



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 ARPUs. By developing valuable **digital products and services**, **leveraging new technologies**, and revamping our clients' existing systems.



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.



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.



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.



DIGITAL HEALTH DUE DILIGENCE

When engaging with digital health providers, our clients have many options. We deliver **expert assessments** on potential targets on tight schedules – from **red flag analyses** to extensive **commercial due diligences**.



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.



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 payers** or reimbursement of comparable products at an **early stage** to generate relevant data as part of your **evidence generation strategy**



COMMERCIALIZATION

- Support gaining an overview of **effective patient-facing** distribution channels and **develop individualized commercialization strategies based on best practices**
- Develop and optimize your **HCP-facing** commercial **activities**



IT FORENSICS

- Run IT forensics and check that there is **no accidental transfer** of personal data to servers outside of Europe which could **endanger the DiGA's listing success**

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 **developing** substantial growth **business cases** and quantitatively underpinning these with **tangible drivers**

Digital Oxygen Offers Solutions in

Digital Health **Due Diligence** Consulting Services



In A Nutshell

When engaging with digital health providers, our clients have many options. We deliver **expert assessments** on potential targets on tight schedules – from **red flag analyses** to extensive **commercial due diligences**.

▶ [Mehr erfahren](#)



BUILD-OR-BUY ANALYSIS

- **Structured guidance** in the decision whether to **acquire a digital health solution** provider or to **build a service from scratch** within the context of the German healthcare system



COMMERCIAL DUE DILIGENCE

- **Qualitative analyses** of the **acquisition target** provide clarity on the **target's fitness**
- **Quantitative analyses** provide profound **understanding** of all **key drivers** of the business case, and a **reality check**



RED-FLAG DUE DILIGENCE

- Pin-point the **target's challenges** in the specific market environment such as **potential roadblocks** in the DiGA listing process and **provide everything** they needed to know to make **an informed decision fast**



TARGET SCOUTING

- Introduce **founding teams**, conduct first **interviews**, and make sure that the **target is up to the mark**



VOICE OF CUSTOMER ANALYSIS

- Verify the existing **product-market fit** and help to understand the **full potential**

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.

▶▶ [Mehr erfahren](#)



DiPA VALUE PROPOSITION CHECK

- **Verify** to which extent **existing concepts** will be **eligible as DiPAs** and which **alternative paths** for reimbursement could be available



DiPA SPECIFICATION ANALYSIS

- 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)



RELAUNCH OF EXISTING PRODUCTS

- Build the **relaunch concept**, define the **roadmap**, and **translate DiPA requirements** into user stories



DiPA GO-TO-MARKET CONSULTING

- Help with viable **go-to-market strategies** to excite **care recipients** as well as **relatives and caregivers**

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**.

▶ [Mehr erfahren](#)



NEW PRODUCT LAUNCH

- **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

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



COMMERCIAL STRATEGY

- **Help** to combine perspectives to find the **right balance** in the **commercialization strategy**
- Optimize **patient- and HCP-facing** commercial activities



EVALUATION OF PARTNERSHIPS

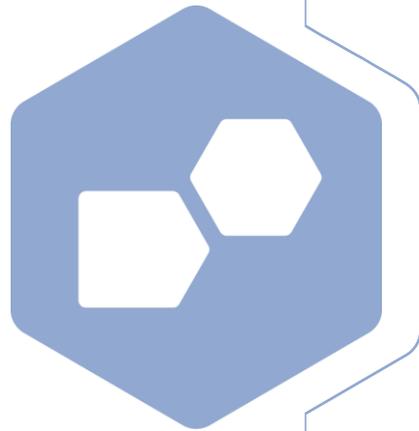
- Help **find the ideal partners to succeed** in this complex and diverse environment
- **Define** the decisive **factors** and required **skill sets** for potential partners



PATIENT-FOCUSED-MARKETING

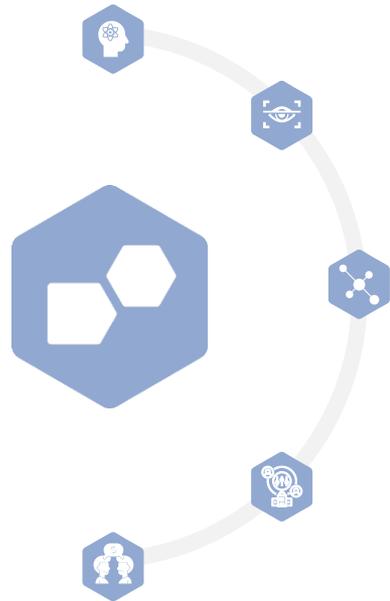
- Gain an overview of **effective, patient-focused marketing channels** and in developing individualized marketing approaches based on **cross-industry best practices**

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 Manager

**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

+49 176 / 2488 5751
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



Torsten Christann
 Partner

+49 176 / 2488 5751
tch@diox.de



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 Manager

+49 151 / 4671 9665
avo@diox.de



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



Join The Group Of
Trusting Clients



PHARMACEUTICAL COMPANIES
OF Janssen-Johnson

Digital Oxygen GmbH

Weißburger Straße 25 | 81667 Munich | Germany
p: +49 89 / 2155 2184 | e: info@diox.de

www.digital-oxygen.com/healthcare/