



EU mHealth App Business Accelerator

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Helping mHealth app publishers and country organizations to
succeed in the European mHealth economy

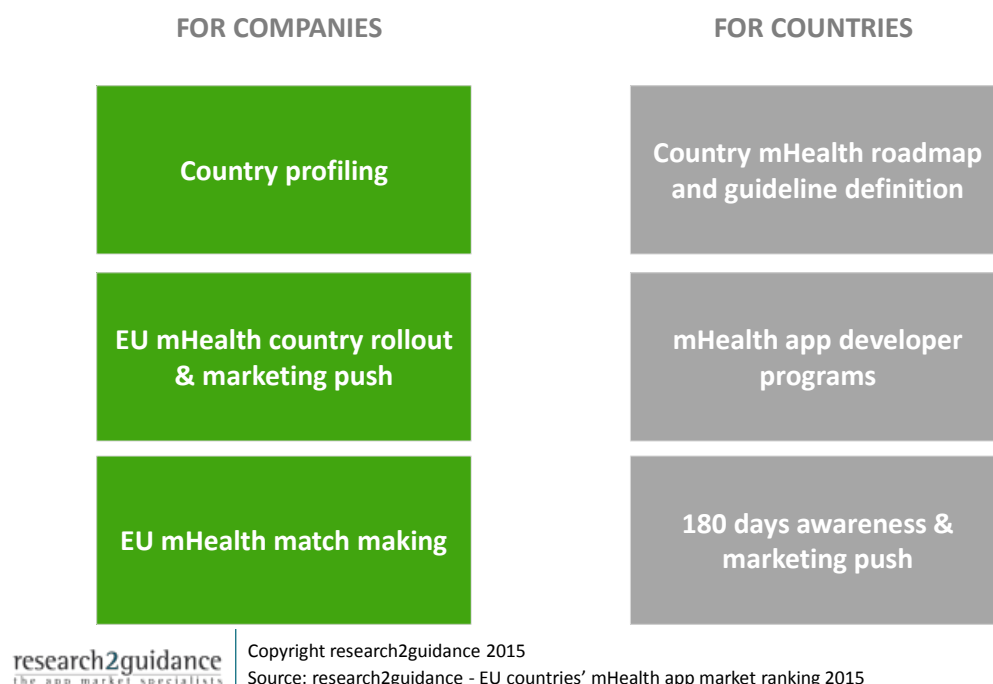
In partnership with



EU mHEALTH APP BUSINESS ACCELERATOR

The EU mHealth app business accelerator consists of a set of service offerings to help mHealth app publishers and country organizations to develop their go-to-market approach and market entry strategies and to improve the country readiness for mHealth start-ups.

EU mHEALTH APP BUSINESS ACCELERATOR SERVICE OFFERING



The service offering is built upon a large database of mHealth app developers in Europe, decision makers in government institutions, established mHealth marketing channels as well as a team of experienced mHealth consultants with a track record of creating value for clients.

For further information and to find out how you can benefit from the mHealth App Business Accelerator please contact:

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SERVICES FOR COMPANIES:

Companies from within and outside the EU can use the EU mHealth App Accelerator program to get support for their go-to-market strategy.

Country profiling and prioritization:

- Healthcare system profiling (analysis of healthcare systems' overall set-up, care and payment processes)
- Barriers and stimulators of market entry for mHealth businesses
- Competitors
- Stakeholders
- Ecosystem partners
- Country prioritization for the respective mHealth service to be launched

EU country rollout & marketing push:

- Identification of partner in the pilot countries
- mHealth service localization incl. identification of key needs and key clients to start mHealth business and adapting existing mHealth products to local needs and requirements
- Pricing and business model elaboration and adoption to country specifics
- Recruitment of mHealth app developers and business developers and mHealth
- Onboarding and start-up of local team support and office search
- Develop a detailed market entry strategy, including business models
- Set up 180 days marketing and business development campaign

Match making:

- Connection with key players, stake holders of the healthcare system and investors
- Deal preparation

SERVICES FOR COUNTRIES:

Country institutions that want to drive the mHealth business within their home countries can benefit from the mHealth App Business Accelerator three ways.

Country mHealth roadmap and guideline definition:

- Analysis of country-specific market situation and readiness to embrace mHealth businesses
- Assessment of key market requirements allowing for the development of a dynamic mHealth business in the country
- Identification of the key strengths and barriers in the country
- Benchmarking with other markets/countries and identification of gaps and areas to take action on; lessons learned from best practice
- Assessment of suitable incentive models to drive the adoption of mHealth in a regional and national context
- Establishing national mHealth roadmaps
- Analysis of the potential economic impact of mHealth, as well as of implications on the quality of patient care

mHealth App Developer Program:

- Assessment of mHealth app developer and publishers needs
- Develop business offering for mHealth app developer
- Run mHealth developer country events to promote business offerings

180 days awareness and marketing push:

- Development of a marketing strategy to attract mHealth app developers to do business in the country
- Campaign management