

# MHEALTH APP DEVELOPER ECONOMICS RESEARCH PROGRAM

Your way to accessing premium target groups in digital healthcare

*Promotion and service offerings 2017*

# MHEALTH APP DEVELOPER ECONOMICS IS THE BIGGEST RESEARCH PROGRAM ABOUT DIGITAL HEALTH GLOBALLY

**THE GLOBAL RESEARCH PROGRAM BY R2G ...**

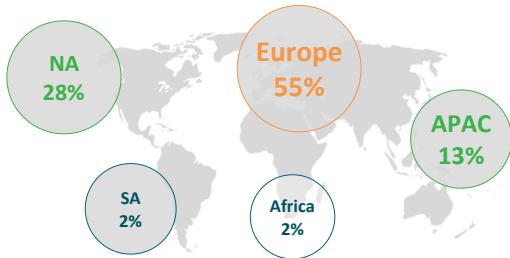
**... OFFERS MARKETING AND DEEP DIVES FOR INSIGHTS INTO THE DIGITAL HEALTH MARKET ...**

**... AND AN OPPORTUNITIES TO REACH OUT TO DIGITAL HEALTH DECISION MAKERS.**

## GOAL OF THE PROGRAM

To track the current status and future trends in digital health for the 7<sup>th</sup> time – since 2010

**MORE THAN 25,000 DIGITAL HEALTH DECISION MAKERS PARTICIPATED SINCE 2010**



## RESULTS ARE SHARED GLOBALLY



20 digital health market reports published

## A SERIES OF SERVICES

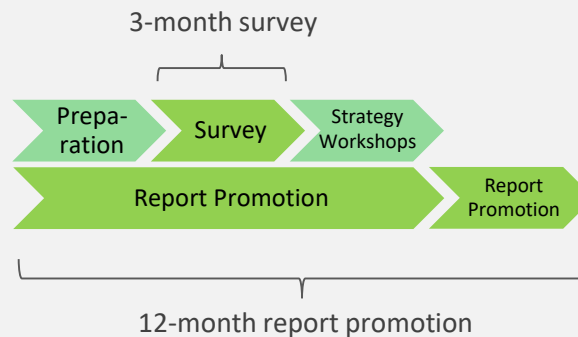
1. Sponsoring
2. Webinars
3. Market research into the digital health market

## GLOBAL ACCESS TO

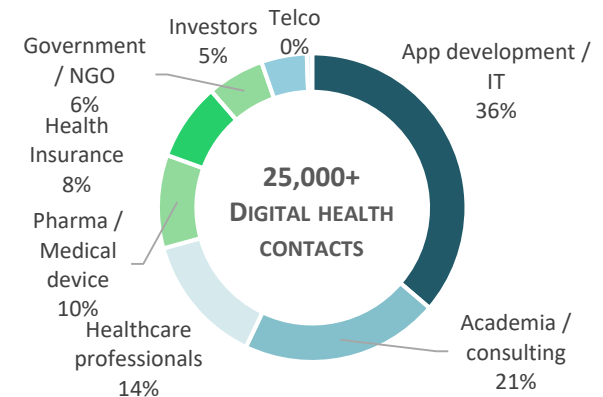
**25,000+**  
digital health app publishers & decision makers

**100,000+**  
digital health report readers

## CONTINUOUS OUTREACH THROUGHOUT ONE WHOLE YEAR



## R2G'S DIGITAL HEALTH COMPANY DATABASE



# MAKE USE OF THE PROGRAM TO PROMOTE AND IMPROVE YOUR SERVICES WITHIN THE DIGITAL HEALTH MARKET

## PROMOTE YOUR SERVICES



*Let the digital health community know about your service or product:*

- Reach out to more than 100,000 digital health decision makers
- Become a report sponsor or host one of three R2G's *Thought Leadership* webinars on digital health



## IMPROVE YOUR DIGITAL HEALTH SERVICE OFFERINGS



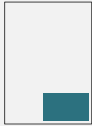


*Make use of the research program insights and:*

- Find out what digital health customers really want
- Segment your customer target groups (based on several thousand health decision maker profiles)
- Become a research partner

## HERE ARE SOME OF THE COMPANIES THAT HAVE USED OUR SERVICES ALREADY.



# YOU CAN SELECT FROM THREE DIFFERENT SPONSORSHIP & ADVERTISEMENT PACKAGES

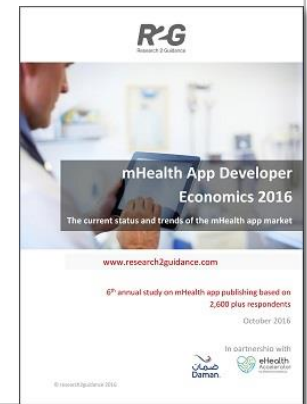
	ENTRY PACKAGE	AWARENESS PACKAGE	MARKET LEADER PACKAGE
Advertisement page in report	 1/8 page	 1/2 page	 1/1 page
Link to your website	no	yes	yes
Visibility for	1 year	1 year	1 year
Logo on report partner page and web landing page*	yes	yes	yes
Logo on report cover page	no	no	yes
Logo in report charts**	no	no	yes
Announcement in our newsletter with your logo (reach: 25,000+ mHealth contacts)	one time	two times	three times
Mentions in our report marketing on LinkedIn & Twitter	yes	yes	yes

**REACH:**  
> 100,000 report readers

**Publication date:** October 2017

**Readership demographics:**

- 23% App development
- 28% Senior management
- 19% Marketing/sales
- 15% App mgmt. (business side)
- 10% Analysts & journalists
- 5% Investors



**SUCCESS FOR:**

- **Service providers, app developers or tool vendors** targeting the digital health market
- **Healthcare companies** aiming to strengthen their market position and to raise awareness for their solutions
- **Countries, ministries or economic promotion chambers** marketing towards developers and startups
- **Accelerators** aiming to receive more applications or to promote their start-ups with a full-page ad including link to their website
- **Health insurers and pharma companies** digitizing their business and looking to find the best partners

\* In addition to your advertisement in the report we will have a page in the report where we feature all our research partners plus a web landing page.

\*\* This feature from the market leader package will show your partner logo in all charts of the report. Our charts are quoted, copied and distributed frequently on the web.

# BECOME A HOST FOR ONE OF OUR THREE DIGITAL HEALTH THOUGHT-LEADERSHIP WEBINARS IN Q4 2017

## THOUGHT LEADERSHIP AND BRANDING PLATFORM

Research2Guidance’s thought leadership digital health webinars cover the most current topics of the digital health market. The webinars target a global audience of healthcare decision makers: app developing and traditional healthcare companies (pharma, med-tech, insurances), start-ups and investors. The webinars take a form of a discussion, whereby Research2Guidance talks about the subject with the hosting partner and leverages their own and their partner’s broad digital health experience to create this unique expert and branding platform for our hosting partners. Each webinar is hosted by one or two webinar partners. The webinar marketing lasts at least 8 weeks. There will be three webinars. Save your slot now.

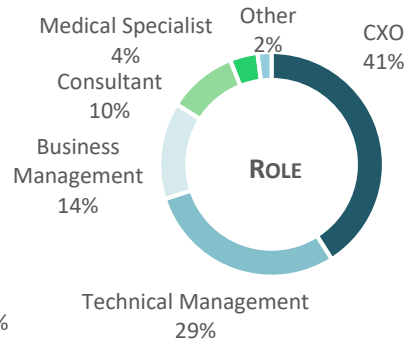
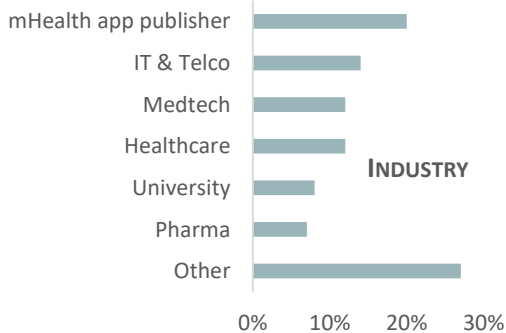
## YOUR BENEFITS

- ✓ Platform for digital health thought leadership
- ✓ Very targeted audience of mHealth decision makers
- ✓ >400 registrants with above market average 40% webinar attendance rate
- ✓ 2 month brand promotion support
- ✓ Topics range from: digital health best practice, pharma apps, diabetes apps, how to keep users engaged etc.
- ✓ Leverage our 25,000 digital health leader database

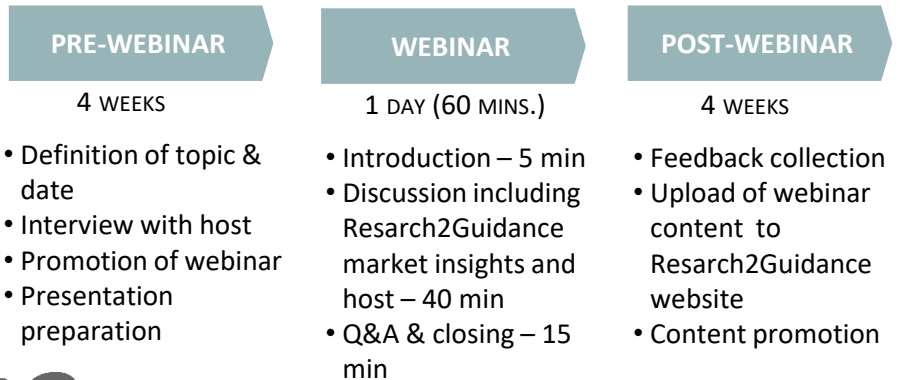
**THERE WILL BE ONLY THREE THOUGHT LEADERSHIP WEBINARS BASED ON OUR MHEALTH APP DEVELOPER ECONOMICS PROGRAM RESULTS COVERING E.G.:**

- ① Best business models that work for **app developers**
- ② Digital health app **market trends**
- ③ **Accelerators** as a way to finance your app project?

## DEMOGRAPHICS FROM PREVIOUS WEBINARS



## WEBINAR AND PROMOTION PROCESS



Early bird discount ends on June 30<sup>th</sup> 2017

# DEEP DIVE INTO THE DIGITAL HEALTH MARKET AND BECOME A RESEARCH PARTNER

## WHAT OUR RESEARCH PROGRAM OFFERS

**7** years of knowledge on the status quo and trends about the digital health market

**>4 million** data points on the digital health market

**25,000** company profiles from the digital health industry

**>50** market metrics incl. app numbers, downloads, API usage, accelerator mind share, revenue sources, tool usage

## HOW YOU BENEFIT FROM OUR PROGRAM



*Deep dive* into the mHealth app market or into a certain market segment (e.g. asthma market)



Segment market players and understand their needs to improve your digital health service offerings



Identify potential players and „Hidden Champions“ in the digital health market

## WHAT YOU GET

- 1. MARKET ANALYSIS DEEP DIVES**  
Insights into the digital health market: business models, regions, indications, market players, market scenarios
- 2. COMPETITOR & PARTNER PROFILES**  
Get deep dives into competitor offerings, performance, partnerships and perceived strategies. Find „Hidden Champions“ to partner with
- 3. DIGITAL HEALTH STRATEGY WORKSHOPS**  
Understand and discuss implication of program outcomes on your service offering
- 4. DIGITAL HEALTH MARKET SURVEY**  
Get answers directly from the global digital health community

# CONTACT US FOR MORE INFORMATION



**Markus Pohl**

Managing Director

 +49 (0) 30 60 989 3368

 [mp@research2guidance.com](mailto:mp@research2guidance.com)

 [www.research2guidance.com](http://www.research2guidance.com)