

CGM Investor & Analyst Conference 2015

New growth horizons through consumer online services and doctor-to-patient communication

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Innovationsforum, Koblenz**



Starting point: CGM Life eServices

CGM Life eServices...

- .. enable web-based communication between a medical practice and patients
- .. with patients using PC, tablet or mobile devices
- .. securely linked directly to the doctor's AIS system (seamless integration)

Patient-Services

- eAppointment
- eFinding
- eDialog
- ePrescription
- eQuestionnaire (New)
- eRecall (New)
- eReminder (New)
- eInvoice (New)
- eMedication (New)

CGM LIFE eSERVICES

Onlinedienste für Patienten

CGM Life Key Konto
Angemeldet als: | [Logout](#)



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Liebe Patienten, unsere Praxis ist das ganze Jahr für Sie da. Damit Sie auf die gewohnte Betreuung auch während meines Urlaubs von 01.07. bis 31.07. nicht zu verzichten brauchen, werde ich durch einen qualifizierten Kollegen vertreten.

Wunschtermin finden
Über Kalender buchen
Kostenfrei und sofort.

Terminbuchung

MEDICA 2010 - a selection of new products and services

● **telemed.net** – a communication standard for health care

CGM's communication platform for health professionals

● **CGM Life eServices**

Web based communication between a doctor's practice and its patients

● **elat lab order entry and communication system**

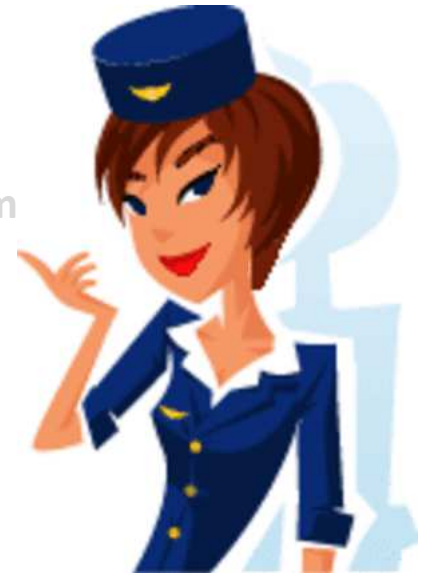
Electronic order entry and communication practice / laboratory

● **CGM Life pro / home**

Web based personal health record protected by vita-X technology

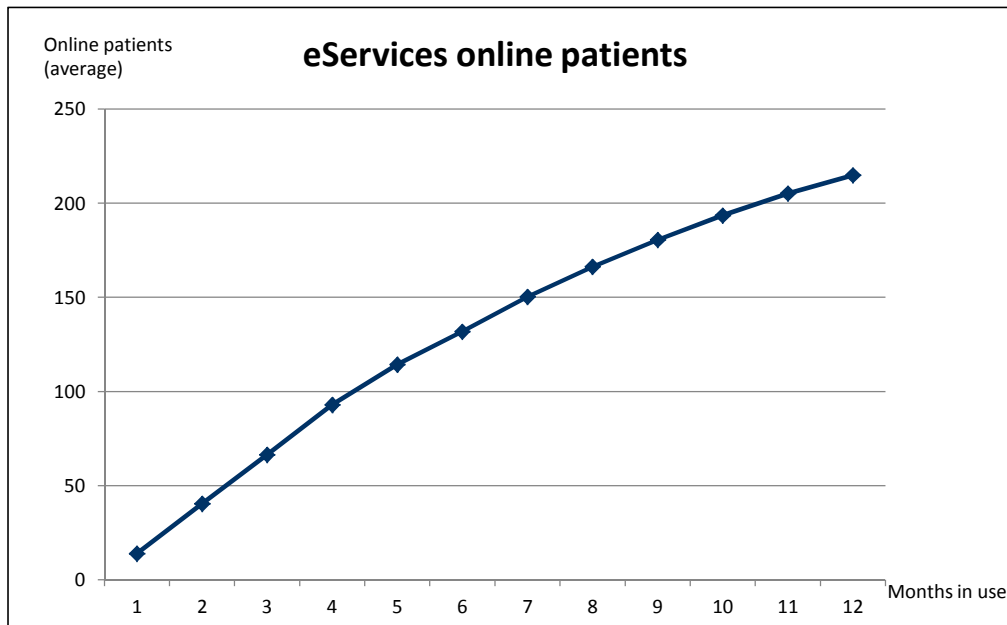
● **CGM Mobile**

Mobile applications for individuals and health professionals



Patients to become powerful ambassadors

TOP 25 CUSTOMERS: >200 patients after only 12 months



Getting close to consumer: In “practise” marketing

CGM LIFE eSERVICES
Gesundheit Online



Nehmen Sie Ihr Termin-Management selbst in die Hand – mit den CGM LIFE eSERVICES! Ihren Arzttermin können Sie jetzt online ganz bequem selbst aussuchen und buchen – 24 Stunden am Tag, 7 Tage in der Woche. Wo immer Sie sind: im Park, beim Einkaufen oder auf Ihrem Sofa. Wir bieten Ihnen diesen Service bereits an – *und jetzt auch als App für Ihr Smartphone verfügbar. Übrigens gibt es eSERVICES auch für Ihren Zahnarzt!

CGM LIFE eSERVICES
Gesundheit Online



Spontan dem Hausarzt eine Frage stellen können? Kein Problem mit den CGM LIFE eSERVICES! Mit Ihren medizinischen Fragen können Sie sich jetzt online 24 Stunden am Tag und 7 Tage in der Woche an Ihre Praxis wenden. Wo immer Sie sind: im Büro, beim Shoppen oder auf Reisen. Wir bieten Ihnen diesen Service bereits an – *und jetzt auch als App für Ihr Smartphone verfügbar. Übrigens gibt es eSERVICES auch für Ihren Zahnarzt!

eServices sales to doctors in Germany 2011 - 2014

New practices sold per month



In some countries it is easy

The screenshot shows the homepage of sundhed.dk, a Danish health portal. The top navigation bar includes links for 'Find behandler', 'Sitemap', 'Nyheder', 'Om sundhed.dk', and 'Hjælp'. On the right, there are links for 'Print', 'Læs højt', 'Føj til mine links', and '+ Del'. The main header features the 'sundhed.dk' logo, a search bar with a 'Søg' button, and tabs for 'BORGER' and 'SUNDHEDSFAGLIG'. Below these are links for 'LOG PÅ' and 'MIN SIDE'. A central menu lists various health topics: 'Sygdomme A-Å', 'Valg af læge og sygehus', 'Medicin', 'Sundhedsvæsenet', 'Sundhed og livsstil', 'Bliv donor', and 'Patientrettigheder'. A large banner image shows a woman lying down. Below the banner is a white bar with a red cross icon and the text 'FIND INFORMATION OM GRAVIDITET, FØDSEL OG BARSEL'. To the right is a 'Find behandler' section with dropdown menus for 'Sundhedsområde' (set to 'Alle områder'), 'Region' (set to 'Alle regioner'), and 'Hvem/til hvad' (set to 'Navn'), followed by a 'Søg' button and a link for 'Udvidet søgning'. The bottom navigation bar contains four main sections: 'FIND EN BEHANDLER som passer dig' (with a red cross icon), 'SE DIN JOURNAL fra sygehuset' (with a red padlock icon), 'DINE KONSULTATIONER og lægebesøg' (with a red padlock icon), and 'SYGDOMME A-A SLÅ OP I Patienthåndbogen' (with a red book icon).

Find behandler Sitemap Nyheder Om sundhed.dk Hjælp Print Læs højt Føj til mine links + Del

sundhed.dk

BORGER SUNDHEDSFAGLIG LOG PÅ MIN SIDE

- > Sygdomme A-Å
- > Sundhed og livsstil
- > Valg af læge og sygehus
- > Bliv donor
- > Medicin
- > Patientrettigheder
- > Sundhedsvæsenet

Find behandler

Sundhedsområde:
Alle områder

Region:
Alle regioner

Hvem/til hvad:
Navn Søg

> Udvidet søgning

FIND INFORMATION OM
GRAVIDITET, FØDSEL OG BARSEL

FIND EN BEHANDLER som passer dig

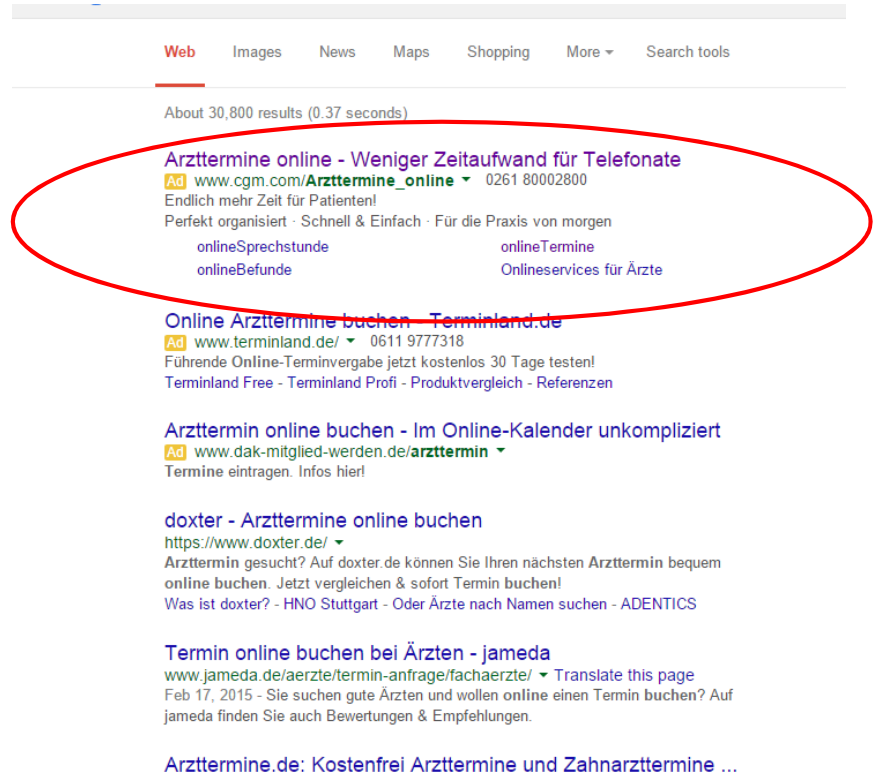
SE DIN JOURNAL fra sygehuset

DINE KONSULTATIONER og lægebesøg

SYGDOMME A-A SLÅ OP I Patienthåndbogen

Finding eServices as a consumer in Germany

- A Google search for “Arzttermine online buchen” gives zero hits on the first 5 pages related to eServices **(for consumers)**
- Most hits are, as expected, on the rating and scheduling sites
- CGM's eServices remain buried in the generally unknown webpages of individual doctors



Meanwhile on the consumer side...


Health portals	Doctor search and rating portals	Insurer portals	Other online services
<ol style="list-style-type: none"> 1. Gesuendernet.de 2. Gesundheit.de 3. Onmeda.de 4. Netdoktor.de 5. Vitanet.de 6. Lifeline.de 7. Gesundheitpro.de 8. Qualimedic.de 9. Dr-gumpert.de 10. Paradisi.de 	<ol style="list-style-type: none"> 1. jameda.de 2. doxter.de 3. arzttermine.de 4. imedo.de 5. arztbuchen24.de 6. sanego.de 7. esando.de 8. klinikbewertungen.de 9. docinsider.de 10. arzt-auskunft.de 11. topmedic.de 12. die-arztempfehlung.com 13. medfuehrer.de 14. med.de 15. checkthedoc.de 16. aerzte-notdienst.de (emergency services) 17. bessereaerzte.de (regional) 	<ol style="list-style-type: none"> 1. weisse-liste.de 2. stiftung-gesundheit.de 3. aok-arztnavi.de (linked to Weisse Liste) 4. vdek-arztlotse.de (linked to Stiftung Gesundheit) 	<ol style="list-style-type: none"> 1. samedi.de (provider-patient process optimization) 2. DocCheck.com (doctor-to-doctor review) 3. yourfirstmedicus.de (doctor-to-doctor review) 4. retaxo.de (patient feedback service)

«Freemium» business models – Germany



- On jameda, doctors can choose between a free and three paid packages between 55 € and 135 € per month
- Sanego offers doctors a free basic package and also a premium package for 49 € and a premium plus package for 125 € per month
- Prices in imedo range from 27 € up to 157 € per month
- The sites arzt-auskunft, esando and docinsider do not let doctors register or pay for exposure as these are purely consumer-generated pages with revenue based on banner advertising

Top dog USA – doctor search and rating portal



Español | Sign In

Are you a doctor? [List your practice on ZocDoc](#)

**Find a doctor you love.
Get the care you need.**

Get Started

Choose a Specialty

In


Enter Zip Code

Who participates in

I'll choose my insurance later

Find a Doctor

It's Free!



"I was able to find a dentist, doctor,
and eye doctor in minutes."
Rachel L. - New York, NY

Choose the best time for you.
Book with a click.

17 8:30 AM

See doctor reviews from verified
patients.

★★★★★

ZocDoc charges physicians around \$250 a month for their service, which is already 3x what CGM currently charges on average for AIS software maintenance

Are you a five-star doctor?

Reach millions of patients

List your practice on ZocDoc and deliver a better



Wasted market potential



PRODUCTS - DENMARK	Unit	Annual fee (EUR)
SDN connect (w/o ISP)	Per doctor	75
EDI service	Per clinic	450
eServices	Per doctor	475
FMK module	Per doctor	160
Sentinel module	Per doctor	120
Payment Dankort	Per clinic	165
VPN (remote office)	Per token / kev	200
Remote backup		
Antivirus		
E-mail account		
Hosting (SaaS)		
PRODUCTS - NORWAY	Unit	Annual fee (EUR)
EDI module	Per doctor	875
eServices	Per clinic	780
Payment terminals	Per clinic	650
Remote backup	Per clinic	430
Hosting (SaaS)	Per user	1200

PRODUCTS - SWEDEN	Unit	Annual fee (EUR)
EDI basis service	Per user	45
ePrescription	Per user	170
eReferral/eResult Laboratory	Per user	170
eReferral/eResult Radiology	Per user	170
eServices	Per user	700
e App	Per user	400

- 65 m€ per year based on current German pricing
- 100 m€ per year based on Denmark
- 170 m€ per year based on Norway
- 650 m€ per year based on ZocDoc

CGM will not jump on the doctor search and rating bandwagon

- Already too late – it will cost too much and take too long to catch up with the current leaders
- Rating doctors is different to rating travel, hotels and restaurants
 - Sound medical decisions can anger patients
 - One study has shown that the more satisfied the patient is with their doctor the more likely they are to suffer a serious complication or even death
 - Many doctors already ‘hate’ the rating sites
- The healthcare market is radically different between USA and Europe
 - “Unlimited” fee for service vs. capitated reimbursement
 - Elite healthcare for the privileged few vs. universal access

Conceptual business set-up

Consumer Value

Facebook friend experiences

Tips from friends

Candid photos

Review summary

Room tips

Search filtering

Badges / helpful votes

Detailed reviews

The screenshot shows the TripAdvisor page for The Lenox Hotel. Key features highlighted include:

- Facebook friend experiences:** A box around the text "John Savage likes this hotel."
- Tips from friends:** A box around the "Friends' advice: Boston area" section.
- Candid photos:** A box around a photo of the hotel building.
- Review summary:** A box around the "Reviews from our community" section, which includes a summary of reviews and a "Show Prices" button.
- Room tips:** A box around the "What travelers say about this hotel" section, which lists common questions and answers.
- Search filtering:** A box around the "Filter by" section, which allows users to filter reviews by date, rating, and language.
- Badges / helpful votes:** A box around the "Helpful" and "Not helpful" buttons for a review.
- Detailed reviews:** A box around a detailed review from a user named "John Savage".

Business Value

Business listing

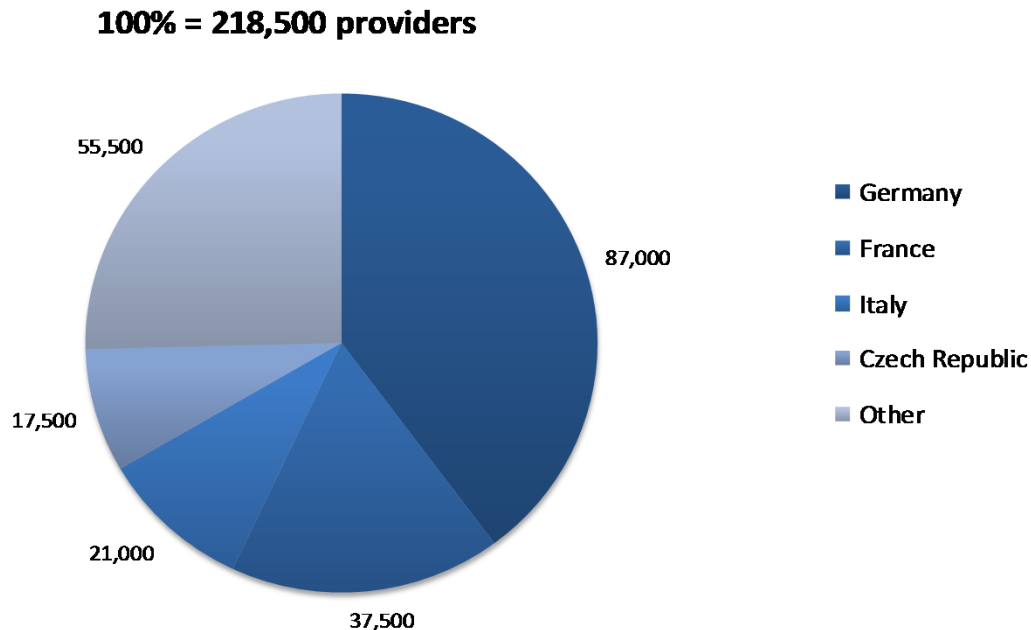
Display ad / sponsorship

Cost-per-click lead generation

Display ad / sponsorship

Germany, France, Italy and Czech Republic are key markets

Healthcare professionals (doctors, dentists) using AIS from CGM (2015)



- Founded in 2000
- The leading e-health website in Italy
- 4 milion unique visitors per month, >370,000 registered users, 7,500 registered medical professionals





 SALUTE
  CONSULTI
  SPECIALISTI
  COMMUNITY
 


consulti e specialisti online: più informati, più sani!

MI+ / Home Page /

CONSULTI E SPECIALISTI ONLINE: PIÙ INFORMATI, PIÙ SANI!

Medicitalia.it è il primo servizio di consulti online dove puoi inserire gratuitamente la tua domanda, ricevere una risposta e trovare uno specialista! Oggi già **225** consulti

Le nuove Linee Guida sulla contraccezione di emergenza

20 set - L'ACOG (America College of Obstetrics and Gynecologists) ha recentemente pubblicato le nuove Linee guida sulla contraccezione...



Carcinomi della Pelle: valutazione preventiva del rischio con la Termografia

16 set - In Italia come nel resto dei paesi occidentali, l'incidenza dei tumori cutanei è in netto aumento. La variazione dei costumi...



 **CERCA**
Usa il form in alto

 **CHIEDI**
Inserisci la tua richiesta

 **RISPONDI**
Sei uno specialista? Rispondi

Problemi di asma o tosse? [Partecipa ora al Sondaggio Respiro »](#)

Progetto respiro

CREA IL TUO BLOG

Diventa Testimonial dell'operazione #ciotolapulita



CITTADINANZA ATTIVA

 **COLESTEROLO?**

PARTECIPA A QUESTO BEREVE
SONDAGGIO, CI AIUTERAI
A COMPRENDERE MEGLIO
COME AIUTARTI... [Clicca qui!](#)

Figures of Medicitalia.it

- Revenues are generated by selling web spaces to web advertising agencies
- 2 employees (former owners & founders)
- Revenues are solely from advertising
- Constant organic traffic growth
- First results on Google search engine for health related questions

€ million	2014	2015e
Revenue	0.3	0.5
Total expenses	0.2	0.2
EBITDA	0.1	0.3
%	33%	60%

Model of Meditalia.it



Strong Community

Meditalia is an unique self-administrated community

Interaction

Users send requests of consultation - specialists can answer as well as created blog entries

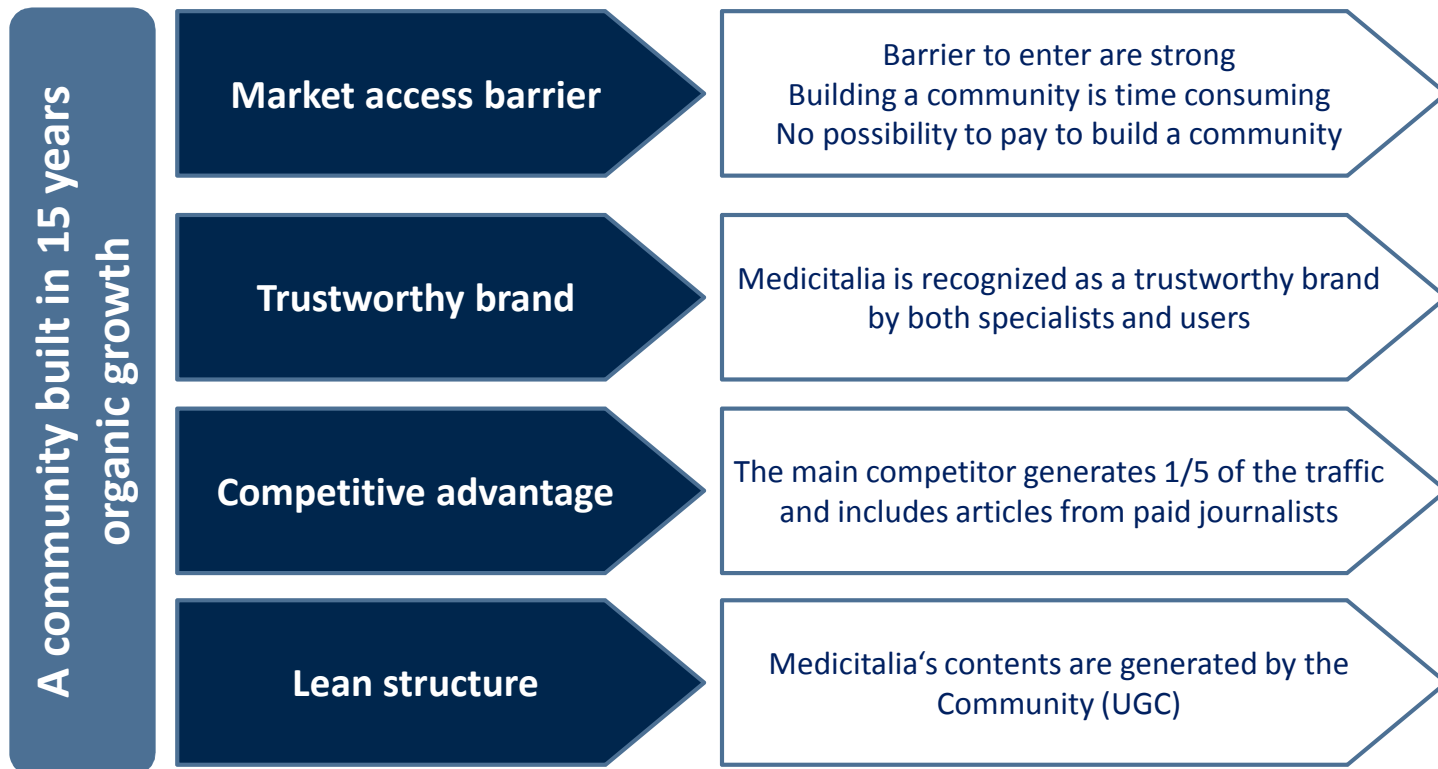
Attraction

Blog-content is exclusive content provider for health section on La Stampa

Organic Growth

+ 50 new Specialist/month
+ 2,500 new Patient/month

Positioning of Medicialia.it



Competitors - Italy

Strength

Big venture capital spendings

Weakness

Difficult to generate traffic. No integration in AIS, stand-alone solutions, medium/low funding, focus on appointments and lead generation.

iDoctors

700,000 unique
visitors/month
3,500 doctors
2014 Rev. 285k (+64% y/y)

Funding
none

Well positioned on Google
Trustworthy
Good UX

dottori.it
CERCA E TROVA IL TUO MEDICO

550,000 unique
visitors/month
1,000 doctors

Funding
5 Mio

Difficult to access the market
and generate traffic
Spend most of the bdg in adv.

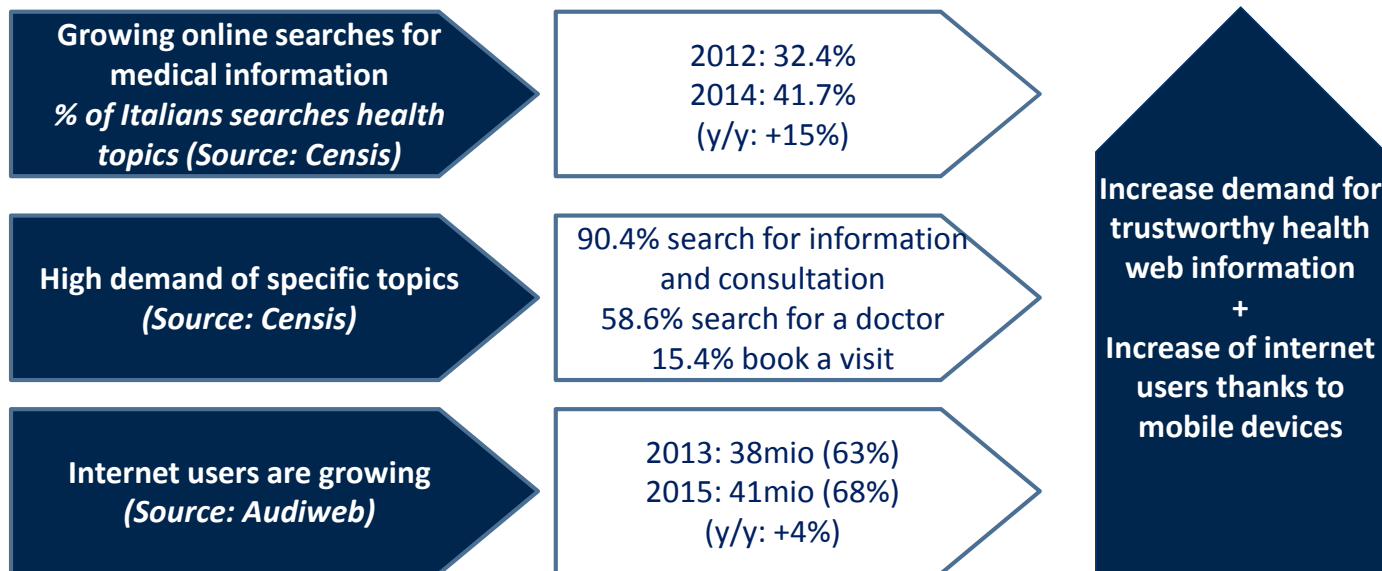
pazienti

750,000 unique
visitors/month
1,400 doctors

Funding
2 Mio

Business model under review
after Sapio SpA acquisition
(medical gas company)

Organic Growth of Medicialia.it



- Growth potential compared to more mature market:
 - USA: WebMD leader medical portal – USA Internet user: 260,000,000 – WebMD unique visitors per month 70,000,000 → 27% of the market
 - ITA: Medicialia – ITA Internet user: 41,000,000 – Medicialia unique visitors per month >4,000,000 → 10% of the market

Planned Steps

+ Appointment booking functionality

CLICKDOC will be launched in early December and will enable the users to book appointments with the preferred specialist. Meditalia will be the traffic generator who catch Patients looking for a doctor and carry them to ClickDoc.

+ Integration with eServices/CGM Life

The Meditalia community can benefit from the integration with central products which allows CGM for growth and upsell in the current segment.

+ Vertical and Horizontal expansion

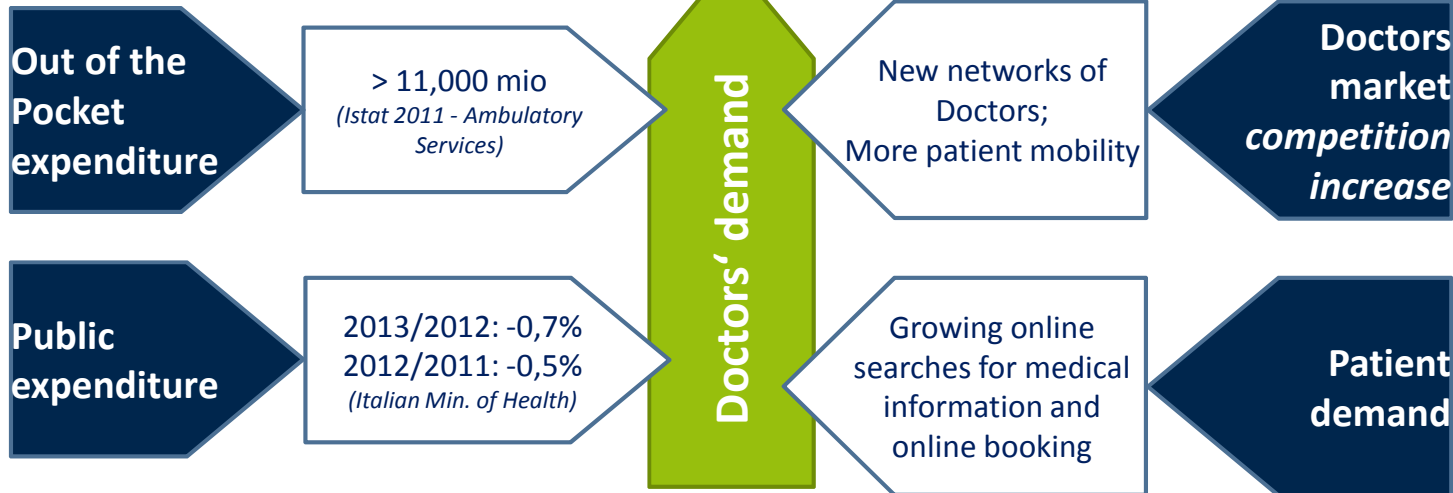
We are aiming at the next step to grow into new markets in Italy, through connecting also the Pharmacists to the platform. Moreover we would like to look beyond the Italian borders for an International expansion. Additionally we will use the market access as sales channel to address new markets: specialists as well as patient services

= Italian (European?) Leading eHealth Portal

Meditalia is already the leading website for health in Italy, through our focused and encouraged growth plan within the next year it will be also the leading eHealth Portal for appointment booking and more in Italy and potentially also in Europe.

Clickdoc: The future leader in Italy

Easy access to medical services
Find new patient
Increase and defend reputation



ClickDoc: The future leader in Italy

ClickDoc

+



Leverage (for free) on the outstanding web positioning of Medicitalia as traffic generator for ClickDoc

**ClickDoc
Lead Generator platform**

Give the opportunity to the Medicitalia's 4 million unique visitors per month to easily request an appointment by ClickDoc platform

**Revenue per
lead
generation**

**Integration with
eServices/CGM LIFE**

Sell to the physicians market: LIFE eServices and WebEdition *(both to CGM AIS clients and non-CGM AIS clients)*
+
Increase the number of CGM LIFE Patient Accounts

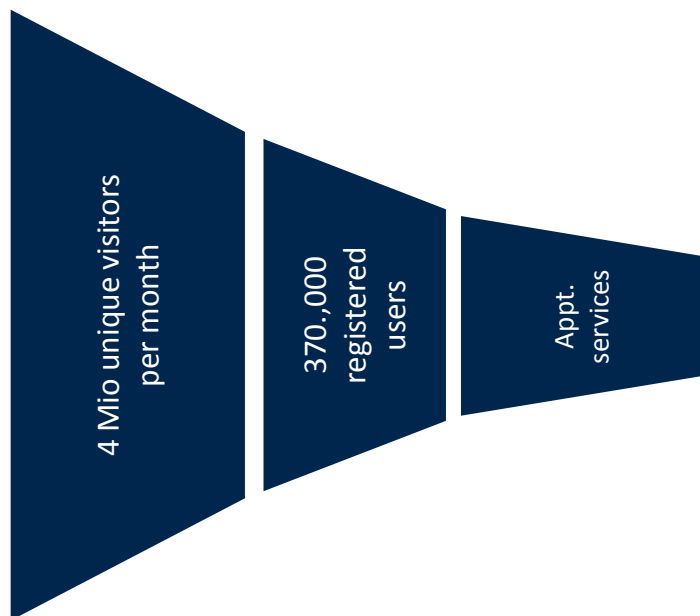
**Subscription
fee revenue**

Grow & Upsell

Sell to the Medicitalia/ClickDoc Physicians the CGM Software as a Services Ambulatory Information System (SaaS-AIS) with patient lead generator and loyalty features

**Subscription
fee revenue**

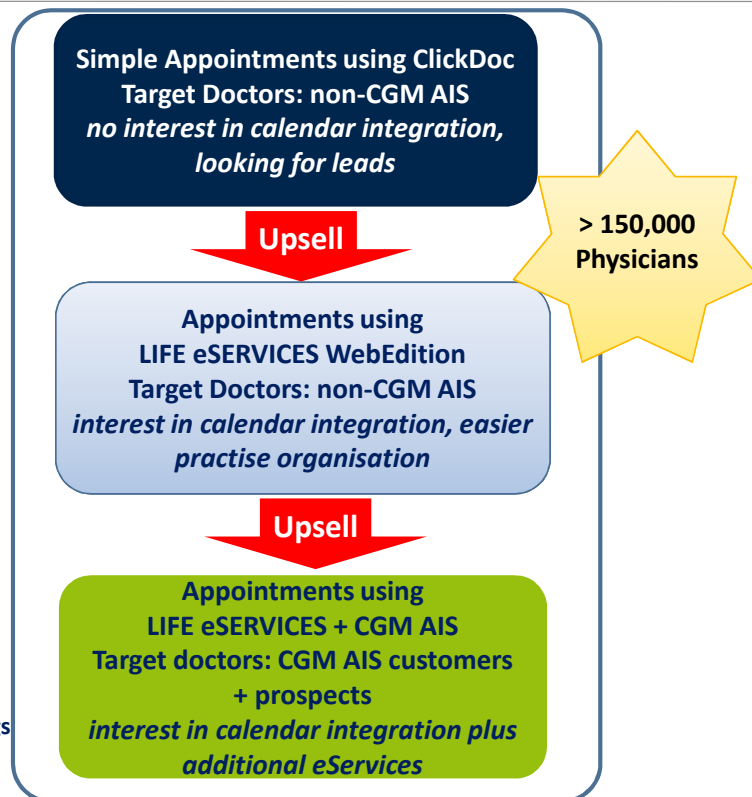
Goal: Use ClickDoc for leads, upsell to LIFE eSERVICES and AIS



Medicitalia.it: 4 Mio unique visitors per month using medical consultations and contents

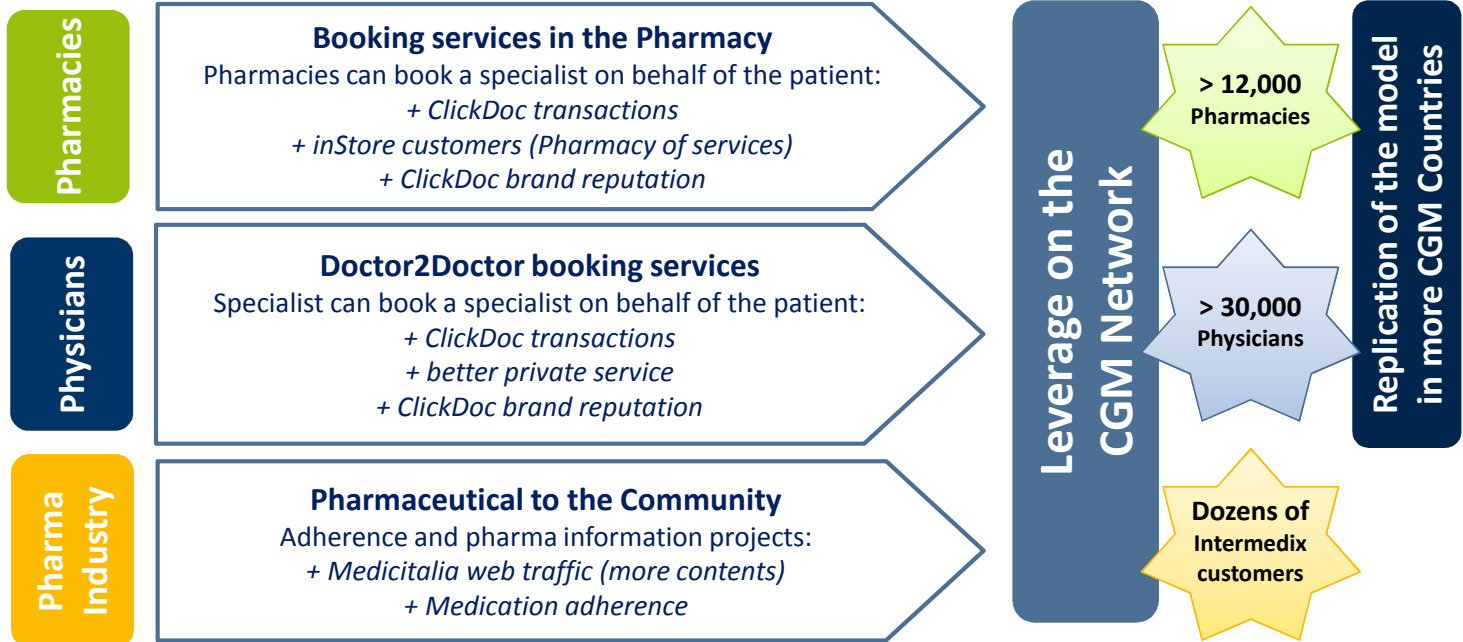
Doctor search Database: all doctors in Italy Including 7.500 specialists + 23.000 CGM AIS customers

Patients and Doctors use ClickDoc or LIFE eSERVICES for appointment bookings



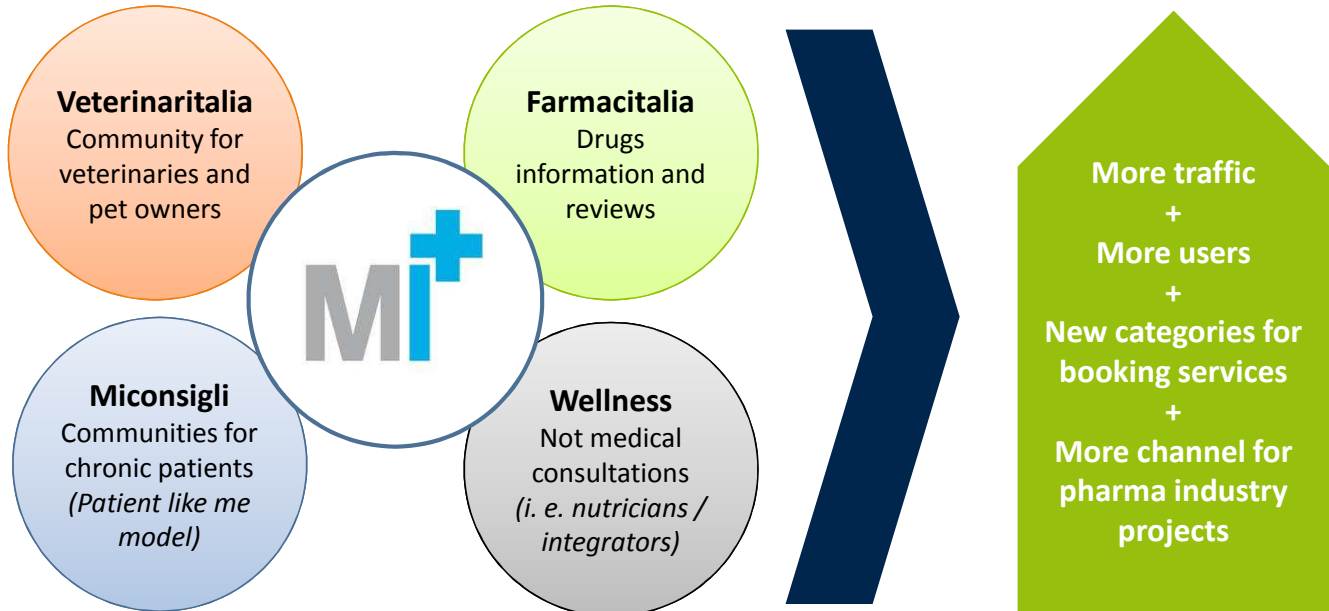
Vertical and horizontal expansion

ClickDoc + Meditalia + CGM Network



Vertical and horizontal expansion

New vertical contents and communities linked to Medicitalia.it



What is the CGM business in 5 years?

- Same as today: Subscription model for doctors
- However, the motivation behind subscriptions will change
 - **Today:** Doctors pay subscriptions for efficiency and regulatory compliance
 - **Future:** Doctors pay subscriptions also to increase patient flow and increase patient satisfaction
- Going forward, CGM will look for both ownership and partnerships with consumer online services to continue to grow the doctor's subscription base

Thank you for your attention!

CompuGroup Medical AG

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