



Case Buddy Healthcare:

Sote-organisaation kehittämiskumppanina - haasteet ja mahdollisuudet sekä onnistumisten esimerkkejä

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Content

Early Idea

Solution

Technology and Regulation

Market

Discussions



Patients are Disconnected from Care Pathway

Hospital Wide Problem



Patients

Paper-based care makes patients feel:

- **Stress**
- **Uncertainty**
- **Lack of care**

Doctors and Nurses

Manual care coordination causes:

- **Cancellations and no-shows**
- **Admin work**
- **Unnecessary follow-ups**

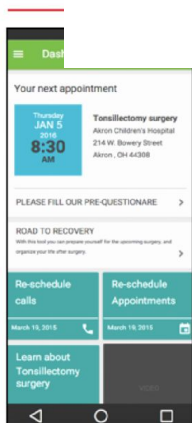
Hospital management

Undocumented care can't be measured and improved:

- **Care effectiveness**
- **Service quality**
- **Operative Cost**

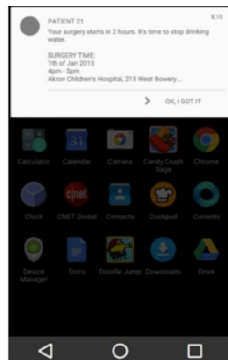
App Idea for the Families of Pediatric Surgery Patients

December 2015



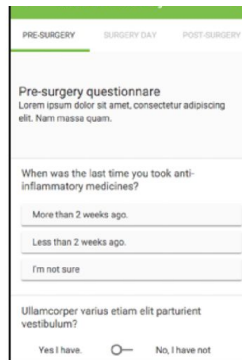
Sovelluksesta löytyvät muun muassa:

- Varatut ajat
- Esitietolomakkeet
- Kuvaukset leikkausprosessista
- "Chat box"
- Ajanvarauspalvelut



Tärkeitä ilmoitukset, kuten:

- Muistaa ottaa oikean määrän lääkettä oikeaan aikaan
- Muistaa olla syömättä ennen leikkausta



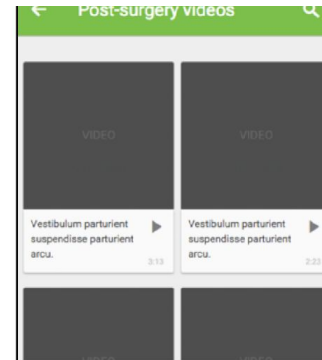
Lomakkeiden sähköinen täyttö ja toimitus

- Kipu päiväkirja
- Esitietolomakkeet
- Palautekysely



Navigointiohjeet

- Sairaala
- Parkkipaikka
- Oikea osasto

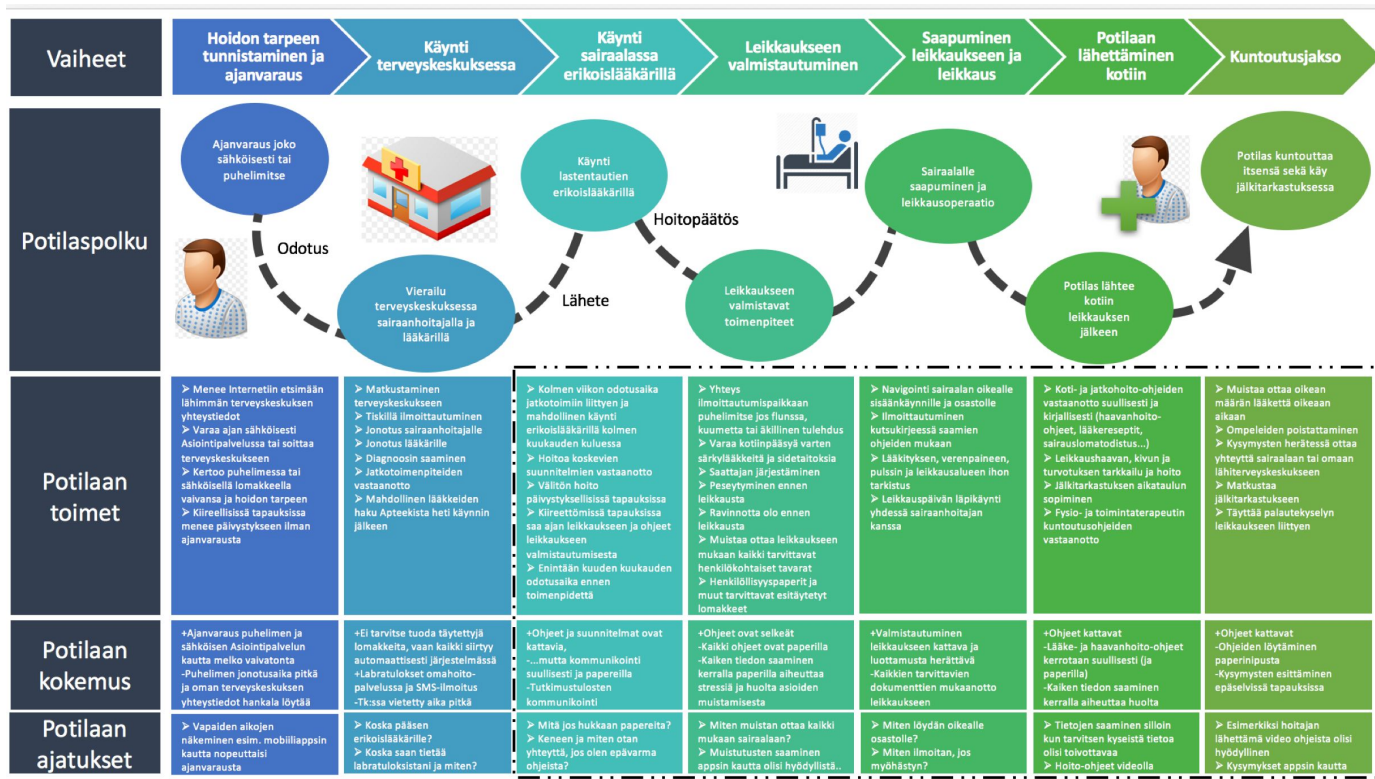


Video- ja tekstiohjeet

- Kuntoutusvideoita
- Sairaalan terveiset
- Kirjalliset ohjeet oikeaan aikaan

Service Blueprint

February 2016



Minimum Viable Product

September 2016



- Timely Reminders
- To-Dos
- Pre-Questionnaires and PROMs
- Recovery Follow-ups



Reduces

- Cancellations
- Admin work

Improves

- Quality of care
- Patient experience

Piloting

October-December 2016

- Real-life pilot with 10 patient cases
- Patients' "mental" preparation time from 1 day to 2 weeks.
- One potential cancellation identified.
- Good feedback.
- App users didn't have a need to contact hospital at all.

TestLab's press release was covered by several medias

January 2017

- Apu
- Medi uutiset
- Terveys ja talous
- Tekniikan maailma
- Kaleva
- Oululehti
- Forum24
- Pohjanpiiri

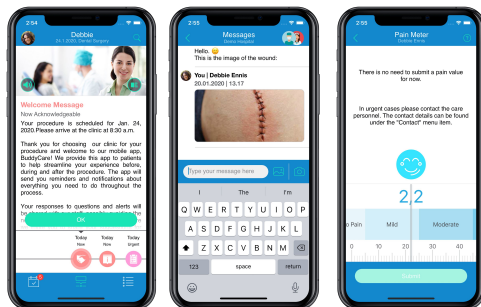


Care Coordination Platform

Hospital Wide Solution



Patients

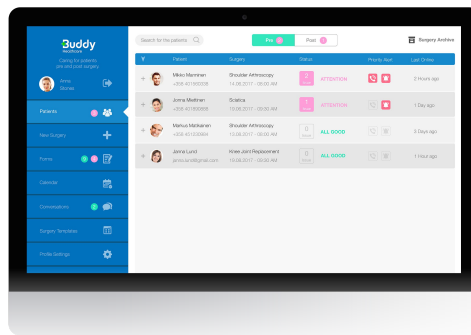


Transparent instructions and forms

- Accessible through mobile app
- Care pathway, instructions, support, and follow-up available 24/7



Doctors and Nurses

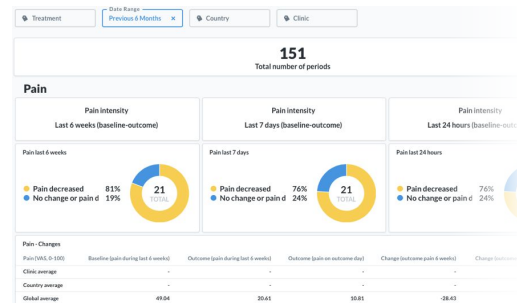


Actionable and process orientated

- Low-touch working model
- Smart alerts, secure messaging



Hospital management



Real time and structured care pathway-related quality measures

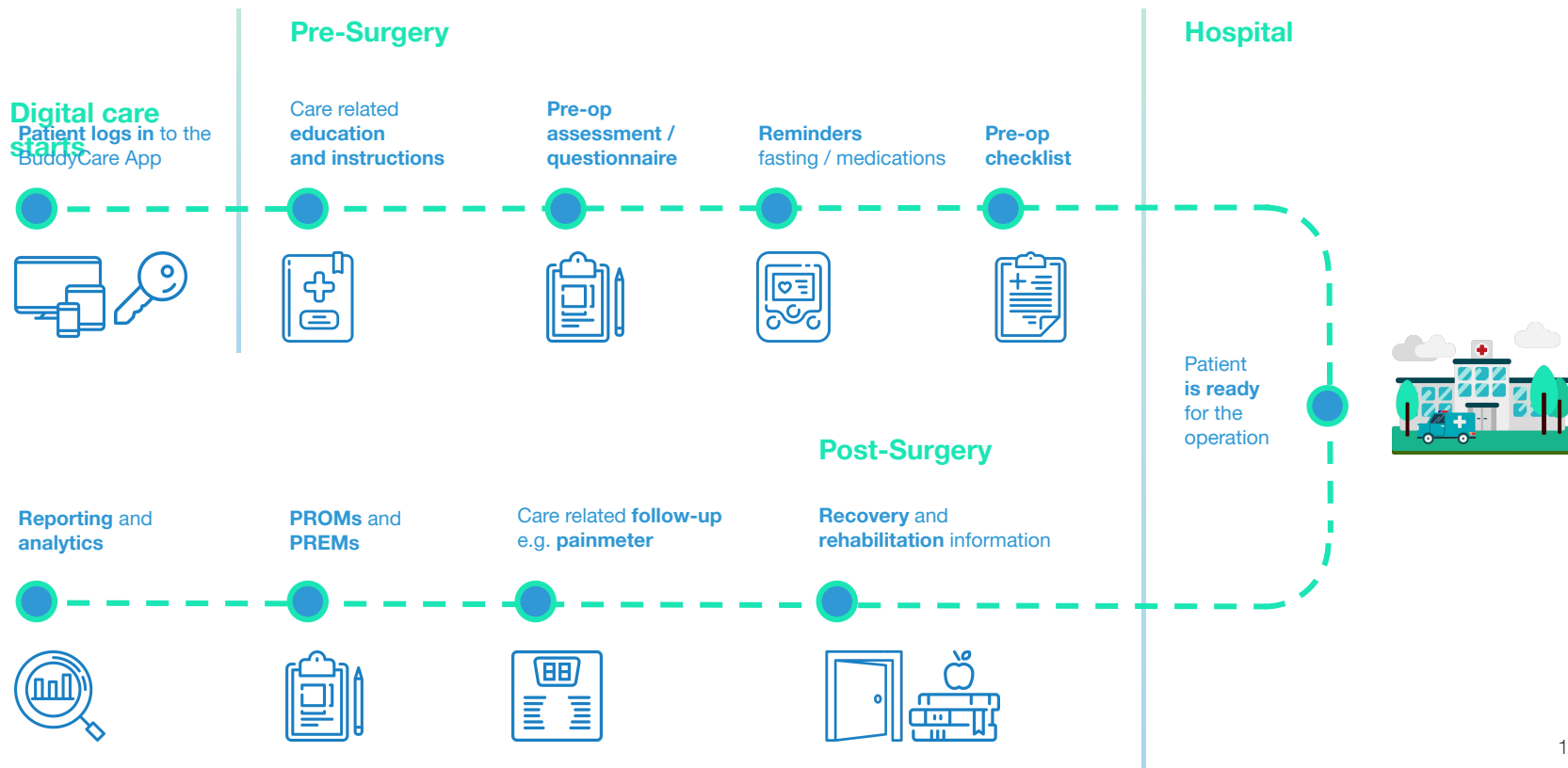
- PROMs (Patient-Reported Outcome Measures)
- PREMs (Patient-Reported Experience Measures)



Major benefit: **90% of the patients stay compliant** with their pathway (customer data)

From Home to Hospital and back to Home

Digital Care Pathway



Scalable Platform for the Entire Hospital

“Good Enough” for the Majority of Medical Specialties

23 medical specialties

200+ care pathways

Orthopedics, joint replacement

ENT surgeries

Gastroenterology

Gastrointestinal surgeries, obesity

Plastic surgeries

Pediatric surgeries

Eye surgeries

Dental surgeries

Vascular surgeries

Cardiology

Urology

Physiatry, Chronic pain

Physiotherapy

Pediatrics

Children psychiatry

Health screening

Infection diseases

Regulatory and Compliance

BuddyCare can be sold in EU, USA and Canada

- ISO 13485 certified.
- EU-GDPR Compliant.
- CE certified as Class I medical device in EU.
- UK: DCB0219 compliant, DTAC compliant, Cyber Essentials certified, DSP Toolkit compliant.
- HIPAA (Health Insurance Portability & Accountability Act) compliant for US markets.
- FDA notification needed (no approval).
- PIPEDA (Personal Information Protection and Electronic Documents Act) compliant for Canadian markets.

Future

- ISO 27001 in process.
- CE Class IIa shall be obtained before new EU-MDR regulation becomes effect on May 2021.
- EU and US compliance enables almost all the other markets in the world with minor modifications. Still, each country has to be confirmed separately when necessary.

EC DECLARATION OF CONFORMITY



Product name:

BuddyCare

Name and address of the manufacturer: Buddy Healthcare Ltd Oy
Kuortaneenkatu 2, Helsinki
00510 FINLAND

Classification (MDD, Annex IX): Class I product, Rule 12 in Annex IX of the MDD
93/42/EEC

Directives:
93/42/EEC Medical Device Directive, amended by 2007/47/EC
629/2010 Laki terveydenhuollon laitteista ja tarvikkeista



Go-to-Market

Over 60% of Finnish Hospitals as Customers,

Direct Sales

- Hospitals, clinics, and private service providers
- Focus in **Nordics, the UK and Germany**
- Target **100k€+ annual** deals
- **13/19** of public hospital districts as an existing customer in Finland

Partner Sales

- **Strategic Partners** → Faster market coverage
- **Resellers** → Wide market penetration in selected target markets

CUSTOMERS



RECUROR



ORTON



PARTNERS



Discussion

- Real good attitude among OYS personnel.
- Results were important to gather investors.
- The first test application that was brought to the patients caused delays. -> Time is money for a startup.
- OYS Children's clinic ~~is~~ was our customer nowadays, but:
 - Took one year to negotiate a commercial contract after the pilot phase.
 - Other stakeholders / customers / partners / investors expect that a co-development partner buys the product.
 - "Innovatiivinen hankinta" couldn't been applied as product was already "piloted" and available in the market.
 - Some people were afraid that TestLab will become a sales channel.



Thank You!

Jussi Määttä

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