

# tice.healthy

## **eVida** **Framework Business Model**

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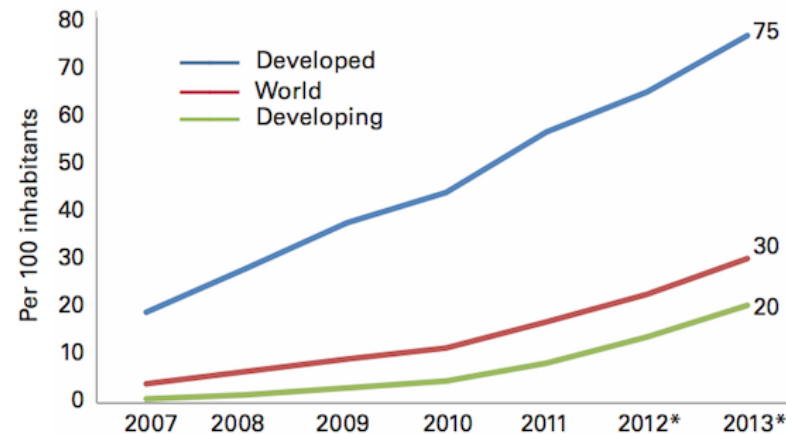
Coimbra, Portugal



# eVida motivation

- Societal challenge of an ageing population is stressing the actual health services.
- The potential of the ICT systems in health (formal and non formal) are only in the beginning.
- ICT can be a low cost approach to improve the efficiency in health system (e.g. in the prevention)

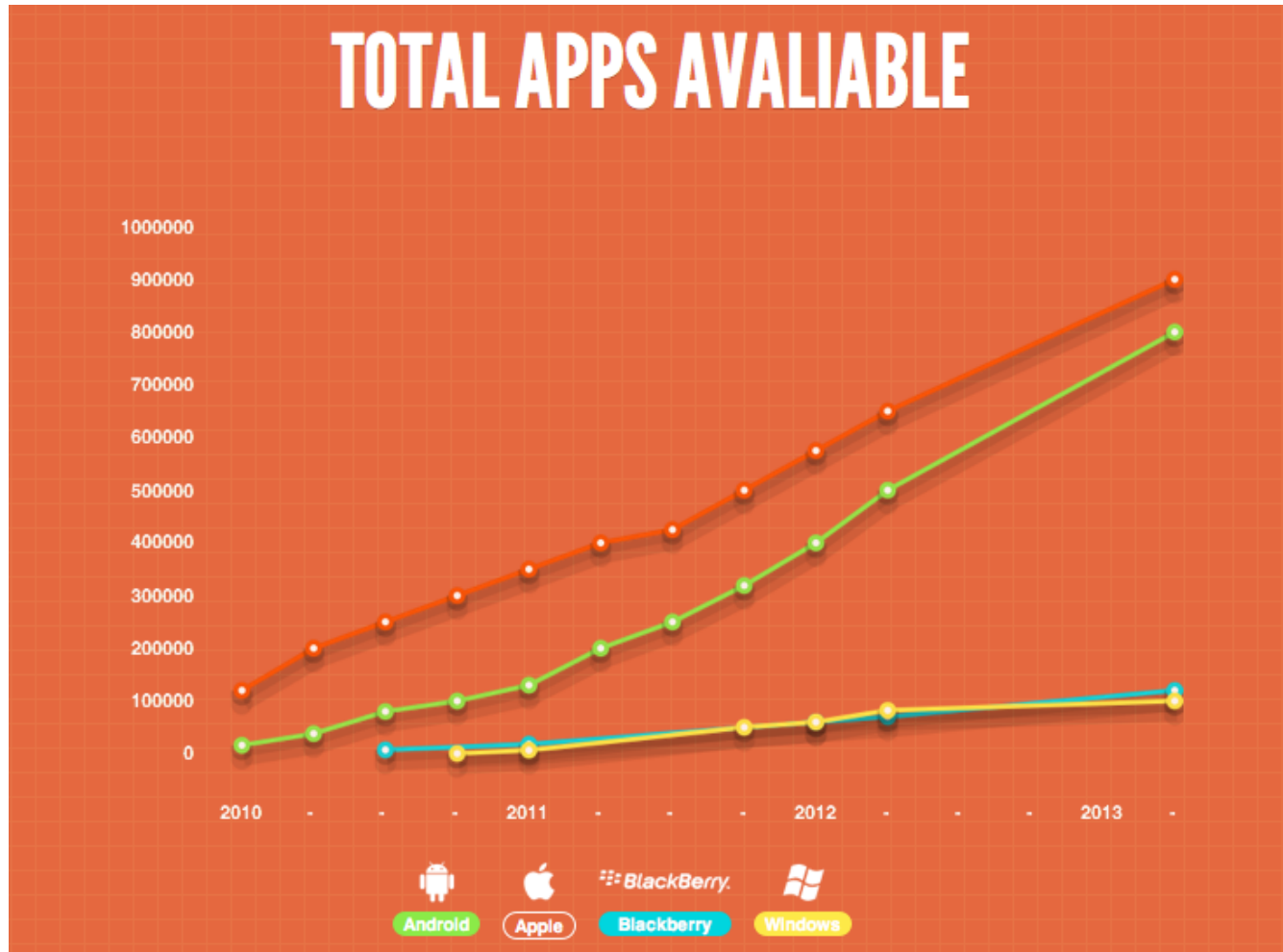
# eVida context



Source: ITU World Telecommunication /ICT Indicators database  
Note: \* Estimate

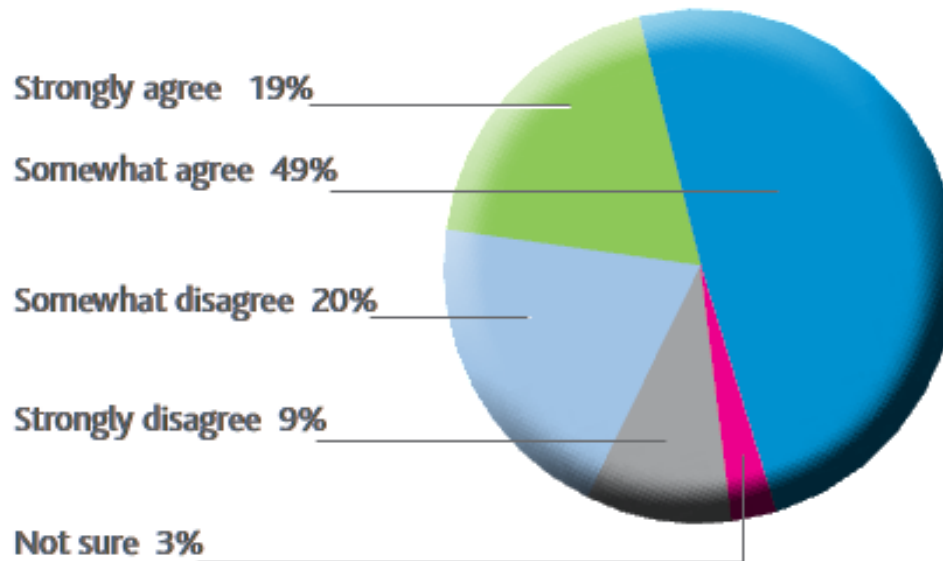
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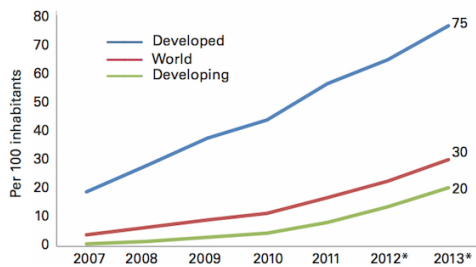
# eVida context



# Receptivity of citizens to e-Health

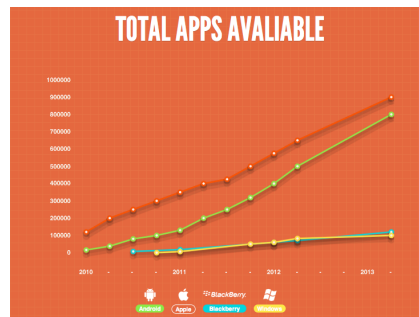
## Consumer views on medical technology





Source: ITU World Telecommunication ICT Indicators database  
Note: \* Estimate

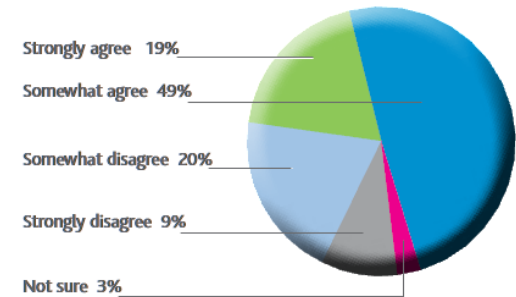
Infrastructure



Tools



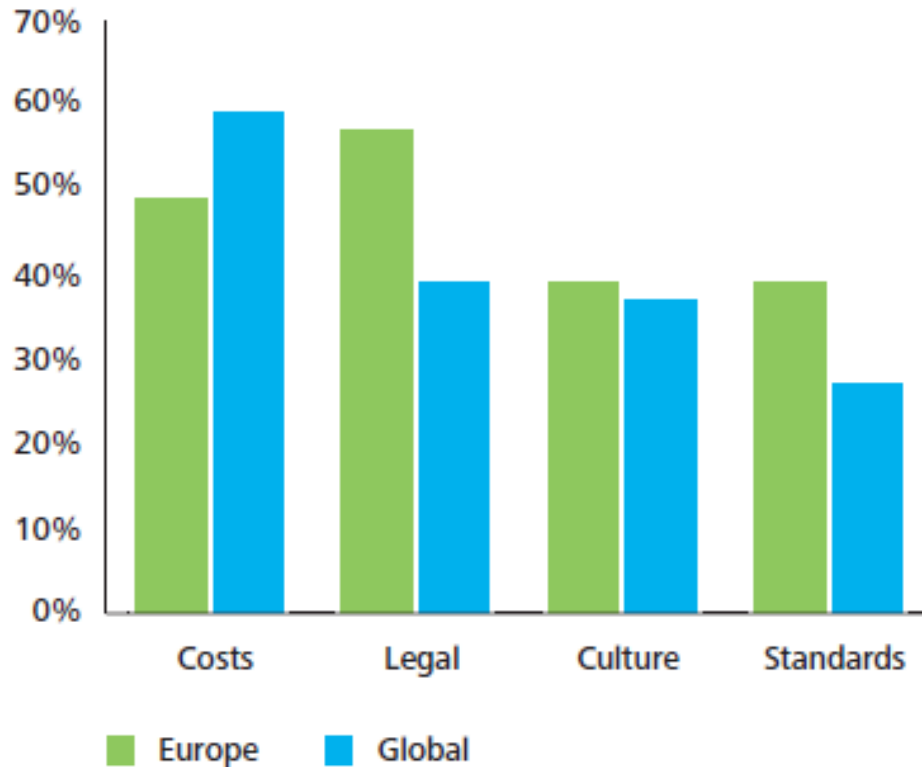
Consumer views on medical technology



Good acceptance

# Opportunity?

# Yes but...



- Is health... some barriers need to be taking into account

# eVida opportunity

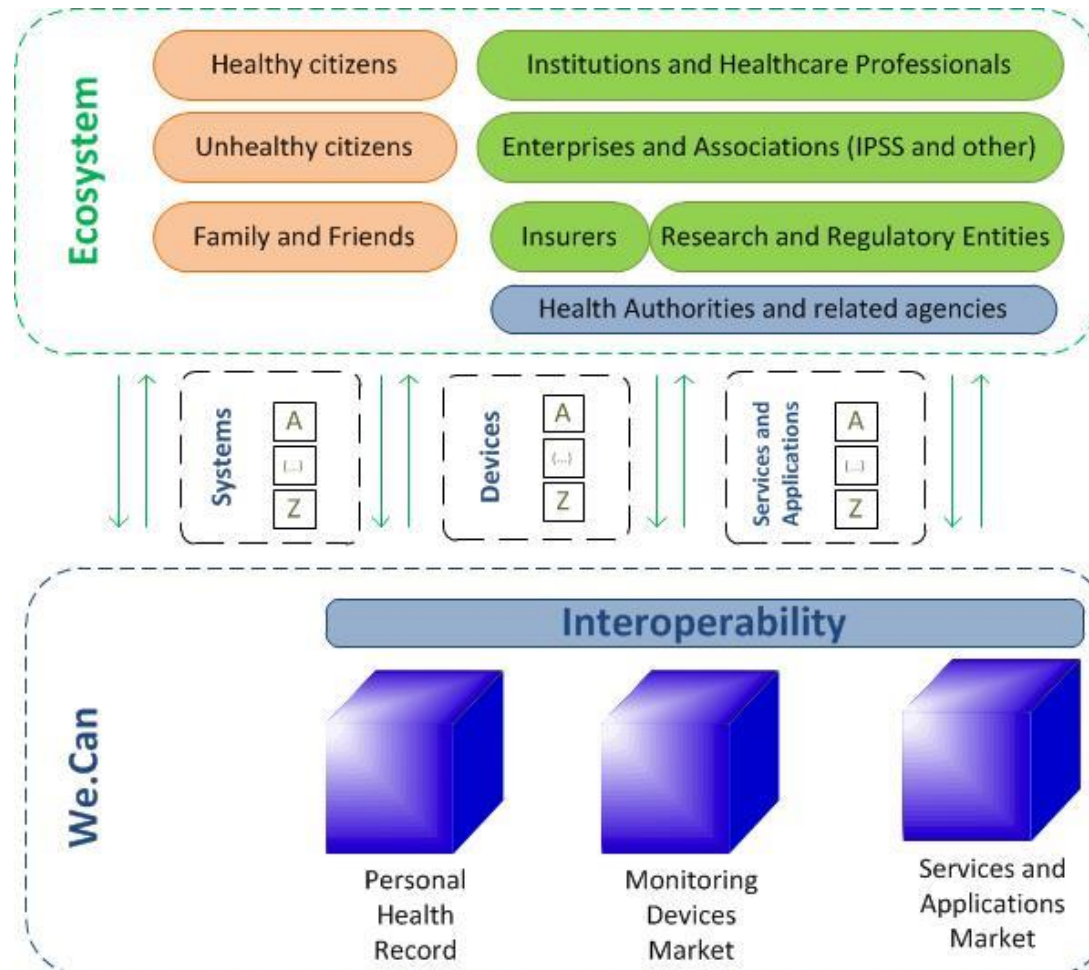
- The eVida seeks to respond to these needs by creating an innovative platform that promotes and enables rapid development of tools for Health and Quality of Life, **respecting** the EU legal issues and promoting the interoperability.



# eVida characteristics

- The amplitude and ecosystem interactions, foster the emergence of **new strategies, products and services, tailored to the evolving needs perceived in the markets.**
- Developed through collaboration between the social and economic communities;
- Ensures interoperability of information through standards HL7 and DICOM;

# eVida market segmentation



# eVida business model (canvas)

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Research and Regulatory Entities	Integrate devices and applications	Services and complementary technologies connected to PHR	We.Can Member	B2C - Healthy citizens
TICE.Healthly Partners	Promotion and Marketing		Technical Support	B2B - Institutions and Healthcare Professionals
TIC Enterprises (Devices, Software and Mobile Applications)	Add Maximum Value to PHR	Structured Data	Business Relationships	B2B - Private Healthcare Professionals
Research and Regulatory Entities	<b>Key Resources</b>		<b>Channels</b>	B2B - Insurers
Operators of Social and Health Systems	HR: technics, business development, marketing		Web/Mobile Communications	B2B - Employers
	Infrastructure	Safety and portable PHR (HL7)	Social Networks	B2B - Providers
			Segmented Marketing	
			Institutional Contacts	
<b>Cost Structure</b>			<b>Revenue Streams</b>	
Human Resources	General Costs	Licences to develop and connect new applications	Collective PHR and link services	Providers charging
Maintenance and Technological Development	Financial Marketing	Sponsorship Advertising	Marketing Information	

# eVida SWOT



**Obrigado**  
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