

# “WITH EEDOCTORS YOU CAN CALL YOUR DOCTOR VIA VIDEO CALLS ON AN APP”

## EXCELLENT MARKETING FOR SUCCESS



Dr. Andrea Braga, Chief Medical Officer of eedoctors. Photo: JW

© eedoctors is a start-up that uses the digitalization to transform the healthcare industry by giving their customers access to doctors via video calls on an app. Dr. Andrea Braga, the Chief Medical Officer, explained there was a potential in the current healthcare system and that eedoctors is a start-up.

Currently, the healthcare industry is confronted by several problems such as demographic changes or insufficient services, according to Braga.

Costs are constantly rising in Switzerland. In contrast to this, the healthcare of tomorrow will have to include a higher service level, more individualization as well as digitalization. Moreover, Braga explained, an analysis has shown that 70% of the clinical issues could be treated by videos. eedoctors embraced this opportunity and placed themselves as a problem solver by adding another level of efficiency to the healthcare system.

**“The most important thing in our product is medicine. We can have the best app and the best marketing, but when there is no service behind it and we are not delivering medicine we will fail”,** said Andrea Braga.

As a start-up in the beginning phase, marketing is essential. Social media presence is especially important in the launch phase, according to Braga. This will help to build up an online community by sharing engaging relevant content and building deeper relationships with networks, industry peers and influencers in order to grow awareness and brand perception. ● FG

## DIGITAL START-UPS – INNOVATE OR DIE

© To survive, companies must be able to exist in a world of platforms, close the digitalization gap and especially be innovative. According to Michael Schranz, Head of Marketing and Business Development of the application development agency Apps with love, these abilities determine survival.

A key way to approach the various challenges, Schranz believes, is the design thinking process. "To be innovative and creative a company must embed the design thinking process. By including employees from various departments, maintaining processes, considering the climate and environment within a company and the product itself, creativity will automatically lead to innovation."

Schranz continued: "To enhance creativity, it is important to have an open culture where everybody feels free to have their own ideas." The innovation processes can no longer be held behind closed doors, but instead must be open and include collaboration with customers, research partners as well as other businesses.



Michael Schranz from Apps with love while talking about the design thinking process. Photo: JW

**“With the help of design thinking as a strategy for innovation, a company must be willing to continuously redesign their business according to customers’ needs and wants”,** said Schranz. **“The better a design is, the more innovative it becomes and, therefore, leads to a desirable product for the customers.”**● AH