idana

Intelligent digital Patient Onboarding
for a new patient care:
Data driven, holistic, efficient.

October 2024
Idana AG, Freiburg, Germany

Software as a Service **for doctors by doctors.**

INVESTMENT HIGHLIGHTS

Patient Intake Provides a Unique Market Opportunity
13% CAGR worldwide; €1.5 billion SAM in EU in outpatient sector only.

Secure and Integrated Platform
Integrates with 95% of EMRs; zero-knowledge cloud technology.

Cost-Efficiency Patient Care with Improved Quality
Up to 20% reduction in patient visit time allow significant savings.

Resilient Recurring Revenue Growth
€1.2M ARR; 50-70% YoY growth; growing indirect sales as multiplier.

Strong Focus on Product and Partnerships
Investing in AI driven Analytics; partnerships with Doctolib & Thieme.

PATIENT CARE IS COLLAPSING

Patient information is the foundation of effective care. But traditional patient intake consumes valuable time that medical teams simply don't have anymore — leaving patient care on the verge of collapse.

Digitization is the only viable answer. But many previous solutions have fallen short, hindered by a lack of interoperability, practicality, and security.

Patient Care

Care pathway and priority

Further diagnostics

Doctor-Patient Interview

Diagnosis

Treatment decision

Lack of time and non-digital, inefficient intake processes

Insufficient patient information
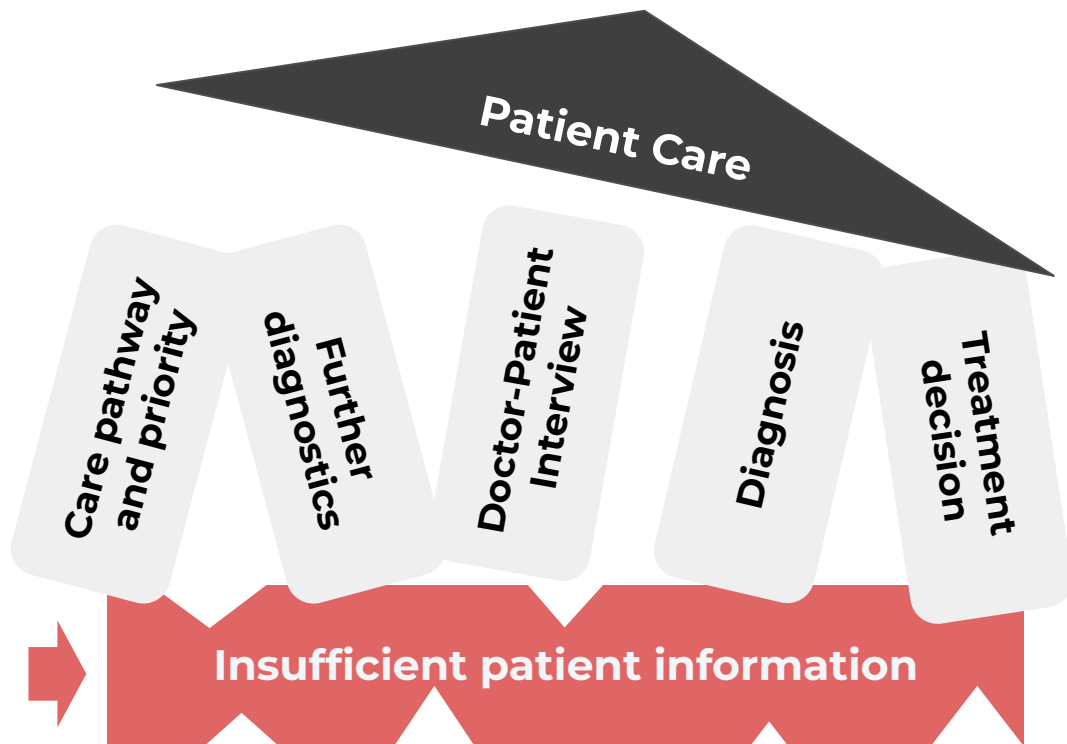
IDANA SECURES PATIENT CARE

Idana's **cloud-based, API-empowered approach for intelligent digital patient intake** provides complete patient information at the best quality

Idana creates a new streamlined process that **lays the best foundation for efficient, holistic and data-driven patient care.**

Understanding the needs of medical teams is what makes Idana successful.

Efficient, Holistic Patient Care

- Care pathway and priority
- Further diagnostics
- Doctor-Patient Interview
- Diagnosis
- Treatment decision

Information gathered by the Idana patient intake platform
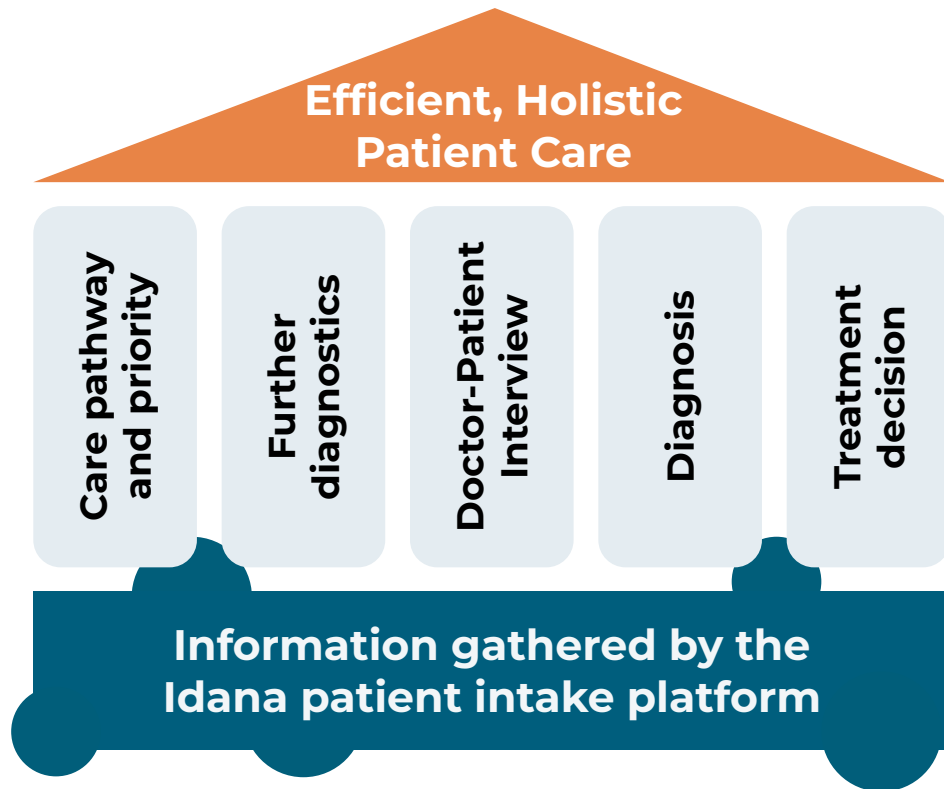
IDANA: A DIGITAL PHYSICIAN ASSISTANT

Idana interviews patients using an individual set of **350+ questionnaires and forms** and transforms their responses into **concise, high-quality reports** and **summarized notes** that seamlessly **integrate with the Electronic Health Record (EMR)**.

Your back pain

How did the pain **start**?
- ● Suddenly
- ○ Slowly, gradually, creepingly

Does the back pain become **stronger, weaker or remain the same?**
- ● It is getting stronger and stronger.
- ○ It is getting weaker and weaker.
- ○ It is persistent.

How does the pain **occur**?

Klein, Ellen, w
February 1, 1985
ID: i6

Back Pain

RED FLAGS
Questionnaire: Back Pain

Frequency of taking the medication	4-6 x per week

IMPORTANT ANSWERS
Questionnaire: Back Pain

Duration of current back pain episode	< 6 weeks ago
Beginning	Suddenly
Course of pain (intensity)	Increasing
Current pain	Yes

SCORES
Questionnaire: Back Pain

Risk of chronification (psychosocial r... yellow flags collected with STarT Bac...

DRAWINGS

Localization of back pa...

Doctor's Note in EHR

Patient presents with sudden onset of low back pain that began less than 6 weeks ago. Pain intensity has been increasing despite taking painkillers 4-6x per week (…)

MEDICAL INTELLIGENCE

Idana IQ: fully automated intake.

Natural language generation engine.

Medical report & risk highlighting.

BEST-IN-CLASS SECURITY

Zero-knowledge encryption.

ISO-compliant biometric e-signature.

Patient need no own account.

WORKFLOW CUSTOMIZABILITY

7 workflows (at home and on-site).

Idana Editor for full flexibility.

Customizable data export.

CLOUD-NATIVE ADVANTAGES

Cloud-native system architecture.

Low operational costs.

Deeply integrated BI/analytics.

VALUE ALONG THE ENTIRE PATIENT JOURNEY

Great lock-in opportunity as patient intake is a core process in each doctor's office.

The Idana Intake Platform

Before Visit → **During Visit** → **After Visit**

Before Visit	During Visit	After Visit
Reason for Visit	Detailed Health Assessments	Follow-Up Questions
Clinical Questions	Diagnostic Forms	Telemonitoring
Education/Consent	Patient Education	Patient-Reported Outcome Measurements
Administrative Forms	Contracts E-Signed	
Insurance Data	Self-Paid Extra Care	
	EHR Data Sync	

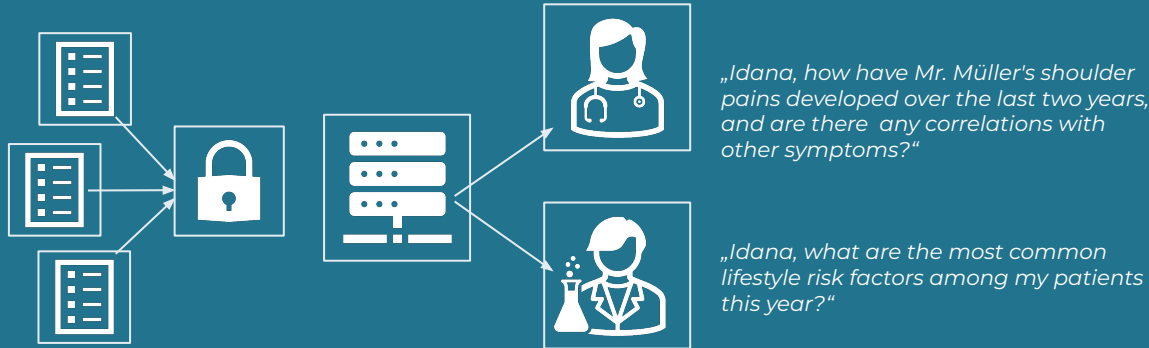# PRODUCT EXPANSION: AI ANALYTICS HUB

Next evolutionary step of Idana: Provide physicians with AI-driven insights based on thousands of data points from patient intakes - *Project DataCliniQ* (2025-26).

Revolutionizing Digital Healthcare with AI

„Idana, how have Mr. Müller's shoulder pains developed over the last two years, and are there any correlations with other symptoms?"

„Idana, what are the most common lifestyle risk factors among my patients this year?"

Secured Innovation Grant!

€ 0.3-0.5M R&D grant by Invest-BW innovation program secured.
€ 1M in investments in Q4 2024 are required to qualify for € 0.5M grant size.

- **Proactive Telemonitoring**
  Automatic, recurring health surveys ensure consistent monitoring of key outcomes.
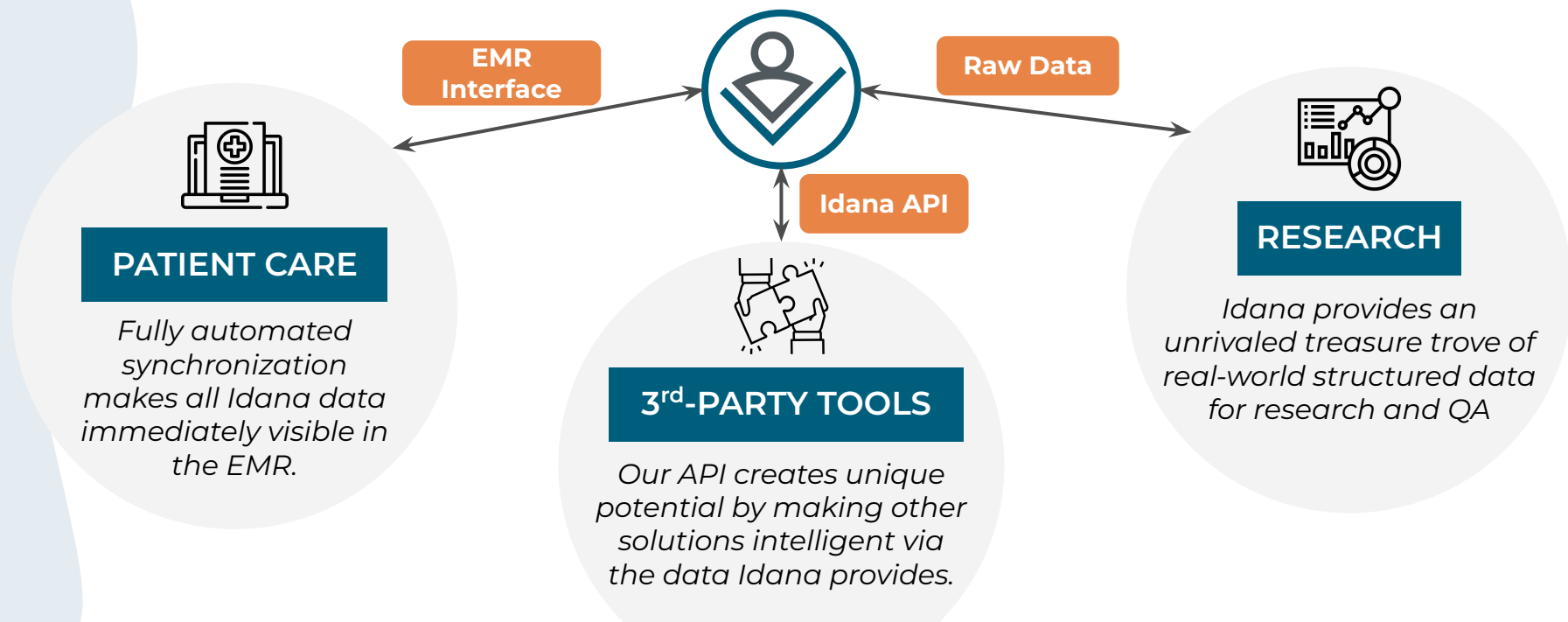
- **Scalability over multiple locations**
  Large-scale users can integrate data from multiple locations into a centralized, anonymized database.

- **Die Vision**
  To be the leading provider of anonymized patient-reported data from outpatient care approved for research, boosting healthcare through advanced analytics.

What is Project *DataClinIQ*?

DataClinIQ represents the next evolution of Idana. With Idana AI insights, physicians can ask complex questions in natural language and receive detailed analyses based on all data collected by Idana.

What is it for?

A future where physicians have instant access to patient histories with AI-driven insights, chronic patients receive timely interventions, and healthcare facilities optimize operations using anonymized data.

USP: SEAMLESS INTEGRATION

Idana is **seamlessly integrated** into the healthcare IT ecosystem with **95%+ EMR coverage** in core markets. The **Idana API** creates **unique synergies** with other tools.

EMR Interface

Raw Data

Idana API

PATIENT CARE

Fully automated synchronization makes all Idana data immediately visible in the EMR.

3rd-PARTY TOOLS

Our API creates unique potential by making other solutions intelligent via the data Idana provides.

RESEARCH

Idana provides an unrivaled treasure trove of real-world structured data for research and QA

SAVE TIME & MONEY, IMPROVE QUALITY

Idana **enhances patient care**, **saves time**, and **reduces costs** for healthcare providers, making it a **clear choice** for medical teams.

Idana accelerates visits by up to 20%

3 min saved **per visit**

= 275 hours less work per year, worth **€11,000** per year!

Given 1 out of 2 patients are taken in by Idana.

According to our own customer survey.

+

Monetizable added value

1. Improved **Quality of care**
2. Increased **Reputation**
3. **Reimbursement** by insurance*

= Worth **€1,000+** per year!

*) Available for several surveys, e.g. psychological screenings. Code: GOÄ 857 (~**12 €**, private insurance) / EBM 35600 (~**4 €**, public insurance)

BIG MARKET AHEAD

Due to its **unparalleled value**, digital patient intake will soon be the **MUST-HAVE for every modern practice and hospital worldwide**, thus creating a **unique opportunity TODAY**.

Note: <u>Every doctor</u> providing patient care has to perform patient intake!

Global Patient Intake Software Market

CAGR 13.7 %

$ 4,33 bn

$ 1,55 bn

2022   2030
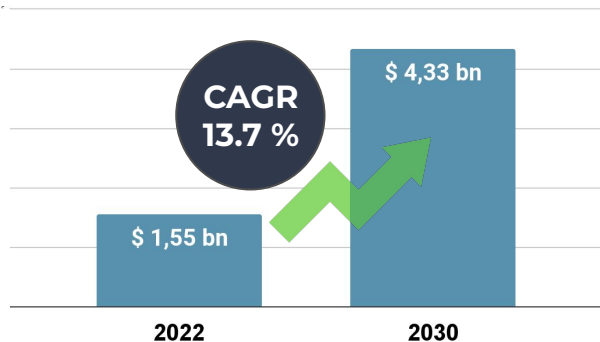
Source: VMR Verified Market Research,
Patient Intake Software Market Size And Forecast, 2024-2030
https://www.verifiedmarketresearch.com/product/patient-intake-software-market/

Serviceable Addressable Market (LTV)

Ambulant sector only		+ hospitals and dentists
€270M	€1.5B	€3B

Assuming 30 % adoption of digital patient intake by 2030, 25 % market share and lifetime value (LTV) per doctor of €20,000 (as long-term forecast).

CAGR for digital patient intake market:
Estimated at 8% in Germany and up to 14% worldwide

ACCELERATED GROWTH WITH PARTNERS

We are **continuously boosting direct sales revenue and efficiency**. Our **expanding network of indirect sales** channels acts as a **powerful multiplier** for overall revenue growth.

Direct Sales
The foundation

3 sales reps & 1 team lead in-house

≈ 80% of customers

Indirect Partner Sales
Growth Multipliers

> 70 IT suppliers & 3 strategic partners under contract

≈ 20% of customers ⬆

Idana

Recurring

€1,188
Annual revenue per licence*

One-Time

~€500
Implementation fee

Direct Sales

€100
Referral bonus for customers

Word of Mouth

Indirect Sales

€500
One-time commission per licence

An increasing number of new customers (~30 %) have been influenced by existing Idana users.
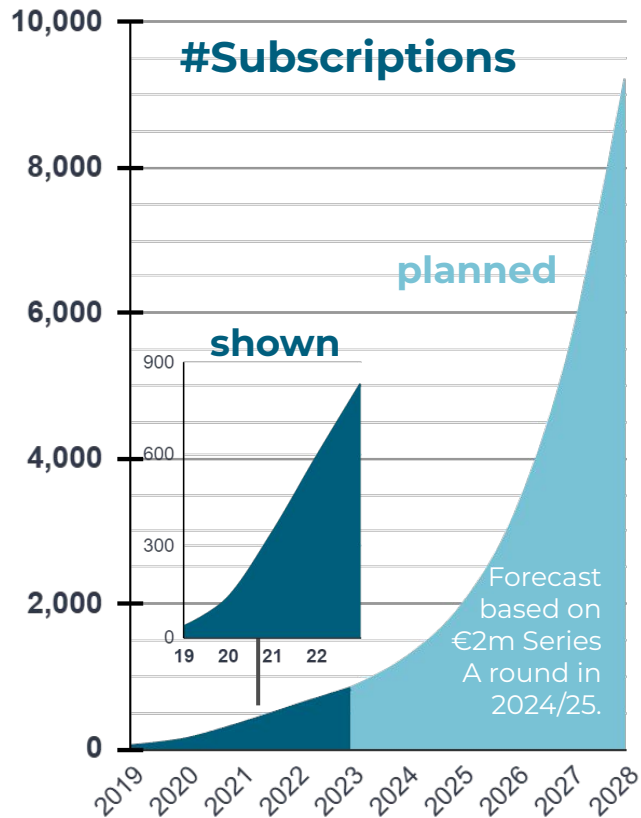
Idana User

*) 1 licence per doctor

(IT)-Partners

Practice

Info: Subscription price are increased by €120 / year (per licence) in 2025.

OUR TRACTION SHOWS THE DEMAND

#Subscriptions

planned

shown

Forecast based on €2m Series A round in 2024/25.

10,000 — 8,000 — 6,000 — 4,000 — 2,000 — 0

900 — 600 — 300 — 0

19 20 21 22

2019 2020 2021 2022 2023 2024 2025 2026 2027 2028

1,100
Customers

€ 1.2m
ARR

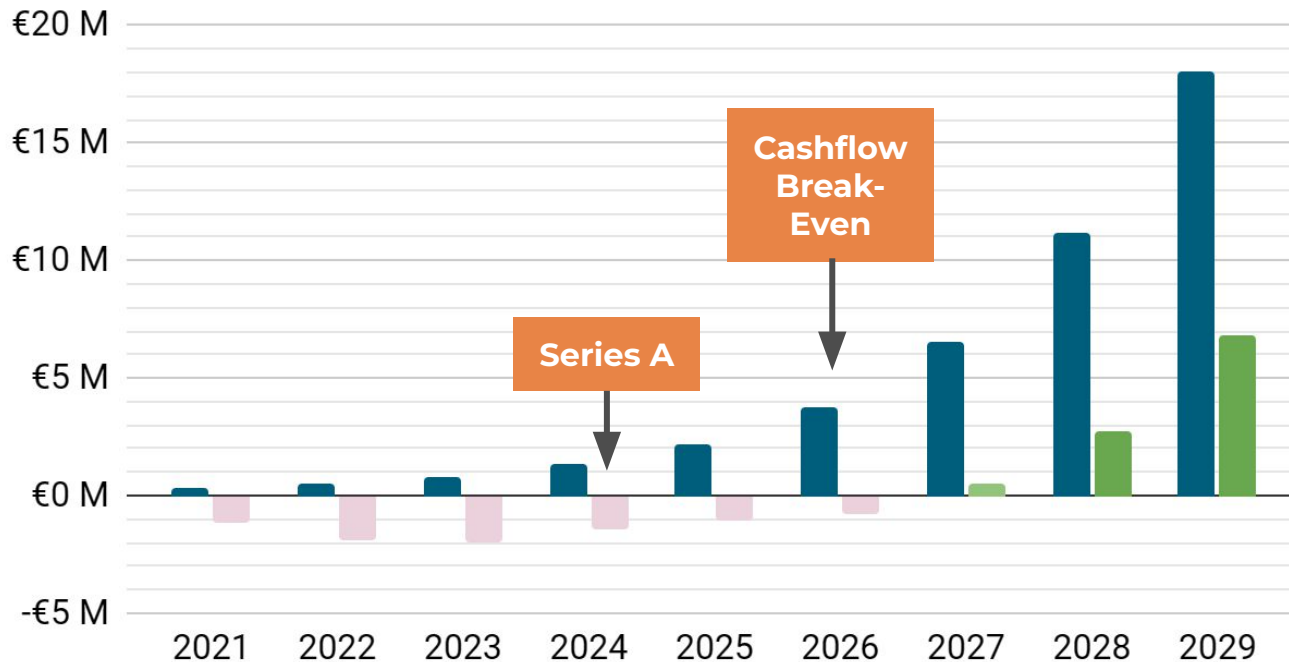**3,000,000**
Patient intakes performed

1.6x
Avg. Growth/year

80%
Promoters among Customers

93%
Patients would use Idana again

FAST-GROWING & PROFITABLE IN 2026

ARR (Annual Run Rate) End-of-Year and EBIT

PRODUCT-MARKET FIT FOUND, NOW IT'S TIME TO SCALE

Latest partnerships closed with **market leaders** such as **Doctolib** (online appointment scheduling) and **Thieme** (patient education & consent forms). LoI signed with one of the **leading EMR providers**.

New Features and Revenue Streams

New features enable upselling and expansion into new markets, such as Idana Consent Pro (released in Q4 2024). They also allow us to create new revenue streams (e.g. *Project DataClinIQ*).
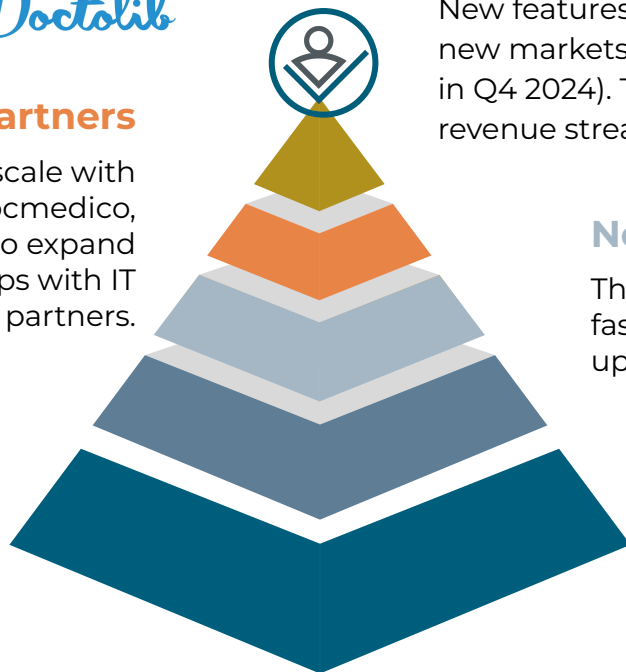
Scale with Partners

We leverage the Idana API to scale with partners like Doctolib, 321med, Docmedico, Dubidoc and others. We also expand commission-based partnerships with IT suppliers and other sales partners.

New Tiered Pricing Model

The new Idana Starter entry tier allows faster market penetration and later upselling to the unlimited standard tier.

Boost Revenue with Key Accounts

We target large customers such as privately-owned or investor-funded practice networks (such as Oyora), physician's associations and health insurances.

Data-Driven Optimizations

We optimize our marketing channels and our sales process continuously based on data analytics (conversion rate ↑, acquisition cost ↓, churn ↓)

DIRECT COMPETITORS (GER) & USPs

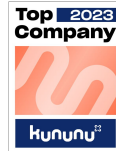|	Seamless Integration	End-to-End-Encrypted Cloud	Medical Intelligence & Quality	Customizability & Flexibility	Proven Excellence in Service
idana	Automated Export Covering >95 % of EMRs, Cloud-API for partners	Maximum data security, no patient accounts required, no local server needed	4 doctors in team, >350 surveys/forms, medical analysis, AI-based text transformation	Form Editor, 7 workflows, device- and EMR-independence	4,8/5 stars on Trustpilot, 98% support satisfaction, >50 case studies
	✔	✔	✔	✔	✔
synMedico	(✔) No API	✖	(✔) Focus on Patient Education	✖	✖
SIMPLEPRAX	(✔) No API	✔	✖	✖	✖
AMBULAPPS	✖	✖	✖	✖	✖
InformMe	(✔) Only RIS	✖	✖	✖	✖
NELLY	(✔) No API	✖	✖	✖	✖

Data based on available public information.

FOUNDERS & BOARD

Dr. Lucas Spohn (MD)
Founder & Co-CEO

Dr. Lucas Spohn, a medical doctor, combines expertise in medicine, engineering, and business to keep Idana at the forefront of the industry. He has spearheaded the acquisition of more than €6 million in funding.

Training
2015: Doctor of Medicine
2013: B.Sc. Embedded Systems
Engineering
University of Freiburg

Work experience

Dr. Lilian Rettegi (MD)
Founder & Co-CEO

Dr. Lilian Rettegi, a medical doctor, has successfully scaled the company up to €1 million in ARR while fostering a customer-centric innovation culture. Her leadership has made Idana one of the top employers in Germany.

Training
2016: Doctor of Medicine
University of Freiburg

Work experience

Jerome Meinke
Founder & CTO

With more than 15 years of experience in software development and cloud technology, Jerome Meinke built Idana's encrypted health-cloud to deliver secure and scalable solutions.

Training
2011: B.Sc. Computer Science
University of Freiburg

Work experience

Prof. Dr. Volz
Tax & Investment

Managing Director of the Dr. Volz tax consulting firm and former Professor of Business Administration, chairman of the board and expert on tax matters, particularly in relation to investments.

Training
1988: Business administration and doctorate
University of Bayreuth
1990: Licensed as a tax advisor
2005: Certified accountant

Work experience

Dr. Loch
Practice Owner, Innovator

ENT specialist and owner of a fully digitized practice in Berlin, has been an Idana customer since 2020 and has supported the company as an investor since 2021 and as board member since 2023.

Training
1999: Doctor of Medicine
FU Berlin and Humboldt
University of Berlin
2005: ENT Specialization

Work experience
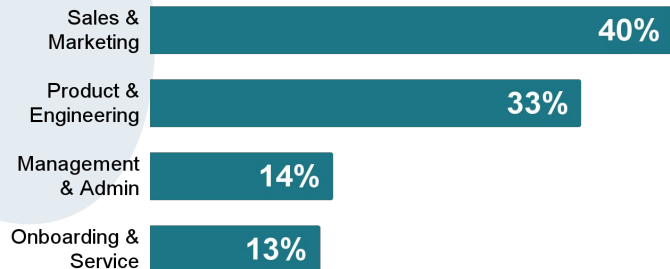
ROUND & USE OF FUNDS

We are raising a **€ 2-3m Series A to scale** our business and strengthen market leadership, **focusing** primarily **on marketing, sales, and product development.**

€ 2-3m Series A

€1m @*Companisto* | Q4 24
+ €1-2m 2nd closing | Q1 25

Use of Proceeds

- Sales & Marketing — **40%**
- Product & Engineering — **33%**
- Management & Admin — **14%**
- Onboarding & Service — **13%**

Marketing and Sales (Goal: Achieve 70 % YOY Growth)

- ❖ Leverage successful marketing channels with extra budget
- ❖ Demonstrating market presence at exhibitions & conferences
- ❖ Expand sales team and add key account and partner sales managers.
- ❖ Develop additional revenues, e.g. premium features & upselling.

Product and Engineering (Goal: Stay best in class)

- ❖ Expand product and engineering team.
- ❖ Continuously improve core product capabilities to stay best-in-class.
- ❖ Deepen interfaces with EHR vendors and improve and integrate API with partner solutions.
- ❖ Add monetizable features e.g. education, analytics and aftercare.

TOGETHER FOR A NEW HEALTHCARE!

Our Vision 2030:

**Let's improve healthcare for over 100 million patients and
relieve the burden on medical teams with 50 million hours of less work.**

**Join us in our mission to
enhance patient care globally.**

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