

knök

YOUR HEALTHCARE. EVERYWHERE.

INTERNET OF THINGS AND THE HEALTHCARE CONTINUUM

9º Congresso Comité Português da URSI
04 December 2015



Beta-1



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Internet of things and the healthcare continuum

knok

Healthcare should be a continuum, however it is full of silos

Market
players are
positioning
themselves
for disruption

Massive investment since 2014

Digital health's performance is particularly strong

Top 6 categories pointing in the same direction

IoT will
change the
way
healthcare is
provided

Beneficial to all stakeholders

Healthcare model will change from reactive to preventive

Patient doesn't need to be near the doctor to be seen by him

knok is
walking in
the right
direction

We have created a direct connection between patients and doctors

The platform is developed to handle connection to devices and telemedicine

knok can widen its services and stop only at urgent situations

Wrapping up: IoT will change everything and knok will profit from it

Healthcare should be a continuum, however it is full of silos

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- Each link of the value chain is managed by independent players that do not communicate
- Different systems within the same hospital
- No link between acute care and post-acute care

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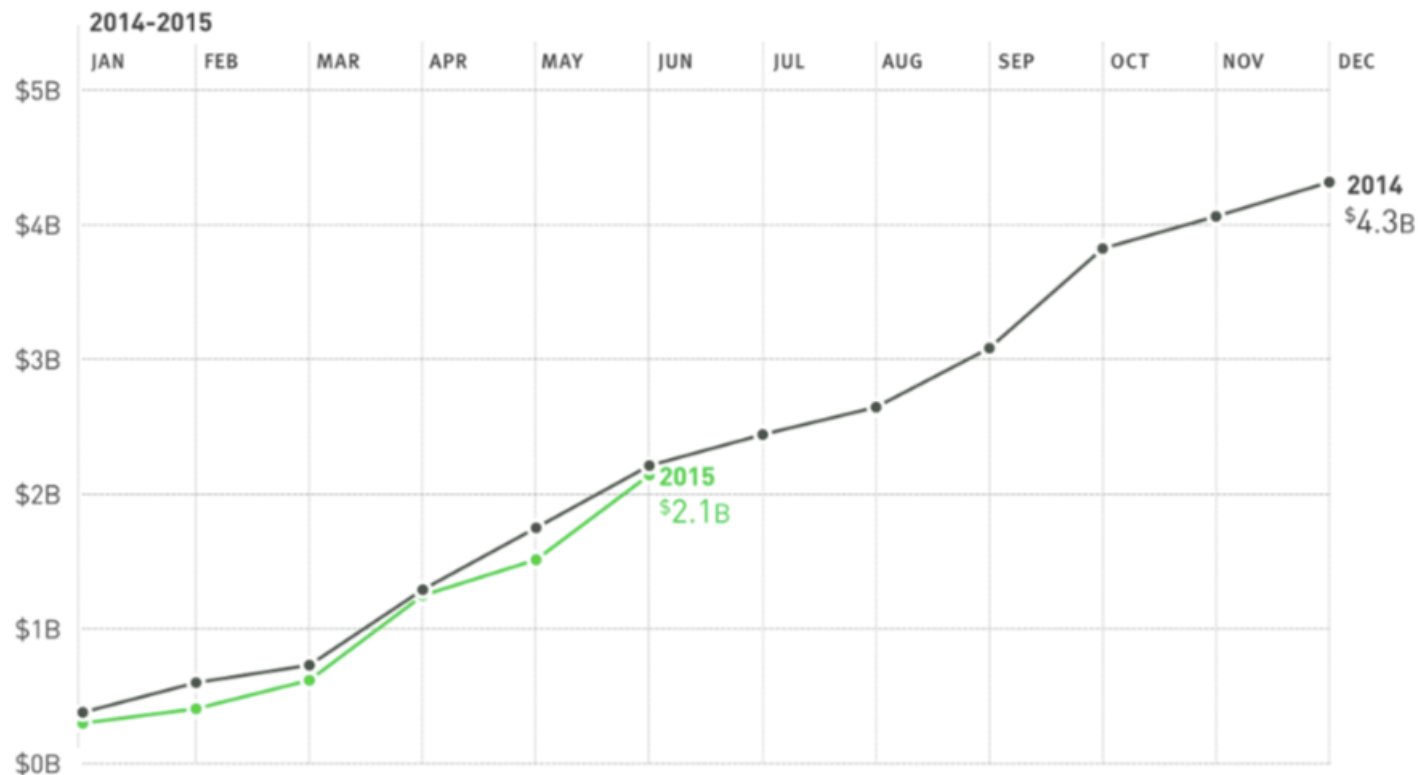
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There has been a massive investment over the last two years

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DIGITAL HEALTH VENTURE FUNDING

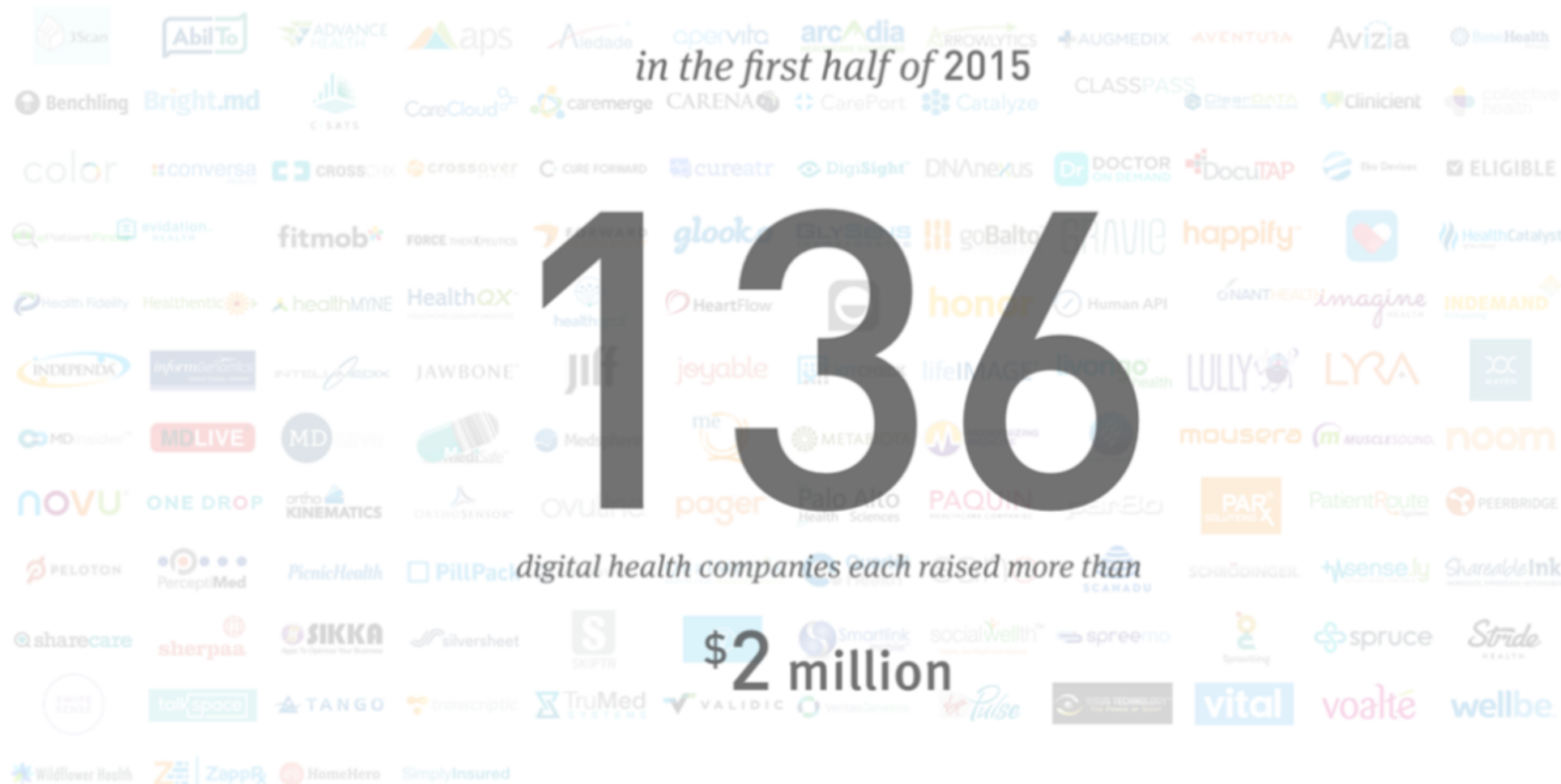
2014 and H1 2015



6,4Bi USD invested in Digital Health related startups

Digital health's performance is particularly strong

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Digital health is growing faster than overall venture funding

Top 6 categories address the healthcare continuum, but no clear winner

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TOP SIX CATEGORIES

H1 2015



\$387M

Jawbone
(\$300M)

WEARABLES AND BIOSENSING

Wearable or accessory devices that detect specific biometrics and are designated for consumers



\$212M

Health Catalyst
(\$70M)

ANALYTICS AND BIG DATA

Data aggregation and/or analysis to support a wide range of healthcare use cases



\$176M

PillPack
(\$50M)

HEALTHCARE CONSUMER ENGAGEMENT

Consumer tools for the purchasing of healthcare products and services or health insurance (B2B and B2C)



\$169M

Doctor on Demand
(\$50M)

TELEMEDICINE

Delivery of healthcare services (synchronous or asynchronous) through non-physical means (e.g. telephone, digital imaging, video)



\$128M

Virgin Pulse
(\$92M)

ENTERPRISE WELLNESS

Services designed to improve general well-being of employees



\$74M

Augmedix
(\$16M)

EHR AND CLINICAL WORKFLOW

Electronic health records and surround applications, including clinical workflow support/augmentation

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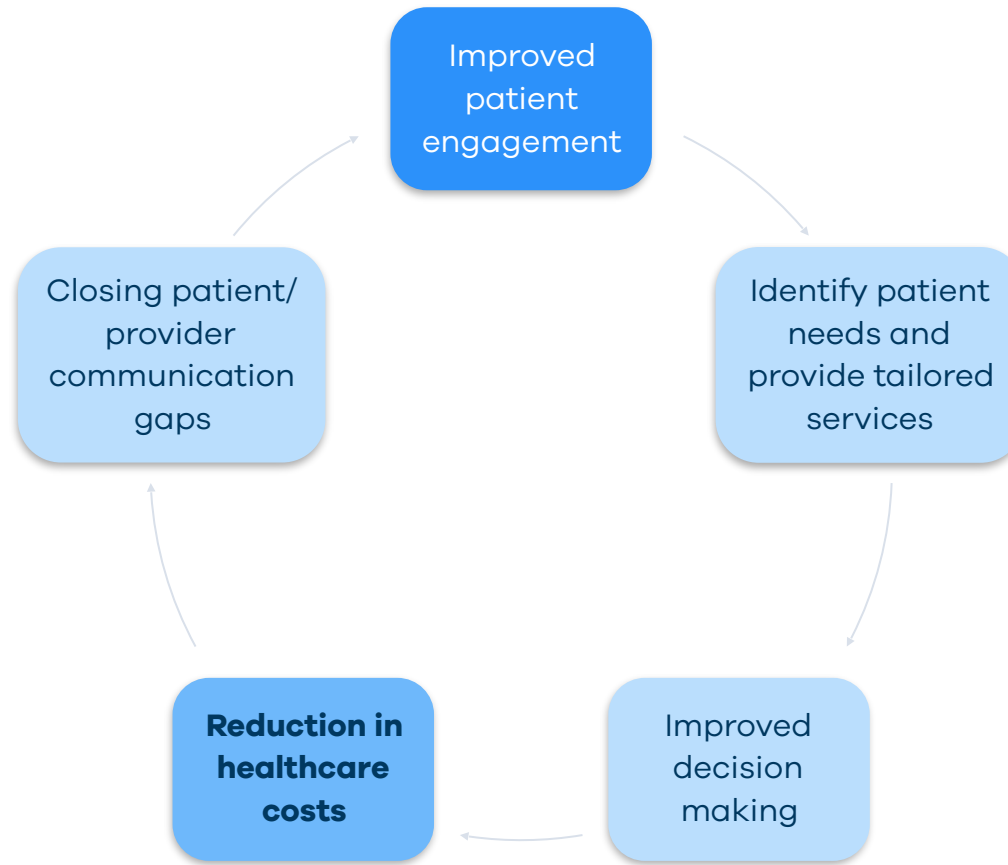
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IoT is beneficial to all stakeholders...

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Healthier patients, better services, improved outcomes

... but it is estimated to grow by 5x from 2015 to 2020

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CONSUMER ADOPTION

Percent adoption by digital health category



ONLINE HEALTH INFORMATION

Historical use of online or mobile resources to search for specific health topics

IODINE

WebMD



ONLINE HEALTH REVIEWS

Historical use of online or mobile resources to find reviews of doctors or healthcare services

healthgrades

ZocDoc



MOBILE HEALTH TRACKING

Current use of a mobile health application to track one or more health-related factors

Lose It!

myfitnesspal

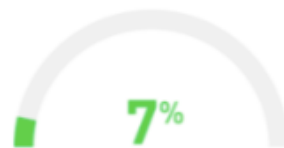


WEARABLES

Ownership of wearable devices that help track key health-related factors

fitbit

JAWBONE



GENETIC SERVICES

Consumer-driven historical use of genetic-based services including family planning and personal DNA

23andMe

Counsyl



TELEMEDICINE

Historical use of video-based technologies to receive medical care or advice from a healthcare professional

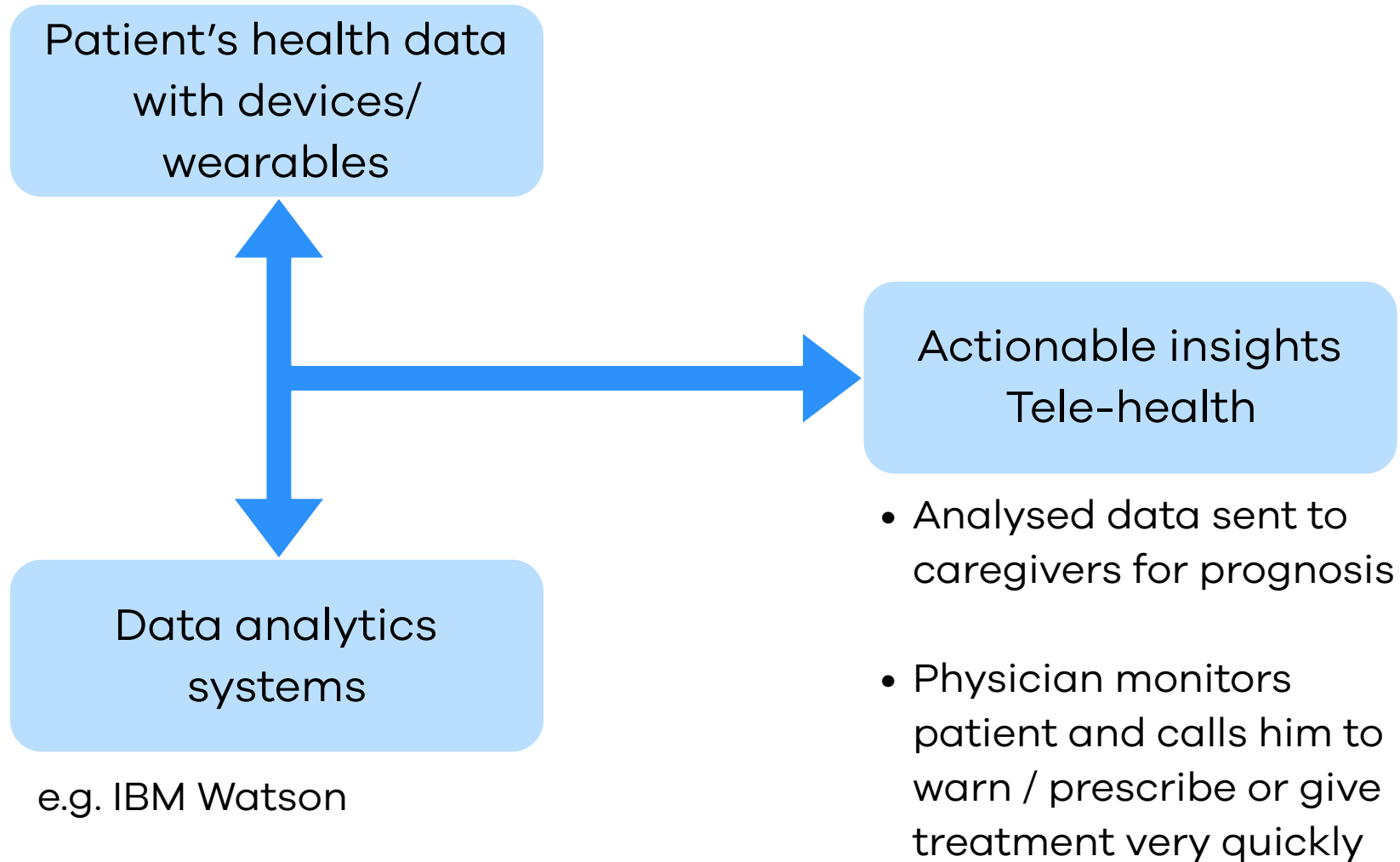
American Well

Dr DOCTOR ON DEMAND

Healthcare model will change from reactive to preventive

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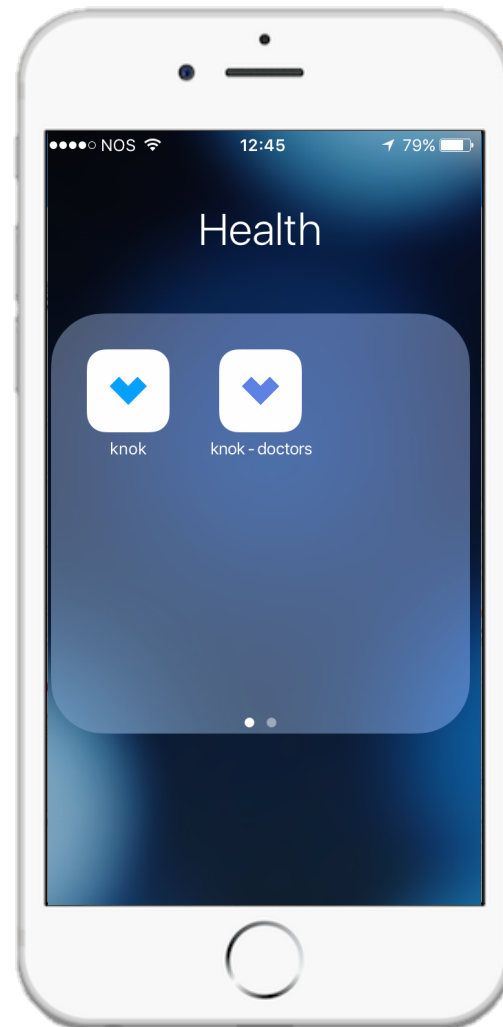
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Launching NOW!



 Available on the
App Store

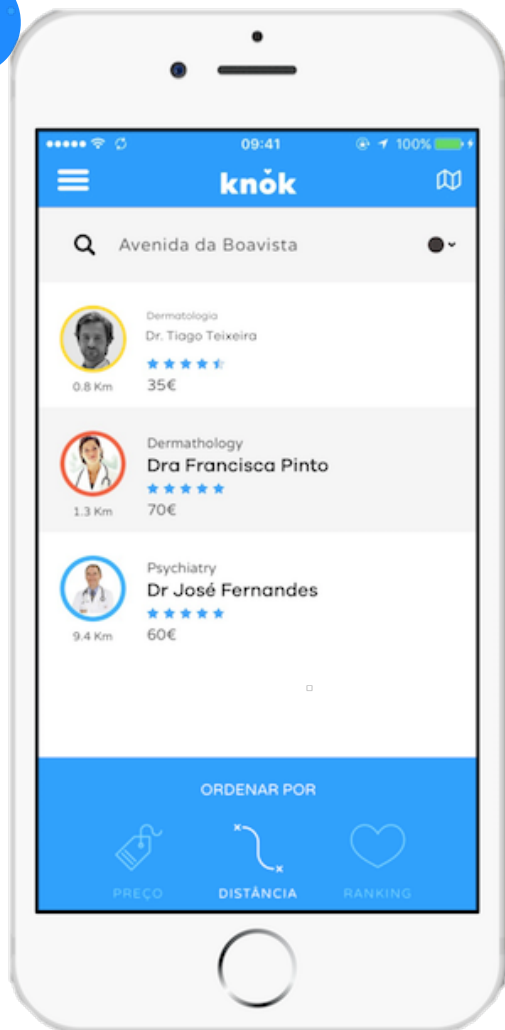
A direct connection between doctors and patients

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Choose a doctor

From a list of available doctors

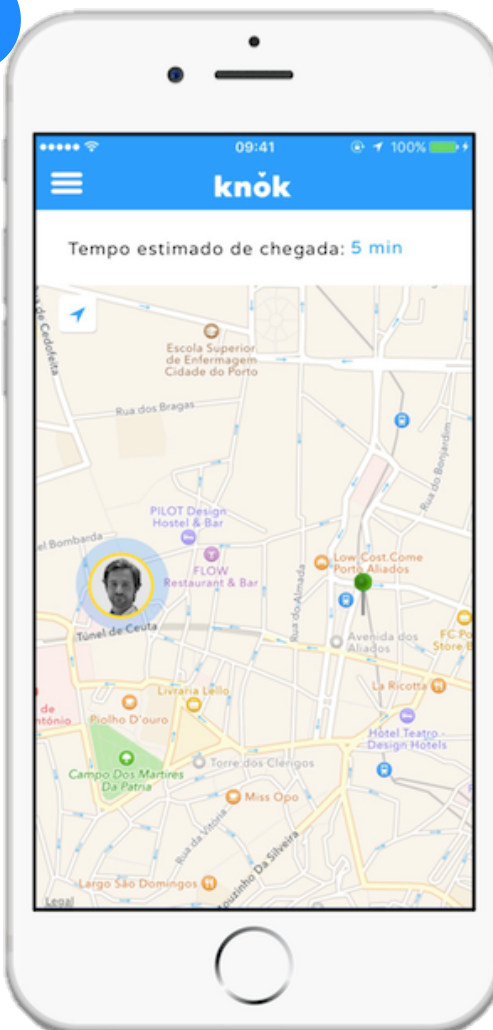
1



The doctor comes to you

You can track his journey on the app

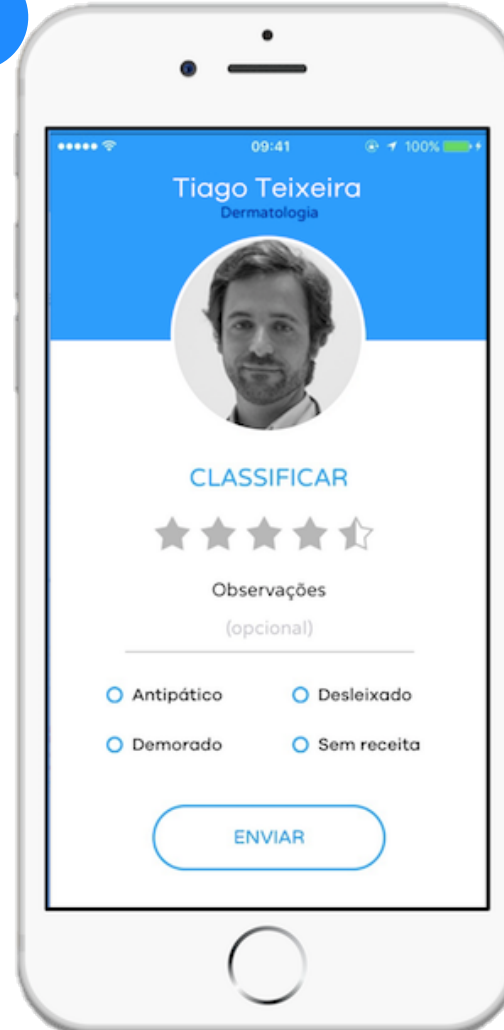
2



You rate the doctor

Share the experience with other patients

3

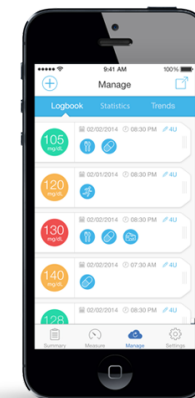


knok's key advantages: quickly getting the chosen doctor to the patient

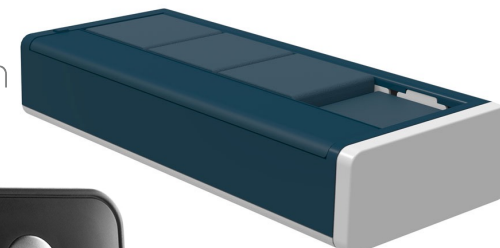
knok**Time****Comfort****Proximity****Simplicity****Safety**

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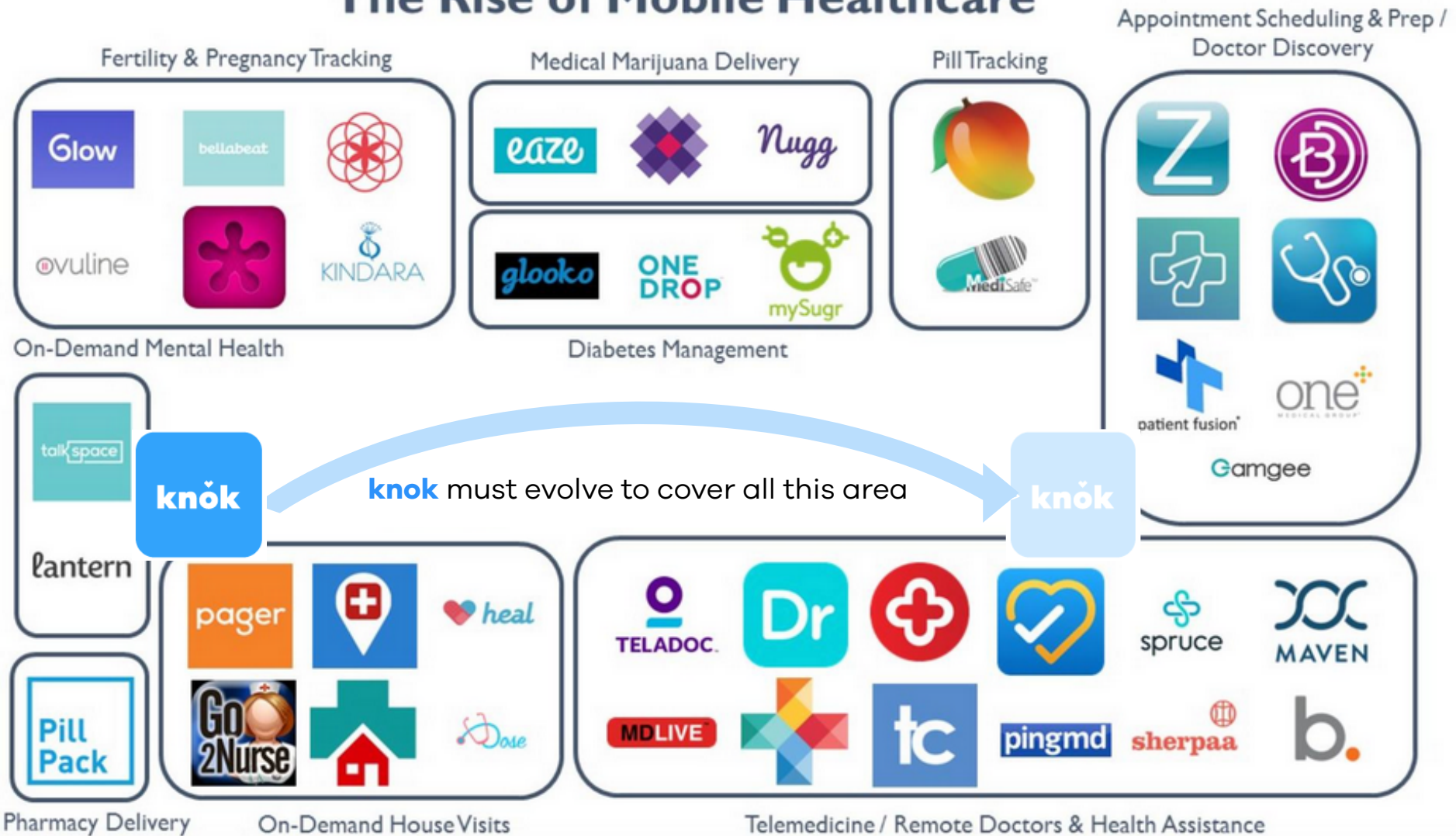
linehealth



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“Healthcare in a Click” The Rise of Mobile Healthcare



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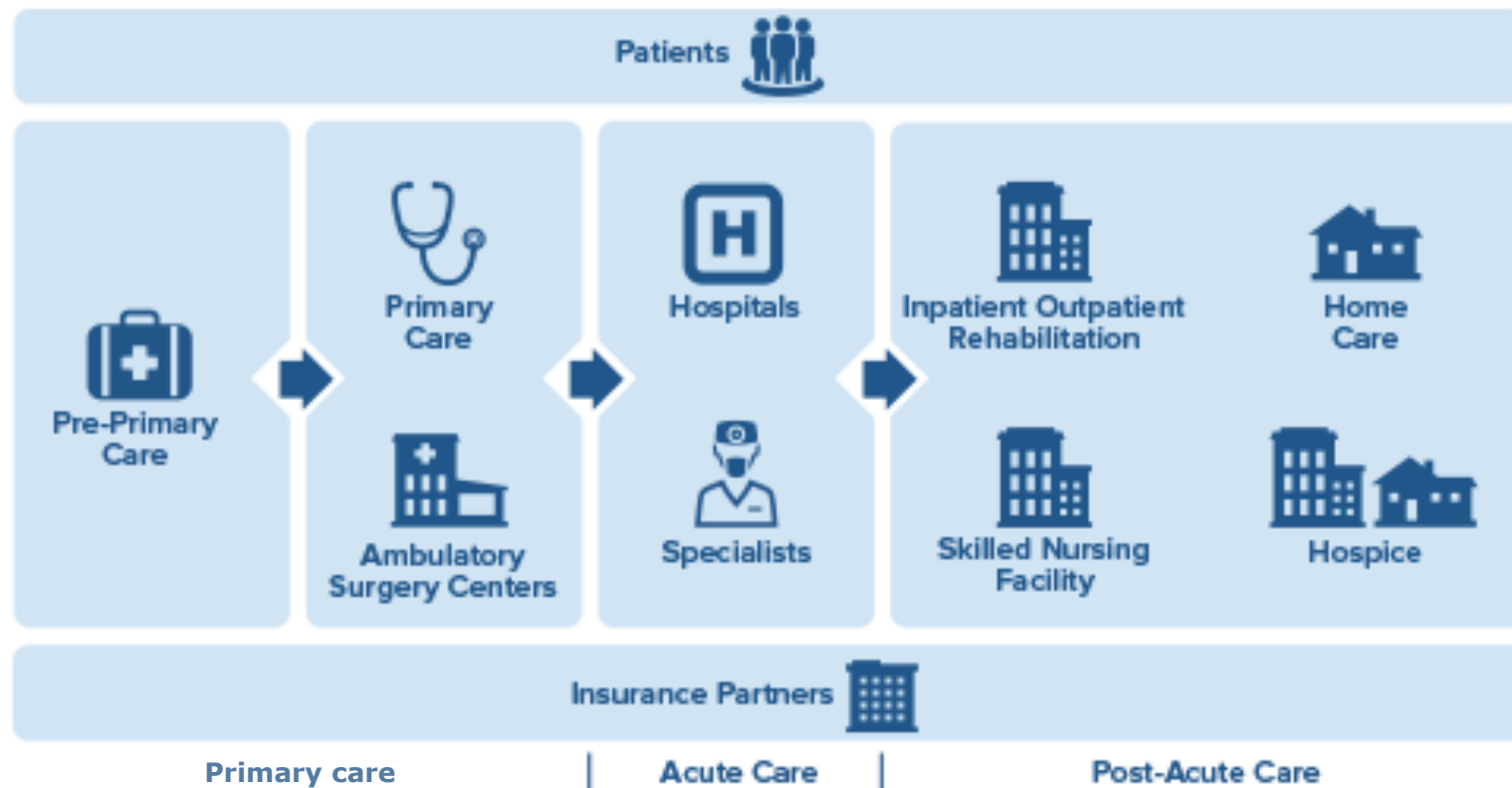
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- IoT will deliver the integration the healthcare sector is needing
- knök is on primary care but will grow into post-acute care



www.knokcare.com