



# Digital Oxygen

## Company Intro And Healthcare

Service Portfolio

*“At Digital Oxygen, we bring Digital Healthcare projects to life. Together with our corporate and start-up clients, we shape strategy, execution and commercialization of Digital Health innovations as reliable and results-driven partners.”*

# Digital Oxygen Provides Consulting Services at the Innovation Heart Across Industries



We target our telco clients' most pressing challenge: Stagnating ARPU's. By developing valuable **digital products and services, leveraging new technologies,** and revamping our clients' existing systems.



The increasing digitalization of the healthcare sector is challenging both users and MedTech manufacturers. We bring **structure to their digital transformation** and support our customers in **balancing medical and digital requirements.**



Facing the rise of new business models in the media industry, we support our clients to **rethink their business, adjust their existing product offering, and grow their customer base.**



We understand start-ups. **Together, we develop and grow ideas, teams, and companies.** Without consulting attitude, focused on your success, and with your limited resources in mind.



We support our clients to identify the most suitable **crypto currency value propositions** and realize their crypto currency, **crypto currency mining,** and blockchain projects.

# Digital Oxygen Offers Digitalization and Innovation Solutions Across the Healthcare Sector



## DiGA CONSULTING

With **experiences** from **multiple DiGA projects**, Digital Oxygen is the one-stop-shop: From **strategy** to **implementation** and **commercialization** are we successfully supporting our clients.



## DiPA CONSULTING

Following the successful introduction of reimbursable **DiGAs, DiPAs** will **now** find their way into **standard care**. **We** actively **pave the way for digitalization** in the care sector.



## VOICE OF CUSTOMER

Decision **paths**, prescription **patterns**, user **needs** and patient **behavior** tend to be **black-boxes**. From freshly recruited decision-makers, medical staff and patients, **we generate relevant insights**.



## DIGITAL GO TO MARKET

DTx and go-to-market are a blue ocean to many. **We help to understand trends, pitfalls** and the **true potential** behind the latest headlines.



## DIABETES TECHNOLOGY

Digitalization, miniaturization, automation and data analysis are transforming diabetes therapy. **Innovative technologies** enter the market and **change the rules of the game** – we support you in **mastering these changes**.

# Digital Oxygen Offers Solutions in DiGA Consulting Services



## In A Nutshell

With **experiences** from **multiple DiGA projects**, Digital Oxygen is the one-stop-shop: From **strategy** to **implementation** and **commercialization** are we successfully supporting our clients.

▶ [Mehr erfahren](#)



### DiGA FAST-TRACK GUIDANCE

- Support in **compliant product development**, preparation and execution of meetings with BfArM
- Help with **preparation** of all submission documents



### DiGA VALUE PROPOSITION DESIGN

- Support future DiGA manufacturers on **defining suitable value propositions**
- Guidance on how to **avoid common mistakes**



### ECONOMIC BENEFITS & PRICING

- Advise you to **address issues** in context of the DiGA pricing framework, expected economic advantages for statutory health insures or reimbursement of amounts of comparable products at **an early stage** to generate relevant data as part of your evidence generation strategy



### PATIENT FACING COMMERCIALIZATION

- **Provide an overview** of effective patient-facing distribution channels
- **Develop individualized** commercialization **strategies** based on best practices



### HCP-FACING COMMERCIALIZATION

- **Align medical office-facing commercialization strategy** – either via sales partnerships or through effective use of communication means

# Digital Oxygen Offers Solutions in **DiPA** Consulting Services



## In A Nutshell

Following the successful introduction of reimbursable **DiGAs**, **DiPAs** will **now** find their way into **standard care**. **We** actively **pave the way for digitalization** in the care sector.

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## DiPA VALUE PROPOSITION CHECK



## PREPARATION FOR DiPA REGULATION



## INFO - STAY TUNED

- **Verify** to which extent **existing concepts** will be eligible as DiPAs and which alternative paths for reimbursement could be available
- Support companies in making their future **digital care application matching** the known **requirements** and explain the background and goals of the Digital Supply and Care Modernization Act (DVPMG)
- The **DiPA regulation** is **currently in preparation**
- Once it is available, we will provide all relevant information

# Digital Oxygen Offers Solutions in Voice Of Customer Consulting Services



## In A Nutshell

Decision **paths**, prescription **patterns**, user **needs** and patient **behavior** tend to be **black-boxes**. From freshly recruited decision-makers, medical staff and patients, **we generate relevant insights.**

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## SHADOWING AT THE POINT-OF-CARE

- Help you to **better understand** the day-to-day **processes** at the point-of-care
- Gain insights on treatment workflows and product usage **allowing to optimize** product design, service offerings or customer support



## SHADOWING IN HOSPITALS

- Support companies in making their future digital care **application matching** the known **requirements** and explain the background and goals of the Digital Supply and Care Modernization Act (DVPMG)



## PATIENT JOURNEY ANALYSIS

- Support you with **identifying benefits** and **pain points** of the own set-up in comparison to the competition. Which shortcomings need to be fixed? Which strengths should be built upon?



## POINT-OF-CARE INTERVIEWS

- We **conducts** and **documents high-quality interviews** with decision-makers, doctors and nurses
- Optionally, we complement these interviews with triads to further enrich findings or ensure comprehensiveness



## HOSPITAL INTERVIEWS

- We conduct and document high-quality interviews with doctors and other medical staff
- A compelling and **robust results** presentation will help you to **clearly understand** what **is driving the usage of your product**

Digital Oxygen Offers Solutions in

# Digital Go To Market Consulting Services



## In A Nutshell

DTx and go-to-market are a blue ocean to many. **We help to understand trends, pitfalls** and the **true potential** behind the latest headlines.

▶ [Mehr erfahren](#)



## MARKET ANALYSIS

- Support in **understanding** the **true potential** behind latest headlines also quantitatively and on deriving areas for own growth



## COMPETITIVE ANALYSIS

- Help manufacturers of digital health products **understand** their **competitors' moves** and provide in-depth analysis on the topics critical for success



## REGULATORY ANALYSIS

- **Guide around** common **regulatory pitfalls** for a successful digital go-to-market



## MARKET ACCESS PATH CONSULTING

- Give actionable **recommendations** on **where to start** and **which paths** to iteratively leverage for an efficient way into reimbursement



## BUSINESS CASE MODELLING

- Supports its clients on **developing** substantial growth **business cases** and quantitatively underpinning these with tangible drivers

Digital Oxygen Offers Solutions in

# Diabetes Technology Consulting Services



## In A Nutshell

Digitalization, miniaturization, automation and data analysis are transforming diabetes therapy. **Innovative technologies** enter the market and **change the rules of the game** – we support you in **mastering these changes**.

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## NEW PRODUCT LAUNCH

- Together we **develop** comprehensive **go-to-market concepts** and accompany the implementation: From A for application study to Z for zero hurdles in admission requirements



## POTENTIAL-ANALYSES

- Based on many years of diabetes market knowledge, detailed market analyses and targeted market research, we **determine** the **most important influencing factors** for **future success**



## COMMERCIAL STRATEGY

- Help you successfully combine perspectives to find the **right balance** in your **commercialization strategy**



## EVALUATION OF PARTNERSHIPS

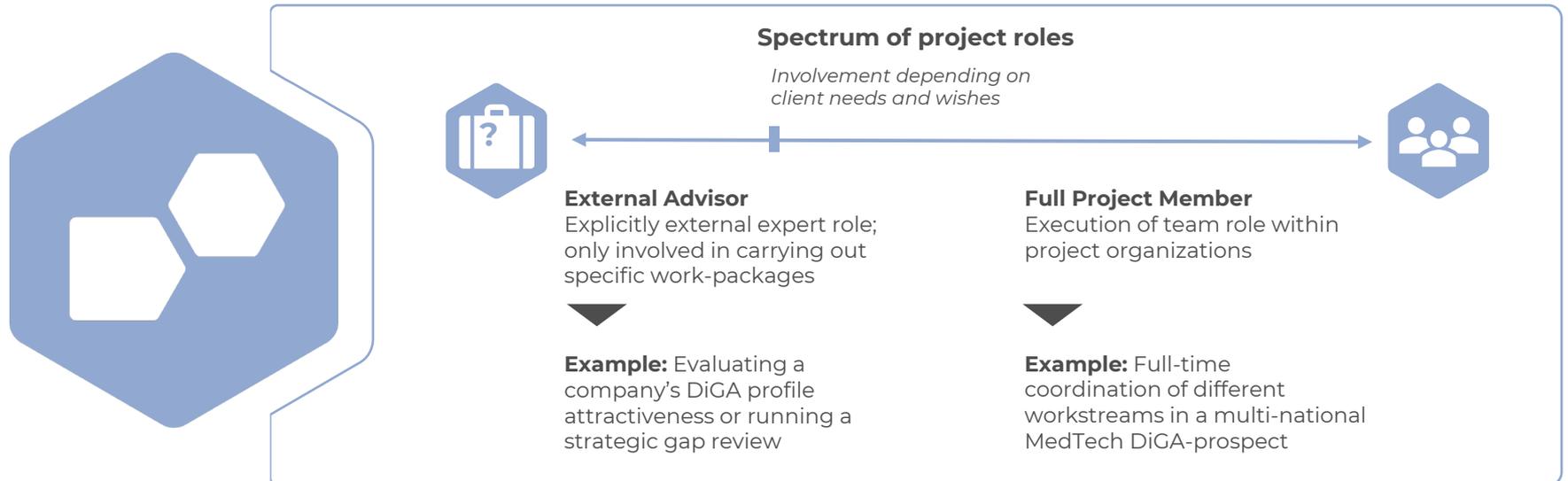
- Help **find the ideal partners** to succeed in this complex and diverse environment
- Together we **define** the decisive **factors** and **required** skill sets for potential partners



## PATIENT-FOCUSED-MARKETING

- **Gaining an overview** of effective, patient-focused marketing channels and in developing individualized marketing approaches based on cross-industry best practices

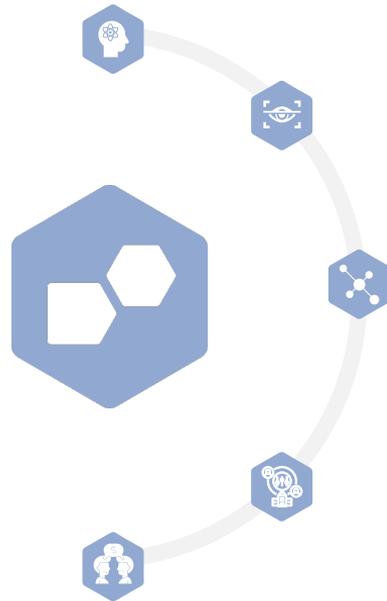
# Digital Oxygens' Ways-Of-Working Customized to Your Individual Needs and Wishes



# Benefit From Digital Oxygen's Extensive Network

## Healthcare Network

### Selected Contacts



### Evaluation Concept

As per request of the BfArM, DiGA evaluation concepts for evidence generation need to be written by independent scientific institutes. We partner with a re-known institute familiar with BfArM's requirements



### Data Privacy

In case of specific questions around healthcare-related data privacy or when external DPO services are needed, we act as a connector of expertise.



### UX review

Patient's accessibility needs and overall usability optimization together with healthcare experts is a key success factor in an ever more competitive market – and also a specialty of one of our partners.



### ISO readiness consulting

ISO 27001 is only the latest of various regulatory requirements to the digital health space. We partner with experts especially familiar with the needs of MedTech start-ups.



### Price Negotiations with the Statutory Insurance

Together with a specialized partner consultancy, we develop convincing negotiation strategies and pricing models to the statutory health and care insurance



# We are Experts in Digital Healthcare and **Bring Your Products to Life**



**Torsten Christann**  
Partner

**Expert for all commercial topics  
in the field of Diabetes care and MedTech**

- 20+ years of hands-on experience in the German health care market
- Expert for HCP-centric sales approaches and commercialization models



**Axel Meiling**  
Founding Partner

**Many years in bringing digital products to  
life and founder of Digital Oxygen**

- Proven expertise on strategy, development, and marketing of digital health solutions
- Cross-industry expert on digital transformation beyond products



**Alexander Voigt**  
Project Partner

**Expert on the Diabetes care market and  
analytics behind launching new products**

- Expertise on evaluating patient journeys and prescription flows inside Diabetes HCPs
- Knowledge on qualitative assessment of direct-to-consumer commercialization set-ups



**Project examples:**

Read examples on how we support our healthcare clients.

# Digital Diabetes Training Solution

## Voice-Of-Customer Study



### Our Client

A leading and globally active manufacturer of diabetes supply



### Get In Touch



**Torsten Christann**  
 Partner

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[tch@diox.de](mailto:tch@diox.de)



### Our Challenge

- Evaluation of a concept for digital Diabetes training towards healthcare professionals and patients
- In-depth analysis of certain proposition aspects such as feature reception, willingness to prescribe and user openness to apply



### Our Tasks

- **Preparation of interview materials** including guideline with open questions and video-animated storyboard
- **Fresh recruiting of interview participants** for individual interviews and two triads:
  - 7 Diabetologists
  - 6 Diabetes Nurse Educators
  - 11 T2 Patients
  - 2 T1 Patients
- **Conduction of interviews** alongside video-animated storyboard in teams of two consultants (1 interviewer/moderator, 1 documentor)
- **Clustering of feedback** received in the interviews and derivation of recommendations for the management



### The Result

- ✓ Assumed pain-points in the therapy journey for patients and healthcare professionals verified and further pain-points identified
- ✓ Planned value proposition evaluated and in-depth feedback on feature level received (expected benefits and missed expectations)
- ✓ Stakeholder acceptance clarified
- ✓ Tangible recommendations derived for local management and presented to global level

# Digital Diabetes Care Solution

## Economic Efficiency Argument



### Our Client

A leading and globally active manufacturer providing a digital Diabetes care solution



### Get In Touch



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 Partner

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### Our Challenge

- Development of a strategy to convince key stakeholders in the healthcare system with economic arguments of a digital Diabetes care solution
- Modelling of the economic benefits in a business case to determine the most effective economic drivers



### Our Tasks

- **Conduction of interviews** with physicians and medical staff on prevalent prescription drivers and their daily office routines to determine key benefits
- **Analysis of medical benefits for patients** based on existing scientific studies to derive qualitative value drivers for the healthcare system
- **Modelling of business cases** from the **HCP** as well as the **Health Insurer** point of view, going down to the patient level and extrapolating the findings to a patient population scale
- **Identification of KPI targets** for the R&D team of the Diabetes care solution



### The Result

- ✓ Clear guidance towards development team where to put focus on to optimally position the solution for payor negotiations
- ✓ Expectation management towards global organization on success factors for the overall project also in markets outside Germany
- ✓ Excel business-case with variable input ranges allowing further iterations within the client's business unit to improve and mature the economic benefits

# Lifestyle Intervention DiGA

## DiGA Advisory in Development Project



### Our Client

A multi-national operator of digital therapeutics for long-term patient coaching and HCP support



### Get In Touch



**Alexander Voigt**  
**Project Partner**

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### Our Challenge

- Enabling the clients project and particularly development team in transforming an existing DTx-solution into a regulation-compliant DiGA
- Orchestrating dependencies between workstreams as an acting PMO for overall program



### Our Tasks

- **Explaining technical requirements** for DiGA compliance (e.g. accessibility and interoperability) and guiding client through data protection need analysis
- **Guiding the evidence generation** team through the medical evidence requirements together with an independent scientific institute
- **BfArM meeting preparation and support** as well as clarification of imminent project questions with the competent authority
- **Supporting the commercial strategy** definition and implementation process by benchmarking best practices for patient-pull as well as HCP-push generation
- **Misc. project management activities**



### The Result

- ✓ Compliant transformation of the existing solution into a compelling DiGA
- ✓ E2E guidance of project team and workstreams through the BfArM fast-track process
- ✓ Focused preparation of a commercialization strategy and activities
- ✓ Structured project management

# First Company Being Awarded In Its Founding Years **'Best Consultants'** Four Times in a Row

## Best Consultants

Four Years In A Row



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**Trusting Clients**

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 **BD**

 **Vitolus**

 **UCUR**

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