



Research 2 Guidance



How to Best Organize a HealthTech Business?

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HealthTech Organisation Blueprints, Examples from Key Players, Trends

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HOW TO ORGANIZE A HEALTHTECH BUSINESS?

WHAT IS THIS REPORT ABOUT?

This report examines **the evolving landscape of HealthTech business structures**, especially in Pharma and MedTech companies, over the last 15 years. Organizing digital health initiatives in large corporations has become both essential and challenging, as the HealthTech market grows more demanding. The companies must strategically organize their digital health efforts **to drive innovation, maintain a competitive edge, and achieve significant business impact**.

The report takes a deep dive into 11 organizational archetypes deployed for HealthTech businesses at organizations like Pharma and MedTech. Analysis of each archetype includes a detailed overview:



- **Objectives:** explaining what the reasoning and main objectives of each organizational archetype are for digital health businesses
- **Target partner company types:** highlighting the target partner company types of each archetype for HealthTech businesses
- **Governance:** highlighting the governance style of the archetypes, and into whom they typically report
- **Team sizes:** mentioning the number of FTEs in the teams in general for each organizational archetype
- **Responsibilities:** presenting a blueprint of the internal corporate responsibilities and core team responsibilities of archetypes
- **Value propositions for partners:** key benefits and financial support, for the digital health partners of the organizational archetypes
- **Performance:** evaluation of the archetypes on their performance of finding partners, launching solutions, driving usages & cultural change support

The report also provides current examples from Pharma and MedTech companies like Biogen, Siemens Healthineers, GE Healthcare, Bayer, AstraZeneca, Sanofi, Novartis, Roche, Merck KGaA, MSD, Janssen (J&J) and more. At the end, the report **delves into the 3 HealthTech market phases**, namely **Discovery, Hype** and **Realism**, and explains **the evolution of organizing digital health businesses** since 2010, while unveiling 5 trends expected to impact HealthTech business organizations in the next 3-5 and providing recommendations to overcome challenges.

IN A NUTSHELL

- ✓ 11 organizational archetypes
- ✓ Objectives, team sizes, responsibilities and governance
- ✓ Value propositions to partners
- ✓ Examples from Pharma and MedTech companies
- ✓ 4 KPIs evaluating the impact of archetypes
- ✓ Adaptation of archetypes across 3 market phases
- ✓ Trends and recommendations

ABOUT R2G

Research2Guidance is a strategy advisory and market research company.

We support business in digital healthcare and ultimately improve the way healthcare services are delivered globally.

We provide market and competitor insights (research) and strategy advice (guidance).

Since 2010, we have empowered digital health innovators and supported their missions for better healthcare.



CONTACT THE ANALYSTS

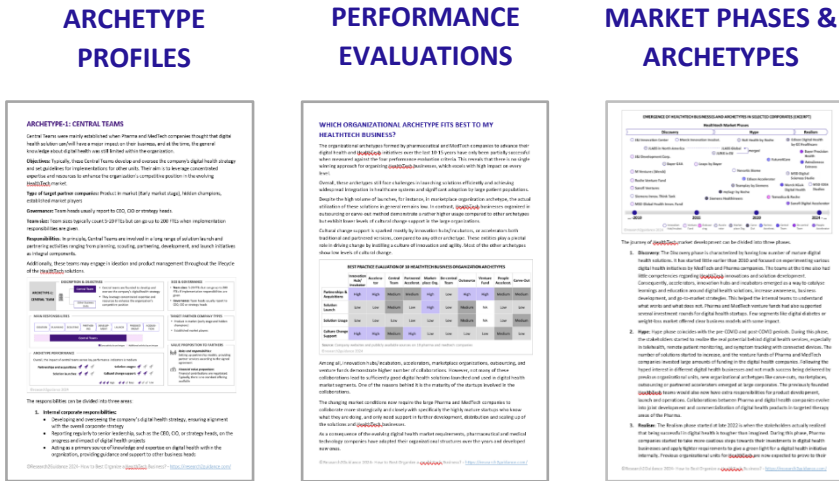
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HOW TO ORGANIZE A HEALTHTECH BUSINESS?

INSIGHTFUL REPORT FULL OF ANALYSIS, EVALUATIONS & TRENDS

Graphics and tables highlight chapters describing the organizational archetypes, their structure, objectives, sizes, responsibilities, value propositions for partners, and performance. The examples for each archetype from large pharmaceutical and MedTech companies are provided.



While performance evaluations of each archetype across 4 KPIs are given in their respective chapters with detailed explanations, an overall performance outlook of all archetypes against each other is also provided at the end of the report for benchmarking. The trends in organizations of HealthTech businesses since 2010 in different Pharma and MedTech corporates reveal how the organizational structures have evolved in time to respond to changing market conditions, and what is expected in future.

- ### ORGANIZATIONAL ARCHETYPES
1. Central Teams
 2. De-central Teams
 3. Carve-Outs
 4. Innovation Hubs
 5. Incubators
 6. Accelerators
 7. Collaborative Accelerators
 8. Marketplace Organizations
 9. People Accelerators
 10. Venture Funds
 11. Outsourcing

Questions the report answers:

- What are the archetypes to organize HealthTech businesses at Pharma and MedTech companies?
- What are the different objectives and responsibilities of each organizational archetype?
- How are the archetypes governed at larger corporates?
- How does each organizational archetype perform?
- Which Pharma and MedTech apply which archetype to manage their HealthTech business today?
- How did the archetypes evolve to adapt the market conditions today?
- What does the market require for organization of HealthTech businesses in 3-5 years?
- And more...

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APPENDIX

“We believe that digital health innovations will have a significant impact on the life of every human being, and they have already started transforming the healthcare industry. We support established healthcare companies and start-ups with insights, strategic advice, and hands-on partnership building.”

R2G exists to support digital healthcare and ultimately improve the way healthcare services are delivered globally.

We do this by providing market and competitor insights (research) and strategy advice (guidance). We facilitate partnerships creation between best-in-class innovators and established healthcare companies and help to align their service offerings and business models.

We strive for excellence in all we do. Our consultants and analysts are 100% dedicated to digital health.

Based in Berlin, we work on projects around the world. We support traditional healthcare companies, such as pharmaceutical, health insurance or med-tech companies, medical institutions, as well as start-ups and enterprises that want to enter the healthcare market by using digitally enabled business models and solutions.

Our R2GConnect platform hosts today more than 8,000 digital health startups, with an aim to facilitate partnerships between corporates, digital health startups and service providers. With its advanced search capabilities and matching scores, large corporates like Pharma and MedTech are able to find the best fit partners for their growing digital health activities. Digital health startups are also allowed to place their help requests and apply to the deals published by range of service providers to boost their businesses. Service providers for a range of digital health related offerings place their special deals, connect with startups and generate leads easily.

Since 2010, we have empowered digital health innovators and supported their missions for better healthcare.

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Vibhindika is a consultant at *Research2Guidance*. She holds double master's degrees in healthcare management and microbiology. At R2G, Vibhindika has contributed to market scan projects across a range of therapeutic areas like digital ophthalmology solutions and digital health segments such as RPM, telehealth, and the real-world data market. She has led a comprehensive study on the EU reimbursement landscape and DiGA business cases, and authored blog posts and whitepapers on various subjects in digital health.



Melis Ince

Melis is a senior consultant at *Research2Guidance*. She holds a master's degree in political science with a focus on applied research methodologies. She has worked and managed various competitor and market research projects in a range of therapeutic areas and technologies and delivered several reports such as Pharma's Rush into AI, Digital Health Business Outlook, and Pricing and Business Model Benchmark. She publishes blog posts on different subjects of digital healthcare businesses with her data analyses.



Ralf-Gordon Jahns

Ralf is the Managing Director and Co-founder of *Research2Guidance*. He has published more than 30 digital health market reports including "The Global Digital Diabetes Care Market 2020", "The Global Weight Loss Market 2020", and "The Global Market of Digital Women's Health Solutions 2020". Over the last ten years, Ralf has helped met-tech, pharmaceutical, and health insurance companies develop their digital health strategy. Ralf is a frequent keynote speaker at digital health events.