris http://feebris.com/

OXFORD HEARTBEAT https://www.oxfordheartbeat.com/

i am Y i am™ https://www.iamyiam.com/

SENSIO AIR https://www.wlab.io/

lifebit https://lifebit.ai/

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CONTACT

Digital Health Systems Start-Ups

accuRx. https://www.accurx.com/

Medicalchain https://medicalchain.com/

HH HealthyHealth https://www.healthyhealth.com/

ONCARE https://www.weareoncare.com/

LOCUM'S NEST https://locumsnest.co.uk/

Sano Genetics https://sanogenetics.com/

medbelle https://www.medbelle.com/

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