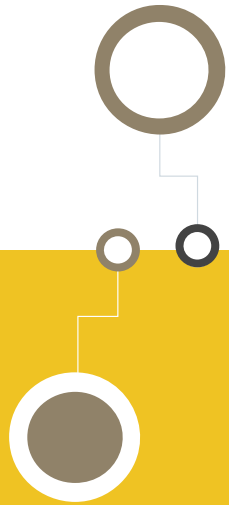# MEDÍP ANALYTICS

Connecting the odds

Software-as-a-Service (SaaS) solutions
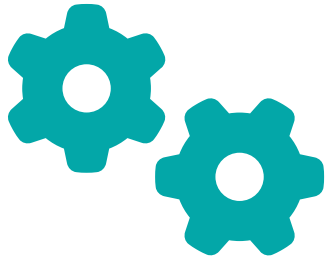for Biotech & MedTech companies

The Challenge

Biotech and MedTech companies face **difficult and costly market adoption processes**

The average cost of bringing a product to the market is about **$106 million** of which **50% is used to drive adoption**
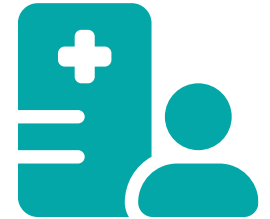
Product development

Step 1

Research

Step 2

Convince Stakeholders

Step 3

Long static papers & reports

Research

Step 2

Convince Stakeholders

Step 3

Does not match the stakeholder's setting

Our Solution – The Evidence Platform

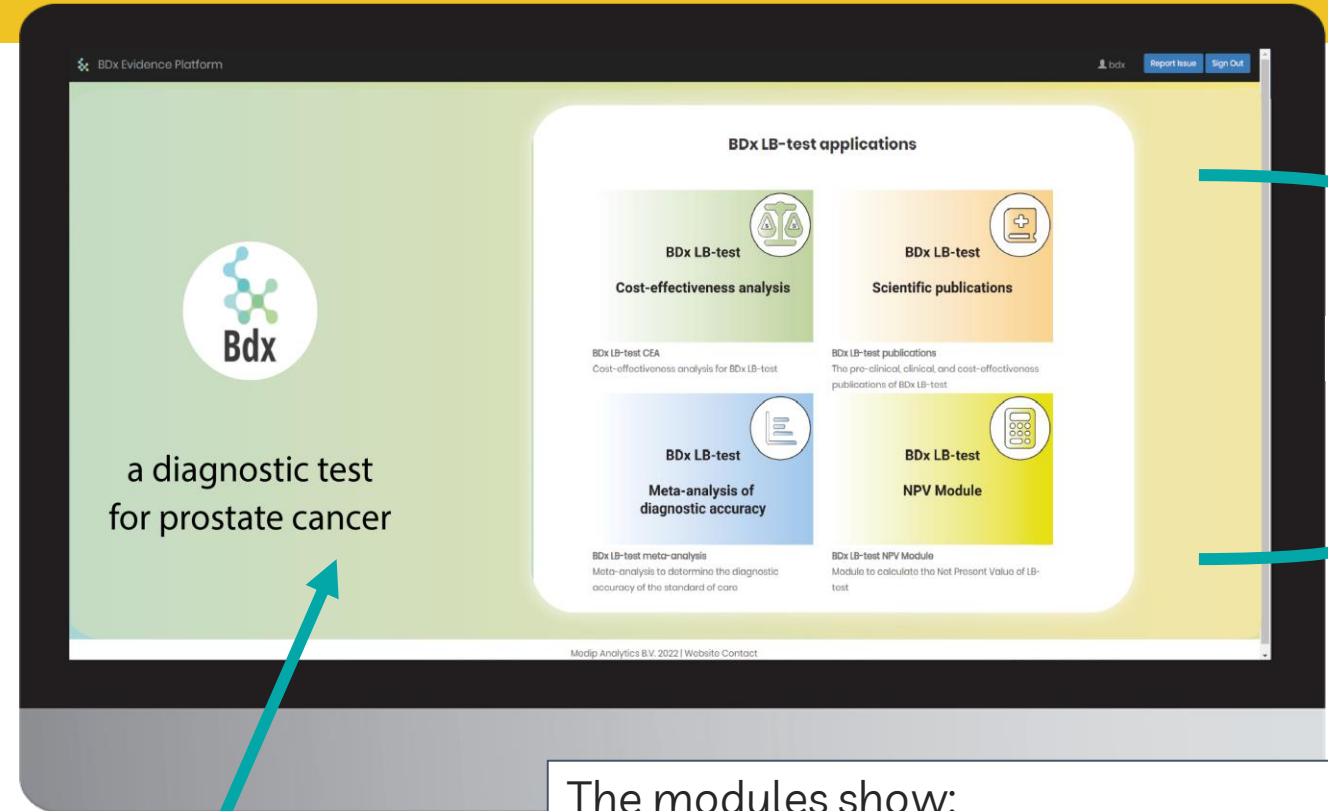## Showing the right evidence to every stakeholder

Convincing doctors, hospital management and health insurers

Intuitive and easily adjustable to different settings

It accelerates market adoption: Saving up to 7 million dollars!
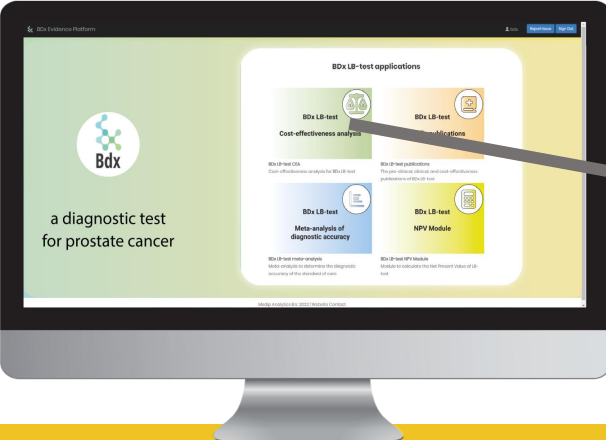

Modules

Platform for company BDx

The modules show:
- Effectiveness (statistics)
- The cost-effectiveness of the product
- Budget-impact
- Return-on-investment for hospitals
- Impact on resource use (including Personnel)

Cost-effectiveness module

🎯 Showing impact on health outcomes and costs

🎚 Easily adjustable to a different country or specific hospital
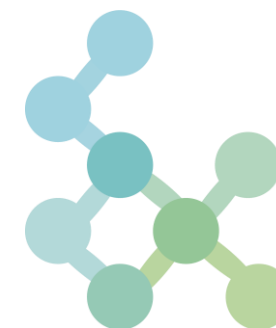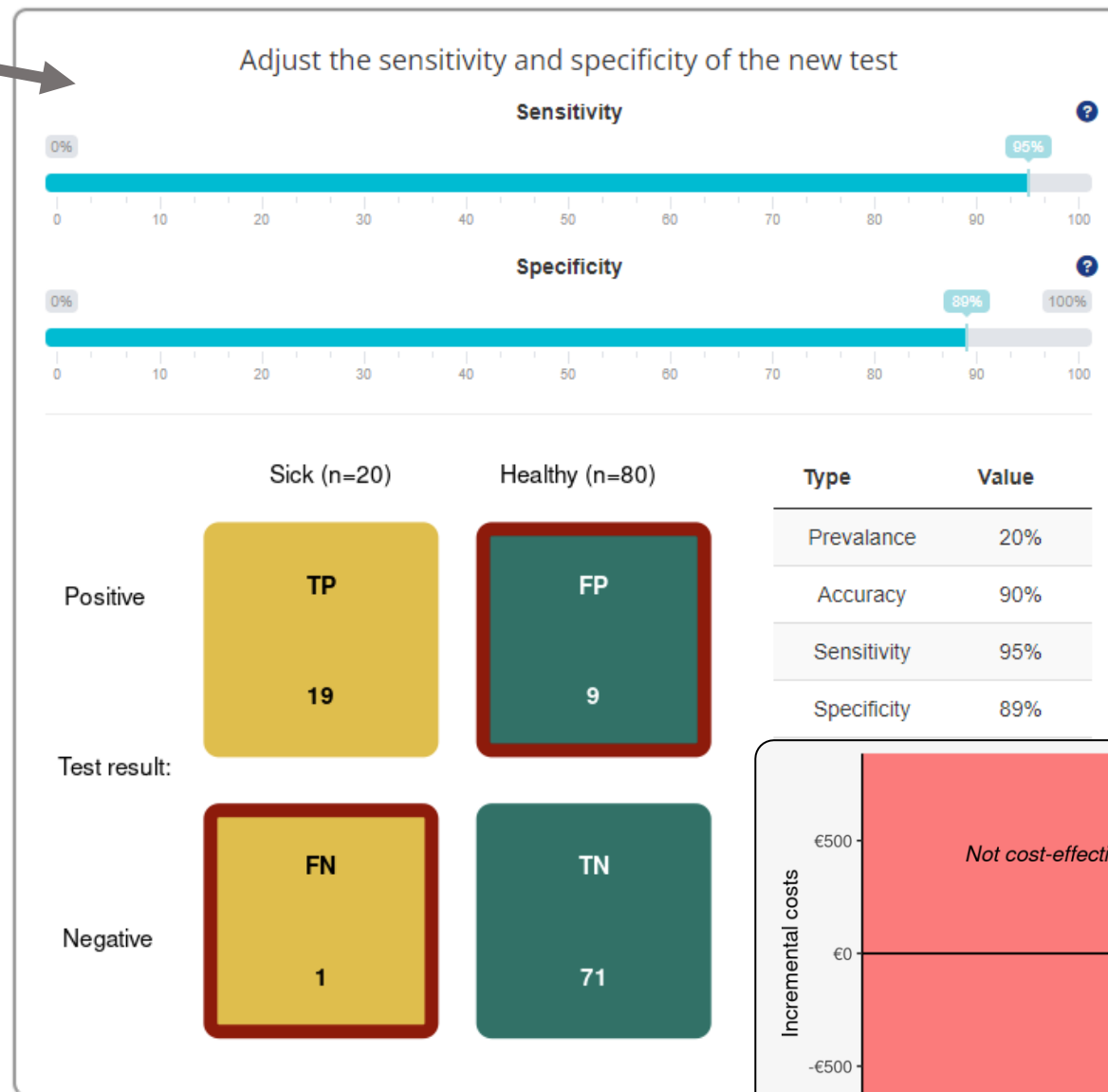
🔀 Dynamic algorithms that recalculate within the second

📊 Intuitive graphs and figures

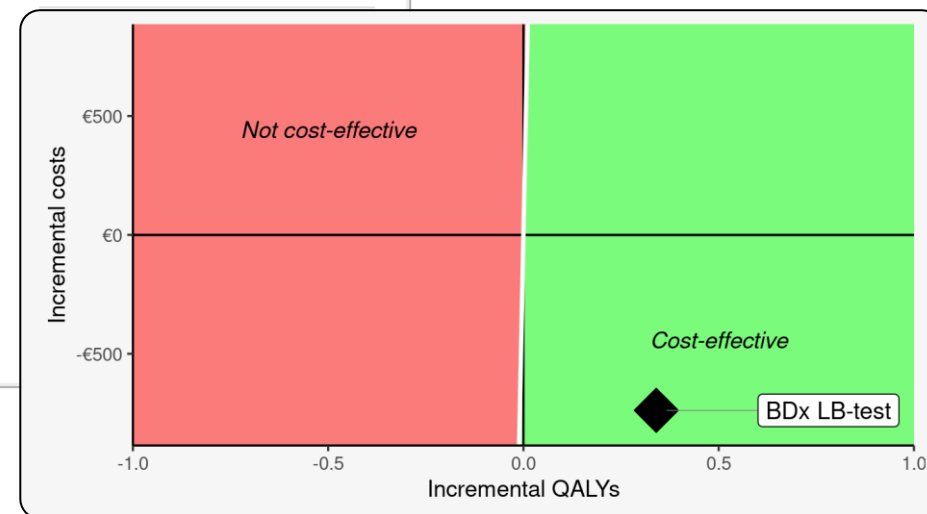👥 Prevalance   🔬 Accuracy standard of care   ⏳ Accuracy BDx LB-test   🔍 Treatment

Adjust the sensitivity and specificity of the new test

Sensitivity

0%   95%

0   10   20   30   40   50   60   70   80   90   100

Specificity

0%   89%   100%

0   10   20   30   40   50   60   70   80   90   100

	Sick (n=20)	Healthy (n=80)
Positive	TP 19	FP 9
Negative	FN 1	TN 71

Test result:

Type	Value
Prevalence	20%
Accuracy	90%
Sensitivity	95%
Specificity	89%

Live demo

www.medipanalytics.com

Meet the Team

Our team is made up of people with expertise in Health Technology Assessment, Biotech, Data-analytics, A.I. and Software development

Dr Tim Govers

Helped over 100 companies showing their added value
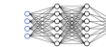
CEO

Dr Stan Wijn

You name it, he builds it

CTO

Partners

Come visit us at:
Noviotech Campus
Building A,
room 1rs.07

Please don't hesitate to reach out to us to schedule a meeting or ask any questions.

MEDIP ANALYTICS
Connecting the odds

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www.medipanalytics.com

Question – (Prostate) Platform Launch

Q4 Prostate platform launch

How to successfully launch the product?

-Love to hear experiences from the network with launching their products.

-How to best spend the budget:

        -Social Media

        -Digital advertisement

        -Congresses

        -Cold calling

        -other?