

HEALTHexperts

www.healthexperts.net

The first German language “Healthcare-Cloud”

- Interdisciplinary for the first time in all 55 health categories
Search, find and read about 15,000+ health experts.
- Healthcare providers – doctors, therapists, clinics, insurance, medical-spas, rehabilitation and many more – can register, and for the first time, also present themselves in high quality format
- Business-model: Healthexperts is also an extensive marketing portal for all healthcare and health related services, offers and products.

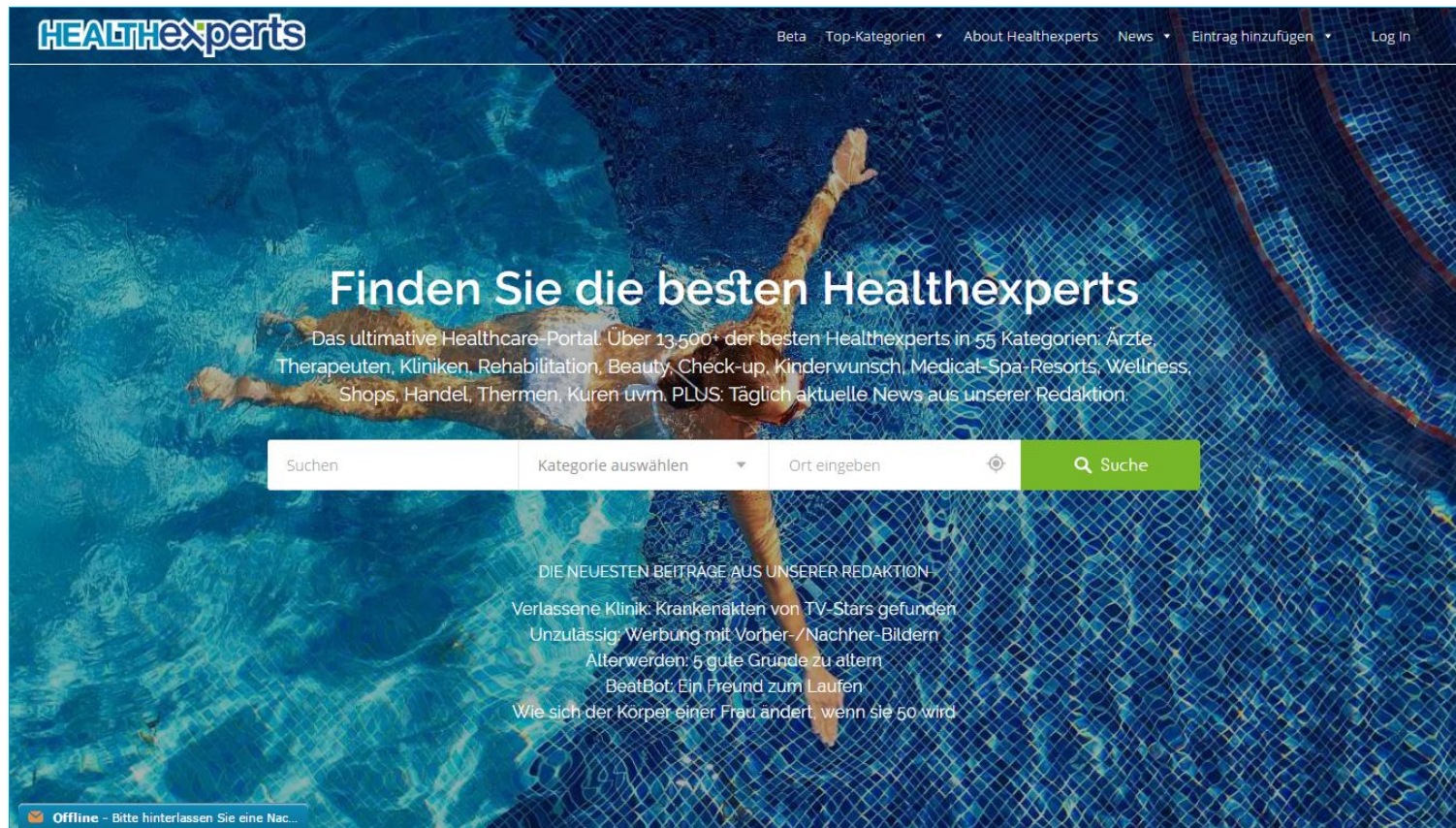


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#the problem

- There are only mono-dimensional “**Doctor searches**” esp. for “**illnesses**”. These platforms are often dull, both visually and emotionally (*serious?*).
- However, users are increasingly interested in **health and healthcare provisions, wellbeing** and subject areas – **nutrition/weight loss/fasting, fitness/heart-circulation** and topics like **allergies, anti-ageing, hair, teeth** etc.
- “**Allergy**” can relate to such interdisciplinary topics as doctors, therapists, outpatient clinics, pharmacies, psychologists, nutritionists, special hotels and shops for allergy sufferers, to name only the essential disciplines.
- **Doctor searches** are not **cross-border**, which in light of booming **medical tourism** and **healthcare specialisation**, is a great disadvantage.

#we proudly present



#the solution

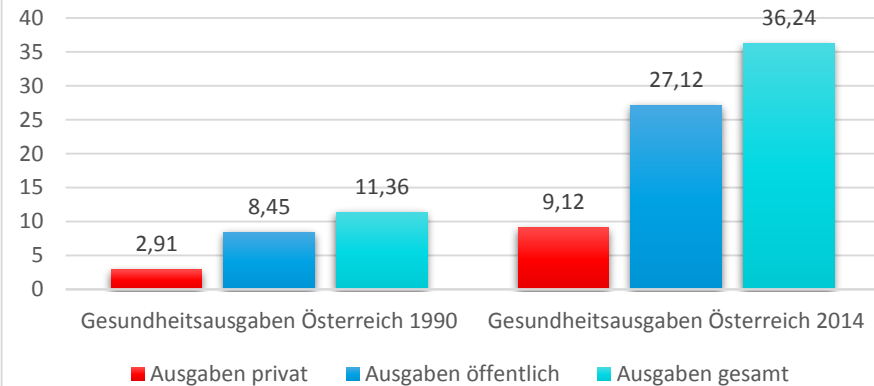
- For the first time, Healthexperts form the **whole spectrum of healthcare offers** – services, products, shops, actions etc. – related to topic and keyword search (*comparable to key word search on amazon.com*).
- Each registered **health expert** has the possibility to specify and constantly optimize offers through various additional filters – **categories, types, tags and regions**, e.g. for special offers, actions and products.
- For example, under „**ANTI-AGEING**” you will find ► **doctors**  ► **therapists** 
 ► **medical spa**  ► **products**  ► **equipment**  ► **shops**  ► **nutrition**  ► **hotels** 
 and more categories.
- You can then filter all healthcare categories and topics, set bookmarks, incorporate contacts, share items on social media, read current editorial pieces, subscribe to special newsletters (e.g. for allergy sufferers), and take part in actions/surveys.



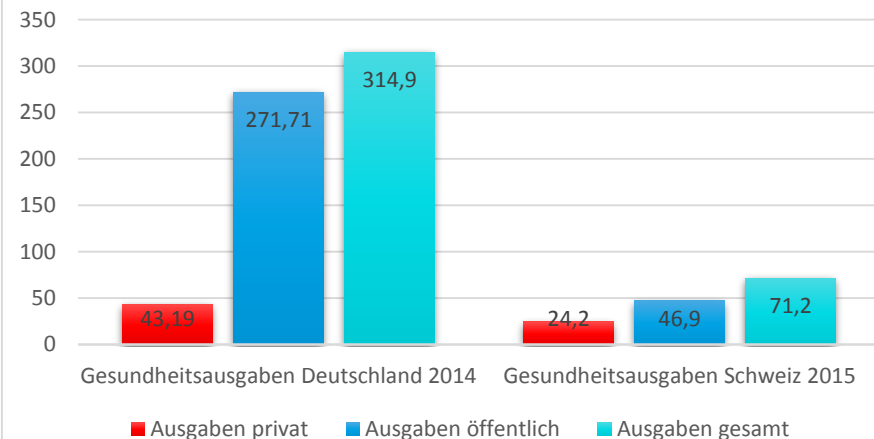
#the market

- **Health expenditure in Austria alone** increased from **12 billion euros in 1990 to as much as 36.4 billion in 2014**, and counting. Already a quarter of this expenditure, around **9.12 billion euros**, is classified among private expenditure, also still increasing.
- **In Germany**, private spending on healthcare amounted to approximately **43 billion euros in 2015 alone**. For the same year in **Switzerland** a high value equivalent was found of **around 71 billion euros** for total health expenditure.
- Around **2.5 million Austrians** are privately insured, among them **950,000 in the “special class” top category**, covering many private healthcare services.

Health expenditure Austria
private/public 1990-2014 in Billion €



Health expenditure Germany/Switzerland
private/public in Billion €



#the model

- The model is such that (researched) healthcare providers with basic entries, such as name, address, website and contact info, will be published.
(Updated 10.07. around 13.500+ entries)
- All providers, including those not yet listed, will be informed about new entries in **several waves over the new portal**, as well as in the implementation phase, coupons and discount promotions for paid listings.
- Healthcare providers may accept or add their entry for free as “OneFree” and make minimal amendments, but what’s better, **enter for a fee as “Pro” or modular “Expert”**.
- The Portal also serves as a great **presence and distribution platform**, e.g. for **insurance benefits, wellness tourism, products and services**. A shop has already been scheduled/integrated.

#the traction

- Since the beginning on the 20th June 2016, www.healthexperts.net have had **around 38,000 page views**, which suggest an **impressive organic growth**, as online marketing or AdWords have not (yet) been put in place.
- **Content strategy & storytelling:** There are already **250 online editorial posts**, with between two and three being added daily. The total posts (and expert-entries) are also published and shared on all of the (approx.) 15 social media accounts – FB, LinkedIn, Twitter, Google+ etc.
- Entries have already been sold, **achieving the first sales**.
- Goldbach Austria has already taken over the “classic” **online marketing. Topical cooperation**, e.g. “**private health insurance**”, is being negotiated.
- A **weekly newsletter** is being sent to around 30,000 recipients. The opening rate is 14.5%, the click and forwarding rate about 1%.

#market & sales

- A monthly entry in the “**Pro**” category costs 15 euros, 180 euros per year, contract duration is 12 months
- A monthly entry in the “**Expert**” category costs 80 euros, 960 euros per year, contract duration is 12 months
- A “**Sponsored-Content**” entry costs 850 euros for 12 months.
- It is assumed that in the first year 3% and 2% of listed providers will choose “Pro” and “Expert” respectively.
- Not considered are revenue from **online advertising, partnerships, sponsorship and newsletter content.** (all prices plus VAT.)

#team & media-know-how



→ **Ferenc L. Papp**, founder and CEO of FPM Media, Premium Health, **Healthexperts**, CASH FLOW-magazine, founder/CEO of **medienhaus + partner**, a **pioneer internet company** in Austria, former CEO of **Springer Business Media Austria**, Business studies **University Vienna** (MA), lecturer University Vienna.



→ **Otto Bohinc**, publisher & chief editor **Premium Health On- and Offline**, Owner ss-Media-Production, former Co-founder & executive **partner PACE Media Development**, Berlin, content-production & CMS for TV-channels, Deputy **Editor in Chief Forbes Germany**.



→ **Aniko Rakits**, Marketing & Communications at **Healthexperts**, Branch Manager at **Sixt GmbH** in Vienna/AT, Teamleader at **Mercedes-Benz CAC** in Maastricht/NL, Sales & Account Manager at **Diesel24 International** in Klagenfurt/AT, Assistant of the General Manager at **MID Real Invest** in Editor & Journalist at **Fehervar Radio** in Székesfehérvár.



→ **Peter Allmayer-Beck**, Peter Allmayer-Beck. Founding member and **publishing director of "trend"**, Austria's leading business magazine, Senior Sales Manager **"Der Standard"** Austria's leading Quality-Newspaper and for the "Wirtschaftsverlag". Publishing director **CASH FLOW** and **PREMIUM HEALTH**.



→ **Alexander Ivan**, IT-Specialist, print & online, database & web-technologies, configuration & maintenance. worked with/for: **medienhaus+partner**, **Springer Business Media Austria GmbH**, PG – **The Corporate Publishing Group GmbH**, RS Verlag GmbH, mica – music austria, various small to midsize companies.

#the plan (in euro)

www.healthexperts.net	%	Listing	2016	%	Listings	2017	%	Listings	2018
Number of total listings	100 %	13.500		100 %	17.500		100 %	25.000	
Special Offer Listing "Pro" € 15/month	3 %	405	42.525	5 %	875	157.500	8 %	2.000	360.000
Special Offer Listing "Expert" € 80/month	2 %	270	151.200	4 %	700	672.000	6 %	1.500	1.440.000
Sponsored Content/Posts (850/post/year)		50	42.500		100	85.000		125	106.250
Revenues online advertising (900/banner/month)		45	40.500		100	90.000		150	135.000
Additional revenues (Newsletter, Cooperation, Sponsoring)			10.000			25.000			50.000
Total revenues			276.725			1.004.500			2.041.250
Fixed costs, independent of revenue office, employees, basic marketing, ca. 75 %			380.473			717.463			860.955
Variable costs, depending on revenue marketing, advertising, freelancer/IT/admin/sales, ca. 25 %			126.824			239.154			286.985
Total costs			507.297			956.617			1.147.941
EBIT			-230.572			47.883			893.309

#next steps

- For the **start-up costs, development, marketing and business**, an investment Start-up/Seed of around 500,000 euros is necessary.
- **Next Steps:**
 - _ Development of a fixed team.
 - _ **Research and expansion of Germany/Austria/Switzerland (D/A/CH) database**
 - _ Setting up and improving the **filter and search functions**
 - _ Production of a **Free-App** (www.healthexperts.net is already fully responsive)
 - _ **Setting up a shop** on the whole site for selected **products** and **offers** from the listed health experts
 - _ Development of **marketing operations** (Growth Hacking etc).

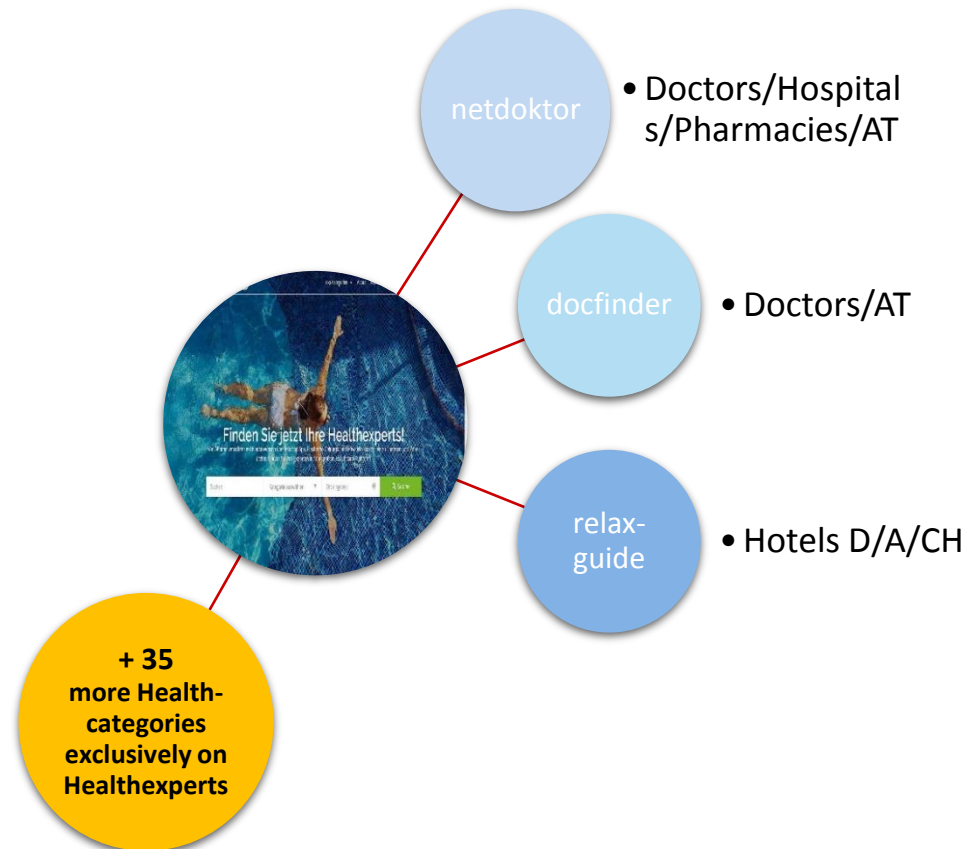
#competition

- www.netdokter.at: Large health platform, illnesses, treatment, very simple doctor/hospital search/Austria

- www.docfinder.at: only doctor search/Austria, patient recommendations
(Med. Recommendations/ratings are now heavily debated!)

- www.relax-guide.com: purely hotel search (also medical wellness) Germany/Austria/Switzerland

- Only Healthexperts present **all healthcare categories** thematically, and among them, about **35 categories exclusively**.



#google 05/07/2016 (screenshot)

GOOGLE healthexperts Anmelden

Alle Maps Bilder Videos News Mehr ▾ Suchoptionen

Ungefähr 861 000 Ergebnisse (0,58 Sekunden)

Hinweise zum Datenschutz bei Google

SPÄTER ERINNERN ANSEHEN

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www.healthexperts.net/ ▾
 Finden Sie jetzt die besten Healthexperts. Das ultimative Healthcare-Portal. Über 13.500+ der besten Healthexperts in 55 Kategorien: Ärzte, Therapeuten, ...

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 02.06.2016 - Während bisher Arzt-Suchen im Internet bekannt sind, versteht sich www.healthexperts.net als erste deutschsprachige „Health-Cloud“, die das ...

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Bilder zu healthexperts Unangemessene Bilder melden

Healthexperts.net Website
 Gesundheitsberater

Adresse: Alsergrund, Wien
 Öffnungszeiten: **Jetzt geschlossen** ▾
 Änderung vorschlagen

Fehlende Informationen hinzufügen
 Telefonnummer hinzufügen

Bewertungen
 1 Google-Rezension Bewertung schreiben Foto hinzufügen

Feedback