



hINF

“A medical communication platform for
patients and their clinics.”

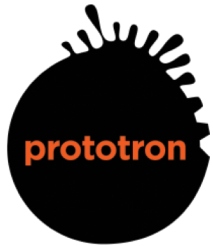
Paula Kink
CEO & co-founder



COMPETITIONS



HIVdigital hackathon winner



Summer round 2017 winner



Selected to present at the EU comes to Africa Business Forum 2017 & Startup Fair

Migraine Innovation Challenge & Hack 2018 winner

PARTNERS



PARTNER HOSPITALS



LÄÄNE-TALLINNA
KESKHAIGLA



MARKET RESEARCHES





BACKGROUND & VISION TO SUCCEED

“the entrepreneur”



Paula Kink

CEO

“the doctor”



MD Kersti Kink

CMO (medical)

“the IT guy”



Tanel Teemusk

CTO (technical)

Kalmer Rautam
designer

Erki Adams
backend

Inge Baumann
accounting & finance

Kadri Kallas & Sander Kärson
legal

THE AIM OF hINF IS TO..



Revolutionize routine medical practices for chronic disease patients



Make quality healthcare available faster to larger amount of people



Empower patients to gain control of their health



Current patient monitoring system is **OUTDATED, TIME CONSUMING & EXPENSIVE**

PATIENT SELF-REPORTS TO “HEALTH DIARY”

(most apps available are
just digitalized paper..)

Contain of “standard”
questions meant for everyone

Boring
Not motivating
Passive
Chaotic

Booking queue: 3-6 months

Spend an average of 3-5h
on an appointment

20-30min APPOINTMENT AT A CLINIC/HOSPITAL



Takes the MD 10-15 min
to understand what is on
patients “health diary”



Doctors do a lot of unpaid
extra work via phone calls
and emails



hINF

Time efficient & effective

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TO "HEALTH DIARY"

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AT A CLINIC/HOSPITAL

CHATBOT

or as we like to call
her "virtual nurse"

ARTIFICIAL INTELLIGENCE



DIGITAL APPOINTMENT

Scheduled, chat based
appointment between the
patient and their medical
care team



Time efficient and effective

CHATBOT

or as we like to call
her “virtual nurse”

MACHINE LEARNING

Collects necessary **personalized
health data**

Comfortable
Communicates with the patient
Humane and emotional
Motivates to make better choices
Is personal migraine assistant
Involves and reminds
Encourages to regularly to report data



DIGITAL APPOINTMENT

Scheduled, chat based
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care team



Shared data collected by CHATBOT
that is visualized on self-educating
& easily understandable graphs



Quality medical care can be more
accessible for more people

Easy prescription renewal
Easy to report conclusions
for epicrisis



Time efficient and effective

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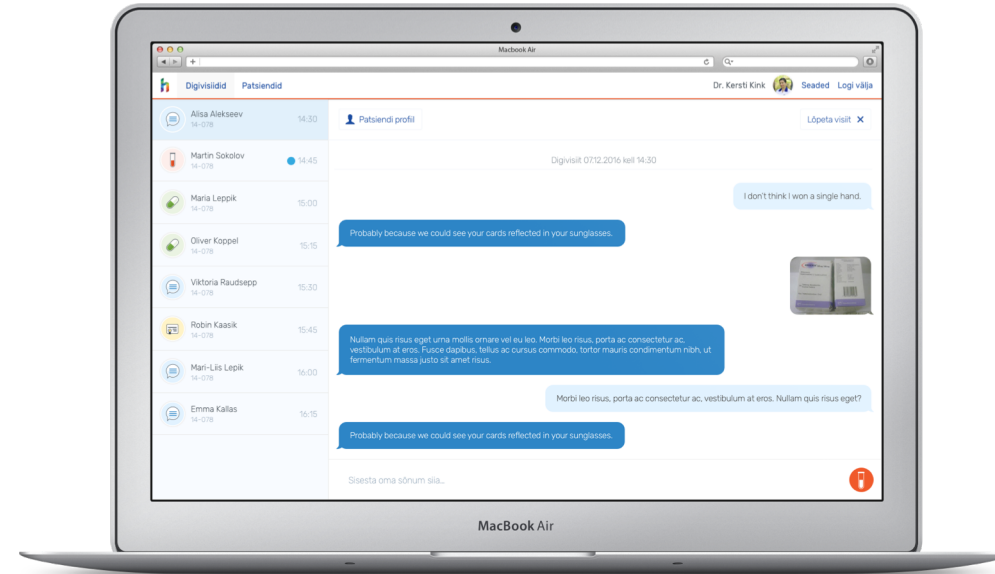


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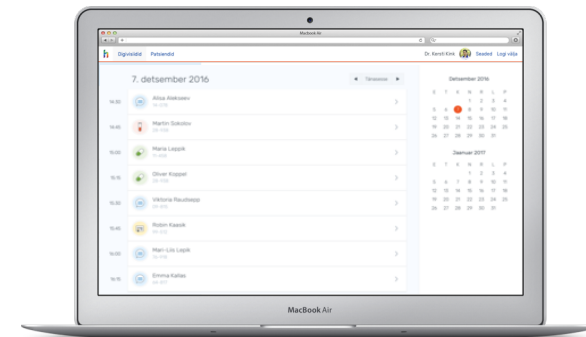
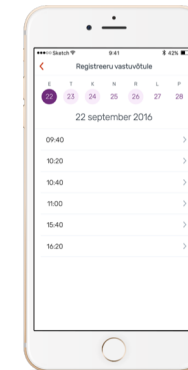
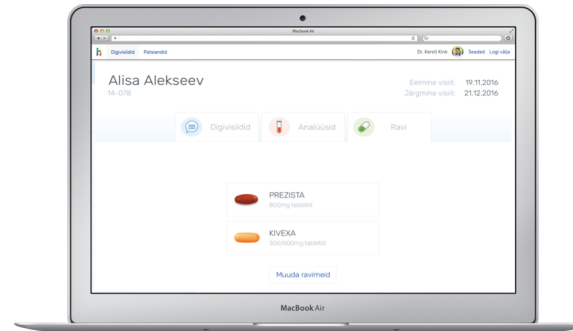
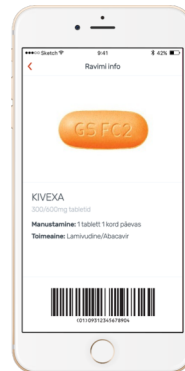
Easy prescription renewal
Easy to report conclusions
for epicrisis



SCHEDULED DIGITAL APPOINTMENTS WITH MEDICAL SPECIALISTS



Secure monitoring platform



Overview of treatment

Smart notification system



We have proven with hINF that
we can **save up to 20% of**
doctors time each day, which
results in approximately **350h**
every year.

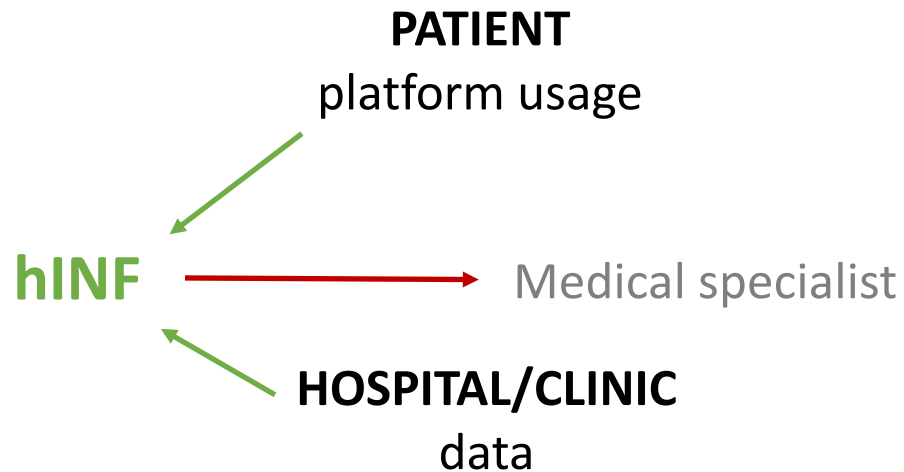


BUSINESS

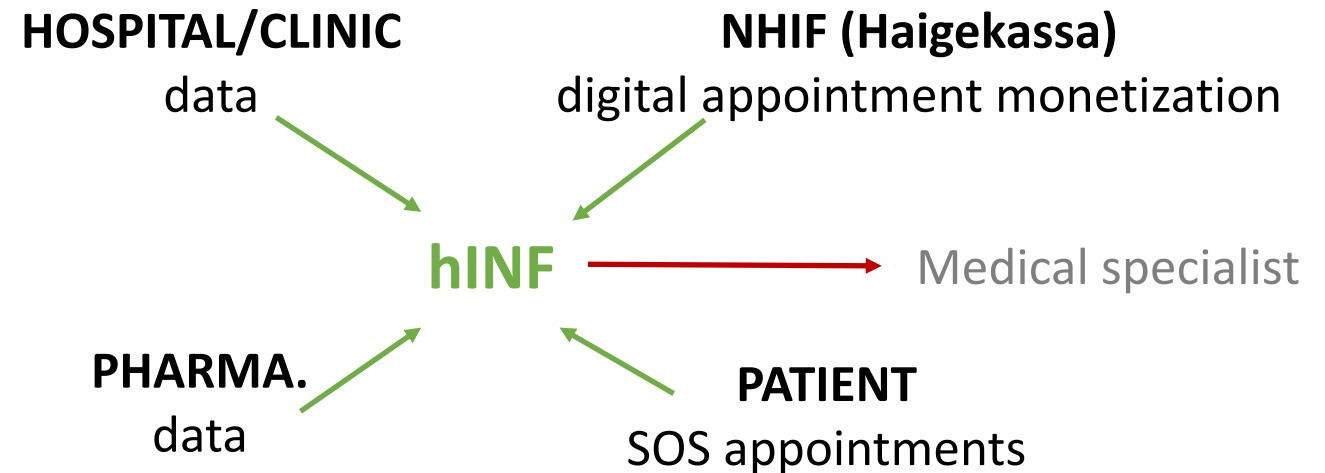
How do we reach our end customers?



Who pays for it?



Who pays for it? (2021-..)





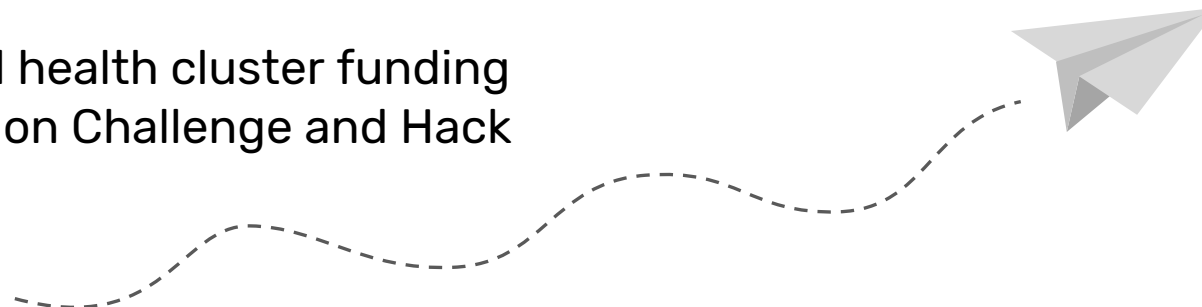
We are looking to raise **350,000€** **12% equity**

18mo. Runway:

FULL-TIME TEAM WORKING ON hINF
CHATBOT (virtuaalõde)
MARKET ENTRY: Estonia, Latvia

PREVIOUS FUNDING (equity free):

- €42,000 – HIVdigital hackathon
- €9,960 – Prototron
- €31,900 – EAS + Connected health cluster funding
- €2,500 – Migraine Innovation Challenge and Hack





hINF animation: “HIV+ patient journey”

https://www.youtube.com/watch?v=IHCpg_IhrzM





THANK YOU!

www.hinf.eu

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hINF PROJECTS WITH HOSPITALS

Additional slides.



hINF + WEST-TALLINN CENTRAL HOSPITAL



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**LÄÄNE-TALLINNA
KESKHAIGLA**

“Platform development for HIV+ patients”



OVERVIEW OF THE PILOT PROJECT



2. August 2017 – 30. May 2018



West-Tallinn Central Hospital



Participated: hINF team, 3 MD, 3 nurses and 250 HIV+ patients



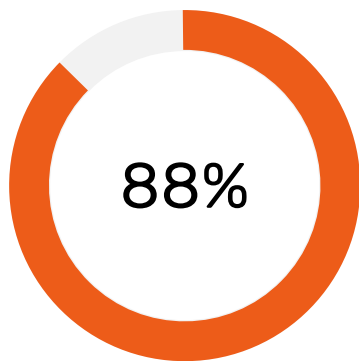
Platform validation

Co-operation with end-users and necessary modifications

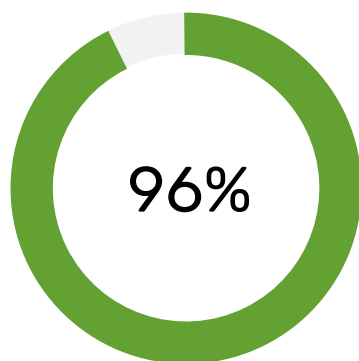
Proof of concept



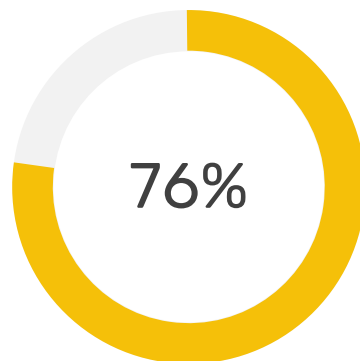
HIV+ PATSIENT PROFILE



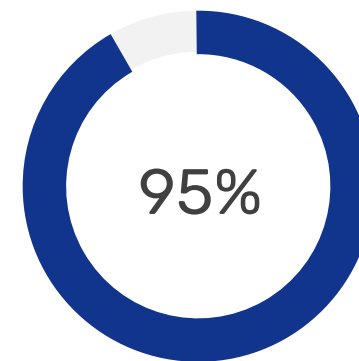
25-50 years old



Smartphone
user



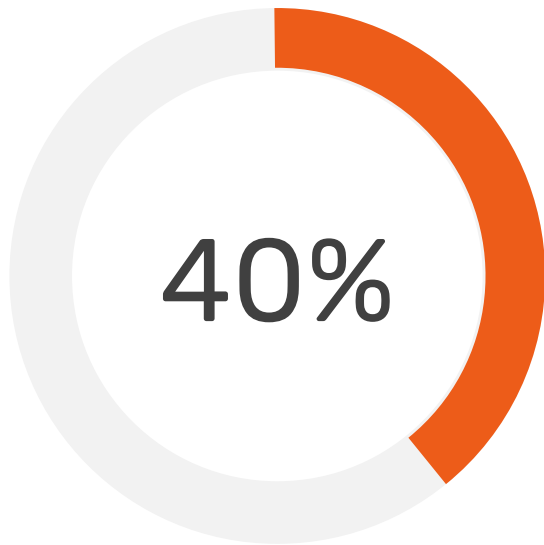
Employee



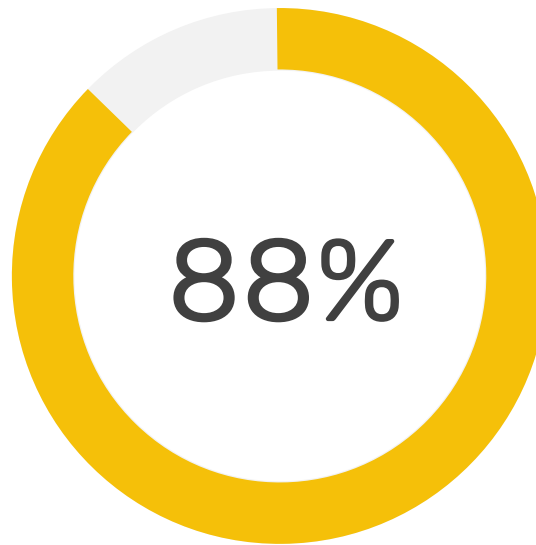
Interested in using a
communication app for
patients



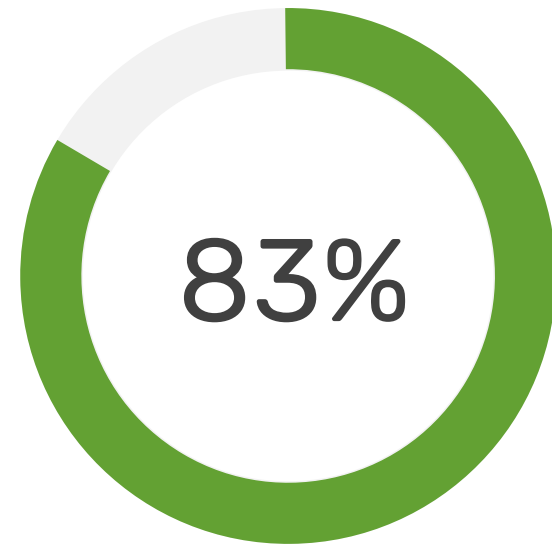
PROBLEMS



Spend over 3h for a
visit at the clinic



Find it
uncomfortable to
visit the clinic as
often as needed



Admitted that they
have avoided coming
to the hospital until
their problem was
unbearable



LÄÄNE-TALLINNA
KESKHAIGLA

FEEDBACK

PATIENT



- Did not find it difficult to download the app or use it.
- "hINF platform is practical and useful"
- "Loved the freedom that came along with digital appointments"
- Digital appointments were very easy to use, fast and simple



- "hINF platform should be accessible for patients also on computer, not only on smartphones.
- "What will we do now as the pilot project is over?"

MEDICAL DOCTOR



- Confidence, that patient will always receive test results and a suggestion when to book their next appointment.
- hINF can also be used by nurses and other members of the care team to consult the patient.
- HIV is a stigmatized disease. The doctors were surprised how the patients felt comfortable using the app and sharing their medical data on it.
- Patients did not overdo with booking digital appointments - average appointment lasted for 5 minutes.



- Slight distrust and belief that using hINF will be time-consuming as we did not have a interface with the local registration system at the clinic.



hINF + NORTH ESTONIA REGIONAL HOSPITAL






hINF



Regionaalhaigla

“Platform adaptation for cancer patients”

OVERVIEW OF THE PROJECT

-  North Estonia Regional hospital, Oncology and Hematology clinic
-  Participants: hINF team and 2 nurses from chemotherapy department, patients
-  hINF platform adaptation for chemotherapy patients



hINF +

NORTH ESTONIA REGIONAL HOSPITAL






hINF



“Platform adaptation for migraine”

OVERVIEW OF THE PROJECT

-  Tartu University Hospital, Neurology Clinic, Estonian Headache society
-  Participants: hINF team, 2 MD, 4 medical nurses, migraine patients
-  hINF platform adaptation for migraine patients. Building chatbot “virtual nurse”

