

PRESS RELEASE**Digital health fosters new ecosystems; start-up investment up 56% to over \$18bn**

Big companies, start-ups, research institutions, investors, physicians and pharmacists: the new ecosystem of health innovation prevents disease, nurtures health, encourages a culture of wellness and generates value for business

Milan, 1 April 2019 - Remote consultations, digital treatments, medical robotics, wellness apps, Artificial Intelligence: the world of healthcare, too, is moving into a new digital age. Technology is not only revolutionizing people's approach to treatment, but actually fostering a new **ecosystem** in which big companies, start-ups, research institutions, investors, physicians, pharmacists and other stakeholders work together towards a single goal: to prevent disease, nurture health and encourage a culture of wellness. The subject has been much discussed, including at an event entitled "**Frontiers Health at Milan Digital Week: Living the New Ecosystem**" organized on 15 March by **BNP Paribas Cardif**, one of Italy's top ten insurance companies¹, and **Healthware Group**, a leading digital health consultancy.

Combining experience, networking and cross-fertilization of ideas among the ecosystem's various players has always been the object of events put on by Frontiers Health, which over the last five years has created a worldwide community of healthcare innovators, one to which Healthware is proud to belong.

Digital health has a key part to play in this process of transformation. Reference models, targets, expectations, all are changing; and so is the wider vision. The insurance industry has moved from simply paying out financial compensation for illness, injury or loss towards the higher aim of **preventing** and **mitigating** them; and technology now offers it a chance to develop next-generation policies with innovative services and support, as well as a customer experience featuring promptitude, flexibility and user-friendliness. Some years ago, **BNP Paribas Cardif** began its Open Innovation journey towards that goal, inventing a new, innovative and effective model for sourcing Insurtech start-ups and building them into its operations. This "cross-fertilization" has, for instance, led to a collaboration with **Healthware Group** to develop an innovative new digital health product, and another with **D-Heart**, which thanks to one of BNP Paribas Cardif's **Open-F@b Call4Ideas** has managed to market the first smartphone-based means of independently carrying out an ECG and referring the results straight to a clinician.

This new **ecosystem of health innovation** has already shown it can generate value: according to figures presented during the event, more than \$18bn have been invested in Digital Health start-ups between January and October 2018², 56% more than over the same period the year before. In five years no less than \$45bn of venture capital has gone into digital health start-ups on average, a figure to rival the level of investment in the pharmaceuticals industry; and the total value of this market could reach some \$400bn in 2024. The leading trends are **digital treatments**, with forecast average annual growth of about 30% by 2023³, **Artificial Intelligence** and the lowering of human/machine **barriers**.

"The healthcare sector has begun a digital transformation as radical as any seen in other industries over the last few years – perhaps more so. Digital healthcare is truly revolutionary, because it will enable every operator in the sector to re-shape its production processes, its service provision and the ways it can benefit its users' health. Health insurers' presence in the healthcare ecosystem will make it easier to access treatment and will encourage preventive behaviour," said **Roberto Ascione, CEO & Founder of Healthware Group**.

¹ ANIA 2017 ranking

² Source DigitalHealth.Network

³ Source Frost & Sullivan

"Our recent study on health confirms the sustainability of this new ecosystem. Patients are more and more 4.0: 77% of them are already using tech to look after their health, and 55% would be prepared to share their health data through tech devices with those in the healthcare sector and with insurers. That trust means we can now enhance our social role, along with the best firms in digital health and other stakeholders in the sector, improving access to products and raising people's awareness of disease prevention and the culture of wellness." said **Isabella Fumagalli**, **Head of Territory for Insurance in Italy at BNP Paribas Cardif**.

The meeting during **Milan Digital Week** was a special spin-off from **Frontiers Health**, Europe's biggest event concerned with digital innovation in the healthcare sector, which takes place in Berlin every November. Attending the meeting were **Roberto Ascione**, CEO of Healthware Group & Chairman of Frontiers Health, **Isabella Fumagalli**, Head of Territory for Insurance in Italy at BNP Paribas Cardif, **Andrea Veltri**, Deputy CEO of BNP Paribas Cardif, **Matteo Penzo** Co-founder of Frontiers Conferences, **PierPaolo Iagulli**, Product Factory Director, Healthware Ventures, **Francesca Olivo**, Strategy & Customer Manager, EY Advisory, **Nicolò Briante**, CEO & Co-founder of D-Heart, **Sebastian Gruber**, Co-Founder & CEO of hi.health, **Dario Guido**, Head of the Medical Division at Samsung Medical, and **Claudia Molteni**, Head of Customer Experience & Commercial Innovation at Roche.

About BNP Paribas Cardif

The world leader in creditor insurance¹, BNP Paribas Cardif plays an essential role in the lives of its policyholder clients, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. As a committed insurer, BNP Paribas Cardif works to have a positive impact on society and to make insurance available to the largest possible number of people. In a world that has been deeply transformed by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partner distributors in a variety of sectors (including banks and financial institutions, automotive sector companies, retailers, telecommunications companies, energy companies, financial advisors, brokers and others) who market the products to their customers. BNP Paribas Cardif is a global specialist in personal insurance, serving 100 million clients in 35 countries with strong positions in three regions – Europe, Asia and Latin America – and plays a major role in providing financing for the economy. With nearly 10,000 employees worldwide, BNP Paribas Cardif had gross written premiums of €31.8 billion in 2018.

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¹ Source: *Finaccord* - 2018

Healthware Group

Healthware is a next-generation all-round healthcare consultancy group which has for over twenty years been helping firms and start-ups in the life sciences and insurance sectors with its unique array of services and skills in strategic consultancy, communication, technology and innovation as they pilot the digital transformation of healthcare.

The firm was founded in Italy by its CEO, Roberto Ascione, an international entrepreneur and opinion leader with twenty years' experience in marketing and communication, business process transformation and innovation applied to healthcare.

Healthware supports marketing and sales in life sciences firms with its full-service agency, working at the interface where the digital transformation of commercial operations meets digital healthcare. It offers an integrated range of innovative services combining its consultancy skills with its capabilities as a tech venture incubator.

Healthware and its joint venture partner Intouch form the world's foremost independent consultancy, with a combined team over a thousand strong and an established international presence: offices in New York, Boston, Kansas City, Chicago, London, Cologne, Milan, Rome, Salerno and Mumbai. For further details please go to www.healthwaregroup.com.

Further information:

MY PR

Roberto Grattagliano
Annalisa Di Gilio
02 54123452 - 3389291793
roberto.grattagliano@mypr.it
annalisa.digilio@mypr.it

BNP Paribas Cardif Italy

Cristina Cislaghi
Head of Media Relations
cristina.cislaghi@cardif.com

Healthware Group

Antonietta Pannella
Marketing & Communications
antonietta.pannella@healthwareinternational.com