



# CONNECT

## Telemedicine – a trend on the fast lane

### Background

TeleClinic is the German market leader for telemedicine and was founded in Munich in 2015 by Katharina Jünger, Dr. Reinhard Meier and Patrick Palacin. The company now employs over 100 people. Since then, they have ambitiously pursued the goal of simplifying access to the healthcare sector for patients, doctors, and pharmacies, accelerating the diagnosis and supply of medications, and making the clarification of health issues considerably more flexible. TeleClinic set its milestones by being the first provider in each of the areas of online doctor visits, reimbursement of private and statutory health insurance, introduction of digital e-prescriptions and sick notes.

### Telemedicine - a trend on the fast lane

The digital transformation is changing healthcare. Digital health offers efficient and cost-effective solutions to help people lead more flexible and healthier lives. In Germany, sales of around 57 billion euros are expected to be generated by digital health by 2025. Experts forecast that telemedicine will generate sales of 17.5 billion euros. Digital health can be divided into 3 main groups:

- ◇ mHealth: mobile Health deals primarily with the generation and analysis of health data from health wearables and apps for smartphones.
- ◇ eHealth: electronic Health involves collaboration and contact between medical professionals, patients, IT systems and technologically advanced sensors, which as a result provide information about health status, diagnostics and treatment options.
- ◇ Telemedicine: enables contactless delivery of medical services through the use of health telematics.

In 2020, telemedicine was used by around 30% of healthcare professionals in Germany. Leading the way in Europe were Denmark with 61% and the Netherlands with 59%. Significant advantages of telemedicine are that the shortage of medical professionals can be counteracted, costs in the healthcare system can be reduced, and patient care can be designed and optimized more flexibly via another channel.

A huge hurdle for the all-encompassing digitization of the healthcare sector in Germany is the strict data protection guidelines, which slow down the legal basis and innovations. Although digital solutions require a high level of personal and health data, 80% of EU citizens are in favor of the application and bring a high level of acceptance to telemedicine services. Although user



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acceptance is very high, only about 1/3 of respondents have used an online service so far - even only 10% have used a diagnostic app. However, 59% can imagine using prescription apps in the future

Nevertheless, 52% of German physicians in private practice already use telemedicine and offer their patients video consultations and other digital care services. One company that is involved in providing digital medical services is TeleClinic. TeleClinic's vision is to provide patients, pharmacies and physicians with easier and better access to the healthcare system. More than 100,000 patients have already used the service of the German market leader in telemedicine. The way it works is simple:

Patients download the free TeleClinic app and register to be able to make their doctor visits digitally in the future. Afterwards, they are asked to fill out a medical questionnaire and select their concern for the doctor's visit. In addition to simple appointment scheduling and management of sick notes and prescriptions, the app also enables detailed, personal doctor consultations live via video. The costs of medical treatment via app can be settled via health insurance.

Physicians receive a two-hour digital introduction to the functions of the digital practice. Appointments and treatment are scheduled using the integrated calendar. On average, the doctor earns €120 per hour. However, this can vary due to private, selective or self-pay patients. Outage fees are covered if the patient does not show up for the digital appointment at short notice. Already more than 15,000 treatments are performed monthly via TeleClinic.

Overall, the hybrid combination of digital and face-to-face consulting in the German healthcare sector is well received by all parties. The number of eHealth app downloads doubled last year - certainly due in part to the pandemic. However, survey results show that this trend is set to continue in the future and the use of the technology is expected to grow further.

Are you interested in the field of telemedicine or do you need more information material? We would be happy to provide you with further insights or put you in touch with the company. arcoro CONNECT links innovative trends, technologies and people - personally and directly.



COMPANY	LOCATION	WEBSITE	FIELD OF EXPERTISE
Teleclinic GmbH	Germany	<a href="https://www.teleclinic.com/">https://www.teleclinic.com/</a>	Telemedicine
Kry International AB	Sweden	<a href="https://www.kry.de/">https://www.kry.de/</a>	Telemedicine
Health Bridge Ltd (Zava)	England	<a href="https://www.zavamed.com/de/">https://www.zavamed.com/de/</a>	Telemedicine
Teladoc Health Inc	USA (NY)	<a href="https://www.teladochealth.com/">https://www.teladochealth.com/</a>	Telemedicine
Minxli Services GmbH	Germany	<a href="https://minxli.com/">https://minxli.com/</a>	Telemedicine
TIM Telemonitoring Interventions in Medicine UG	Germany	<a href="https://tim-med.de/">https://tim-med.de/</a>	Telemedicine
HealthHero Germany GmbH	Germany	<a href="https://www.fernarzt.com/">https://www.fernarzt.com/</a>	Telemedicine
Doctor on Demand Inc	USA (CA)	<a href="https://www.doctorondemand.com/">https://www.doctorondemand.com/</a>	Telemedicine
Open Tele Health	Denmark	<a href="https://www.oth.io/">https://www.oth.io/</a>	Telemedicine
mdoc GmbH	Germany	<a href="https://www.mdoc.one/">https://www.mdoc.one/</a>	Telemedicine

You would like to have a direct contact person? We have done the research for you! We would be happy to connect you with experts in telemedicine. Interesting company stories and start-ups are revolutionizing the future of medical technology - get in touch with us and let us convince you!

INDUSTRY EXPERT	JOB POSITION	FIELD OF EXPERTISE
Prof. Anthony Smith	Director of The University of Queensland's Centre for Online Health COH)	Telehealth & digital health
Dr. Jonathan King	Founder of Lysn	Digital health
Katharina Juenger	Founder & CEO of TeleClinic	Digital health

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