

Hidup Medical

Comprehensive manager for medical centers



Problems to solve



A study by the Costa del Sol Hospital measured the noshows (absenteeism) in its 3 medical centers for a year. **Absenteeism reached 14% (400,700 appointments) and more than €3M in losses.**



70% of health professionals who work in a consultation, **they recognize that they are not digitized. IDIS**



The Mayo Clinic cites in a study, **the alarming amount of hours lost by health professionals filling out reports** and updating medical records.



39% of patients who need treatment do so from home **and they do not receive support during the process. IDIS**

Our solution

Hidup proposes a **SaaS that connects the center with its patients**, chat box, **with access from remote sites**, digital prescriptions, **priority service**, video calls, informed consent, and **AI with humanized response**.



Comprehensive management of appointments, planning of medical agendas, **digital reports**, radiological and laboratory tests, **active monitoring of the patient**, adaptation to new technologies.



Workflow

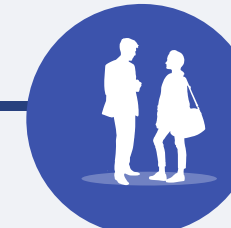
Patients



For the entire family



Medical reports and tests



Close contact with the center



Book appointments in a few clicks

App mobile/web

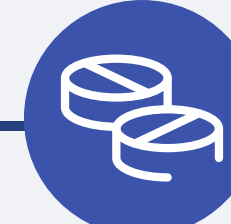
Clinics



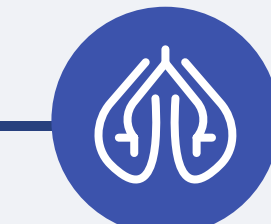
E-Health



Recetas electrónicas



Responsive AI humanized

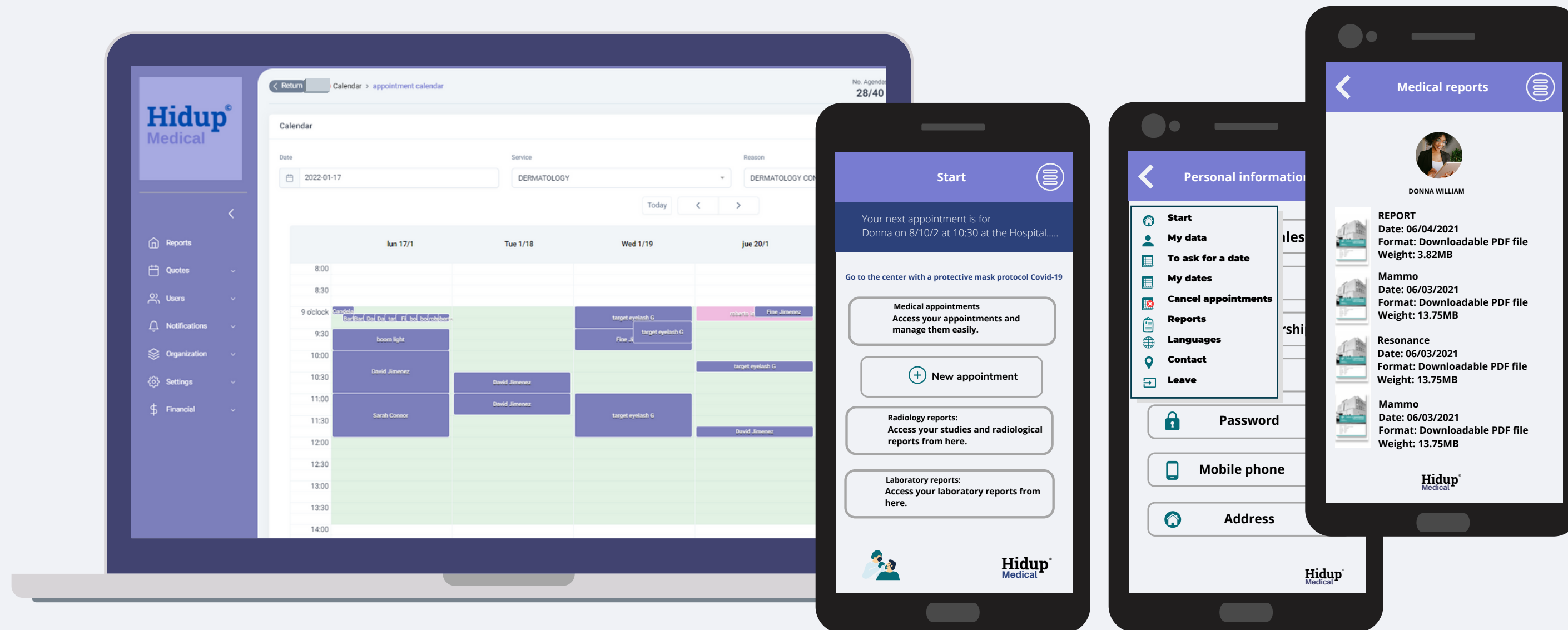


Plan services and professionals

Priority Service

Features

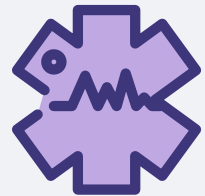
SaaS, book appointments online 24/7, video-consultations, AI with humanized response, medical reports, chat, priority service, radiological and laboratory tests, informed consent and electronic prescriptions.



Market situation



The impact of covid-19 accelerated digitization in the health sector. **69% of healthcare companies will increase their R&D budget over the next three years.** (Ayming)



Video-consultations increased by 58% to 2.8M in 2020/21, telemedicine is a means of present and future.



The digitization of medical care and the health sector is an undeniable and non-negotiable. The pandemic has accelerated the need for transformation of medical centers.



The market will grow in the next few years by around €500KM. The saturation of hospitals has turned e-health into an essential complement for most treatments.

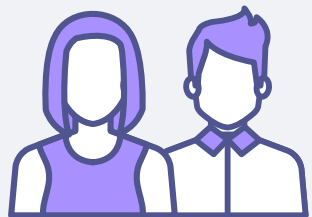
Market Comparison



Cerner: 2nd world company in digital medical records, **acquired by Oracle: €28,300M**



Docplanner: Polish health marketplace acquired Doktortakvimi (2014), TuoTempo (2019) and Jameda (2021) **obtaining €140.9M in investments and €1,000M in market value.**



Hidup Medical: great growth potential in a constantly growing sector, **with a very complete SaaS and producing benefits for our clients.**

Business model



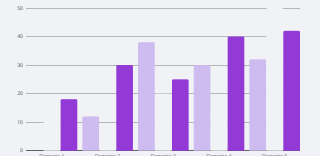
Healthcare SaaS

**Subscription and
license**



Monthly fee

**Credits: sms, pushups,
emails, whatsapp**



**Initial setup fee
(by multicensers)**

**Fee escalation by
professional or resource**



**Extra fee
by integrations**

**Reduction of
administrative costs**



Expected income

LTV of a client at 6 years: €16,855.2



100 Customers
280.920€



250 customers
702.300€



1000 customers
2.809.200€



1500 customers
4.213.800€

Market opportunity



Metric

CAC
350€

CAC Payback
2 months

LTV to 5 years
14.044,6€

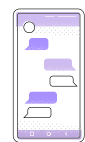
Churn Rate
0% at present



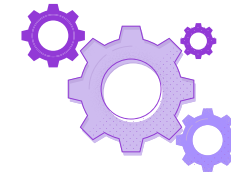
224.148
Online medical
appointments
2020/21



84%
User satisfaction



112K
Downloaded apps



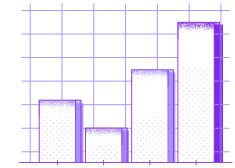
2017
4 years in
production



115k
Users web/app



35K€
Billed



4 Customers
6 years duration



Hits



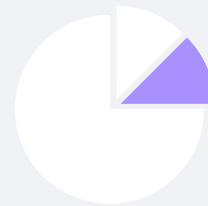
Recovered appointments (noshows and cancellations): 84.6%



Increase in customer billing: +25.3% annual



Appointment Booking Increase: +31.6%



SaaS 100% scalable



Infrastructure expenses €0

Target comercial



Sanitation companies in Spain: 160,849 (INE)



Sanitary in Spain: 903,946 (INE)



Target: 3%



Billing: 4,4M€

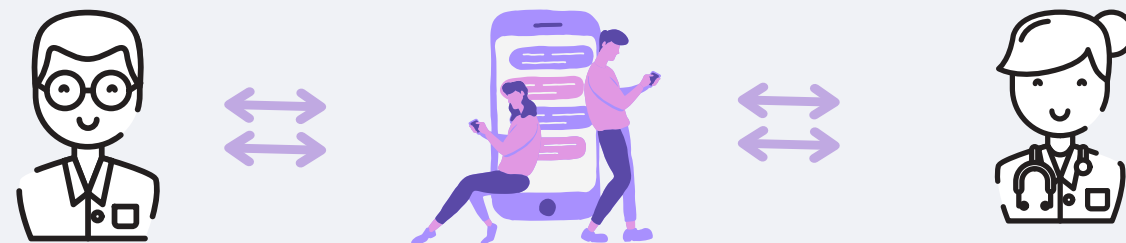
What makes us unique

AI with Humanized Response

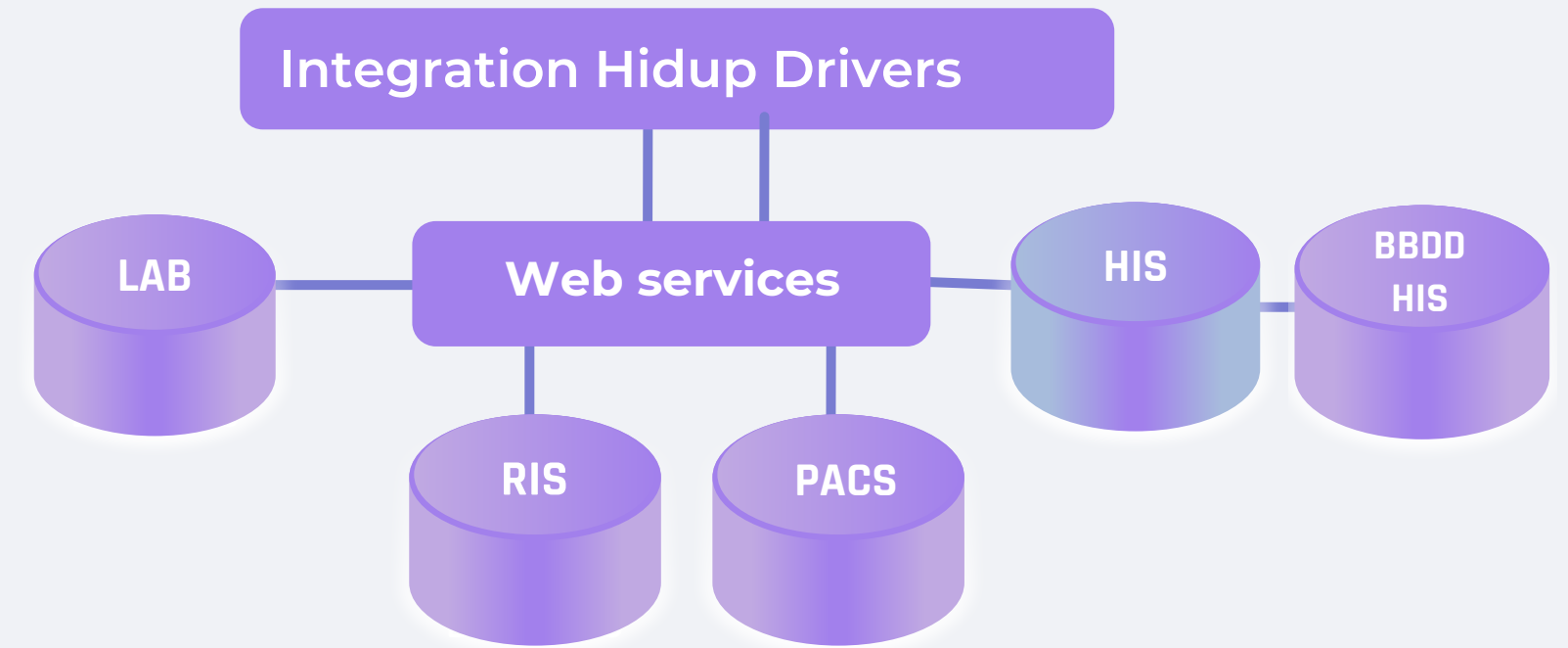


Patient portal

Comprehensive management of appointments, relatives, reports, chat with the center, video-consultations and medical prescriptions

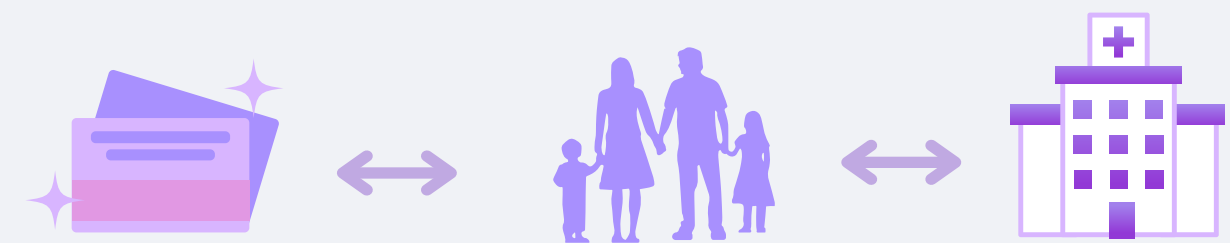


100% interoperability



Priority service

Preferential VIP consultations that generate direct income for medical centers.



Traction

Customers



Four clients with long-term contracts

PMF



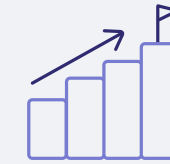
Industry pains detected and resolved

Fundadores



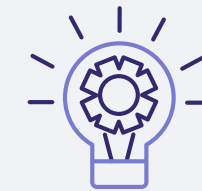
Entrepreneurs with successes in companies in the health sector

B2B



Business model validated with customers who invoice

MVP



Developed and in production since 2017

Equipo



Proven key profiles and working full time

Hidup team

Bau Mesa CEO Founder

Systems engineer, specialist in integration of health services, experience in the public and private sectors



[LinkedIn](#)

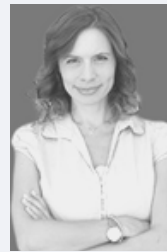
Jorge Limón CIO Co-Founder

Computer engineer specialized in sanitary processes, with experience in the public and private sectors



[LinkedIn](#)

Laura Thiella
CFO



David Jiménez
COO



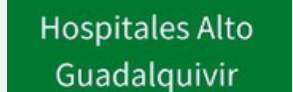
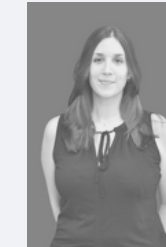
Diana Pestana
Fronted Developer



Gustavo Mesa
Backend Developer



Bárbara Sacristán
Mobile Developer



Round seed

Round size



300k€

**Pre-Money
Valuation**



1,7M€

Dilution



15%

**Post-money
valuation**



2M€

Road map

1°

2°

3°

FIRST STEP

Reach 100 customers
and exceed them

CONSOLIDACIÓN

Exceed 5% of the Spanish
commercial target

EXPANSIÓN

Introduction to the
European and Latam market

We work to achieve our goals and improve ourselves

Contact

Hidup Medical

juan.mesa@hidup.io

phone: +34 656 68 99 13

<https://medical.hidup.io>

