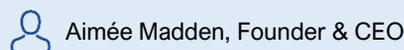
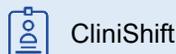


CliniShift: Understanding our Customers



“ The roadshow was a great opportunity to present our tech solution and get valuable constructive feedback on how to improve on our delivery model for the European market. ”



My challenges

Connecting with busy hospital managers both from Ireland and the EU can be a slow and difficult process. Due to the different market demands amongst EU countries and considering the size of the European market, it is challenging to get an understanding of the various workforce issues that hospitals face in the current climate. It's also difficult to understand what existing technologies are in place to help solve these issues. Furthermore, there are a variety of factors to consider around market entry when you are attempting to expand into Europe.

eHealth HUB support

VII eHealth Roadshow [Cascais, July 2018] “eHealth Hub facilitated meetings with some key stakeholders in Hospitals from across the EU in one venue. This provided an opportunity to assess the interest in a solution such as CliniShift and evaluate what other challenges hospital managers are facing that are different to the challenges that managers face in markets we already have a presence in.

This also allowed us to gain insights into other potential competitors in these EU countries and evaluate their product. This eases strategy and market entry. We can now focus on those countries where there are real opportunities.”

The company

CliniShift is a software suite including a Managers Portal & App providing a platform to enable hospital Managers communicate in real-time with their own staff to seamlessly book overtime hours & contingency shifts. The CliniShift software reduces the over reliance on external agency staff allowing hospitals to reduce costs, ensure continuity of care for patients while automating a manual process.



eHealth HUB *Stories*

Learning points ●

“How important it is to carry out market research which involves speaking to potential customers, getting in front of the right internal stakeholders in a hospital, hearing about their problems when managing their workforce, understanding what they need from a piece of technology, coming away with an action plan to progress your initial discussion”.

Aimée Madden, Founder & CEO

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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www.ehealth-hub.eu

