

# health2.0 startups

Sebastian Suchanowski  
@ssuchanowski

# agenda

- who am I
- health2.0 is..
- wearables & quantified self..
- events..
- companies..
- people..
- from my experience..
- what I would do if..
- wrap up, Q&A

# who am I..

- WAT graduate
- did Java, now iOS
- interested in Lean Startup Movement
- very hard working

who am I..



# health2.0 is..

- **health2.0** - the use of a specific set of Web tools (blogs, Podcasts, tagging, search, wikis, etc) by actors in health care including doctors, patients, and scientists, using principles of open source and generation of content by users, and the power of networks in order to personalize health care, collaborate, and promote health education[1]
- **mHealth** - a term used for the practice of medicine and public health supported by mobile devices. The term is most commonly used in reference to using mobile communication devices, such as mobile phones, tablet computers and PDAs, for health services and information, but also to affect emotional states[2]

[1] Hughes B, Joshi I, Wareham J. Health 2.0 and Medicine 2.0: Tensions and Controversies in the Field , *Journal of Medical Internet Research*, **10**(3): e23

[2] Cipresso, P.; Serino S., Villani D., Repetto C., Selitti L., Albani G., Mauro A., Gaggioli A., Riva G. (2012). "Is your phone so smart to affect your states? An exploratory study based on psychophysiological measures". *Neurocomputing* **84**: 23–30. doi:10.1016/j.neucom.2011.12.027.

# wearables & quantified self..

- Nike+ Fuelband SE - \$149
- Fitbit Force - \$129
- [www.omsignal.com](http://www.omsignal.com) - track biometrics
- Empatica E3 ([www.empatica.com](http://www.empatica.com))

# events..

- health 2.0 Conf. ([www.health2con.com](http://www.health2con.com))
  - conferences all over the world (3-5 / y)
  - code-a-thons (sponsored, over \$10k in prizes)
  - challenges (25-\$160k in prizes - 2011)
- next Europe one - London (November 10-12, 2014)

# events..

- E-Health Conf. ([www.e-healthconference.com](http://www.e-healthconference.com))
- Canada conference
- next June 1-4, 2014 in Vancouver
- a lot of other local events.. In Berlin, London & SF



# companies..

- HealthLoop ([www.healthloop.com](http://www.healthloop.com))
- DoctorBase ([www.doctorbase.com](http://www.doctorbase.com))
- Doctoralia ([www.doctoralia.com](http://www.doctoralia.com))
- ZocDoc ([www.zocdoc.com](http://www.zocdoc.com))
- RockHealth ([www.rockhealth.com](http://www.rockhealth.com))

# people..

- Matthew Holt (@boltyboy) - Health 2.0 Co-Chair
- Eugene Borukhovich (@HealthEugene) - Health2.0 NYC & AMS, Startup Mentor
- Bill Gates (@BillGates) - Bill & Melinda Gates Foundation
- Jordan Shlain (@DrShlain) - HealthLoop founder, lots and lots of connections with US doctors

# from my experience..

Starting from  
scratch

vs.

Joining a team  
or  
improve old  
solution

# from my experience..

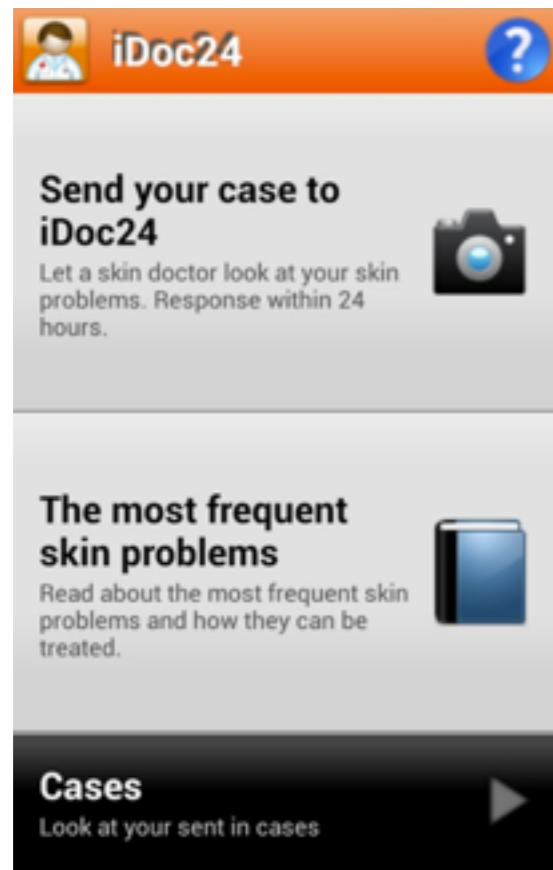
- things could help prepare MVP or product:
  - 3D Printer
  - arduino
  - parse.com, kii.com (backend)
  - apiary.io (API mockup)

# from my experience..

- things important while distribute:
  - difference in law in other countries / states
  - localization
  - social media (viral campaign)
  - stats & exceptions

# from my experience..

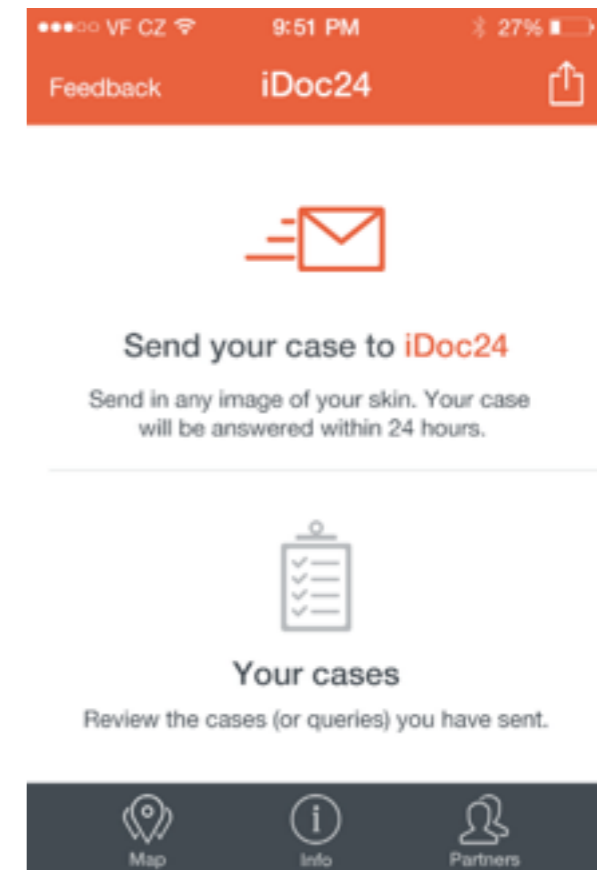
Looks matters!



up to mid 2012



up to iOS7



current!

# from my experience..

Rebranding



**STD** Triage

**CNN** **WIRED** **Forbes** **FASTCOMPANY**  
**TECHVIBES** **THE HUFFINGTON POST** **c|net** **medGadget**

# what I would do if..

- was looking for a job in health department
- was thinking about raising funds for startup
- want to be up to date with all health news
- want to build my own company



# ..and wrap up.

- the cost of being funded
- This Week In Startup by Jason Calacanis  
([www.thisweekinstartups.com](http://www.thisweekinstartups.com))

iDoc24 10% Off

PROMO10LODZ

Thanks!

Time for Q&A