

ETSIMO

Etsimo

A personal doctor in everybody's pocket.

Thomas Grandell, CEO
November 26th, 2018



Our mission

Our mission is to help people stay healthy,
sustain their quality of life throughout their lifespan,
and delay onset of chronic/irreversible conditions

Etsimo has the perfect solution for healthcare sector clients who want to offer their customers an engaging customer experience and predictive and preventive healthcare

By leveraging AI on a platform built specifically for healthcare, Etsimo's clients can implement digital solutions that fit into their service design, effectively making them an AI-driven digital business in an instant

“ Over **70%** of doctor visits **can be handled remotely***

“ Quality issues – over **40%** of all diagnoses **contain errors***

“ Around **30%** of doctor visits are **unnecessary from a medical perspective***

“ Currently, preventive healthcare isn't very user friendly*

The disruption in healthcare

Healthcare is in a **disruption** enabled by the possibilities of **AI, data** and the **platform economy**. It makes possible new ways of doing business with **less emphasis on physical location, ownership and synchronous care**.

- Process digitalization vs. digital business (AI business model)
- Data-driven, faster, more spontaneous care
- Care comes to the patient, not the other way around
- Value de-linked from ownership: time slice utilization
- Preventive: Keeping people healthy instead of treating sick people
- Room for improvement: \$1 of every \$3 in healthcare is wasted*

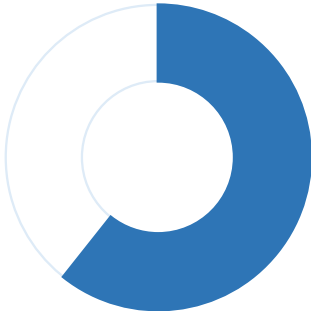
* Can AI Address Health Care's Red-Tape Problem?, Harvard Business Review, November 5th 2018

From now to the future

Now	Future	Why/how
Reactive	Proactive	Volume to Value; keep people healthy instead of treating sick people
Clinician centric	Patient centric	Consumerism – the patient decides; engagement tools & services
Person driven	Data driven	From ad hoc needs to continuous monitoring
Health snapshot	Health direction/vector	Data enables predictive healthcare and corrective measures
Business process	Business model	Machines determine optimal care and distribute workload
Centralized	Decentralized	Care comes to the patient digitally
Bulk care	Personalized care	Reduce wasted resources, tailor care need to patient and case
Variable quality	Constant quality	Machines use all available data and never forget

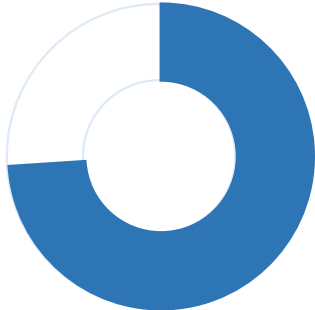
Customer engagement is key

What consumers want



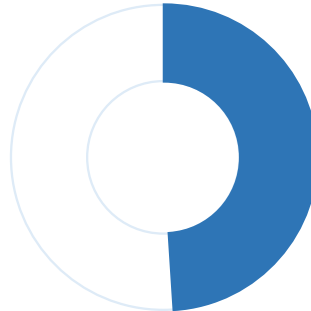
Convenient access

59% of US healthcare consumers want their digital healthcare experience to mirror retail.
Source: NTT DATA Services



Digital channels

74% of millennial patients value the ability to book medical appointments and pay bills online.
Source: Salesforce Survey, 2015

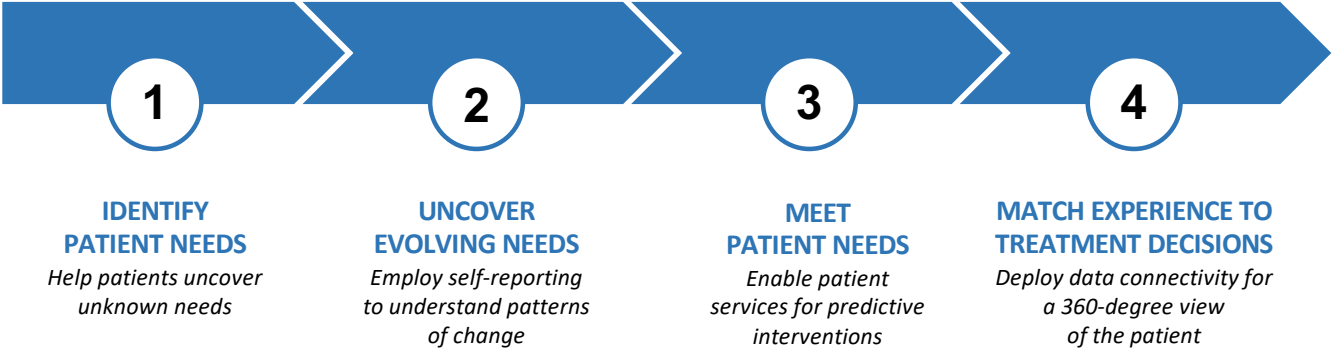


Ongoing relationship

48% of healthcare consumers want to partner with their healthcare provider for personalized treatment.
Source: Deloitte, 2015

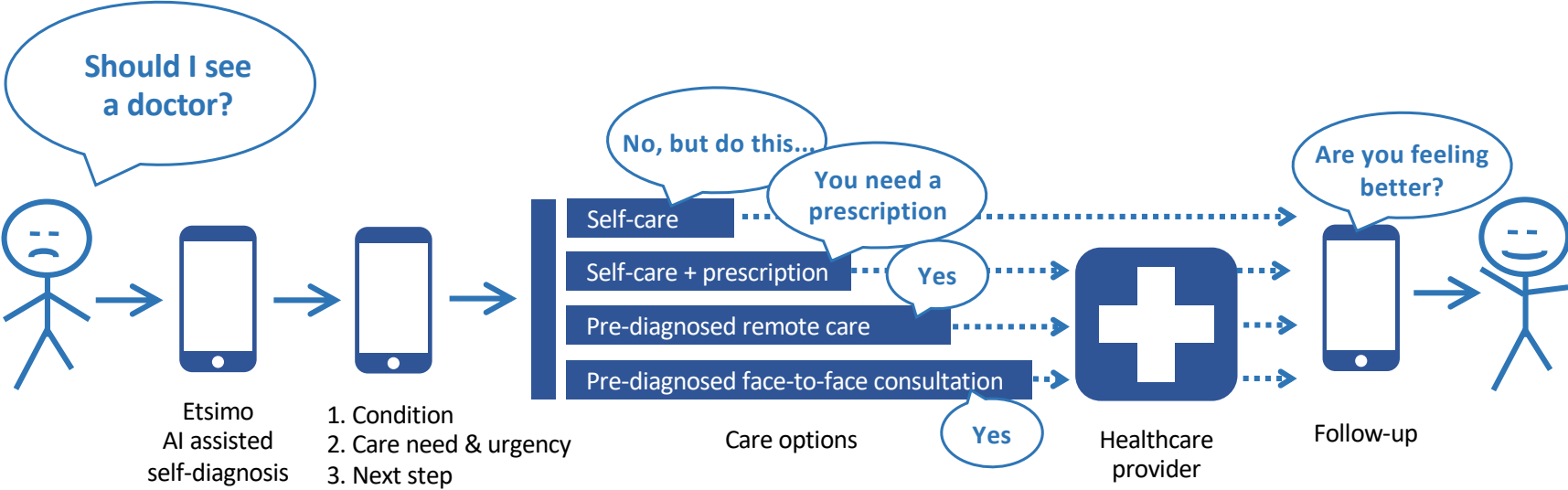
A more connected relationship

with their healthcare provider can help achieve this goal



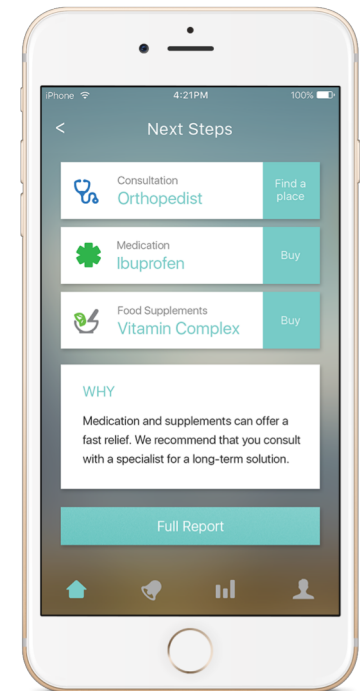
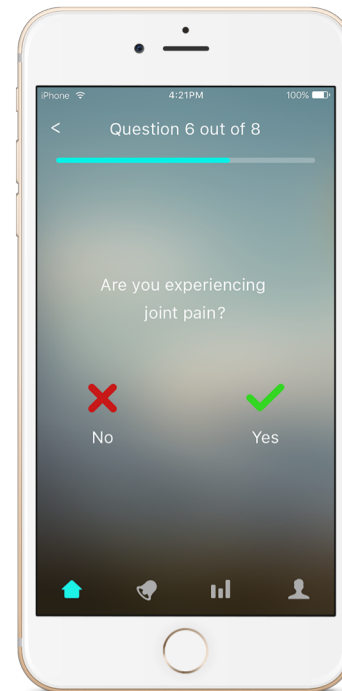
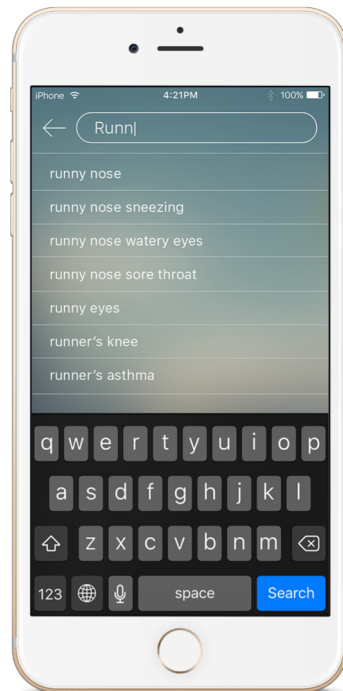
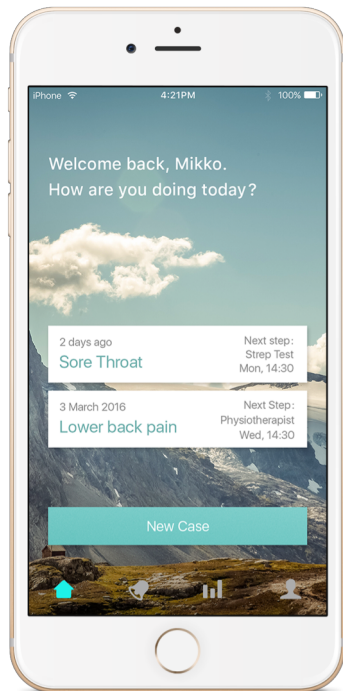
Convenient access through digital channels

Provide patients with the right care at the right time with the right information

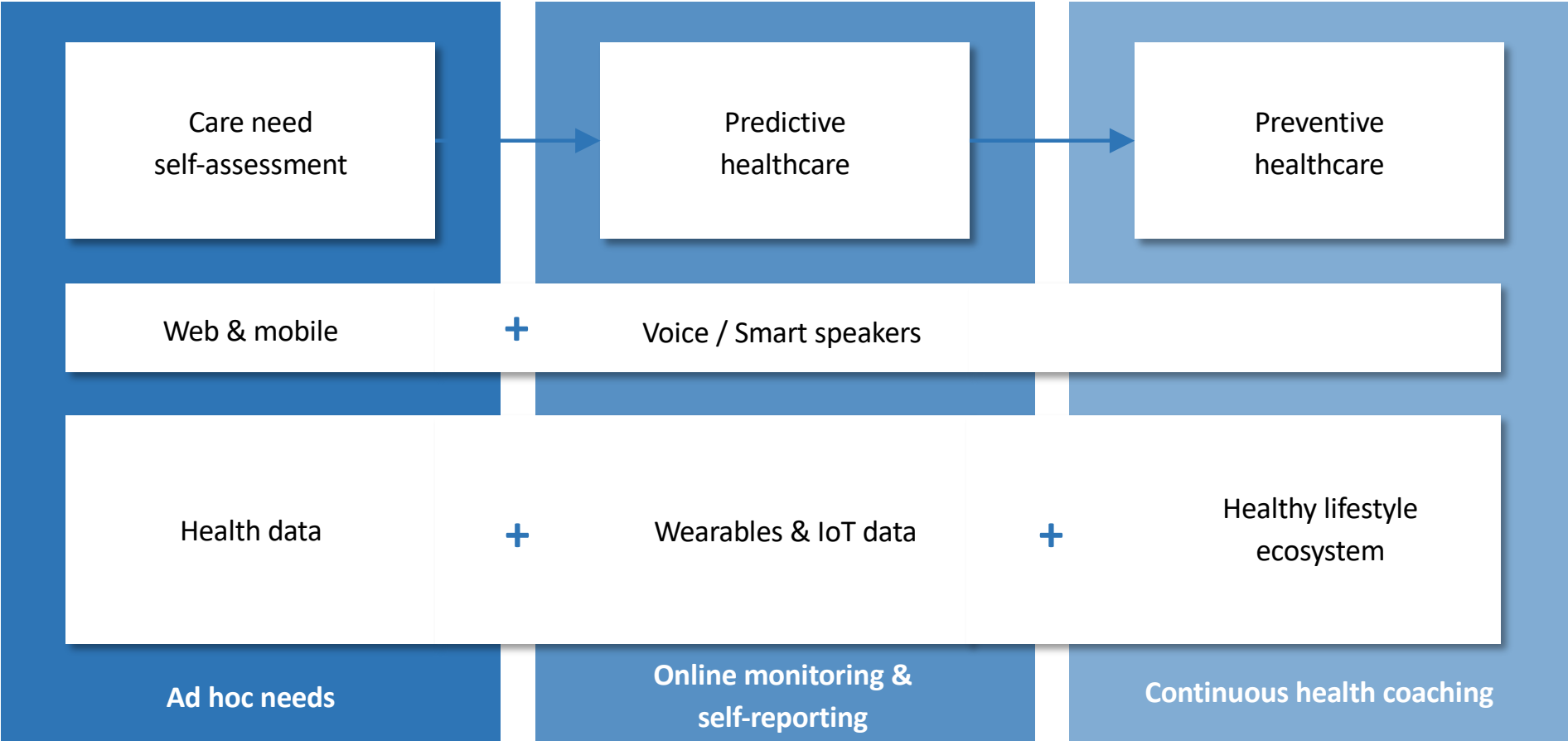


Integrate into existing digital offering

Frontend can be e.g. a native app, website, chatbot or smart speaker

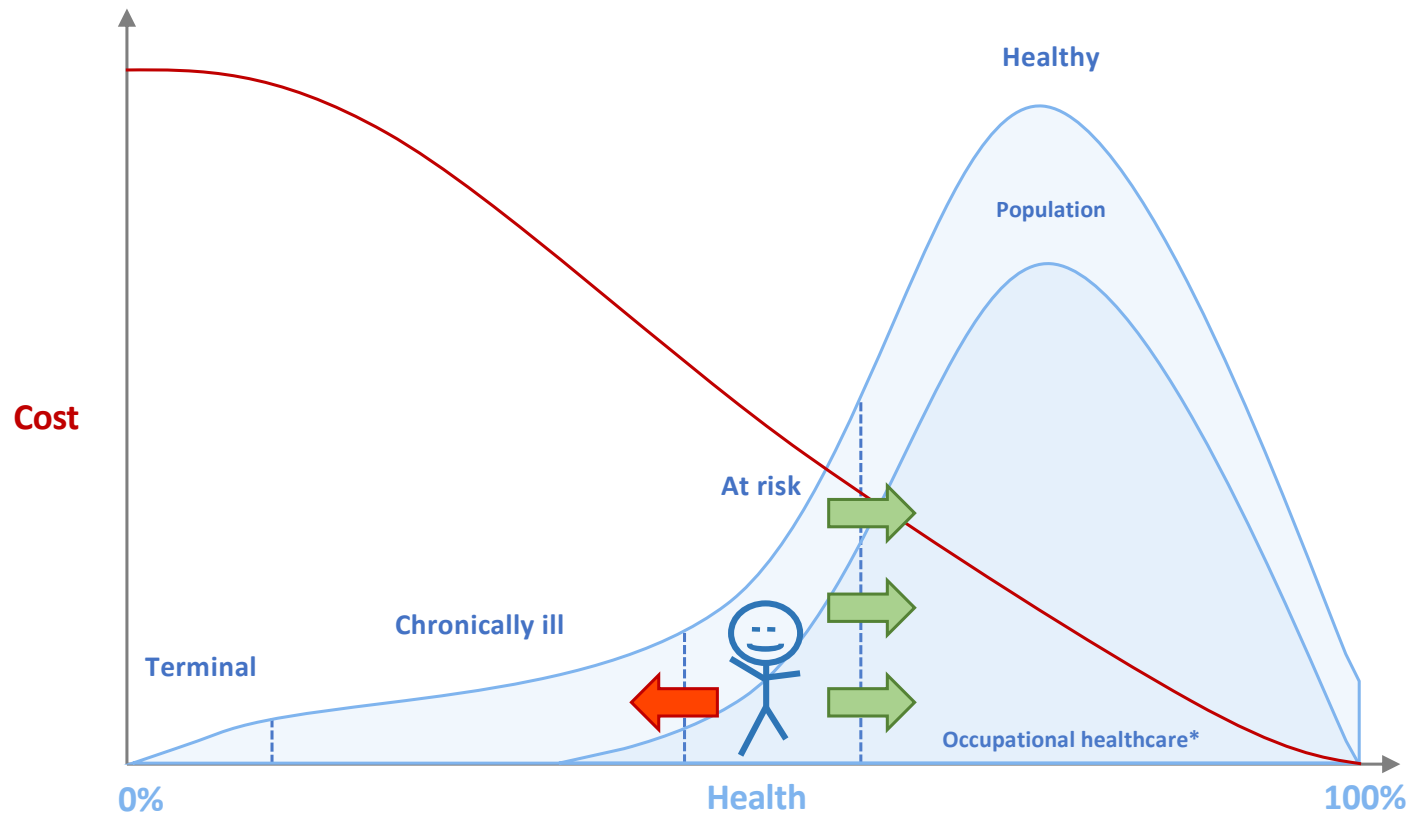


Etsimo Platform



Identifying risks and prolonging health

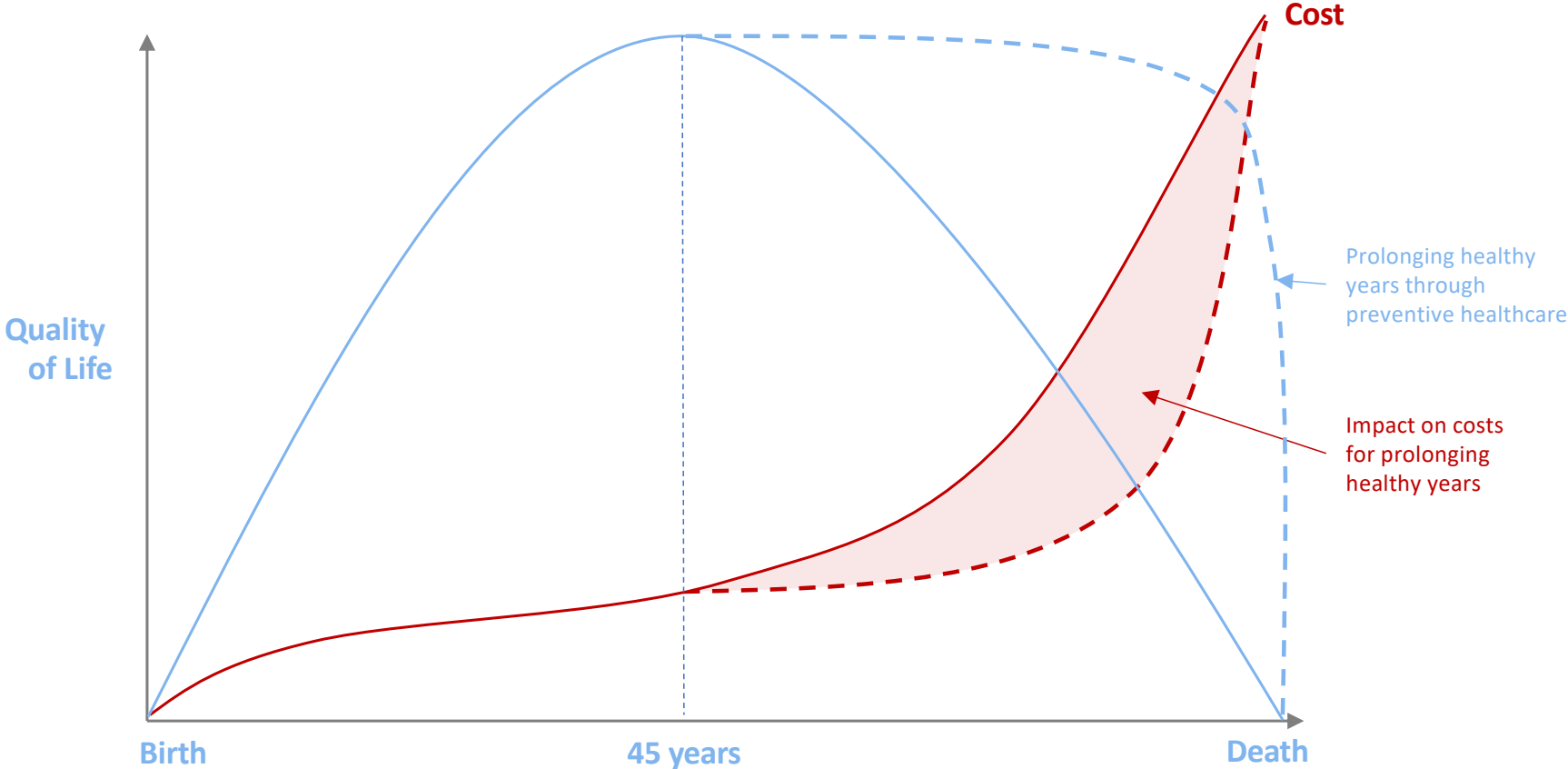
Push people at risk back towards a healthy life with preventive healthcare



* In Finland, people part of the workforce are taken care of by occupational healthcare

Increasing healthy years: prolonging quality of life and reduce costs

Keeping people healthy significantly reduces sick years at the end and subsequently treatment needs



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