

hINF – a medical tele-treatment platform
for patients and their clinics.

hINF the Company

hINF is an eHealth startup founded in 2016 in Tallinn, Estonia. hINF – the name of our product & company is an abbreviation for health information. The platform enables efficient communication between patients and their clinics. The idea behind hINF was born at HIVdigital hackathon, where the teams needed to find a solution that would make the patients lives with chronic diseases easier. The idea behind hINF ended up being that great that we were one of the two winners of the hackathon funded by ViiV Healthcare and GlaxoSmithKline. hINF has since partnered up with several healthcare institutions and medical companies to further develop the platform.

hINF the Product

The current system for patient monitoring is outdated, time consuming and expensive. The aim for the platform is to revolutionise certain routine medical practices, make quality healthcare available faster to larger amount of people and empower the patients to gain control of their health.

Our goal as a company is not simply to develop a great product, but to create a solution that best meets the daily needs of its users. The platform has been built working closely with patients, doctors and nurses from clinics and hospitals all over the world.

Within the past 19 months we have researched 9 markets (2 in progress), accessed 8 clinics, done a 200 patient survey (pre development) and 2 pilot projects at medical institutions.

The first version of hINF has been developed for HIV+ patients, yet the platform can be modified for patients with other various diseases.

hINF eases the communication between the parties with a secure and modern chat based digital appointments. We enable patients with chronic diseases to replace at least 50% of their routine visits to the clinic with digital appointments. Digital appointments are concentrated, take less time and give the patients the freedom to connect with their doctor wherever they

might be. The platform gathers necessary health data from the digital appointments and provides the patient and their clinic with an overview of the patients' health. hINF can save at least 20% of doctors' time every day, which results approximately in 350h each year. The platform is end-to-end encrypted.

The next step for the platform would be to add a patient "self-reporting system". Currently, doctor can share medical data with patient, including test results and medicine. Through our pilot projects we have noticed that patients should have the opportunity to easily gather data about their health between appointment. For instance. If a patient is experiencing pain in a certain region, or nausea they can mark down the symptoms exactly when they're experiencing it and if necessary send it over to the doctor through a digital appointment as soon as possible. In some cases, the patient might collect the data over time and then book an appointment. The doctor can decide whether the patient needs to come in for an appointment or is it something that can be solved over a digital appointment or with a simple prescription.

hINF Marketing

hINF is a B2C and B2B product. The main clients will be medical institutions. The idea is to provide the platform to patients through their own doctors/care team. hINF connects patients with their own clinics and it will be a part of patients' regular treatment scheme.

hINF Team

Paula Kink - "the entrepreneur" - CEO & co-founder. Paula has always had a vast interest in medicine and technology. Before diving into the startup world, she has worked on a medical Database project with Tartu University and West-Tallinn Central Hospital. Graduated in 2016 from University of Wales, Aberystwyth with an LLB.

MD Kersti Kink – "the doctor" – CMO (medical) & co-founder. Kersti is one of the leading infectious disease physicians in Estonia. She has worked as an infectious disease doctor since 1997 at West-Central Tallinn Hospital.

Tanel Teemusk – "the it guy" – CTO (technical) & co-founder. Tanel has specialised in iOS development since 2010. In addition to hINF, he has also developed several banking apps.

Katrin Charles – "the patient" – Co-founder – Katrin has volunteered in Africa with several HIV projects from grass-root level. Her expertise and knowledge is African healthcare.

Kalmer Rautam – design.

Erki Adams – android.

Inge Baumann – accounting & finance.

Kadri Kallas & Sander Kärson – legal.

Useful links:

Product introduction for HIV+ patients: https://www.youtube.com/watch?v=IHCpg_lhrzM

hINF <https://www.hinf.eu/>