Health & Wellbeing Vertical

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Tagline

Switzerland has a dynamic, rapidly developing startup landscape in the digital health sector with major pharmaceutical companies, insurance players, healthcare providers, and medtech companies investing in healthtech innovation.

Vertical Description

The digitalization of healthcare is essential to ensure personalized, accessible, and cost-effective care for everyone. Kickstart's Health & Wellbeing Vertical, co-founded by Swiss Healthcare Startups in 2019, identifies and supports innovative and sustainable digital health startups and scaleups with validated business models and the potential to significantly digitize and disrupt the healthcare industry. Our mission is to accelerate impactful solutions that help reshape the future of care while improving affordability and reducing healthcare costs. The vertical drives innovation across key areas such as mental health, healthy lifestyles, prevention, workplace wellbeing, care coordination, chronic conditions, and effective health data management. Recognizing that individual health needs evolve across different life stages - from preventive care to parenting and beyond - we are committed to advancing solutions that respond to these diverse and changing needs.

Partners

- City of Zürich
- La Mobilière
- MSD
- PostFinance
- Swisscom
- Sanitas

Technologies

- AI/Machine Learning
- Conversational Interfaces
- Augmented (AR) & Virtual Reality (VR)
- Big Data & Data Analytics
- Internet of Things (IoT)
- Sensors & Wearables

Collaboration areas

- Lifestyle & Prevention
- Care Coordination & Access To Healthcare
- Corporate Wellbeing

- Public Health
- Health & Wealth
- Health Systems, Process Optimisation & Automation

Collaboration Opportunities

Lifestyle & Prevention

- Solutions to help older people remain living independently in their traditional environment for as long as possible

- Digital nutrition and exercise programs: How can AI-supported nutrition recommendations and personalized exercise plans improve the prevention of cardiovascular disease?

- Personalized health checkups for young people: How can preventive medical checkups be made more attractive and accessible for younger age groups?

- Explore solutions to improve the accuracy and efficiency of medication preparation and verification in everyday care routines

- Digital tools to monitor inventory and predict replacement cycles – for example, for care beds and other high-use equipment in elderly/nursing homes

Care Coordination & Access to Healthcare

- Digital assistance systems: tools for care planning, documentation, and reminders of important tasks

- Solutions to inform and empower seniors about the technology available to them for healthy aging

- AI-supported solutions: Predicting care needs or early detection of health changes in people in need of care.

- Networking platforms: Sharing knowledge, resources, and experiences among caregivers.

- Robot-assisted aids: physical relief through innovative technologies

- Empower consumers to make informed health decisions by raising awareness of available vaccination services and reduce barriers of (a) non-traditional access points such as pharmacies, dermatologists, gynecologists, and beauty doctors to offer vaccinations (as opposed to traditional providers like general practitioners and pediatricians) and (b) consumers to access available vaccination offerings

- Patient portals for improved communication: How can digital platforms facilitate communication between patients and healthcare professionals?

- Remote monitoring for postoperative patients: Which technologies can help detect complications after surgery early and reduce hospital stays?

- What is the likelihood of a patient discharged after surgery being readmitted? Are there already tools for this?

- Integration of health and social services: How can digital solutions improve collaboration between health and social services to enable holistic patient care?

- Care Coordination: Coordination of various stakeholders for relatives of people in need of care

- Explore tools that help anticipate future staffing needs and support proactive shift planning based on expected demand and trends.

- Streamlining hospital processes: How can we make clinical and administrative processes more efficient, seamless, and patient-centered?

- Enhancing employer attractiveness: What measures or tools can help us become an even more attractive employer in healthcare?

- Hospital-level care outside hospital walls (How to safely and effectively deliver hospital-equivalent care in home or community settings?)

Corporate Wellbeing

- Enhance corporate employee health solutions by generating awareness about diseases and prevention, implementing screening programs, and providing free or partially funded preventive services, including vaccinations.

- Increase visibility and brand recognition to strengthen overall market presence, enhance partnership opportunities with key stakeholders as well as retain and hire top talent.

- Implement a structured knowledge management process that promotes employee growth and upskilling, ultimately fostering a happier, more skilled workforce that drives organizational success and innovation.

- Summarize medical information more quickly and comprehensively

- Digital identities in healthcare: How can patients manage their health data securely and centrally?

- Intelligent appointment booking systems: How can smart algorithms optimize waiting times and the availability of specialists?

Public Health

- Public health & impacts of climate change

- Absenteeism management & wellbeing of medical/nursing staff

- Sustainability in the healthcare sector

- Health tracking for companies: How can anonymous health data be used to make workplaces more health-promoting?

- Adaptive working time models for more relaxation: How can personalized working hours and breaks improve employees' long-term health?

- Long-term health prevention in the home office: What measures help minimize health risks associated with remote work?

Health & Wealth

- Leverage technology to redefine customer engagement - generate customer insights in a structured way, boost automated, personalized interactions across various channels, capture and measure customer experience

- Young Customers – Mental Health Reduction in Claims: Explore solutions to integrate mental health services as a complementary benefit in insurance offerings and enhance underwriting processes

- Strengthening health education in schools: How can digital and interactive learning platforms help promote health-conscious behavior among children and young people?

- Use of Wearables or Apps as Information Gathering for Future Data Utilization

- Get to know health account programs and approaches

- Calculation of biological age and Lifestyle quantification

Health System, Process Optimisation & Automation

- Enhance support for healthcare professionals in (a) raising awareness about preventable diseases, screening, and preventive services, such as vaccinations, and (b) streamlining healthcare practices, reducing administrative burden, and automating processes, allowing them to prioritize patient care.

- AI-supported selection of healthcare contact points based on qualitative aspects/ Rating systems for assessing the quality of service providers (e.g. doctors, pharmacies, etc.)

- Digitization of secure and more flexible communication with external parties

    - (1) Person that delivers the service (doctor, hospital): e.g. status of KoGu, status of second opinion, etc.

    - (2) Sales: e.g. alignment instead of maintaining various partner portals

- Tools that define and measure KPIs to model cost

- Detection of image manipulation to combat fraud

- Remote technologies related to medical services/administration (e.g. preparation of medical reports)

- AI-supported insurance models: How can insurance companies use AI to offer dynamic tariffs that adapt to individual health behavior?

- Prevention as an investment: How can insurance companies create incentives to encourage customers to invest more in their own health?

- A transparent health budgeting system that consolidates all healthcare costs, contributions, and transactions in one place, offering individual and family perspectives with predictive insights based on past data and preventive care recommendations.

- A healthcare payment solution integrating one-off and recurring payments with personalized budget suggestions, leveraging private accounts, virtual IBANs, multibanking, e-finance, and digital payment options like standing orders and TWINT

- Structuring Internal Data (e.g. Improving LERB Lists for Triage):

    - Consolidation of Information Bases (e.g. streamlining various tables used for reviewing medication requests/invoices)

- - Smart FAQ / Help Center Solutions for efficient information retrieval and support
- Process mining solutions, Reconstruction of internal as-is processes to identify inefficiencies
- Automation:
  - Real-time feedback on underwriting decisions (IPZ)
  - Automated processes for checking membership in collective agreements
  - Solutions to reduce the volume of customer input
- Test alternatives to current partners in terms of scan bot, invoice translator
- Explore AI-based tools to assist care staff in writing reports, documenting care activities, and completing non-medical records – to reduce workload and improve consistency.