



strategy institute for eHealth



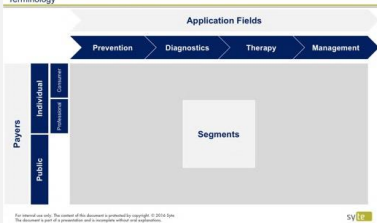
Excerpt: Steering the digitization of healthcare Digital Health Strategy

Finance Overview: Digital Health Investment Study
Authors: Justus Wolff, Korbinian Weisser, David Eckardt and Dr. Andreas Keck

Syte Digital Health Investment Study

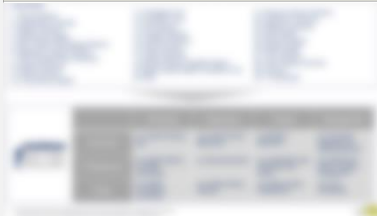
Overview about selected content of the Syte study

Syte structures the Digital Health landscape into medical application fields, respective payers and according segments



These twelve segments were used to analyze the Digital Health investment landscape of major investors

Overview of analyzed investors and examples for Syte segments



Investor benchmarking: Most investors lack a clear healthcare investment strategy

Drill down: Detailed investor analysis



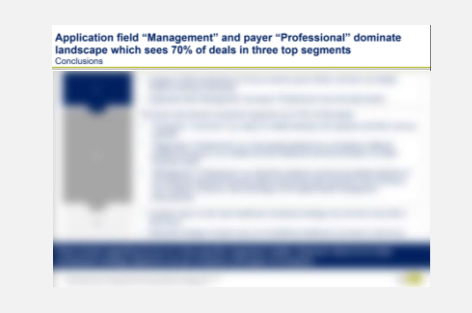
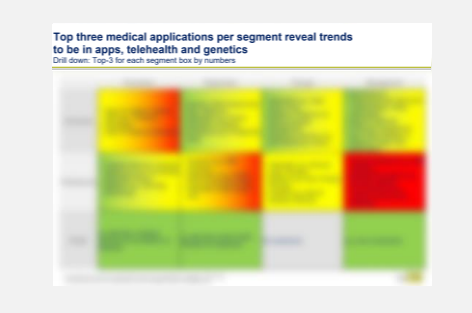
Content overview

Analysis of top 30 investors and respective 600 investments

- Overall structuring of the Digital Health investment landscape
- Differentiation by payers (e.g. private consumers or professionals..) and application fields (e.g. prevention or therapy..)
- Definition of twelve “Syte segments” as according intersection between payers and application field
- Differentiation of top 3 applications for each of the twelve segments (e.g. Nutrition, Wearables, DNA analytics, Telehealth, Big Data..)
- Analysis of leading 30 investor portfolios regarding Digital Health investments in these segments
- Conclusions regarding focus areas of investments and trends (proven winners vs upcoming target segments)
- Breakdown of investor landscape by quantitative benchmarking of funding strategies
- Clustering of investors by strategic vs financial viewpoints, funding stages and differentiation between classical and new Digital Health investment strategies
- ...

Using the Syte Digital Health Investment Study

Users and benefits of the Syte Digital Health Investment Study



Users and benefits

Strategic and financial Investors

- Definition of investment strategies
- Selection of focus areas
- Analyzing trends and opportunities
- Comparison with peers (fin. + strat.)
- Analysis of success criteria
- Methods for non-monetary support

Startups

- Analysis of investor types
- Benchmarking of success factors
- Definition of growth opportunities
- Evaluation of investor profile fit
- Framework for bundling
- Conclusions for research fields

Public institutions

- Definition of Digital Health strategies
- Breakdown of focus areas
- Attraction of investments
- Comparison of investment strength
- Implementation of leading segments
- Conclusion regarding support options

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