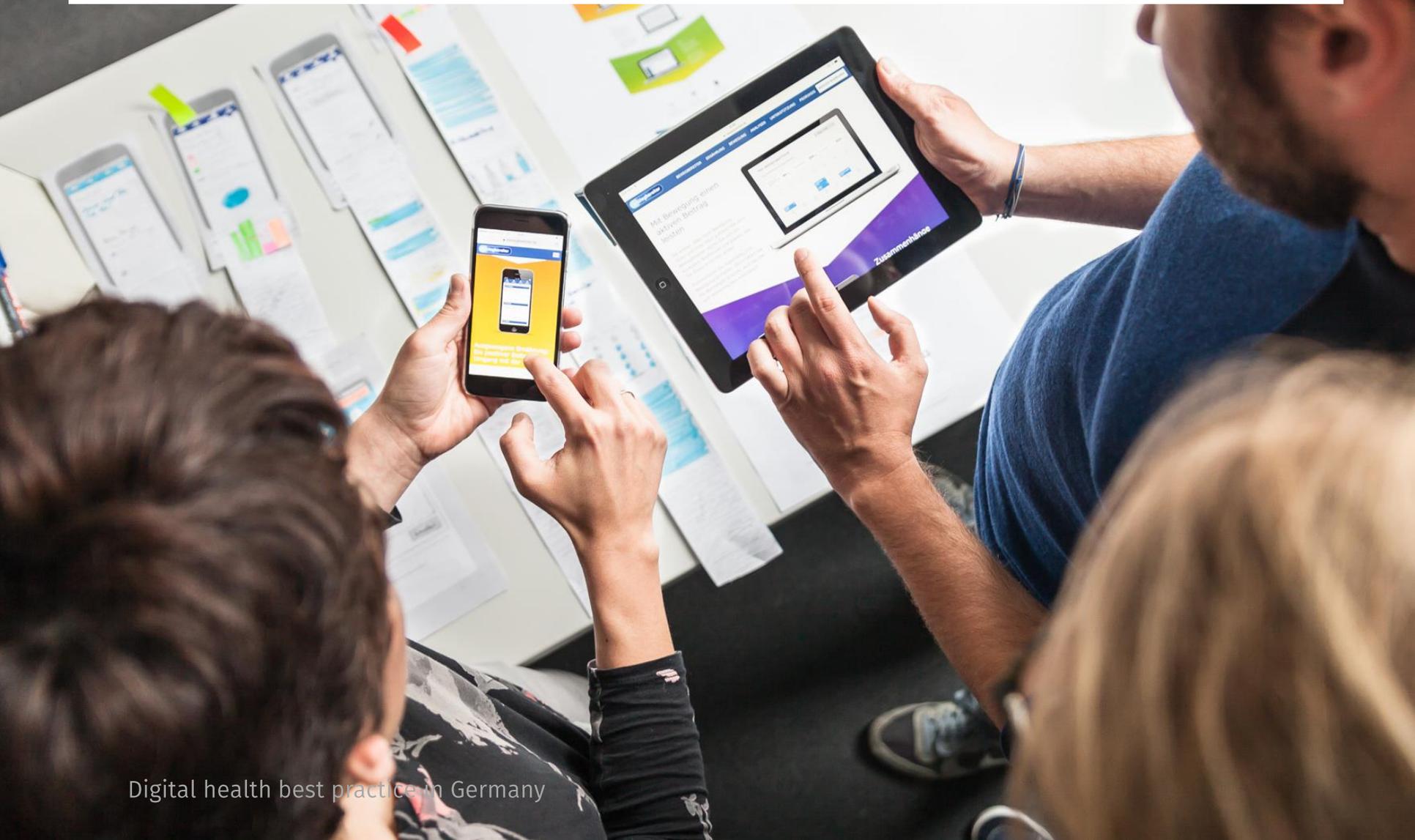


# Digital health best practice in Germany – or the story of how welldoo succeeds in the German healthcare market

Our software helps people to live better and be healthier



# We are located in the heart of the Digital Health Capital Berlin



welldoo

# 16 years welldoo: We launched 200 digital health applications in 14 languages



60 professionals work in interdisciplinary teams:  
digital experts, developer, concept + UX designer



# Healthcare Experts at welldoo



Dr. Claudia Busch /  
Ecotrophologist



Dr. rer. medic  
Frederike Escher /  
Healthcare Expert  
Obesity



Dr. Boris Gauss /  
Psychologist

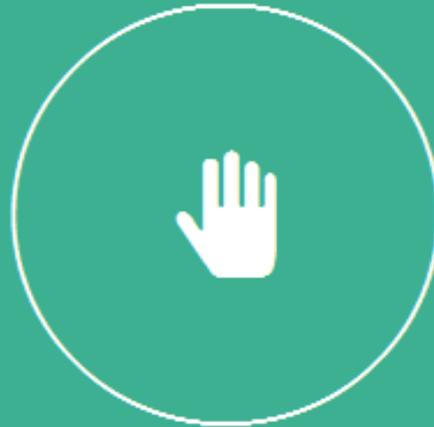


Melanie Binder /  
Physiotherapist



Philine Strebel /  
Dietician

# Bottom line:



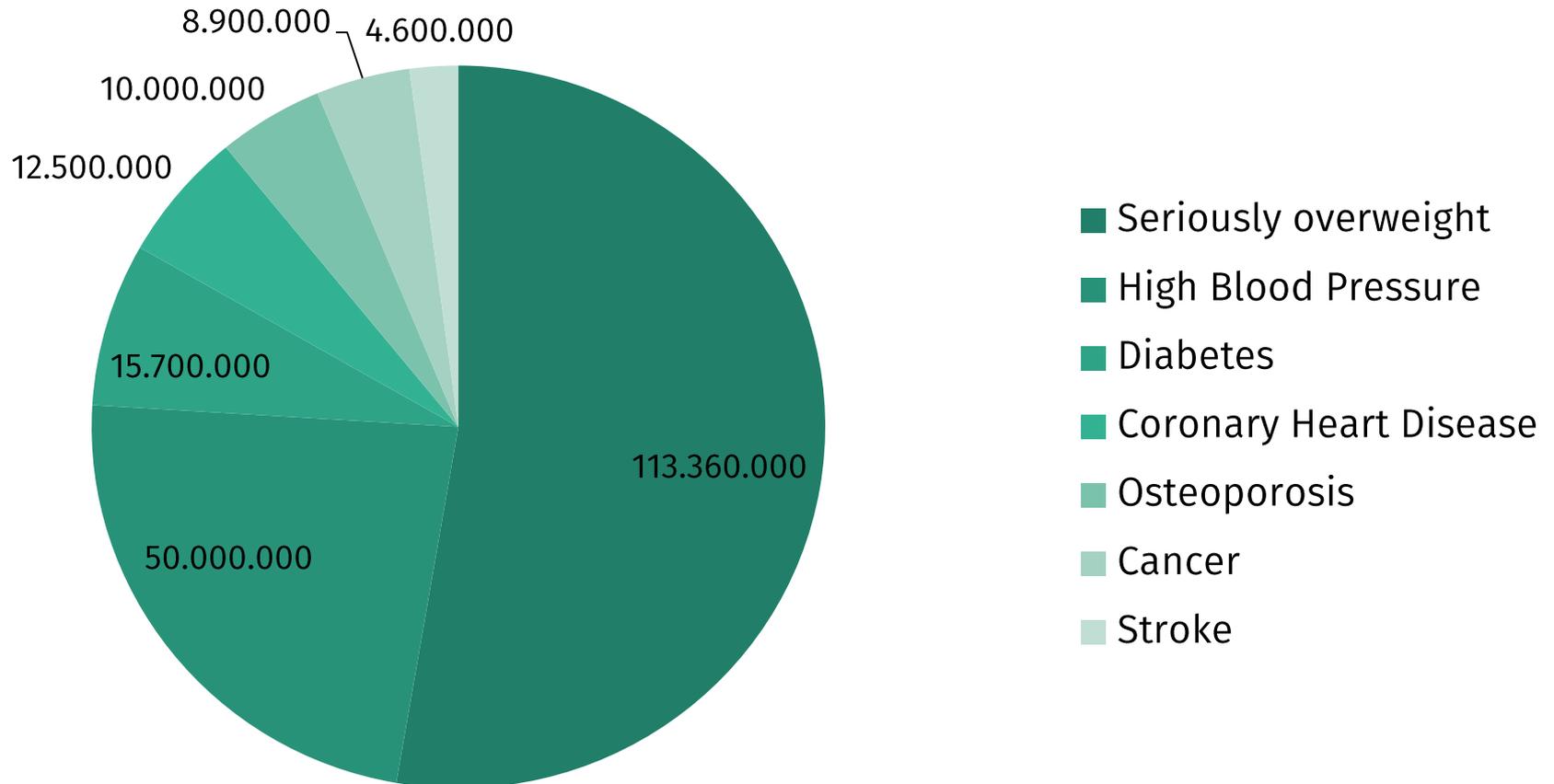
## SCIENTIFIC

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The applications developed by welldoo are based on scientific knowledge from the areas of psychology, nutritional science, sports science and medicine. We deliver measurable effectiveness with our services.

There are many diseases related  
to nutrition and inactivity

# No. of Americans with diet- and inactivity-related diseases



<http://clinicalnutrition.conferenceseries.com/upload-images/xclinicalnutrition2016-89935.png.pagespeed.ic.LXg0x2gXpK.png>

Therapy is more than taking medication

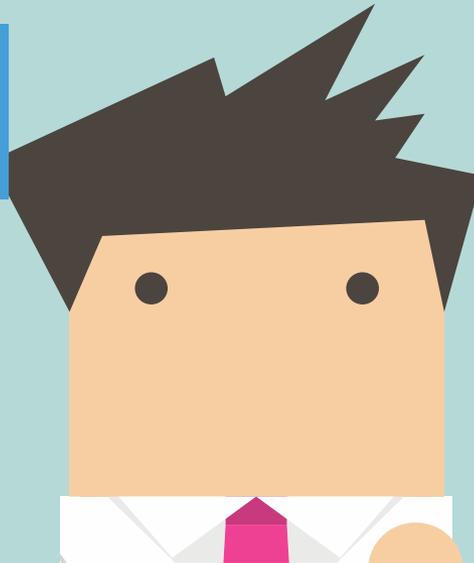


# It is about behavior change



Patient:  
I don't really know what's  
happening in my body"

Patient:  
Why do I have to change my diet?



# Bottom line:



## LIFE-ENHANCING

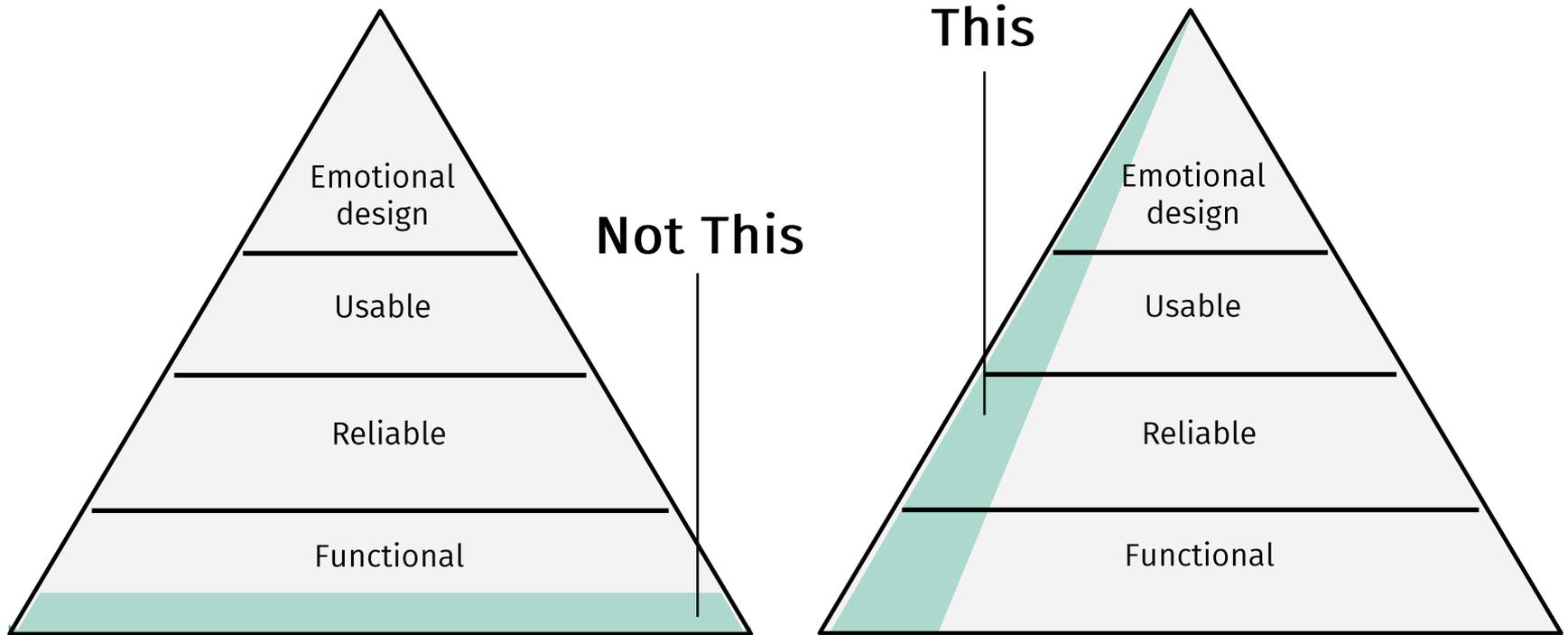
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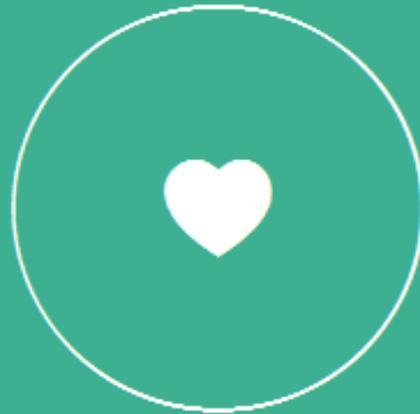
welldoo's digital applications use psychological motivation techniques to bring about sustainable improvements in health-related behaviour and, as a result, quality of life. They provide every user with access to the latest scientific knowledge.

Our focus rests on products with few core features with a sharp use case.



# MLP das Minimum Lovable Product.





## EMPATHETIC

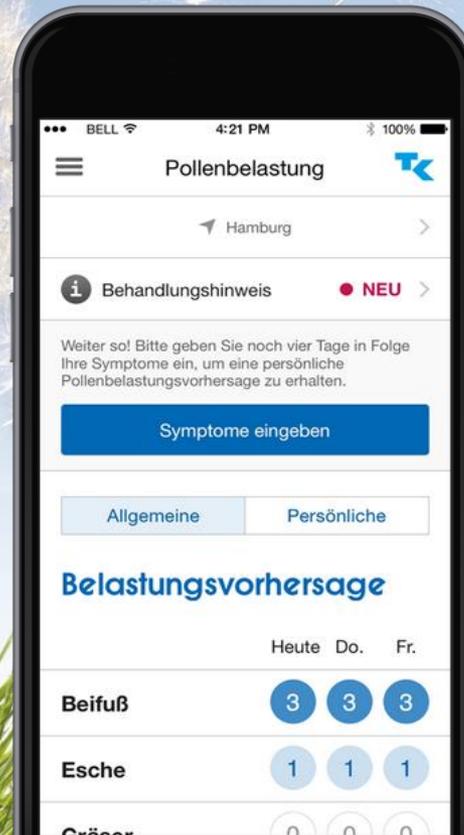
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We use service design methods to understand the needs and everyday reality of our various user groups. This allows us to develop powerful solutions that provide effective, day-to-day support.

# Best practice

# TK-Husteblume-App – an App that assist people suffering from an allergy

Helps to decide everyday if you should take your antiallergics or not.



# TK-diabetes diary – assists patients to organize their disease

Tracks blood sugar and medications. Connects the blood glucose monitor via Bluetooth.



Techniker  
Krankenkasse

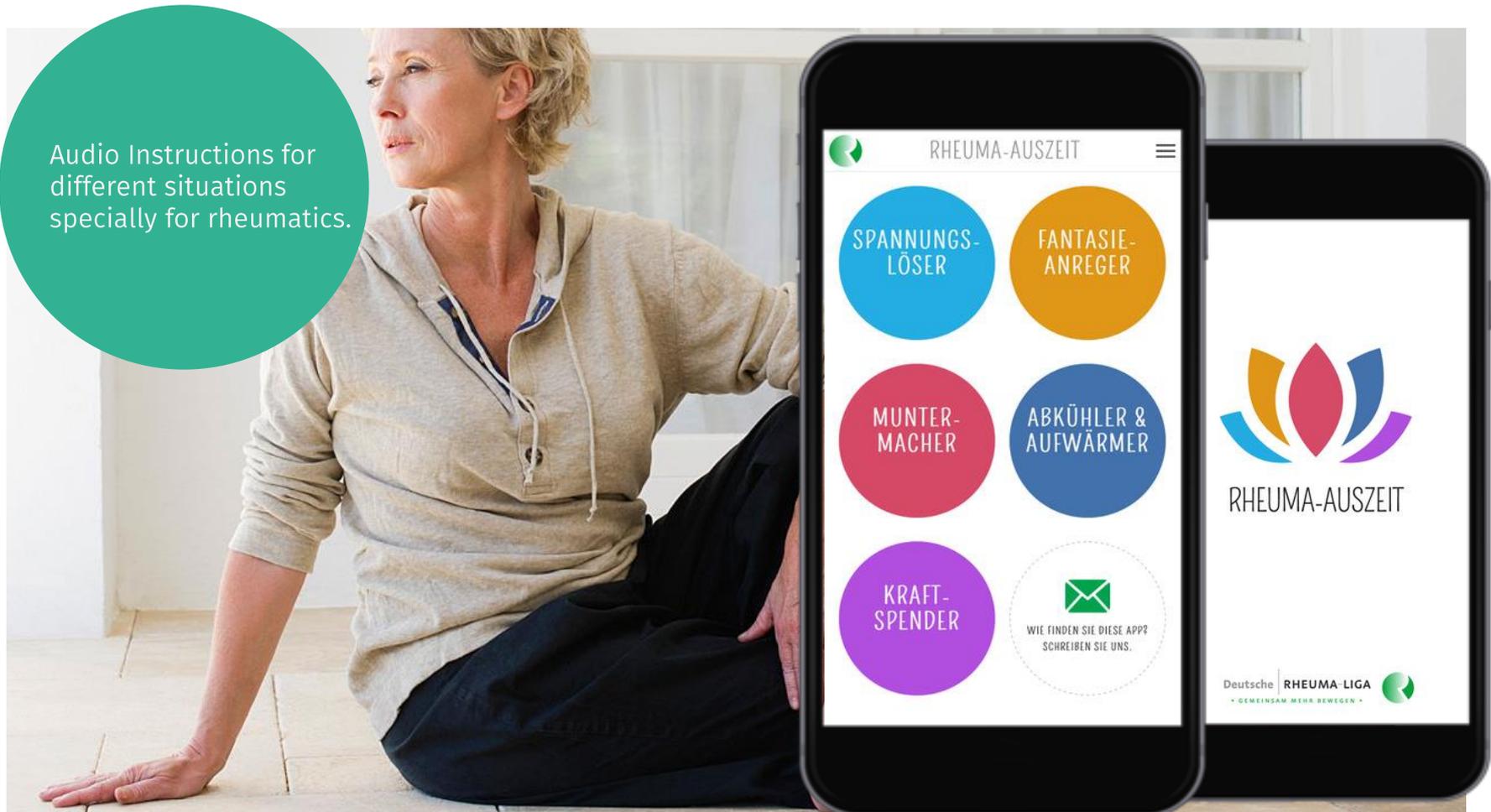
ACCU-CHEK®  
Roche

# Beurer BodyShape App - fitness- and nutrition program with easy tracking

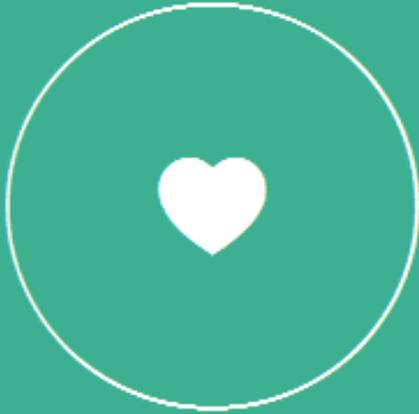
Avatar Emma helps you get fit, loose weight and life healthier.



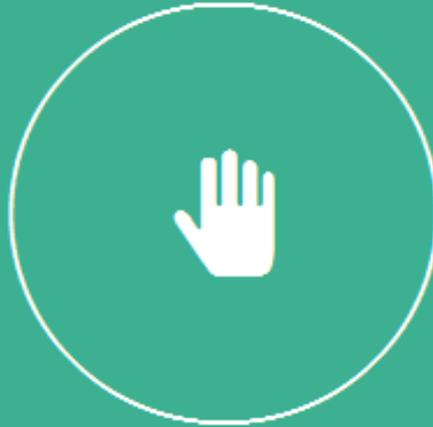
# Rheuma Auszeit App - Self-management-App in case of rheumatic pain.



# welldoo for improved health



EMPATHETIC



SCIENTIFIC



LIFE-ENHANCING

# Contact



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