

eHealth HUB Smart Guides

FIND YOUR WAY THROUGH THE EHEALTH MARKET

How to effectively Pitch to commercialize your eHealth solution



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EHEALTH ROADSHOW
PITCH YOUR SOLUTION, JUMP INTO EUROPEAN MARKET





“HOW TO EFFECTIVELY PITCH TO COMMERCIALIZE YOUR EHEALTH SOLUTION”

EHEALTH ROADSHOW REPORT





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1 About us

We are here to support European eHealth businesses

eHealth HUB - European eHealth business support is the new EU-funded initiative, cross-border and focused on the digital health vertical. eHealth HUB's goal is to provide high-quality business-oriented services tailored to the needs of European eHealth startups, SMEs and stakeholders. We use a demand-driven approach to promote new business and collaboration opportunities for SMEs and key ecosystem stakeholders including healthcare provider organizations, investors, insurers, pharma and med-tech.



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www.ehealth-hub.eu

From Business Modelling to Regulatory advice: exploit our services

eHealth HUB offers FREE services to support European eHealth SMEs, healthcare providers and ecosystem stakeholders on the following key areas:

Business modelling

 **Business model clinic**
One-on-one Support

The Business Model Clinic supports the best promising entrepreneurs and startups offering personalized coaching on business proposition, customers and go-to-market strategies.

 **Lean Startup Academy**
Learn to be Lean

The Lean Startup Academy provides eHealth SMEs with the opportunity to mature their business by systematically testing their ideas against the market.

Access to private finance


 **Investment readiness training & pitch**
Make eHealth SMEs ready to make their business

eHealth Hub Investment Readiness prepares European early-stage startups and SMEs to approach and collaborate with investors.

 **eHealth Hub Platform**
The place to be for eHealth SMEs and Investors

The eHealth Hub Platform features SMEs, investors, healthcare organizations, legal and regulatory service providers. By registering, health stakeholders can get easily in touch with each other.

Commercialization

 **Solution Match**
Start form your need, ask European SMEs for a Solution

Solution Match supports healthcare providers, insurers, pharma or medtech companies looking for a concrete digital health solution to be implemented in their organization.

 **eHealth Roadshow**
Pitch your solution, Jump into European market

eHealth Roadshow offers an opportunity for selected eHealth SMEs to expose their digital health solutions in front of a Committee of key stakeholders in the eHealth European market.

Legal issues & Regulatory and reimbursement guidance

 **Legal Support**
A compass to navigate legal services through Europe

eHealth Hub Legal Network offers good quality, affordable legal advice for eHealth SMEs as well as free workshops detailing current legal issues of eHealth SMEs interest.

 **Regulatory Guidance**
Regulatory and Reimbursement Guidance for eHealth SMEs

eHealth Hub Regulatory Network helps European eHealth SMEs to be compliant with regulatory requirements and develop reimbursement strategies across the European Union.

Let's find the best way to work together



Jorge González,
eHealth Hub coordinator
and eHealth Hub team

"At eHealth HUB, we believe that health organizations, public administrations, private companies, professionals, and patients all form a huge ecosystem: we cannot 'grow' without each other. That is why eHealth HUB works as a network of relevant stakeholders within the eHealth ecosystem to work together in order to boost eHealth in Europe. Therefore, if your business is in digital health, contact eHealth Hub. We'll find the best way to work together".

2 Why this report?

“ The commercialization of any eHealth solution is a complex task, especially when the solution is professional facing. The objective of this report is to **help SMEs to support SMEs to prepare and deliver their pitch when engaging with healthcare executives and other stakeholders at commercial events.** ”

After 4 editions of the [eHealth roadshow](#), 40 Small and Medium Enterprises (SMEs) have presented their digital health solutions to demand side stakeholders from across Europe, including investors, big IT companies and hospitals, among others. This report has been written from the insights gained. The knowledge is therefore real and we hope that all the readers find useful advice on it.

The advice given in this report should be understood under a **commercial setting**. The guidelines given are intended for pitches made at live-events, for example, at competitions against other peers in front of an experts committee. However, some concepts could be also applied at investment forums.

Our intended target audience are **European SMEs in the digital health space** that aim to commercialize their solution and seek advice on which topics should be addressed. Even so, the report could also be useful to **startups from any sector aiming to access new markets.**

We have divided the guidelines in three steps:

1. **The basics**
2. **Avoid Common Mistakes**
3. **Advanced Tips**

Depending on your expertise regarding pitching, this document should be read differently.

- **Amateur:** Study in detail the 3 steps and train. You can improve if you train, it is not only for the gifted at birth. Practice makes perfect!
- **Expert:** scan through it. Perhaps we surprise you. If you master pitches and only want to know the specific tips for digital health, focus on [Step 3. Advanced Tips](#).

The eHealth roadshow has still more editions to come. Check the eHealth Hub website for news, how to participate and eligibility criteria. ”

We hope you find this information useful!

Jorge González Olalla
eHealth Hub Coordinator
Ticbiomed Director

3 The guidelines steps



The Basics



Avoid Common Mistakes



Advanced Tips



1 STEP

The Basics



IV eHealth Roadshow in Odense at WHINN 2017. Committee and SMEs discussing after the presentations.

15 Fundamentals for Successful Pitch Preparation

It may seem obvious but there are several basic yet fundamental things we should not forget when pitching. Make sure you allocate enough time for them:

Time	Prepare your presentation such that you are able to present all slides within your time limit. You don't want to skip or rush during the last slides due to lack of time.	Rehearse in front of the mirror and, if possible, in front of colleagues or friends. Ask them for (super honest) feedback. We cannot insist on the value of rehearsing enough, especially if you are at your early stages.	Practice! Practice! Practice!
Be concise	Don't overload your slides with too much text, technical data or information. That would distract your audience and you would lose their interest in what you are actually saying.	It might sound unfair, but the first impression you give is visual. Dress up! casual wear is not an option in a business context.	Dresscode
On-site preparation	Get familiar with logistics, specially how to access quickly to your presentation and move the slides (specially if you use .pdf format and/or use a remote control).	Tailor your presentation to your audience. Find out who will attend and optimize your slides accordingly.	Adapt to your audience
Start strong	Do not thank anyone. Start confidently. Pronounce clearly your name. Show good body language. Rehearse till it comes natural to you. If you have a good start, the rest will follow easily.	A good story keeps the audience intrigued. We recommend not to start with the story of your company since conception, but rather of the benefits of what you offer.	Storytelling
Generate trust early	You should be an expert of your field. Show it! For that, you don't need to go through all your knowledge or customer base, rather deliver early proprietary insight (data is great for this). Gain authority so that even people that are not potential customers can think they can learn or reference you.	Be aware of your posture and hand gestures. Instead of keeping your hands in your pockets, you can rather use them to emphasize important information (for instance, you can visualize numbers). Keep your palms open (fists would be unconsciously interpreted as aggression).	Body language
Pace	Make sure you speak slowly enough for the listeners to understand what you are saying, especially if English is not your mother tongue. At the same time, make sure you can deliver the content in the time frame. Do not squeeze too many things and give the impression you are in a hurry. There is time for questions.	You want to raise your audience's interest, so show them your passion for your product	Passion
		Don't forget your business cards. Engage with the audience during and after the event.	Networking
		Avoid jargon, speak in plain English so that even non-experts are able to understand you.	Wording
		And prepare good answers in advance	Anticipate questions



Avoid Common Mistakes



Injury Map pitching in the Odense Roadshow. Credit to WHINN 2017.

Avoid common Mistake

“Main mistakes I can think of are: Lack of detailed understanding of the patient segments, lack of understanding the health care value streams for each market individually, and lack of understanding the different actors motivation for implementing the solution”.

[Mads Rasmussen](#), CEO at Welfare Tech Invest. Odense Roadshow

1. Insistence on what your company wants and needs.	Stop talking about yourself. Focus on the need of your customers, they must be the centre of your whole value proposition. What problem you are solving to them? Which gains they get with your solution? You need to know who you're meeting with and where their interests lie.
2. No clear problem or solution.	As basic as it sounds, we still see Committee members making questions to clarify what are you really trying to do. If this happens, you immediately know game is over. Take it home and do an in-depth change of your presentation.
3. Fail to differentiate from competitors.	Sounds obvious, but sometimes even mature companies do not have a proper competitor analysis. And never ever say there is no competition. Competition is everywhere, whether you see it or not. You need to be able to prove that you've accounted for that, and position yourself as the best team for the job. Nobody is doing what you do in the same way, that's granted. But there are others competing for your budget, or you are competing against other approaches. Besides, no competition is usually perceived as a bad sign. So, be humble here.
4. Unclear users.	Lack of detailed explanation of the patient segments your solution focuses on (e.g. disease understanding and population data insight).
5. No implementation insight.	Lack of understanding the health care value streams and the motivations of the different actors involved, necessary for implementing the solution.
6. Lack of data.	Back your arguments with real data to make your pitch more compelling. Show that you don't have hypothesis, but scientific proof of the claimed benefits.
7. No clear business model.	Remember that the person who pays for your solution is not always the user. Who pays, why, how and for what exactly (value proposition) is critical. This comes out of a solid business model.
8. Lack of legal and regulatory compliance.	Legal compliance in the eHealth sector is key. In your pitch show your potential customers that you have accounted for legal issues and acquired all the certifications needed to operate in their country. It's not just about <i>doing</i> it, but also about <i>communicating</i> it. It will give you credibility.
9. Twisting the content.	Do not make your audience wonder if the facts or data you are showing are true or partially true. If they get you in one detail, they will mistrust you and the whole presentation. The risk is not worthy.



Advanced Tips



eHealth Roadshow Committee at WHINN 2017.

Master Commercialization Pitches

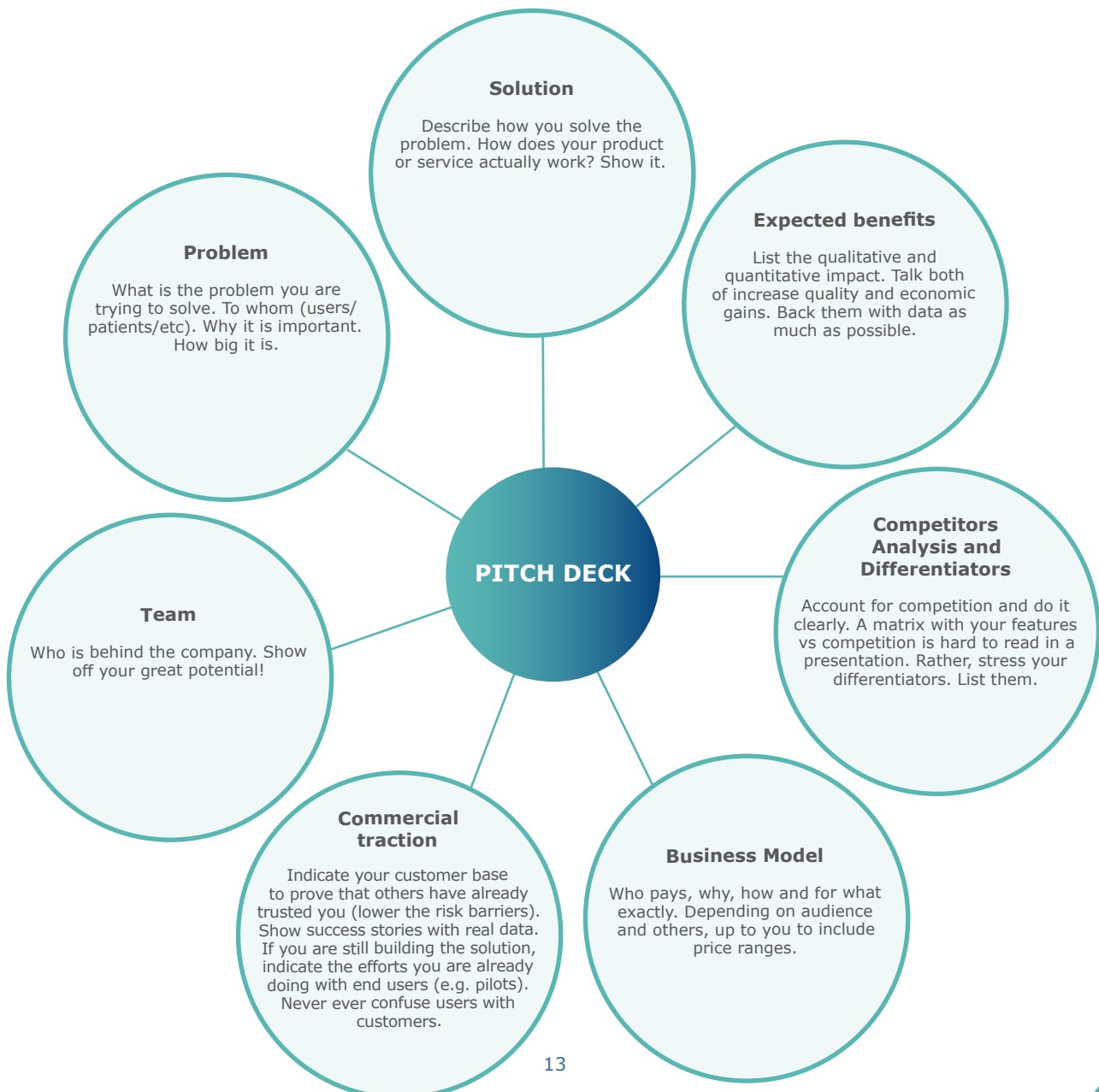
“Think big and present big ideas. Your audience is made up of successful business people. They took chances before and are used to thinking out of the box. They want to be impressed. Want to be excited.”

[Johnny Killerup Pedersen](#), CEO at Converzion. Odense eHealth Roadshow

● Create a Compelling Pitch Deck

A pitch deck is a brief presentation used to provide your audience with a quick overview of your business. When creating your pitch deck remember you cannot say it all nor you are going to sell in the first interaction. Nor it is your objective. Your goal is to raise enough true interest as to be willing to follow up with you. Also, to spot who is truly interesting and who are time-wasters.

With the above in mind, your pitch deck for commercialization must contain:



Also, because you are in digital health space, if you do not talk about this you will likely get questions on them:

—● **Clinical validation.**

If you are aiming to improve the health of patients, this is critical. You should conduct a clinical trial to obtain scientific results. Clinical trials are time consuming, expensive and difficult. Make sure you can execute them properly.

—● **Regulatory compliance.**

List the certifications you got (CE marking, Medical device directive) or are waiting to get.

—● **Interoperability.**

If you need to interoperate (eg. with electronic health records), what standards you are using. Both clinical (eg. HL7, FIHR, SNOMED, CIE, etc.) and technological (web services, FTP, etc.). If you have done any validations, e.g. with IHE or use an engine like Mirth also indicate it.

—● **Privacy and Security.**

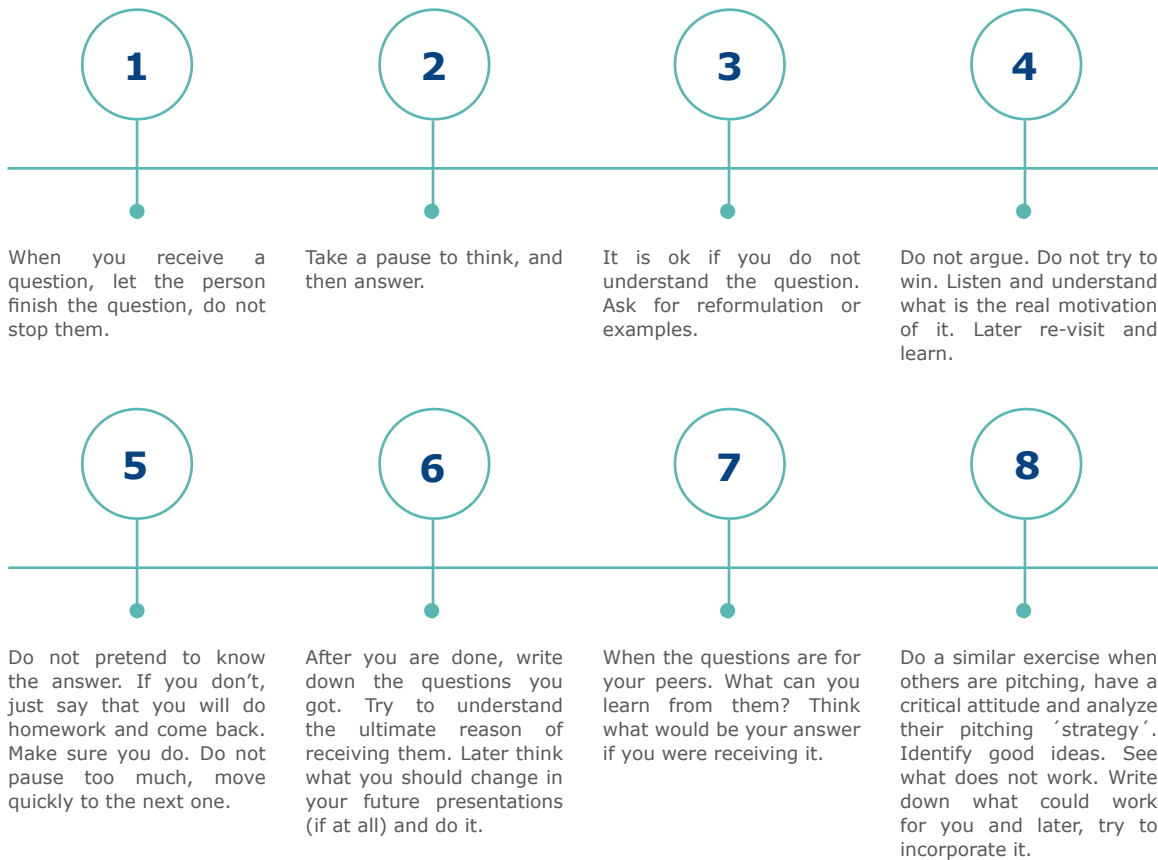
How do you ensure them. If your solution is free, what do you do with the data of your users (e.g. you sell it?). Do you already comply with the new EU privacy directive?

NOTE: Intellectual property issues are usually more relevant for investors than for potential customers. However, depending on your solution you may also want to incorporate them.



I eHealth Roadshow in Barcelona at WOHIT 2016.

● What to do at Questions & Answers Time



Buddy Healthcare pitching in the Odense Roadshow at WHINN 2017.

● How to Interact effectively

● Before the event

Search in advance for potential customers, partners or stakeholders that can attend the event or live close by. Browse your contact list or leverage your social networks and the event app, and invite them to attend your talk. Even if they cannot attend, you are promoting yourself. You may also catch up with them at another time or location.

● At the event

- Do not let any potential customer who has made you a question or interacted with you leave the room without a follow up conversation and the promise that you will send further information.
- Try not to 'sell' but rather 'learn' about the needs of your potential customers. Who is their current reference in your space. Do not argue, just record that information. Write down critical points for remembering when doing follow-up.
- If you do not have the contact ask for the business card (do not rely on the organizer to give it to you). If they do not have it, write down the email on the spot. Do not trust when they tell you that they will send you an email.
- Focus first on the potential customers, and then interact with other attendees. You may feel more comfortable talking with your peers, but you are not primarily there for that. If you are shy, force yourself. Few people will approach to you, you should be proactive. It is more than ok to interact in this context.
- You should not be in a hurry. It has been very expensive for you to be there, maximize the return. Schedule your time wisely, including returning flights or connections. The pitching ends when the last person leaves the room :-).

● After the event

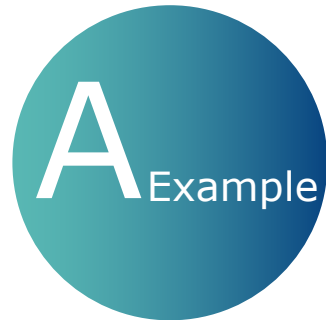
Likely you will need a meeting to follow up and discuss in greater detail previous issues. Focus on that. Do not make vague proposals, suggest a couple of slots with enough time. Remind them if there is no traction.
Do not give up!



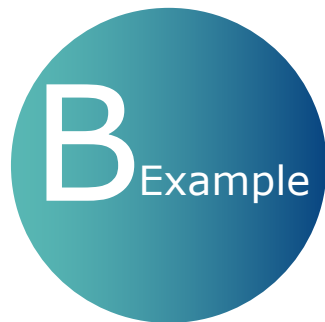
Credit to WHINN 2017.



Pitch Deck Examples



miiskin



Buddy Healthcare

We have selected some examples of the eHealth Roadshow pitch decks for you to have a look. Even if they are not perfect, they provide a clear picture of the solution and the problem addressed.



Miiskin is a mobile health company based in Copenhagen, Denmark – that empowers people to manage their own health with mole surveillance and working on innovating the process of the important early detection of skin cancer.



SEE PRESENTATION

● Strengths:

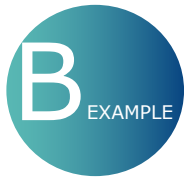
- The existing need is clearly shown
- Existing strong partnerships with related research organisations (e.g. international cancer organisations) and insurers are shown

● Improvements:

- Claims need to be clearly stated. Does the solution have a diagnostic value? If yes, what about liability?



miiskin pitching at Odense Roadshow.



Buddy Healthcare

Buddy Healthcare helps their customer to manage pre- and post-surgical care: patient adherence to treatment, late cancellations and no-shows, administrative work and care quality.



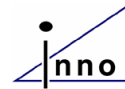
[SEE PRESENTATION](#)

Strengths:

- The existing need is clearly shown
- PPT describes succinctly (incl. numbers) how the solution represents an advance against the state of the art
- Traction is proven (list of customers) and recognition (prizes and awards)



Buddy Healthcare pitching at Odense Roadshow.



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