

# MEMOTUS

"MESSENGER FOR HEALTHCARE"



## PROJECT PROFILE

### Contact

Mikael Östberg, CEO  
Phone: +46 706 39 67 98  
E-mail: mikael.ostberg@memotus.se

### Website

www.memotus.com

### IPR

Instrube Health AB has filed a registration for the name Memotus in Sweden, and the company has exclusive rights to all data in the app.

### Partnership/collaboration sought

Instrube Health AB seek contacts for further discussions regarding potential future investments.

### Team

Mikael Östberg  
CEO, founder Ledarskapscentrum Nord AB

Simon Dahl  
CMO and Chairman of the board  
2 x olympic athlete

Magnus Jonsson  
CTO

### Investors

Mattias Eriksson  
Partnerinvest, investor and board member

Annikka Högström  
Läkarjouren, investor and board member

### Background

Instrube Health AB was founded in December 2016 and the app Memotus was launched on iOS and Android in November 2018. A major update of the app was released in October 2019. Most of the team is based in Umeå. Investments and soft money are just short of 9mSEK. Our vision is to simplify the way caregivers and patients are able to communicate with each other.

### Market need and potential

Digital communication with patients is difficult. GDPR and the Patient Data Act make sms, e-mail and common apps illegal. To communicate with patients in a legal way require a service that meets all the criterias of the GDPR and the Patient Data Act. Such a system are often expensive and many caregivers therefore continue to have physical meetings with patients even for simple things. Otherwise they have to break the law by communicating through sms or e-mail. When medical conditions require meetings and communication on a regular basis over a longer period it become time consuming and cost inefficient to have physical meetings. This leads to waiting times that can be several months, over booked calendars for caregivers with a stressful work environment, rehabilitation treatments that ends too early and bad patient compliance with medical plans.

Only within rehabilitation treatment there are 15'000 healthcare employees in Sweden. They could increase their support to every existing patient or increase the number of patients they help without working more hours if they use a service like Memotus. The problem is not unique for Sweden and our ambition is to simplify communication for caregivers and patients all over the world.

### Business idea

The main function in Memotus is a messaging service where caregivers and patients can communicate asynchronous. The messages support text, video clips, images and documents. The patient can choose to pay in the app or at the clinic. This means that many physical meetings can be replaced with digital messaging. Our future ambition is to develop messaging add ons to larger health care systems.

The caregivers are our customers and the business model is subscription and a transaction fee for every time the payment system in the app is used. Onboarding for caregivers is light touch and onboarding for patients is no touch.

### Competition

There are other communication tools designed for care providers, such as Kind and Visiba Care. Kind is a messaging app and Visiba Care is a white label solution. Also, medical administration systems may include functions for medical journaling, time booking and communication such as live video and messaging.

### Advantages for caregivers

- Time and cost efficient
- Safe, easy, fast and legal communication
- More satisfied patients
- No administration
- All communication saved in the app
- Encrypted communication and secure identification

### Advantages for patients

- Easy to find and reach your caregiver
- Time and cost efficient
- Safe, easy, fast and legal communication
- All communication saved in the app
- Communicate whenever and wherever

### Current status

Memotus had major updates and was launched in October 2019 in its current form. As of now, 20+ caregivers have signed up for subscription.