



strategy institute for eHealth



# Steering the digitization of healthcare

## Digital Health Strategy

**DESTHINY: “Digital Health Ecosystems in Rivalry” Study**  
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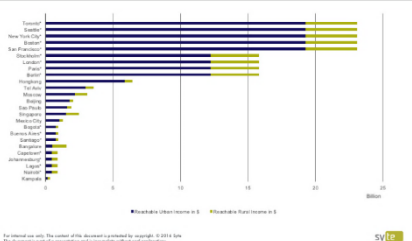
# DESTHINY: “Digital Health Ecosystems in Rivalry” Study

## Selected content of DESTHINY Study

**Selection of 25 relevant Digital Health Hubs**  
Analysis in >30 Parameters, combining scientific and in depth business analysis



**Digital Health Startups Market-Reach varies nearly by factor 70 depending on their location**  
Comparison of potential Market-Reach of significant Health Hubs



**Leading Research Regions are United States, Europe and China.**  
Global scientific activities



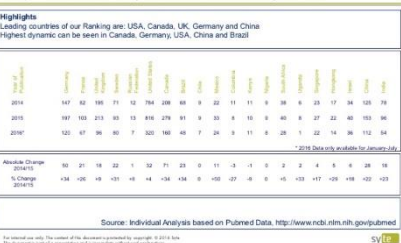
### Content overview

- Benchmarking of the leading 25 Digital Health Hubs
- Analysis of 5 Hubs per continent
- General attractiveness, Access to workforce, Innovation and IT, Sustainability
- Analysis of Business environment, Barriers in starting business
- Research environment, research activity
- Health care provider, Hospitals and reputation
- Analysis of location specific relevant medical research fields for digital health
- Market reach specifically for Digital Health (size, access to low / middle and high resource markets, urban / rural markets)
- Analysis of digital health specific Startup success in every Stage
- Investment structure and success
- Commitment of major health companies in different locations
- Insights and Opinions by leaders in digital health care
- Innovative presentation of key trends in digital health care

# Using the DESTHINY: “Digital Health Ecosystems in Rivalry” Study

## Users and benefits of DESTHINY Study

### Digital Health research grows especially in Canada, Europe, China and Latin America



## Users and benefits

### Public institutions

- Attraction of investors
- Attractions of investments
- Attraction and selection of startups
- Basis for Digital Health strategy
- Comparison of local Hub with others
- Analysis of success of investments

### Digital Health Startups in Brazil face difficulties in market access



### Investors

- Allocation of resources
- Selection of most perfect location
- Analyzing fields of research
- Comparing with other investors
- Providing non-monetary support
- Analysis of success of investments

### Market Reach and scientific publications play a major role for Startup environments



### Startups

- Framework for expansion
- Benchmarking of success
- Choosing Location for Business
- Calculating potential sales
- Acquire worlds best people
- Analyzing fields of research

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