

THE PATIENT CASE ENGAGEMENT PLATFORM

Patient cases are a powerful way to engage with healthcare professionals to educate and inform them about new treatment options.



SALSS CONTACT

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Founded in 2009, MedUniverse is a global business, headquartered in Stockholm, evolving a digital platform to improve healthcare professional engagement through the use of patient cases and patient profiles. The platform has been created with exceptionally high useability, so that clinicians can use it to create or review a case study, to educate, or to communicate areas of relevant clinical interest.

OUR PRODUCTS & SERVICES

MedUniverse has been designed as a global platform in more than 20 languages to support the creation and use of patient cases to support engagement with other healthcare professionals.

Patient cases can be created in multiple formats to engage with a range of audiences in different situations. Links to these cases can be published and distributed across multiple channels. The platform has a number of key modules and features:

- **Content Module** - used by your external expert to create and review content, improving efficiency when creating new cases.
- **Individual Module** - allows your respondents to view cases at their own pace, for websites, HCP portals, newsletters, and e-mailings.
- **Moderated Module** - allows a moderator to control the presentation in group settings, for congresses, round tables and meetings.
- **Analytics Module** - provides key insights into interaction data, to help understand how healthcare professionals reason around cases, and therefore what knowledge needs to be provided to make more informed decisions.

WHAT MAKES US UNIQUE

Our customers told us that they were spending too much time and budget using PowerPoint to create, edit and manage patient cases with KOLs. Our platform enables our customers to share a secure link with experts who can then create, edit and approve patient cases, removing the inefficiencies and frustrations of the old way of working. We have now supported our customers in 890 patient cases and more than 30,000 case scenarios, where they in turn, leverage the content in multiple channels.

WHY YOU SHOULD MEET US

MedUniverse is looking to gain traction with the adoption of its platform globally. It is also looking to raise capital around its further development, marketing and expansion of international sales.

KEY TEAM

Anna Omstedt

- CEO & Co-Founder
- Serial entrepreneur
Anna has led the evolution of the business since it was founded in 2009
- Founded her first company Tasteline in 1999 and also Pokerface, a business network for female entrepreneurs and senior executives

Anna Norin

- COO & Co-Founder
- 15+ yrs experience as entrepreneur, executive manager and board member from companies related to media, e-commerce, life science and SaaS

Ola Samberg

- CTO
- Owner and working partner of a small Swedish consultancy
- Formerly CTO & Chief Architect, MPS Broadband

