



With the digital service Healfy, we revolutionize healthcare by making it digital, accessible and equitable for people around the world.

Market need and potential

The demand for digital healthcare services continues to grow, worldwide.

- Health care providers need new cost-effective solutions that create patient benefits, contribute to a sustainable society and meet the increasing health service needs with demands for new ways to access healthcare.

- Corporations faces increasing expectations on proactive monitoring of employees' physical and mental health. A modern way to access healthcare service is an factor in employer branding.

- Developing countries are challenged by lack of access to qualified health care - new digital tools are vital in the improvement of health care access for a large numbers of people in vast geographical areas.

Business idea

Healfy provides healthcare where people need it, in their location and on their terms. This saves public resources and empowers end users by giving them tools for managing their own health. Health care providers get access to a interface for recording medical measurement this enables them to be proactive instead of reactive. The service is implemented on an IoT platform, designed for machine learning and AI. The data can be processed by healthcare professionals utilizing machine learning algorithms for analysis. The business model consists of two basic parts, license cost and a transactional fee for the usage.

Competitive advantages

Health care's transformation towards digitization is driven by costs, customer requirements and technology development. Healfy, address this by:

- Ensuring that people in need of health care services have better access with new technology.

- Supplying healthcare professionals with support on structural basis for decisions.

- Offering self-service, reducing unnecessary visits at primary care.

- Streamlining and modernizing medical services on the patients' terms.

- Reducing cost for time, travel, transport and environmental impact.

- Enabling integration with existing systems, for example with journal systems.

Competition

Many health-tech companies offers business-to-consumer solutions, video meeting with healthcare expertise. There are competitors that offer sampling of vital values, but they are lack open API architecture and machine learning characteristics that makes Healfy a much more powerful platform.

Current status

NHI collaborates with the northern regional health care providers, municipalities and County Council's Centre for Rural Medicine (GMC). We are in discussions with a region for implementing Healfy platform in several municipalities and are working with a private caregiver for delivering company healthcare with the Healfy platform as a central part. NHI is participating in a joint venture and with a region are planning a pre-study for using the Healfy platform in a specific part of a developing country. During 2018 the Healfy will gain the CE marking.

IPR

The IPR strategy focus on developing the brand, trademarks and copyright. NHI's technical solution uses Microsoft Azure. NHI owns the solutions that are created in the platform. Ownership rights are formalized in agreements.

Company profile

Contact

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Capital need

NHI seeks 8 – 10 Million SEK for funding market development both on domestic and of a version adapted for the developing markets with go to market strategy during 2019.

Partnership/collaboration

NHI have contacts with possible future partners, primary hardware vendors and companies delivering other healthcare services that complements Healfy. We are looking for partners with knowledge and experience in health tech industry, marketing partner and distributor.

Management/Board

Jonas Berggren
CEO, Business Developer

Björn Sundqvist
COO, Product owner

Tina Berggren
Product manager

Team/Scientific advisors

Peter Berggren
Co-founder and CEO of GMC, MD

Emelie Sundqvist
Marketing and communication

Joakim Karlsson
Marketing and communication