The voice of digital health startups in policy and government
Dear DTx Community,

Who among us could have predicted the critical role digital health would play in our everyday lives before the onset of this pandemic? Yet, those working in the field committed to improving healthcare and patient services were already well aware of its potential. It’s thanks to a European startup that we have the Pfizer vaccine, and thanks to many innovative entrepreneurs that we were able to contact trace and do our part to flatten the curve in the EU.

As the uncertainty of this pandemic continues to be an uneasing force in our global economy, one thing remains certain, startups aren’t going anywhere.

This emphasis on digital health and the role it can play will remain. We are so happy to be building this community around all of you and look forward to continuing the work we’ve started as we scale and grow in new ways each year. We hope you take the time to review and share our annual report as a way to reflect on all of our hard earned progress and the community we have built together. Onward to what’s next.

Best regards,

Melissa Blaustein
Founder and CEO, Allied for Startups
Founded in 2019, Allied for Startups DTx brings together digital health entrepreneurs, policymakers and other healthcare stakeholders to enhance the policy environment and support innovation in the European healthcare ecosystem. Startups address the gaps of conventional healthcare, but they often face complex regulatory hurdles – and unlike big industry players, startups have little to no resources to devote to red tape. As the digitisation of healthcare is accelerating at an unprecedented speed, we bring the voice of digital health startups to policy-making.

**OUR MISSION**

- Ensure that policy empowers digital health startups to scale
- Facilitate and enhance cooperation among startups, policymakers, and key health stakeholders
- Lead policy dialogues around digital health from a startup lens
- Establish a European-wide network of startup champions and supporters to share best practices and discuss challenges

**WHAT WE DO**

- Bring startup perspectives to the decision-making table
- Create opportunities for startups to engage with policymakers and key healthcare stakeholders
- Collaborate with the DTx Network to promote advocacy, research and opinion on digital health
STARTUPS & ECOSYSTEM PARTNERS

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SECOND NATURE  aculab  kaia health  Gamifynow  WellIT

mendelian  Wello  kenkou  ado  Thryve

atlas  Pamble  Consulib  brain+  derma2go

Byteflies  Andaman  COMUNICARE  icometrix

+  credoweb  Digiburn  eMED4ALL  MEGI

VOLUNTIS  wellmo  popit  Velmio  DISIOR analytics

doclinq  mediQuo  robota  PatchAi

psious  neuron  TiredOfCancer  Complear Health  Tinybots
2021 has seen a remarkable acceleration in digital health innovation and the uptake of digital tools in health, particularly due to the COVID-19 pandemic. However, all too often digital health innovators invest time and resources navigating complex regulatory measures across Europe. This, in turn, hinders digital health solutions from reaching their full potential.

Allied for Startups DTx and its partners therefore set out to identify the best practices and measures that empower digital health innovators to scale across European borders. The HealthTech Charter provides an opportunity to shape the EU into a hub for digital health scale-ups and creates benchmarks to inform policy makers what innovators need to succeed.

### THE BEST PRACTICES

- **Reimbursement of Digital Health Applications** - The German Digital Health Care Law & the mHealthBelgium platform
- **Access to Secondary Health Data** - The Finnish Act on Secondary Use of Health and Social Data
- **eHealth Services and Interoperability** - Estonian eHealth System
- **Artificial Intelligence in Health** - Croatia’s European Digital Innovation Hub
- **Telemedicine** - France’s Telemedicine Framework
- **Public-Private Partnerships** - Denmark’s Public-Private Partnerships for Health
- **Accelerators and Grants** - H2020 - Horizon Europe & NHS Innovation Accelerator
On December 8th, entrepreneurs, policy makers, and key health stakeholders came together for the official launch of the HealthTech Charter. Leading startup founders shared their experience navigating the European health policy landscape in tandem with a high-level panel that brought policy makers and startups to discuss the future of digital health innovation in Europe.
INSTITUTIONAL ENGAGEMENT

We are an active member of the European Commission’s eHealth Stakeholder Group, providing advice on enabling the digital transformation of health and care in Europe.

We provide feedback to the European Commission on a number of initiatives such as the creation of the European Health Data Space and Artificial Intelligence.

We share our member’s perspectives when we bilaterally engage with the stakeholders from the European Commission and Members of the European Parliament.

RESEARCH AND OPINION IN DIGITAL HEALTH

Dedicated blog posts on hot topics in digital health - from Covid-19 pivots, the democratisation of mental health, and building a startup-friendly European Health Data Space.

Bi-monthly newsletters on EU health policy updates, digital health developments, and opportunities for the DTx network.
EVENTS AND PANELS

1. Allied for Startups DTx hosted the DTx Startup Congress where the DTx Startup network came together to network, brainstorm on the future of digital health innovation in Europe, and interact with policy makers. We look forward to hosting an annual Congress bringing our community together!

2. We are a proud partner and member of the Judging Panel of the European Patient Digital Health Awards - an initiative spotlighting Europe’s best digital health solutions improving the health and quality of life of patients and caregivers. This is a unique opportunity for European startups working in the digital health space to showcase their patient-focused innovations and gain visibility for their work.

3. Ecosystem Partner of the Frontier’s Health Conference, a global digital health innovation event with a strong focus on digital therapies and breakthrough technologies.

4. COCIR - Better Care Through Health Data Event

5. Biotech Atelier - DTx Innovations Panel

6. WebSummit
Thank you to all startups, partners, and our policy champions for making 2021 an incredible year. We are proud of our active DTx network and your dedication towards creating a unified voice for startups in policy and government. Spotlighted by the Covid-19 pandemic, we’re seeing an unprecedented potential for what digital health innovation has to offer. Life-changing digital health innovations continue to pierce the European market, driving the digital revolution of health and care.

Digital health startups play an important role in transforming our health care systems, improving patient outcomes and enhancing clinical decision-making.

Startups address the gaps of conventional healthcare, but they often face complex regulatory hurdles as they scale across borders – and unlike big industry players, startups have little to no resources to devote to red tape. As the digitisation of healthcare rapidly accelerates, we look forward to continuing bringing the voice of digital health startups to policy-making.

As we start off 2022, we are excited for a new year of fruitful collaborations, active engagement, and continued advocacy for startup-inclusive health policy. From creating a European Health Data Space with improved access and use of health data, advocating for harmonised AI in health legislation, and increasing cross-border interoperability of healthcare systems - the 2022 EU health policy agenda promises to address key areas for digital health innovation. As we push for startup-inclusive policy, we urge policy-makers across Europe to consider the best practices enlisted in the HealthTech Charter as a benchmark for startup-friendly regulation.

As our DTx network continues to grow to all corners of Europe and beyond, we are proud and grateful for our active community of passionate startup champions.

Don’t hesitate to reach out to laura@alliedforstartups.org

Laura Broek
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