



## HEAL UP

### One line pitch:

Heal up is patient engagement platform, that allow the doctor and patient to follow the medication adherence.

### Market Analysis:

Healup is a patient engagement solution, mainly focusing in North Africa region. Healup is aiming to improve patient adherence to treatment and reduce the cost of medication and increase the health access. Total Value of this market worldwide will reach 17B\$ by 2020 and 39B\$ by 2024. In Africa, Most of private doctors are still using paper to archive their notes, and no follow up for the patient medication. Also, many patients are suffering from access to health and not able to stick to their medication due to many reasons (e.g: product unavailability, price to patient) Based on above, we believe that we have an opportunity to improve the situation and help patient to adhere to their medication.

### Value proposition:

our value proposition is : - Patient : help them to increase their adherence to the medication, in order to improve the outcome of each treatment they take. - Doctor/provider : help them to understand the impact of each medication prescribed on their patient health and how it will cure them. - Pharmaceutical company : to understand why patient switch between products, and improve the patient experience with their medication. our advantage is that we offer an application to measure medication adherence not specific to one disease, it can support all diseases and all medications even if it's not yet included in the application.

### Business Model:

Business model will be based on subscription fees. Based on the Medication adherence tracker, we will be able to offer insight & survey, for Pharmaceutical company, Hospital, provider, etc. ? - Epione Pack : where customer can ask any question by brand, location, and demographics, specialty etc. - Egle Pack: where customer can track insights comparing brands within the same therapeutic area, ( report will be like: - Med adherence vs. benchmarks or By day adherence rates or By hour adherence rates or Medication switches - Appolon Pack : customized dashboard based with unlimited access to the Data.

### IP and Regulatory situation:

IP is in progress to register the name of the application, logo etc Regulatory : Since May 2017, we secured the Data protection certification



### COMPANY PROFILE

- **Website:**  
<http://www.gethealup.com/>
- **Field:**
- **Contact:**  
ISSAM Ezzedine  
issam.ezzedine@gethealup.com
- **Location:**  
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2094 ennasr  
Tunisia
- **Founded in:** //01/2016
- **Employees:** 4
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
50000
  - **Monthly burn rate:**  
3000
  - **Capital seeking and date:**  
300000-by December 2017
- **Investors:**  
Self-funding