



What do startups need from the public sector
Innovation, AI & BigData in Health – Learning from the Pioneers

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Vasileia Chatzistergiou

MD, Medical Data & Communication Manager

DISCLAIMER

www.BookingClinic.com

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Our Awards | Our Supporters

- ✓ Awarded by the **EU EIT Health** for the **Headstart 2020 Covid-19 grant**
- ✓ **Winner of Envolve Awards GR 2018 – The Hellenic Initiative, Dec.2018**
- ✓ **Top 25 start-ups by EIT Health, Innostars Awards July 2018**
- ✓ **Top 10 start-ups by Disrupt Greece, Nov.2018**
- ✓ Selected by **Ministry of Digital Governance** as one of the Greek Start-ups of **Digital Greece 2018 & 2019**



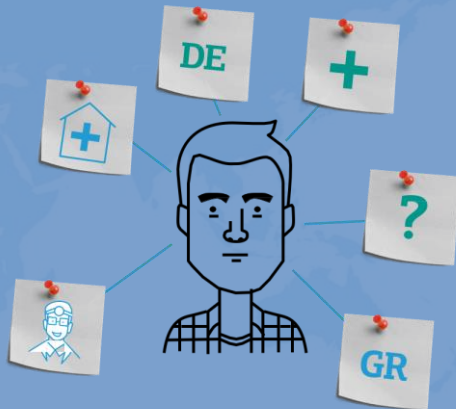
Supported by



The Problem

The current journey of a patient in need of treatment is full of **Pain Points**

- ✓ No **info** (Clinic services, Doctors' CVs, Ratings etc) / Decision based on word of mouth
- ✓ No **online access** to Clinics & Doctors
- ✓ No option for **video-consultation**
- ✓ **Limited choices and access** to Clinics & Doctors at proximity/hometown only
- ✓ **Time & Money** / Multiple visits to Doctors & Clinics
- ✓ No **total cost** data / Insecurity & Anxiety



Our Solution

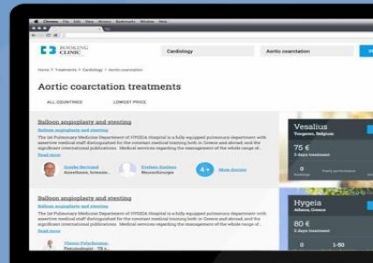
BookingClinic e-connects patients to Clinics and Doctors,
providing medical **information, video-consultations** and a **booking tool** for treatments

Patients' benefits

- ✓ **Transparent info** on Doctors & Clinics
- ✓ **Video Consultation Confidence building**
- ✓ **Cost data and Best price policy**
- ✓ **Ratings & comparison**
- ✓ **Wide selection and Informed decision making**
- ✓ **Online booking process**

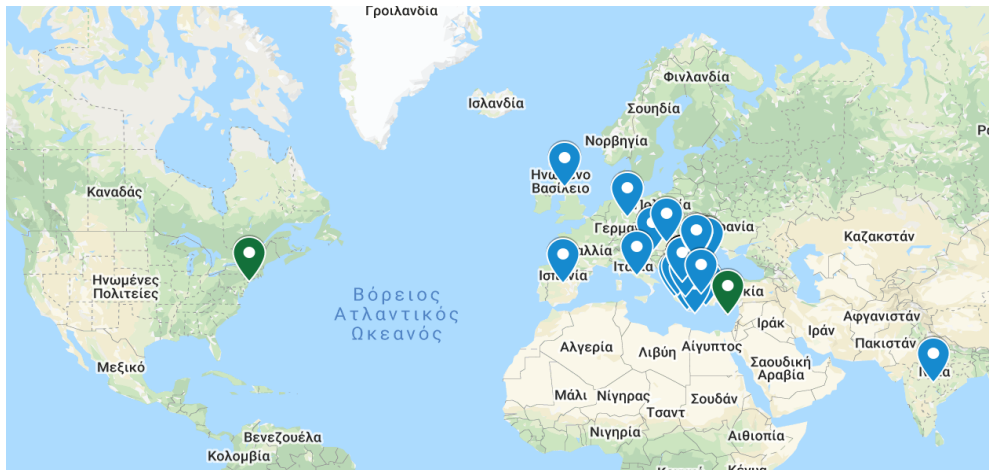
Clinics & Doctors' benefits

- ✓ **New digital services as competitive advantage**
- ✓ **Serve patients anywhere**
- ✓ **Global promotion and Marketing Tool**
- ✓ **Statistics and feedback**
- ✓ **Access to international patients and to Medical Tourism market**



*Global Platform
Global Access
Global Distribution*

Our Network, 12 countries



34

Medical Centers

330

Listed Centers

12

Countries

16

Medical Departments

434

Treatments

203

Doctors

e-health : Consumer behavior has changed

Great opportunities for Digital Healthcare

7%

of **Google's daily searches** are health-related

Google Health Vice President David Feinberg, MD

>1 billion

Google receives more than 1 billion **health questions per day**

Google Health Vice President David Feinberg, MD

75%

of the customers would use **digital healthcare services** to make **more informed decision**, by comparing prices and benefits

Mckinsey 'Digital Patient Survey', USA

Humanitarian organizations choose **BookingClinic** to enter the online era

COVID-19 crisis

- ✓ Médecins du Monde provide **medical video-consultation on covid-19** via BookingClinic
- ✓ ActionAid and IASIS provide **video-consultation on mental health and psychological support** via BookingClinic. Financially supported by ActionAid Italy



actionaid
Αλλάζουμε ζωές, αλλάζουμε τον κόσμο



After COVID-19 crisis

- ✓ Interest by the three Humanitarian organization on expanding the cooperation with BookingClinic to **provide the humanitarian services online** and support people in need



...for the Society

- Relief of National Health Systems
- Minimization of virus transmission – Support of social distancing
- Psychological support of the home-isolated people
- Contribution to the smooth response to the crisis



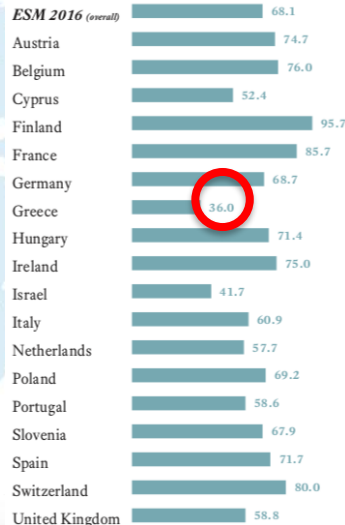
Difficulties Greek Start-ups face

Income / Funding



New funding mechanisms for pre-seeds, pre-sales

Share of Startups that have received external capital *European Startup Monitor 2016*



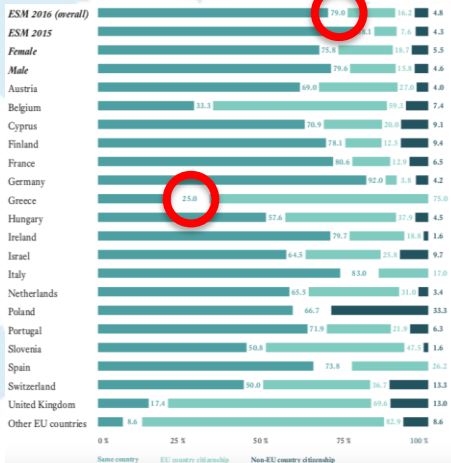
Difficulties Greek Start-ups face

Tax policies and bureaucracy

A lot of Greek start-ups prefer countries with more favorable regulations in order to establish a company and operate.

“Only the 25% of Greek start-ups is established by Greeks compared to the EU average of 79%.”

“Only the 13% has previously founded a startup compared to the EU average of 46%.”



European Startup Monitor 2016



Tax policy reform and decrease of bureaucracy

Difficulties Greek Start-ups face

Government's support

Public sector can act as a catalyst for pilot implementation of innovative ideas-market creating

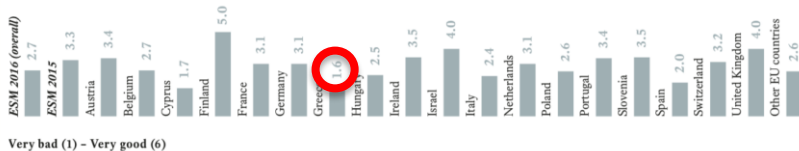


FIGURE 57. – AVERAGE EVALUATION OF THE NATIONAL GOVERNMENT:
SUPPORT OF THE STARTUP ECOSYSTEM

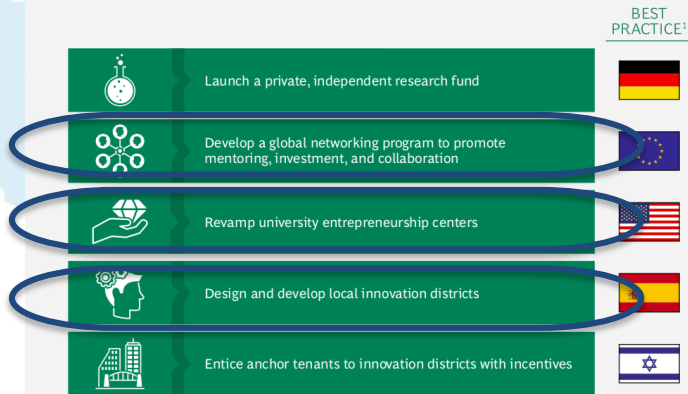


FIGURE 58. – AVERAGE EVALUATION OF NATIONAL POLITICIANS:
UNDERSTANDING THE CONCERNS OF STARTUPS

Difficulties Greek Start-ups face

Collaborative networks & Lack of talent

EXHIBIT 4 | Five Strategies Can Further Innovation



Source: BCG analysis.

¹Countries that have the best practice for these strategies.

Best practice at EU/national level: EIT Health and EKT support



Our Vision

We aspire to be the standard way
patients use to book a Clinic
globally

Contact information

Email: aftersales@bookingclinic.com

Website: <https://www.bookingclinic.com/en>

Address: Mitropoleos 49, 54623, Thessaloniki, GR

Tel.: +30 2310 275 320

