

Health & Wellbeing Vertical

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Tagline

Switzerland has a dynamic, rapidly developing startup landscape in the digital health sector with major pharmaceutical companies, insurance players, healthcare providers, and medtech companies investing in healthtech innovation.

Vertical Description

The digitalization of healthcare is necessary to provide access to personalized and connected care. Kickstart's Health & Wellbeing Vertical, co-founded by Swiss Healthcare Startups in 2019, is focused on identifying innovative and sustainable digital health startups and scaleups which have a validated business model and the potential to disrupt and digitize the healthcare industry. The goal is to spot the right new products/services and technologies that will help reshape the areas of wellbeing and mental health, lifestyle and prevention, care coordination, chronic pain and health data.

Partners

- AXA
- La Mobilière
- Swisscom Ventures
- MSD
- City of Zurich
- Sanitas

Technologies

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Conversational Interfaces
- Virtual reality (VR) and Augmented Reality (AR)
- Big Data & Data Analytics
- Internet of Things (IoT)
- Sensors

Collaboration Areas

- Lifestyle & Prevention
- Care Coordination & Access To Healthcare
- Corporate Wellbeing
- Public Health
- Health & Wealth
- Health Systems, Process Optimisation & Automation

Collaboration Opportunities

A - Lifestyle & Prevention

- A7 Solutions to support elderly people live independently at home for as long as possible.
- A8 Health promotion solutions to avoid medical intervention, with a focus on cholesterol and diabetes, mental health and personalized AI based health profile.
- A9 Ressources, coaching and education to support mothers-to-be during their pregnancy.
- A10 Connecting young people (16-26) with the information they need and supporting them to find the right location to get vaccinated against Human Papilloma Virus (HPV).
- A11 Ensuring all adult women (27-45) have the information and knowledge about how they can invest in getting HPV cancer prevention and where to get vaccinated.
- A12 Solutions to streamline the clinical pathway to ensure earlier and faster diagnosis of patients with rare diseases such as pulmonary arterial hypertension (PAH).
- A13 Early detection of rare diseases such as pulmonary arterial hypertension (PAH): AI-enabled predictive analytics in electronic health record to support diagnostic of primary care physicians.

B - Care coordination & Access to healthcare

- B6 (Low tech) solutions to inform and empower seniors about the technologies available to them for healthy aging at home.
- B7 Solutions for complementary health insurance, innovative treatments and options new to the Swiss market.
- B8 Clinical Decision Support (CDS) systems to empower healthcare providers with precise tools for the detection and referral of rare diseases such as pulmonary arterial hypertension. (PAH).
- B9 B2B and B2C solutions to support and optimize the patient journey in the Swiss healthcare system, especially focusing on earlier and faster diagnosis as well as faster time-to-treatment of any type of cancer.

D - Corporate Wellbeing

- D1 Corporate wellbeing management: solutions to increase employees health and satisfaction (mental health, physical disease prevention).
- D2 Incentives to reduce absenteeism, presenteeism and sick leave.
- D3 Support of the wellbeing of medical and nursing staff and management of absenteeism in the healthcare field.

E - Public Health

- E1 Ways to mitigate the impacts of climate change on public health.
- E2 Sustainability in the healthcare sector.

F - Health & Wealth

- F1 Solutions to incentivise insurance customers to save money (through coin generation for a health wallet, through premium smoothing, roundups etc.) for unforeseen health issues and compensate for the increase of health cost.

G - Health System, Process Optimisation & Automation

- G1 Process optimisation and automation at healthcare providers: e.g. reduction of paperwork, speed up the processing of patients and referrals to specialists, smoother journey through the system for patients etc..
- G2 New ways to engage insurance customer in digital interactions, onboarding etc. and improve customer experience (e.g. live chatbot solutions (e.g. GenAI, LLM, intent recognition), gamification for customer portals/self-services).
- G3 Automatisation of personalized coverage check, match of products and purchased services coming from several sources.
- G4 Ways to optimize the process of health insurances checking the reimbursement of specific medicine with physicians before the prescription takes place, with a low cost impact but large quantity structure (e.g. blockchain, data exchange networks etc.).
- G5 Consideration of personal interests and life changes (move, wedding, pregnancy etc.) in the design of personalized communication and sales measures (cross-selling) in health insurance.

Overview of Collaboration Opportunities 2024 - Health and Wellbeing

A - Lifestyle & Prevention	B - Care coordination & Access to Healthcare
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