

25 years of ITEA Roadshow – Netherlands

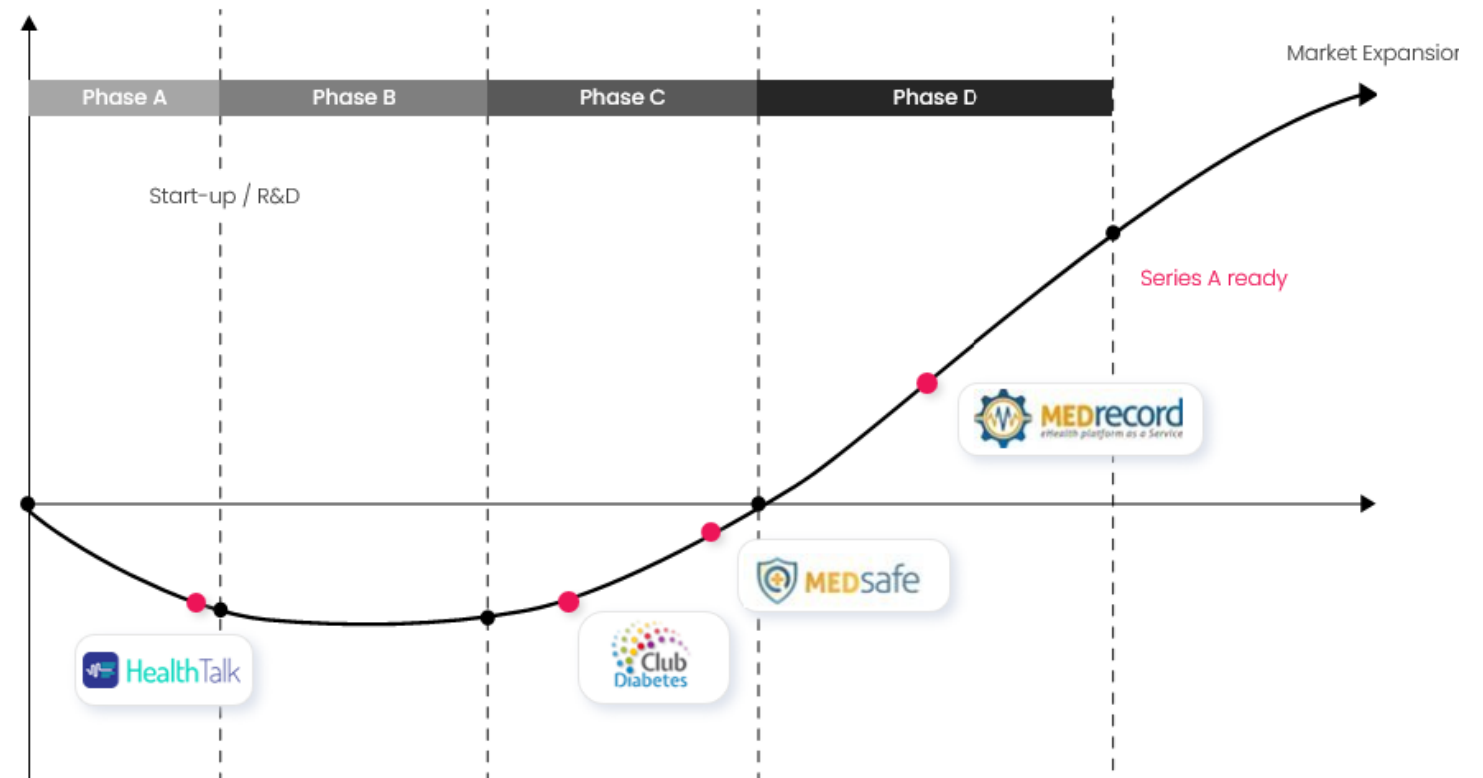
MEDrecord BV

25 May 2023 | Utrecht
Jan-Marc Verlinden



MEDrecord BV


- *Previously: MedVision360 BV/KnowL solutions BV; same company and CoC*
- *Started in 2017, at the moment 22 FTE in total*
- *We are an eHealth accelerator fund*
- *12 running research projects at the moment*
- *Basic eHealth platform:*
 - www.medrecord.io
- *3 spin-off companies*
 - www.healthtalk.ai
 - www.clubdiabetes.nl
 - www.medsafe.io



What is innovation?

As founder of one of the (many) Living Labs:

Learnings:

- *Innovation is “just” a process*
- *Innovation  invention*
- *The right partners are key for any innovation*
- *The business case is part of the innovation*

Research and Development

Active in ITEA since 2008 (with previous company) and involved in:

1. 2009 - 2011 Edafmis
2. 2017 - 2020 PARTNER (Winner ITEA Award of Excellence 2021)
3. 2019 - 2023 Food Friend
4. 2021 - 2025 Secur-e-Health
5. 2022 - 2025 DAIsy
6. 2022 - 2025 SYMPHONY

Also involved in Artemis, AAL, KDT, Xecs, SLIM, IPC, SET, REACT....

Use the available funds as accelerator for spin-off companies to get VC in on a later stage.

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Example of an ITEA project - PARTNER [1/2]

PARTNER project 2017 - 2021

- PARTNER developed an architecture allowing different systems to communicate with each other, to enable the creation of a unified overview of a patient's status (including at home).
- Monitoring heart failure with AMC
- <https://medrecord.io/project/heartfailure-monitoring/>
- ITEA award winning project, led by large industry (Barco)
- Success because of the partners

Learnings:

- COVID challenges
- Take care you have the right partners!!
- Deliver what you have to
- Be committed to success
- Working with South-Korea
- ITEA: create a new map



Example of an ITEA project - PARTNER [2/2]

Societal impact

- Intelligent monitoring after treatment giving doctors better tools and patients a more comfortable post-procedure experience.
- Multidisciplinary team: 'One patient, one team' approach for hospitals. This assists collaboration within hospitals and reduces costs while offering greater freedom and comfort to patients. This should result in better health outcomes and, above all, a higher quality of life even when ill.

Business impact

- MEDrecord's platform allowed for the seamless integration of all 18 partners' environments for the secure flow and processing of information.
- MEDrecord licensed their platform as a service, enabling to achieve 4 additional sales in 2022 based on the developments done inside the PARTNER project. MEDrecord also has become Microsoft partner in order to sell the MEDrecord APIs via the Azure marketplace.
- The program also delivers an easy-to-use patient portal allowing patients easy access and sharing vital information with their care providers.

Example of an ITEA project - MediSpeech

MediSpeech (still to be decided...)

- MediSpeech aims to reduce administrative waste in healthcare by creating an open digital healthcare ecosystem for automated medical reporting
- We are coordinator:
 - Pitched in 2022 in Helsinki; 70 requests
 - Select only the best partners
 - Select country coordinators (that you know)
 - Plan monthly meetings
 - Set the timeline

The “easy” part

- Start writing -only- with the final partners
- Leave room for improvement in PO phase
- Improve your plan after PO feedback
- Submit final FPP
- Prepare Dutch hearing at the beginning of June!!



- An SME can only do large innovations inside this kind of projects
- Without funding no innovation:
 - The funding can accelerate business impact
 - For us, the funding is the foundation of each spin-off company
 - In collaboration with VC the funding will multiply into company value
- Societal business is most likely clear, finding the right business case is the challenge

Unique aspects/benefits of the support of ITEA & RVO

- Both RVO and ITEA know each other (very well)
- All NCP (like RVO) know one another (very well)
- Easily accessible
- Talk to them
- *Do not tell “them” everything (that goes wrong... 😊)*

Advice for SME participants

Go to the yearly ITEA meeting and just see what happens

- Book 12 and 13 September 2023 in Berlin

Please DO NOT coordinate the first project idea yourself

- It will take the experienced partners way more time
- Blame yourself; in each step blame yourself if you do not get the right result

The pitches

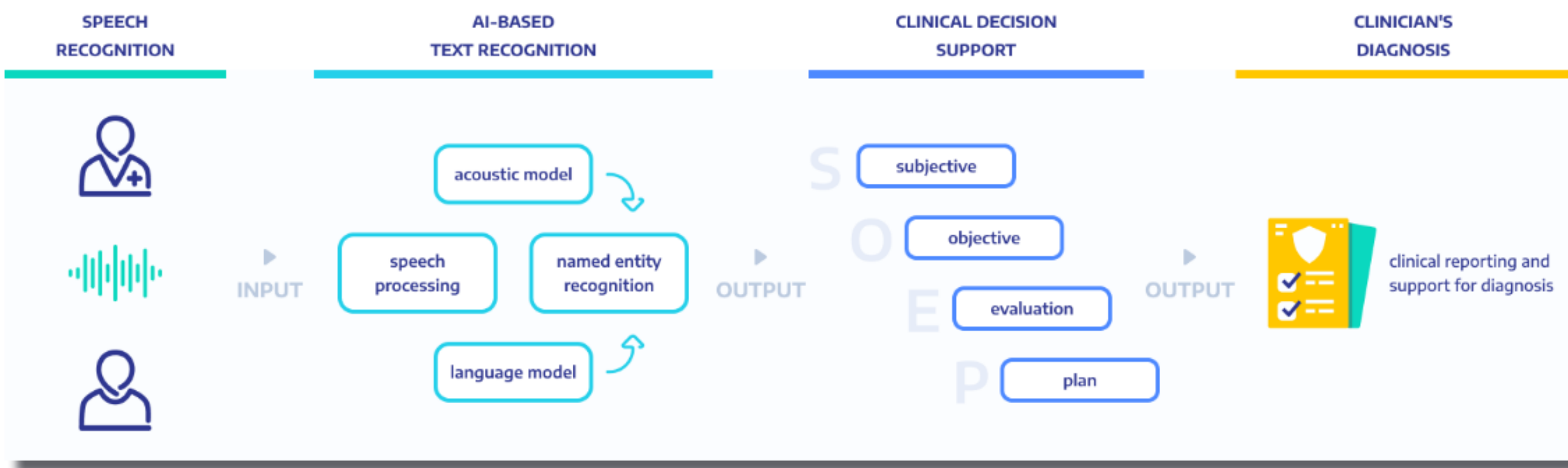
- Maybe pitch yourself
- Check what others are doing

The funding and the right partners

- Be keen on your partners; for The Netherlands, get large industry in
- Check what country has what (size of) funding

Advice for SME participants

If you pitch in Berlin:KISS!!!



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MEDrecord
eHealth platform as a Service