



SMB
Digital Health

Anouk Brands

Implementation Manager



Marike de Haan

Creative Director



- Founded in 2012
- 43 young professionals
- Mental Health Care, GP care, hospital care and occupational health care
- Collaboration with several universities
- Services: programs, VR, questionnaires, app and messaging



gezondeboel



therapieland

Innovative E-HEALTH

FROM PREVENTION TO RECOVERY

Companies
Education
Social district teams
Selfhelp

General practitioners
Mental health care
Hospitals



Online
programs



E-coaching



Questionnaires

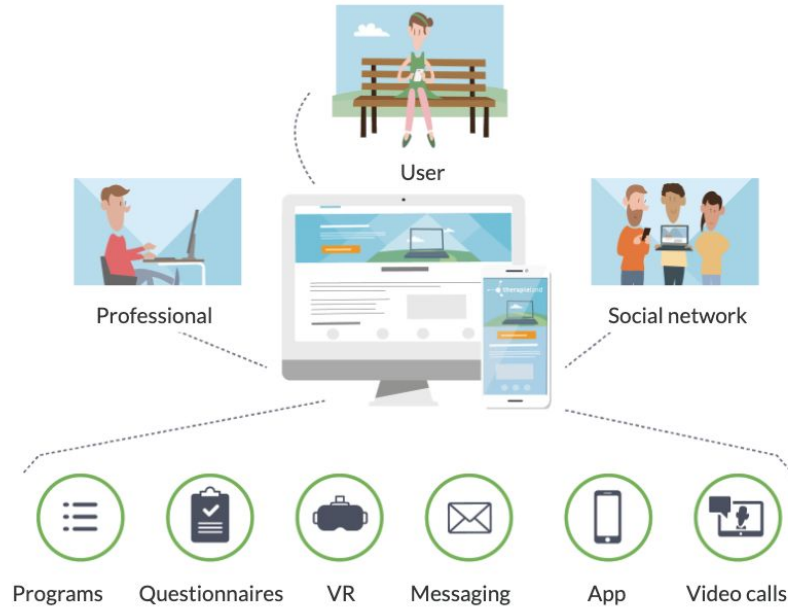


Apps



Virtual
reality

What do we do?





Our mission:

“Empower people to pursue a healthy life by making psychological expertise universally accessible and usable, at any place, at any moment”

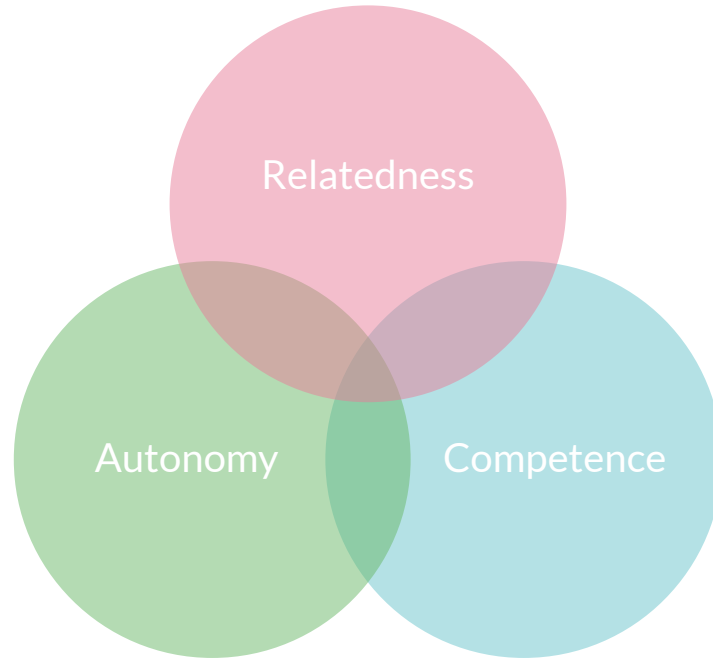
Our journey:

- Occupational health/ selfhelp
- General Practitioners
- Mental Health Care
- Occupational health/ selfhelp

What helped in implementation?

- Government financing to start using
- A good and easily working system & content
- Focussing on the internal motivation of our customers

Internal motivation



Implementation

EXPLORATION

What is e-Health?

Why should you consider e-Health?

How does it fit with your practise?

PREPARATION

Policy and method

First training

Introduction to the platform & programs?

Setting goals: therapists and organisation

ACTIVE IMPLEMENTATION

First experiences in daily practise

Second training

Behavioural change

OPTIMIZATION

Developing your own way of blended care

Evaluation

Becoming a specialist



Thank you!