eVida
Framework Business Model

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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

http://readwrite.com/2013/05/13/mobile-is-taking-over-the-world#awesm=~oiyPWvwNaVjh7U
eVida context

http://www.mobilestatistics.com/mobile-statistics/
Receptivity of citizens to e-Health

Consumer views on medical technology

- Strongly agree: 19%
- Somewhat agree: 49%
- Somewhat disagree: 20%
- Strongly disagree: 9%
- Not sure: 3%
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
- Research and Regulatory Entities
- TICE Healthy Partners
- TIC Enterprises (Devices, Software and Mobile Applications)
- Operators of Social and Health Systems

## Key Activities
- Integrate devices and applications
- Promotion and Marketing
- Add Maximum Value to PHR
- HR: techniques, business development, marketing
- Infrastructure

## Value Propositions
- Services and complementary technologies connected to PHR
- Structured Data
- Safety and portable PHR (HL7)

## Customer Relationships
- We Can Member
- Technical Support
- Business Relationships
- Web/Mobile Communications
- Social Networks
- Segmented Marketing
- Institutional Contacts

## Customer Segments
- B2C - Healthy Citizens
- B2B - Institutions and Healthcare Professionals
- B2B - Private Healthcare Professionals
- B2B - Insurers
- B2B - Employers
- B2B - Providers

## Cost Structure
- Human Resources
- Maintenance and Technological Development
- General Costs
- Financial
- Marketing

## Revenue Streams
- Licences to develop and connect new applications
- Collective PHR and link services
- Providers charging
- Sponsorship Advertising
- Marketing Information
eVida SWOT

**STRENGTHS**
- Architecture complete, almost ready
- PHR broad-spectrum
- Wide Interoperability
- Tools for professionals
- Ecosystem assembly
- Diversification of services and income

**WEAKNESSES**
- Poor partnerships
- Statements delayed
- Incomplete data security
- Costs related to the interoperability
- High costs for brand promotion

**OPPORTUNITIES**
- New habits and health concerns
- Demographic trends (aging)
- New paradigm of health financing
- Policies within the European e-Health
- Responsiveness of the efficiency
  Solutions providers
- Increasing accessibility to the internet

**THREATS**
- The middle-class is receiving less income
- Demographic trends (fewer families and smaller)
- High levels of unemployment
- Lower smartphone web usage in Portugal
- Restrictive regulation in Portugal and Europe
- Diversity of standards for health information
Obrigado

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