



## Promptly Health Making Health Outcomes available



“ Great opportunities to challenge some of our potential customers and be challenged by them in a relaxed and friendly environment. ”



Promptly Health



Luis Magalhães, Co-founder



[www.promptlyhealth.com](http://www.promptlyhealth.com)



Portugal

### My challenges

- Lack of corporate-level management experience from founders
- Creating a business model in an industry in transformation – vision for the future that is still “sellable” today
- Developing a business model & technology scalable globally
- Looking for customers to validate our business model across different verticals (Hospitals, Insurance and Pharmaceutical)

### eHealth HUB support

**eHealth Roadshow at European Conference of the Association of Hospital Managers (EAHM) (Portugal) [September 2018]** “The Roadshow was a fantastic opportunity to probe some of the business model ideas we had for Promptly and to put our value proposition to test with some of Europe’s Hospital leaders.”

**eHealth Roadshow - Hospital CIO's meet Innovators at HIMSS Liège 2019 (Belgium) [April 2019]** “And there we were, presenting to key decisionmakers in technology and innovation adoption in some of Europe’s most prominent hospitals, some of which we are now starting to work with in improving patient follow-up and outcomes analytics.”

### The company

Patients use **Promptly** to truly cope with their diseases, to understand and anticipate how they will feel after each treatment, medication or surgery, and to be part of a community of patients that relate to their symptoms and share their fears, expectations and health outcomes. Health Providers, such as hospitals and insurances, use Promptly to improve the care they deliver to patients, by following-up their outcomes after each treatment.



# eHealth HUB *Stories*

## Learning points ●

*“In an industry at the verge of transformation, find the perfect balance between evolution and disruption.”*

**Luis Magalhães**, Co-founder, Promptly Health

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## 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.



The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No727683.



[www.ehealth-hub.eu](http://www.ehealth-hub.eu)

