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UNIQUE OPPORTUNITY

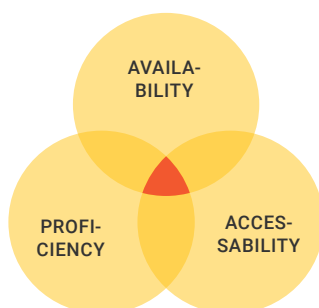
- + first to market
- + video-supported telemedicine
- + comprehensive child health data
- + public value

HOW FAR WE HAVE COME

- i Pilot survey among parents-to-be
- i Market overview
- i Research review on current developments, trust indicators, challenges of public healthcare offerings

MOVING FORWARD

- Q Pediatric counsel
- Q Web developer
- Q Health economist
- Q Selected parents



RECEIVE SERVICES
DIRECTLY IN THE
PLATFORM

55%

FAST AVAILABILITY
OF A PERSONAL
CONTACT

48%

USABILITY

39%

McKinsey Digital Patient Survey, 2014²

In the 21st century, healthcare is more data-driven than ever. We envision a society where patients and doctors have equally fast and comprehensive access to health records and where medical assistance does not require day-long planning in advance. We believe that new technologies can help build and regain trust in professional expertise and make lots of healthcare services a near-real-time experience.

MISSION

MediBee aims to provide high-availability telemedical services to families over the course of their children's growing-up. We apply a comprehensive health information system and best-in-class didactics to complement traditional ways of medical service delivery and accompany parents in the long run.

PROBLEM

Parents are missing high-quality information that is available anywhere at any time.

OFFERS FOR MEDICAL ADVICE ARE
LIMITED BY OPENING HOURS.

TRUST IN MEDICAL EXPERTS HAS BEEN
AFFECTED BY THE GROWING
ACCEPTANCE OF ONLINE SOURCES.^{1,3}

CONTACTING HELPLINES OR EMERGENCY
ROOMS IS OFTEN NOT SUITABLE.

CURRENT STATE OF RESEARCH CANNOT
BE RELIABLY REFLECTED IN PRACTICE.

OFFERING

MediBee is an online healthcare service based on live chat and **video conferencing** technology. In partnership with credible healthcare institutions, professionals and supervised students make diagnoses, give advice and support decision-making depending on the specialty. Made available **around the clock** and over the internet, use of the service has no regional or temporal boundaries. MediBee personnel strives for establishing long-lasting relationships with its customers through profound didactics. It distributes **scientifically backed** information in multiple languages. A digital register of self-served and professional health records allows for **long-term monitoring** of child health and provides local and remote pediatricians with the highest quantity of information possible.

GO TO MARKET - THE MVP

PRODUCT

- + online chat & video conferencing service only

EARLY ADOPTERS

- + newly-become parents (as a service, B2C)
- + insurance & maternal care companies (as portfolio supplement, B2B)

CHANNELS

- + cooperation with pediatricians
- + social media performance marketing
- + joint venture with healthcare institution

Sources:

1 American Academy of Pediatrics. (2017, May 4). Internet health information can reduce parents' trust in doctors' diagnoses: Research highlights importance of discussing concerns with patients to avoid treatment delays. *ScienceDaily*.

2 Biesdorf, S. and Niedermann, F. (2018). *Healthcare's digital future*. McKinsey & Company.

3 Pehora, C., Gajaria, N., Stoute, M., Fracassa, S., Serebale-O'Sullivan, R., & Matava, C. T. (2015). Are Parents Getting it Right? A Survey of Parents' Internet Use for Children's Health Care Information. *Interactive Journal of Medical Research*, 4(2), e12.