

Andaman 7: gaining visibility on the market



“ I appreciated having a few minutes of quality attention from CIOs. The questions from the moderator, were also very interesting and pushing CIOs to open up more to startups. Thank you! “



Andaman 7



Vincent Keunen, CEO & Founder



www.andaman7.com



Belgium

My challenges

One of the main challenges for us, was to gain enough visibility on the market. Above that, we had to increase our network in order to not only be in contact with actors we initially worked with. A validation on the market of a new product is of significant importance for a quick market uptake. Thus, we were looking for opportunities to receive feedback on our solution as well as to gain special customer insights to align our product to the market needs.

eHealth HUB support

VIII Roadshow at HIMSS Liège (Belgium) [02 April 2019] . Thanks to the eHealth Roadshow we were able to present our solution to a larger audience. Above that, we enjoyed the discussions after each pitch as we gained interesting insights in the work of other SMEs. The event was a great opportunity to extend our network during the networking session. We had a good time with interesting discussions with all participants.

Finally, we were featured on a marketplace of approved eHealth apps that we met during the conference. This was great in order to increase our visibility on the European Market .

The company

With Andaman7, patients can store all of their health data - privately and securely - on their smartphone. It is then available to medical research. Pharma benefit dramatically by reducing the cost of their clinical trials and hospitals can improve the continuity of care. Patients are in full control and decide if and who they share data with.



eHealth HUB *Stories*

Learning points ●

“There are many actors in the eHealth field, so working on receiving more recognition remains one of our priority targets. Further, we have realised, that it is difficult to distinguish between small apps from comprehensive platforms – like Andaman7 – at first glance. Thus, we have to better present our Unique Selling Proposition and advantages compared to competitors.”

Vincent Keunen, CEO & Founder

eHealth HUB services



eHealth Roadshow

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.



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